



# **PRE-LISTING** **INFORMATION PACKAGE**

**Prepared by:**  
**Arthur P. Obrzut**

Enclosed you will find information regarding Arthur, the 200-Step System he has created to get your home sold fast and for top dollar, a list of questions you should ask *ANY* Realtor before you sign *ANYTHING*, details of Arthurs's guarantee, EASY EXIT LISTING AGREEMENT and much more!

Please review this package before your  
Appointment with Arthur.

Thank you for taking the time to review this package. I have sent you these materials in advance of our meeting so that you will know a little more about me, our services, and how they will benefit you.

At this point, I don't know all of your particular needs and objectives, nor do I know your financial and family situation entirely. I do know that selling a home can be an extremely emotionally trying time, or a very exciting one. My job is to provide you with enough solid information so you can make an honest, informed decision based upon facts not hype.

As you look through this package, use the forms at the back to note any questions that you have for me so that we will not forget to address them at our meeting. I am preparing a complete presentation and market analysis for our meeting. I will cover many important items that other agents may not even know, such as:

**The proven 200 Step Home Selling System**

**Easy Exit Listing Agreement**

**and much more...**

Selling your home is a complicated task, so it is crucial to have every possible advantage you can. Thank you again for your time, and I look forward to meeting with you.

Sincerely,

Arthur P. Obrzut

**720-515-1135**



Download my Free Colorado Real Estate  
App.[www.coloradorealestateapp.net](http://www.coloradorealestateapp.net)



## **Arthur P. Obrzut**

# **MISSION STATEMENT**

It is my mission to consistently provide the highest quality, most innovative and exceptional real estate service available anywhere in the Greater Denver City area.

Our client's needs always come first. We will strive to always provide value far in excess of our client's expectations. Our constant goal is mutual respect, and long term relationships that are beneficial to all parties.

Our operation will be a great place to work and do business. We will be positive, helpful, and enthusiastic at all times – always focusing on solutions, not challenges. We will take care of business first and foremost, but have fun and enjoy ourselves in the process.

We will run a clean, organized, and efficient operation, and always adhere to the highest standards of integrity and ethical business practices.

We will never rest on our accomplishments. We will constantly strive to create, develop, and implement new ideas, strategies, and services that will benefit our clients. We will continue to seek continuing education in all aspects of our business to increase the level of service we offer our clients.

## **Core Values**

- Honesty & Integrity at all times and in all situations.
- Continually improve our services to exceed our client's expectations.
- Create and nurture a fun, exciting, creative and productive work environment.
- Tirelessly pursue personal & Team growth while reaching well-formulated goals.
- Work with only the most enjoyable and motivated clients and co-workers.

# Arthur P. Obrzut

## 200 Step Sales System to Get Your Home Sold Fast and For Top Dollar

1. Research tax records to verify full and complete legal information is available to prospective buyer(s) and buyer's agents on MLS printout.
2. Research property's ownership and deed type
3. Research property's public record information for lot size & dimensions
4. Research and verify legal description
5. Research property's land use coding and deed restrictions
6. Research property's current use and zoning
7. Verify legal name(s) of owner(s) in county's public property records
8. Research sales activity for past 6-18 months from MLS and public records databases
9. Research "Average Days on Market" for property of this type, price range, and location
10. Research competitive properties that are currently on the market.
11. Research competitive properties that have been withdrawn.
12. Research competitive properties that are currently under contract.
13. Research expired properties (properties that did not sell during their time on the market).
14. Research competitive properties that have sold in the past six months.
15. Call agents, if needed, to discuss activity on the comparable properties they have listed in the area.
16. Research the previous sales activity (if any) on your home.
17. Download and review property tax roll information
18. Prepare "Comparable Market Analysis" (CMA) to establish fair market value
19. Obtain and verify accurate methods of contacting you.
20. Gather information to help assess your needs.
21. Review current title information.
22. Measure interior room sizes.
23. Confirm lot size your copy of certified survey, if available.
24. Obtain copy of floor and pool plans, if available
25. Review current appraisal, if available.
26. Identify Home Owner Association manager, if applicable
27. Verify Home Owner Association fees, if applicable
28. Verify security system, current term of service and whether owned or leased.
29. Verify if you have a transferable Termite Bond or Warranty.
30. Ascertain need for lead-based paint disclosure
31. Verify if property has rental units involved; if so, make copies of all leases, verify all rent and deposits, inform tenants of listing and discuss how showings will be handled.
32. Compile list of repairs and maintenance items.
33. Prepare showing instructions for buyers' agents and agree on showing time window with you.
34. Assess your timing.
35. Assess your motivation.

