

SELLING YOUR HOME: THE PLATINUM DIFFERENCE

A Step-By-Step Guide To Listing Your Home & What Sets Us Apart From Other Brokers




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OUR COMMITMENT TO YOU

- We work for YOU!
- We will represent your best interests at all times.
- We will use our experience, contacts and resources to ensure all the tasks involved in selling your home are met in a timely manner.
- We will keep you informed and empowered throughout the process with timely updates and consistent communication.
- Every transaction and every client is different, which is why we customize our services.
- We will develop a comprehensive strategy for aggressively marketing your home.
- We will personally manage and coordinate all the activities involved in selling your home.
- We will advise, navigate and guide you throughout the entire process.
- We will skillfully negotiate to get you the optimal price for your home.
- We will be your real estate consultants even after closing.

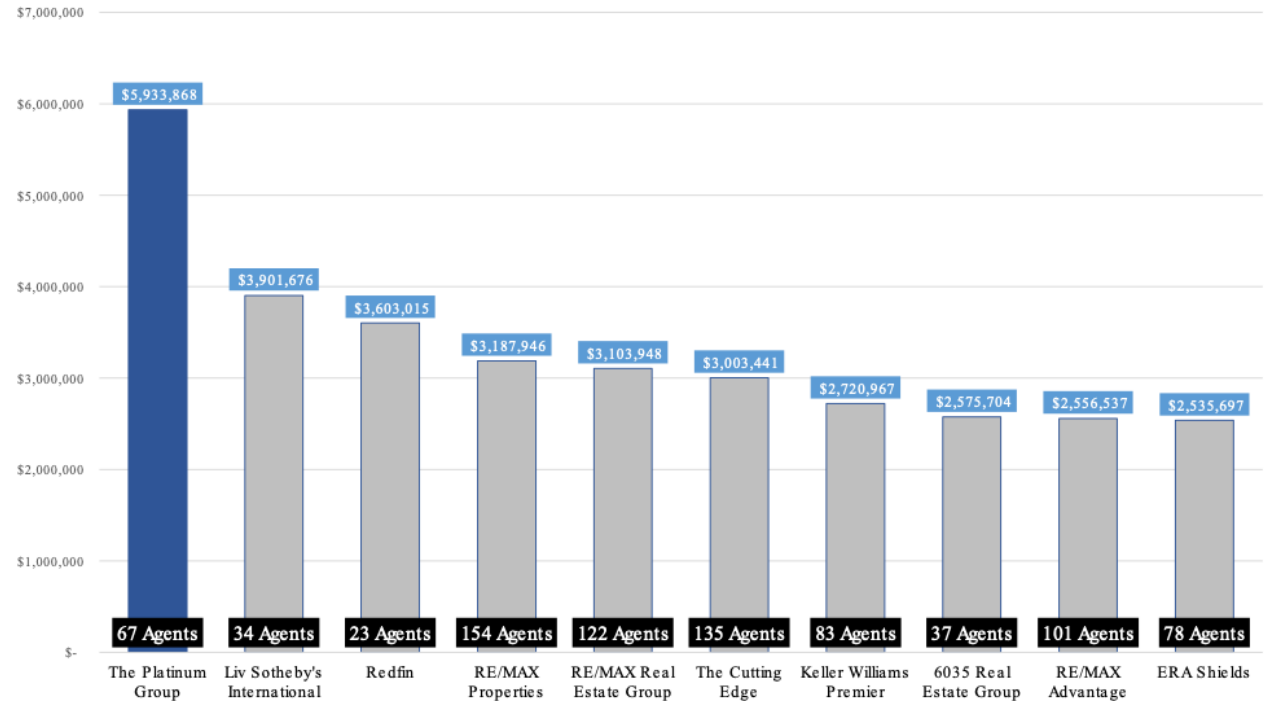


Professional.
Informative.
Powerful.