36. Assess your sales goals.
37. Assess your immediate concerns.
38. Ask you questions about the property and yourselves to learn how to better serve and provide helpful information if needed.
39. Discuss your purchase plans and determine how Arthur can assist you in your next purchase (local, new home construction, investment, relocation or Finding a rental Property) or if we can research and find a qualified agent to assist you in your new location.
40. Determine how quickly you need to move.
41. Obtain information that will help Arthur to prepare the listing, advertising and marketing materials. Questions will include: What type of improvements have you done to your house in the past five years? What other features of your home make it attractive to buyers? (Type of cabinets, flooring, decks, pool, fireplaces, etc.) What do you think the home is worth? How much do you owe on the property?
42. Prepare you by asking you to gather home information: to have copy of deed, current tax bill, copy of a survey, copy of your title policy available (to potentially save you money).
43. Obtain one set of keys which will be inserted in the lockbox.
44. Perform Interior Décor Assessment
45. Review results of Interior Décor Assessment and suggest changes to shorten time on market.
46. Perform exterior “Curb Appeal Assessment” of subject property.
47. Review results of Curb Appeal Assessment with seller and provide suggestions to improve salability.
48. Give you an overview of current market conditions and projections.
49. Provide Home Audit to discuss constructive changes to your home to make it more appealing, to show exceptionally well and help it to yield the greatest possible price to an interested buyer.
50. Provide you with home showing guidelines to help have the home prepared for appointments. (i.e. lighting, soft music, etc.)
51. Review and explain all clauses in Listing Agreement (and addendums, if applicable).
52. Enter your name, address, phone number, and email address in order to keep you informed of market changes, mortgage rate fluctuations, sales trends or anything that may affect the value and marketability of your property.
53. Compile and assemble formal file on property
54. Present Comparable Market Analysis (CMA) Results to you, including comparables, solds, current listings and expired listings.
55. Offer pricing strategy based on professional judgment and interpretation of current market conditions.
56. Assist you in strategically pricing home to enable it to show up on more MLS Searches.
57. Discuss goals with you to market effectively.
58. Discuss and present strategic master marketing plan.
59. Explore method of pricing your property below comparable value to bring the most buyers to your property quickly.
60. Present and discuss the Arthurs Program to market your home the most effectively and bring the most buyers to you in the shortest amount of time
61. Explore the option of marketing your home with an incentive of buying down points on the buyers’ loan; potential results are: you retain a higher agreed upon price (which results in more proceeds to you) and the buyer saves on monthly payments and a tax credit.

62. Prepare an equity analysis to show you expenses, closing costs and net proceeds.
63. Explain the use of the Seller's Property Disclosure Statement you will complete, and that will be presented to the buyer of your home. This will help you avoid devastating setbacks and preserve your legal rights.
64. Take full color digital photographs of the inside and outside of your home for marketing flyers, advertisements and the Internet.
65. Set up Home Warranty, if you choose, to protect your home during listing period and for 12 months after the sale to reassure buyer of the quality of your home.
66. Install lockbox to allow buyers and their agents to view your home conveniently but does not compromise your family's security.
67. Write remarks within the MLS system specifying how you want the property to be shown.
68. Prepare showing instructions for buyers' agents and agree on showing time window with you.
69. Prepare detailed list of property amenities to have readily available at your home, to include in Marketing Booklet, and assess market impact
70. Prepare MLS property Profile Sheet
71. Proofread MLS database listing for accuracy – including proper placement in mapping function
72. Enter property data from Profile Sheet into MLS Listing Database
73. Electronically submit your home listing information to The Multiple Listing Service for exposure to all active real estate agents in the area.
74. Immediately submit digital photos of the interior and exterior of your home to the MLS at the same time listing is input allowing buyers and agents to view pictures when narrowing down homes they will actually tour.
75. Add property to RE/MAX Alliance New Listings list; provide information directly to RE/MAX Alliance Agents when potential buyers call for details.
76. Provide you with signed copies of Listing Agreement
77. Explain marketing benefits of Home Owner Warranty with you.
78. Assist you with completion of Home Owner Warranty application.
79. Submit Home Warranty application for conveyance at time of sale.
80. Explain to you all Internet marketing efforts undertaken on your behalf to sell your home more quickly.
81. Provide you with the opportunity to submit and approve copy for marketing.
82. Review RE/MAX Alliance Full Service Marketing System and the benefits provided, resulting in the rapid sale of your property.
83. Offer Realtor® tour, if applicable, to provide you with professional feedback and additional ways to best promote your home
84. Offer a Broker's Open, if applicable, to promote your property to local Realtors® and their customers, to maximize showings
85. Create effective advertisements in different media to gain maximum exposure for your home.
86. Prepare mailing and contact lists
87. Create, order, and mail or email direct mail postcards, as applicable, to promote the value of your home over others on the market.
88. Create, print, assemble, and mail compelling flyers to hand deliver and/or mail and/or email to target customers, to stimulate calls on your home.
89. Advise Network Referral Program, Client Referral Networks and other cross marketing groups of listing.
90. Provide marketing data to buyers coming from referral and other networks.

91. Create a marketing property brochure of features and lifestyle benefits of your home for use by buyer agents showing your home. This will be prominently displayed in your kitchen or dining room.
92. Prepare copies of Seller's Disclosures and Home Owner's Disclosures to be placed in your home to be available for buyers; these are to be included in a contract.
93. Create a custom "Home Marketing Book" to be placed in your home for buyers & buyer's agents to reference home features, area map, plat/lot map, floor plan (if available), tax information, and other possible buyer benefits. Provide 5 for your property, and replace as needed. This makes your home stand apart in the buyers' minds long after they have left your property.
94. Deliver "Home Marketing Book" to your property and display in prominent location for buyers' easy access.
95. Respond immediately to requests for information through Multiple Internet Real estate Websites, which is a highly effective way to communicate with buyers who are interested in your property. Over 84% of all inquiries come from the Internet.
96. Respond immediately to requests for information from phone calls from buyers or buyer's agents regarding your property.
97. Respond immediately to requests for information from buyers from my exclusive website and other marketing efforts.
98. Convey all price changes promptly to Internet real estate sites
99. Capture feedback from Realtors® after all showings
100. Place regular weekly update calls or emails to you to discuss all showings, marketing, and pricing.
101. Research weekly current laws, interest rates, and insurance conditions as it relates to the housing industry, and specifically how it impacts the sale of your property. Notify you of any conditions promptly.
102. Notify you immediately of any offers, potential offers, or interest in your property.
103. Discuss feedback from showing agents with you to determine if changes will accelerate the sale.
104. Search the MLS System for Realtors most likely working with interested and capable buyers matching your home, then fax or email copies of your home listing information for them to review immediately.
105. Maximize showing potential through professional signage. RE/MAX has one of the most recognizable logo and trademark in the Real Estate market.
106. Install RE/MAX Alliance sign in front yard, unless restricted by Home Owners Association.
107. Market your home on thousands of internet sites, including the following: Realtor.com, yahoo.com, Homesincolorado.com, Zillow, Trulia, Facebook, Twitter, LinkedIn.com and all competitor real estate sites, and hundreds more specifically designed to market your specific property.
108. Arthur P. Obrzut is the exclusive Real Estate Broker for **Arthur.homesincolorado.com** and for [www.coloradorealestateapp.net](http://www.coloradorealestateapp.net) Build & Design for your convenience by Arthur P. Obrzut.
109. Submit a crisp, clean digital visual tour of pictures of your house, complete with personally written remarks detailing your home and upload on all websites.
110. If Open House is to be held, market it effectively to attract the most buyers to your home.
111. Target market to determine who the most likely buyer willing to pay the highest price will be.