Introduction

A Little Bit About Who We Are

2023 YTD JAN 1st - AUG 31st 2023 Ranking of Sales Volume Per Agent



The Platinum Group's stats are based on Lone Wolf Data; All other offices are from MLS Data
Franchises are individually owned and operated
9/6/2023

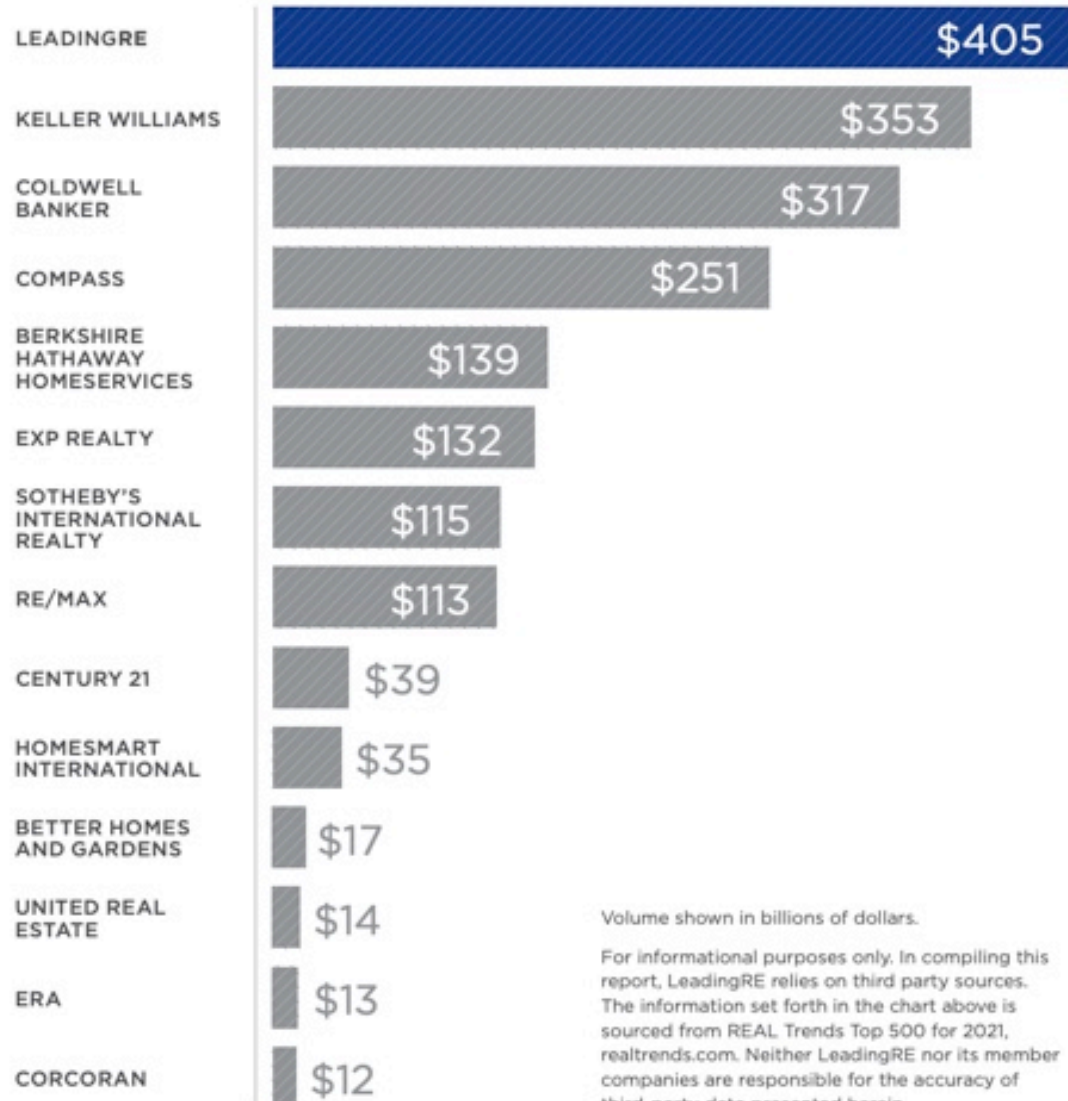
Each year, The Platinum Group dominates the local real estate market in both per-agent sales and sales volume. So far this year, Platinum REALTORS have sold an average of \$3.3M in real estate. What does this mean for you? Platinum agents are neighborhood and area experts with extensive networking in the community to get your home SOLD more quickly and for more money.



INDUSTRY-LEADING SALES.

Our invitation-only network was responsible for \$405 billion in annual home sales volume among the top 500 U.S. real estate firms in 2021.

2021 U.S. HOME SALES VOLUME AMONG THE TOP 500 U.S. REAL ESTATE FIRMS.



Volume shown in billions of dollars.

For informational purposes only. In compiling this report, LeadingRE relies on third party sources. The information set forth in the chart above is sourced from REAL Trends Top 500 for 2021, realtrends.com. Neither LeadingRE nor its member companies are responsible for the accuracy of third-party data presented herein.

Introduction

A Little Bit About Who We Are



ABOUT US

Carmen is a full-time Realtor who understands the ins and outs of the fast-moving market here in the Pikes Peak region. She has received her company's highest honor for the past 4 years in real estate. Prior to being a Realtor, she was the editor of the Colorado Springs Gazette newspaper and its digital/social footprint. She and her husband have raised two children here in Colorado Springs.



- Leader's Circle 2019, 2020, 2021, 2022 - highest national honor
- Top 50 agents in PPAR (more than 5,000 Realtors)
- Military, Negotiation, and Senior Real Estate Specialist Designations

Introduction

A Little About Who We Are



Along with being a Broker Associate, Ethan Stall is currently on Active Duty. He joined the Army as an Explosive Ordnance Disposal Technician in 2007. He is an expert in military relocation via his own personal moves: Since joining, he has lived in Alabama, Florida, Washington, Germany, Oklahoma, and Colorado and understands every aspect of a PCS. He has also deployed multiple times to Afghanistan and Syria and understands what families need during that time of hardship.



Selling Your Home in 5 Steps

Step 1 – Selling Consultation

Step 2 – Develop Pricing Strategy

Step 3 – Develop Customized Marketing Strategy

Step 4 – Staging and Presentation

Step 5 – Managing the Transaction Through Closing



Selling Your Home in 5 Steps

Step 1 *Selling Consultation*

Determine Your Needs



Motivation – Why have you decided to sell your home?

Timing – Are you flexible in timing or are we working toward closing on a certain date?

Pricing – Are there circumstances I need to know about such as liens on the home or second mortgages? This will help me formulate your net profit sheet.

Decision Making – Will anyone else be involved in key decisions?

Communication – How do you prefer to be contacted (email, calls or text?)

Selling Experience – How many properties have you sold? What went well – and what didn't?

Personal Property – Are you planning to include any personal property in the sale?

Condition of Home – Are there problems with the property that need to be disclosed, or for which I can recommend a service provider?

Relocating – Can I assist you in purchasing a new home here or finding a Realtor in your new area?

Concerns – Are there general concerns you would like to discuss?



Seller Expectations

Thank you in advance for the opportunity to assist you with your upcoming move. You have hired us to do an exceptional job to sell your home, and we promise to bring our “A” game every day to provide the best service to you and your family. In order for this to be a smooth and seamless process, we have addressed some of the most common questions and concerns below.

PRICING

Pricing your home is part science and part experience. We utilize several resources to determine the most accurate selling price. The majority of the time we are spot-on with pricing; however, there are many factors that determine the final outcome. Days on market, the sales prices of similar properties, new inventory, and the ever-changing economy, are just some of the factors that influence final sales price. Our goal is to price your home to sell for the highest obtainable price in the least amount of time.

PRICE IMPROVEMENTS

We will provide you an updated Comparable Market Analysis (CMA) on a weekly basis. It is very important to stay in line with the current market conditions. For instance, if two similar homes in your neighborhood go on the market for 20K less than your home, we are going to need to discuss the impact that will have on your home. We also will need to weigh the time you have to wait out an offer with your motivation and/or need to relocate. All these factors will weigh in to your decisions on price. We will supply data and recommendations, but ultimately it will be your decision.

Selling Your Home in 5 Steps

*Step 1
Seller Consultation*

Seller Expectations, continued



Selling Your Home in 5 Steps

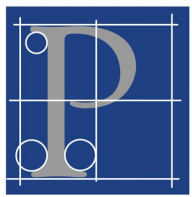
*Step 1
Seller Consultation*

STAGING

There is absolutely no doubt that a staged home is going to be the popular choice with buyers when given that option. Making sure your home is in top condition is imperative to getting it sold. We will assist you with getting it just right on the front end of the process. In most cases we may use all of your own belongings to set the perfect stage. It really does make a significant difference in selling time and final price to take the extra time to make it sparkle.

SHOWINGS

The most common question we receive is “When is my first showing going to be?” There is no standard answer to this question, but it does take time to create marketing traction. It may be 3 hours once active in the MLS, but it could also be 2 weeks. The price range, weather, time of year and holidays all influence this process. We empathize with you in that having your home show ready is a huge hassle. You will need to be prepared to show on a daily basis and at any time. Unfortunately, there are many agents who do not plan accordingly, and wait until the 11th hour to set a showing. It is standard that most sellers have a one-hour notice at minimum. We will discuss your personal needs and will do our best to make this as smooth as possible. There are times when appointments are set up and the agent shows up early, late, or not at all. Buyers change their minds, kids get ill, agents forget to leave business cards and the weather can impact plans. We do our best to keep you informed, but things can and do happen that are outside our control.



THE
Platinum Group,
R E A L T O R S®

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Working Towards an Accurate Price



Selling Your Home in 5 Steps

*Step 2
Develop Pricing Strategy*

If your home is priced too low, we will leave money on the table. Our goal is to get you as much money as we can!

If your home is priced too high, we will get far fewer showings and typically those showings we do get will not generate offers.

A home that is accurately priced is the best way to ensure we will get you where you want to go on time, and also achieve the highest price possible.

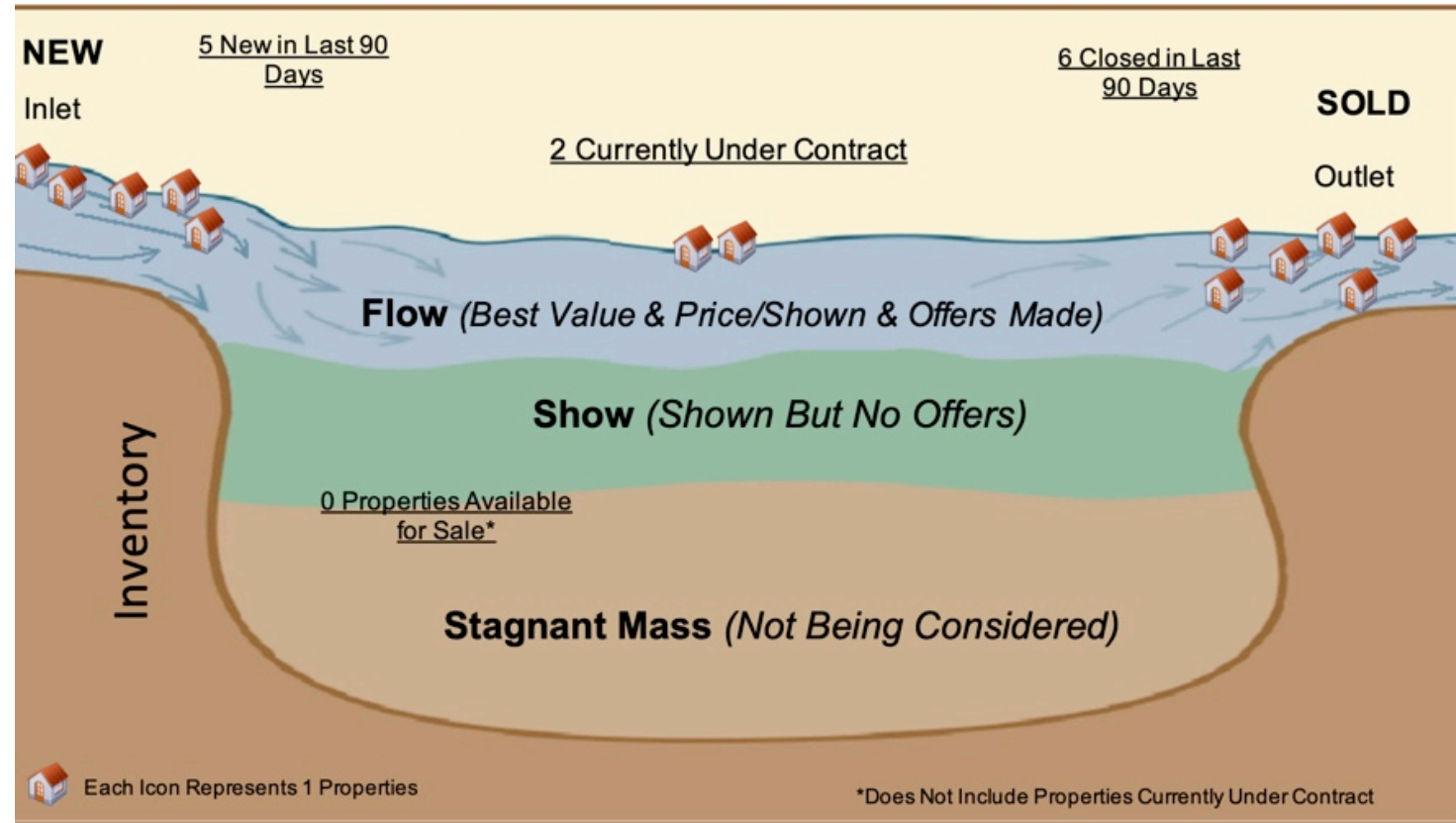
An asking price that is beyond market range can adversely affect the marketing of a property. Your home will eventually sell below market value due to these costly delays.

The Real Estate Market is like a pond. No one wants to get stuck down in the muck!



Selling Your Home in 5 Steps

Step 2
Develop Pricing Strategy



Estimating your Proceeds

SELLER'S ESTIMATE OF NET PROCEEDS

This is only an estimate, and actual costs will vary. Estimates are not guaranteed.



Seller: _____

Seller's Initials: _____

Address: _____

Prepared by: _____

Estimated Closing Costs

	CONV.	VA	FHA	CASH/ASSM
Fees to Release Existing Liens				
Tax Statement and Certificate Fees				
Tax Service Fee				
Deed Preparation Fees and Attorney's Fees				
Recording Fees				
Escrow Fee				
Brokers' Fees				
Discount and Buydown Fees				
Flood Certificate Fee				
Lender Inspection Fee				
Termite Inspection Fee				
Courier Fees				
Survey Fees				
Appraisal Fees				
Lender Endorsement Fees				
Underwriting Fee				
Wire Funding Fee				
Condominium Transfer Fees				
Owner's Title Policy Premium				
Lender Required Repairs				
Repairs required by Buyer				
Service Contract or Home Warranty Fee				
Loan Discount and Buydown Fees				
Interest Proration (1 st day of month through funding date)				
Tax Proration (Jan. 1st through closing date)				
Other				
Estimated Total Closing Costs	0.00	0.00	0.00	0.00

Estimated Proceeds to Seller at Closing

Sales Price _____
 Less Estimated Closing Costs (_____)
 Less Estimated Loan Balance (_____)

 Estimated Net Proceeds _____

After Closing Refunds

Estimated Unused Insurance _____
 Estimated Escrow Balance _____

 Total Estimated Refunds 0.00 _____

**Selling Your Home
in 5 Steps**

*Step 2
Develop Pricing Strategy*



Selling Your Home in 5 Steps

Step 1 – Selling Consultation

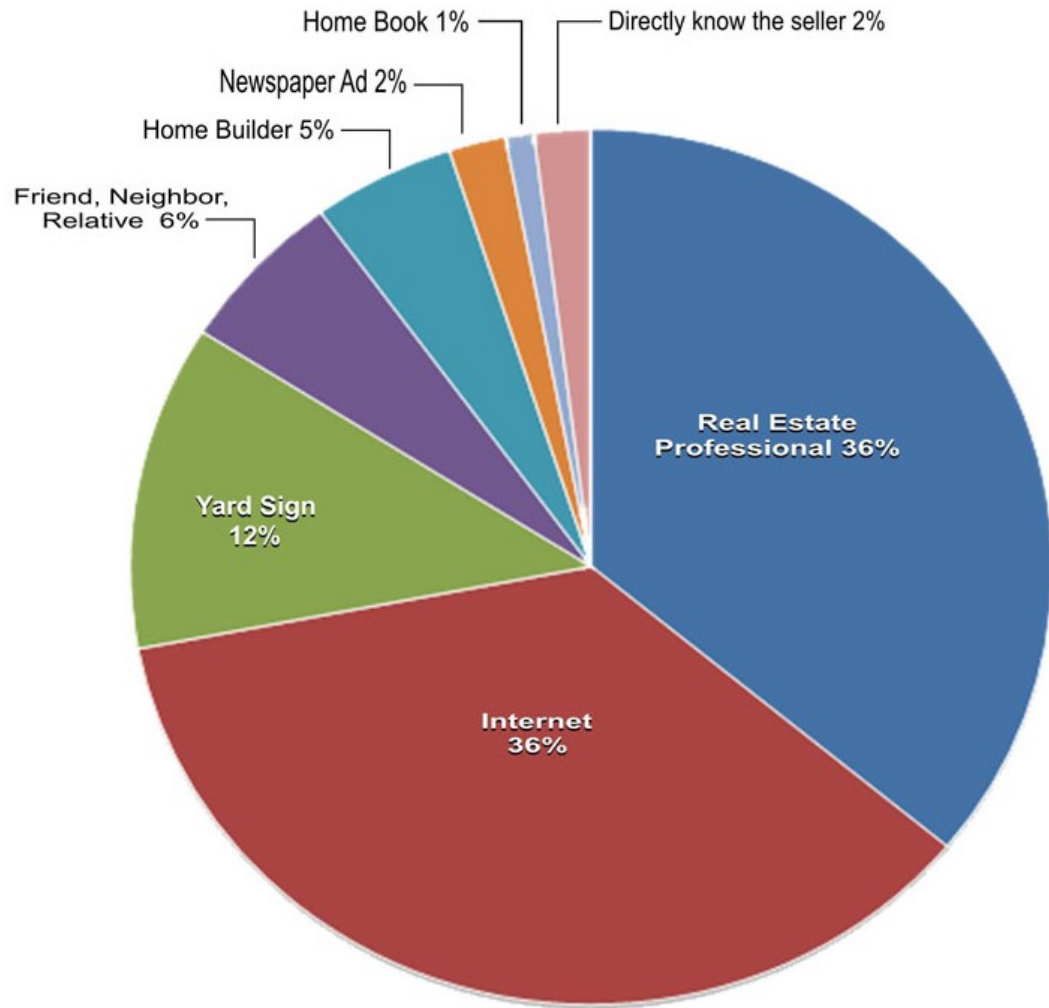
Step 2 – Develop Pricing Strategy

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Where Buyers Find the Home They Purchase



Selling Your Home in 5 Steps

*Step 3
Develop Customized
Marketing Strategy*

The pie chart above illustrates where buyers are finding the home they purchase. **84% of homes sales are generated by the marketing efforts of a real estate professional.**

(Internet and Real Estate Professional leads are directly driven by having your home listed in the MLS.)



Selling Your Home in 5 Steps

*Step 3
Develop Customized
Marketing Strategy*

As part of our marketing plan, we provide these services to you as our commitment to get your home sold and get you where you want to go on time; to help put you in the strongest negotiating position possible, and to make the process easier for you and reduce surprises.

- 1. Pre-title commitment.** We will order, at our cost, a pre-title commitment to reduce your risk of any title problems at closing.
- 2. Pre-showing cleaning.** Services are provided to you at no cost by our professional cleaning team before going on market.
- 3. High-resolution professional photography, interior video and drone footage.** Quality photography is proven to enhance the time-on-site for viewers of your listing and is helpful for out-of-town buyers to envision living there.

Our Marketing Plan, continued



Market Watch: New Listing

Criteria Map Results

Previous Next 1-25 of 34 Checked 0 All None Page Display Hotsheet at 25 per page

MLS #	Chg Type	Chg Info	Status	SS	Add Address	PT	Beds	Baths	Gar	SQFT	Area	Price	LP/SF	SP/SF					
9690020	NEW		ACT	No	19771 Knights Crossing	SIF	5	5	4	5,474	TRI	\$999,750	\$183						
5327906	NEW		ACT	No	12894 E 116th CT	SIF	7	5	7	5,398	OTH	\$835,000	\$155						
9237923	NEW		ACT	No	3160 Sheiks PL	TOW	3	4	2	4,434	WES	\$795,000	\$179						
6831631	NEW		ACT	No	2602 Northcrest DR	SIF	5	4	2	3,546	N/E	\$539,900	\$152						
3525996	NEW		ACT	No	4985 Nugent DR	SIF	4	4	3	4,151	PWR	\$449,900	\$108						
7111900	NEW		ACT	No	6103 High Noon AV	SIF	5	4	3	3,739	PWR	\$430,000	\$115						
7459876	NEW		ACT	No	7151 Wintery LP	SIF	3	3	2	2,461	N/W	\$425,000	\$173						
3586820	NEW		ACT	No	5880 S Perth PL	SIF	4	2	2	1,858	OTH	\$405,300	\$218						
1343607	NEW		ACT	No	11415 Rill PT	TOW	4	3	2	2,516	NGT	\$399,000	\$159						
4264734	NEW		ACT	No	10433 Mt Emerald DR	SIF	5	3	3	2,650	FAN	\$393,991	\$149						
4082812	NEW		ACT	No	194 Luxury LN	TOW	4	4	2	3,420	NGT	\$389,500	\$114						
4163149	NEW		ACT	No	7097 Mitchellville WY	SIF	4	4	3	3,472	FAN	\$379,900	\$109						
1356668	NEW		ACT	No	5929 Eagle Glen VW #103	TOW	3	4	2	1,963	N/W	\$348,000	\$177						
2691877	NEW		ACT	No	4655 Dapple Grey LN	SIF	5	3	2	3,016	PWR	\$339,000	\$112						
6383283	NEW		ACT	No	6446 Pulpit Rock DR	SIF	4	3	2	3,014	N/E	\$339,000	\$112						
7831681	NEW		ACT	No	9568 Copper Canyon LN	SIF	3	3	2	2,354	F/V	\$330,000	\$140						
9177757	UP	\$229,900->\$329,900	ACT	No	1337 Grass Valle DR	SIF	5	4	2	2,564	S/W	\$329,900	\$129						

4. **Digital ads.** Ads featured on espn.com, cnn.com and more for the first week the listing is live, displayed to likely buyers within 30 miles of your listing who are browsing homes, looking at mortgage calculators and/or exhibiting other online buying behavior.

5. **Enhanced Internet Placement.** Featured listing on Realtor.com on 4th and 13th tile of every page in your ZIP code. Realtor.com is the nation's largest real estate web site.

6. **Networking.** Distribution of your listing to other "Peak Producers".

7. **Signage/Brochures/Lockbox.** High quality signage and color, glossy brochures unless prohibited by HOA. Electronic lockbox restricts entry to registered agents and allows for secure access.

8. **Neighborhood distribution.** Color postcard to your 50 closest neighbors.

9. **Buyer/Realtor feedback.** After every showing, the buyer's agent will be asked for feedback on the property. This can allow us to pivot quickly if a problem is consistently being recorded, or adjust price based on market reaction.

Selling Your Home in 5 Steps

Step 3
Develop Customized
Marketing Strategy

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Selling Your Home in 5 Steps

*Step 4
Staging and Presentation*

STAGED FOR SUCCESS

The National Association of REALTORS® 2019 Profile of Home Staging takes a look at the value staging a home brings to the selling process

83%

of buyers' agents say that **staging makes it easier for buyers to 'visualize'** the property as their future home



44%

of buyers' agents say that staging a home **increases the dollar value offered**



Staging and Presentation Tips



- Curb appeal is a buyer's first impression. Cut & trim the lawn. Get your landscaping in top condition.
- Repair screens & windows so they show and work properly.
- Paint any part of the house that may need it.
- Clean carpets and repair or replace if necessary.
- Fix the plumbing (Leaky faucets!)
- Make rooms appear larger by storing or removing excess furniture.
- Organize closets to show off storage space.
- Garage & storage areas should be clean and neat.
- Show off every room to the best advantage, including attic and all storage space.
- Keep stairways clear of all objects.
- Remove excess from kitchen cabinets to show spaciousness.
- Please the cook with a spotless, uncluttered kitchen.
- Appliances should be clean & in good working condition.
- Turn off the radio and TV when your home is being shown.
- Keep all pets and children out of the way during showings.
- Remove and replace any items that have personal attachment.
- Do not discuss price, terms, possession or other factors with people viewing your home or with their showing REALTOR®.
- Please do not tag along with the prospect and the REALTOR®. If possible leave the house during showings. Buyers must feel free to discuss your home with the showing REALTOR®.

Selling Your Home in 5 Steps

Step 4 Staging and Presentation



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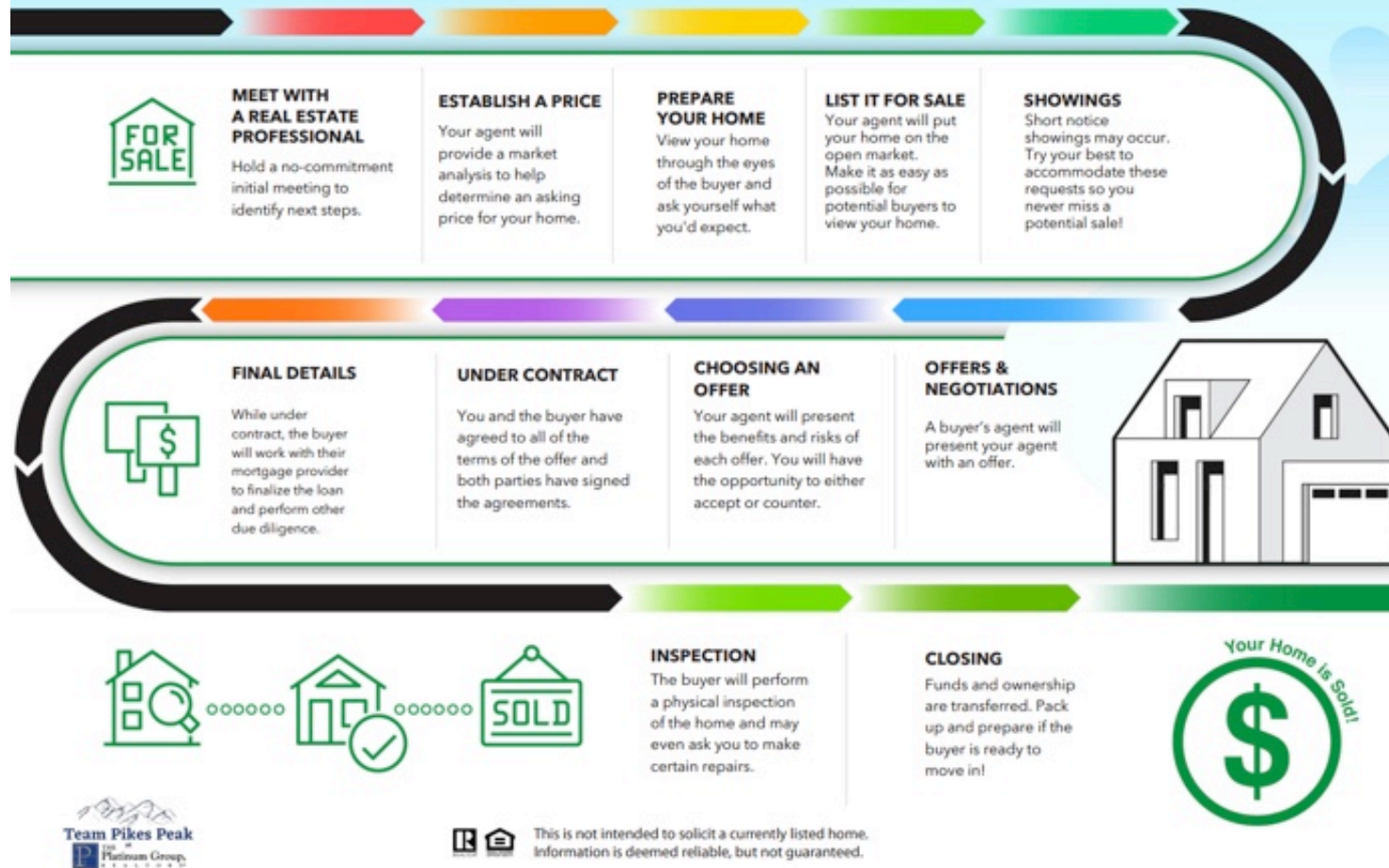
Step 5 – Managing the Transaction Through Closing



CARMEN BOLES

REALTOR

SELLER ROADMAP



Selling Your Home
in 5 Steps



This is not intended to solicit a currently listed home. Information is deemed reliable, but not guaranteed.

Let's Get Started!

There is so much thought, knowledge and preparation that goes into a successful home-selling campaign. We will be your resourceful guides through every step. We would love get started on formulating a strategic plan to get your home sold!