112. Discuss marketing ideas with "Mastermind" group of top Realtors from RE/MAX Alliance and across the country.
113. Make info box or tube available under "For Sale" sign making feature sheets available to those passing by.
114. Use other marketing techniques; such as offering free reports to attract potential buyers who call or request information.
115. Help you to prepare information on utilities and services the buyer will need to know when transferring after closing.
116. Prepare a financing sheet with several financing plans to educate buyers on methods to purchase your home.
117. Advertise home to my VIP Buyers as well as all qualified buyers in my database.
118. Distribute information by email to all agents in my RE/MAX Alliance Network. Promote your home to local lenders with potential buyers who are relocating to our area.
119. Promote the benefits of your property to all agents in my office, and update them on any changes so they may convey information to their buyers.
120. Promote your home to top Realtors in other areas.
121. Log in all home showings to keep record of marketing activity and potential purchasers.
122. Follow up with all the agents who have shown your home via e-mail or personal phone call to answer questions they may have.
123. Send a personalized letter or postcard to residents in your immediate neighborhood promoting the features and lifestyle benefits of your home. Often neighbors know of friends or family members who are thinking of moving into the neighborhood.
124. Prepare a weekly market analysis update of any activity in your neighborhood (i.e.: new homes on the market, homes that have sold etc) to keep you informed about key market conditions within your area.
125. Pre-qualify all buyers whom our agents will bring to your home before showings to avoid wasting your time with unqualified showings and buyers.
126. Discuss qualifications of prospective buyers to help determine buyer motivation, ability to purchase and probability of closing on the sale.
127. Provide Open Houses with a licensed Realtor® at your request.
128. Handle paperwork if price adjustment needed.
129. Screen all calls for qualified buyers and protect you from curiosity seekers.
130. Receive and review all Offers to Purchase contracts submitted by buyers or buyers' Agents to determine best negotiation position.
131. Contact buyers' agents to review buyer's qualifications and discuss offer
132. Evaluate offer(s) and prepare a "net sheet" on each for you for comparison purposes, if requested
133. Counsel you on offers. Explain merits and weakness of each component of each offer
134. Fax or deliver Seller's Disclosure form to buyer's agent or buyer (upon request and prior to offer being made if possible)
135. Confirm buyer is pre-qualified by calling Loan Officer, if information is available.
136. Obtain pre-qualification letter on buyer from Loan Officer
137. Use strategic negotiation tactics to negotiate highest price and best terms for you and your situation.
138. Prepare and convey any counteroffers, acceptance or amendments to buyer's agent.
139. Deliver copies of contract and all addendums to closing agent.
140. When an Offer to Purchase Contract is accepted and signed by you, deliver signed offer to buyer's agent.
141. Record and promptly deposit buyer's earnest money in escrow account.

142. Deliver copies of fully executed purchase contract to you
143. Deliver copies of Offer to Purchase contract to Selling Agent.
144. Ensure copies of purchase contract are delivered to lender.
145. Provide copies of executed purchase contract for office file.
146. Provide copies of executed purchase contract to Title Agency
147. Advise you in handling any additional offers to purchase that may be submitted between contract and closing.
148. Change status in MLS to "Sale Pending."
149. Review buyer's credit report results, if available and advise you of worst and best case scenarios.
150. Assist buyer with obtaining financing, if applicable, and follow-up as necessary.
151. Coordinate with lender on Discount Points being locked in with dates.
152. Deliver unrecorded property information to buyer.
153. Assist with septic system inspection, if applicable.
154. Receive and review septic system report and assess any possible impact on sale.
155. Deliver copy of septic system inspection report lender & buyer.
156. Assist in coordinating termite inspection.
157. Assist in coordinating mold inspection ordered, if required.
158. Assist in coordinating home inspection and handle contingencies, if any.
159. Confirm verifications of deposit & buyer's employment have been returned.
160. Assist in the loan processing with the underwriter, if necessary.
161. Contact lender, as necessary, to ensure processing is on track.
162. Relay final approval of buyer's loan application to you.
163. Coordinate buyer's professional home inspection with you.
164. Review home inspector's report.
165. Assist seller with identifying trustworthy contractors to perform any required repairs.
166. Assist in scheduling appraisal.
167. Provide comparable sales used in market pricing to Appraiser, if necessary.
168. Follow-up on appraisal, if required.
169. Assist seller in questioning appraisal report if it seems too low.
170. Coordinate closing process with buyer's agent and lender.
171. Update closing forms & files.
172. Ensure all parties have all forms and information needed to close the sale.
173. Confirm closing date and time and notify all parties.
174. Assist in solving any title problems (boundary disputes, easements, etc).
175. Work with buyer's agent in scheduling and conducting buyer's final walk-through prior to closing.
176. Research all tax, HOA, utility and other applicable pro-rations.
177. Request final closing figures from closing agent.
178. Receive & carefully review closing figures on HUD settlement statement to ensure accuracy of preparation.
179. Review final figures on HUD statement with you before closing.
180. Forward verified closing figures to buyer's agent.
181. Request copy of closing documents from closing agent.
182. Confirm buyer and buyer's agent have received title insurance commitment.
183. Provide "Home Owners Warranty" for availability at closing, if applicable.
184. Review all closing documents carefully for errors.
185. Forward closing documents to absentee seller, as necessary.
186. Review documents with closing agent.
187. Ensure earnest money deposit is sent from escrow account to closing agent.

188. Coordinate financing, final inspections, closing and possession activities on your behalf to help ensure a smooth closing.
189. Assist in scheduling the closing date for you and all parties.
190. Coordinate closing with your next purchase and resolve any timing problems.
191. Arrange possession and transfer of home (keys, warranties, garage door openers, community pool keys, mail box keys, educate new owners of garbage days/recycling, mail procedures etc.).
192. Have a “no surprises” closing and present seller a net proceeds check at closing.
193. Change MLS listing status to Sold. Enter sale date and price, selling broker and agent’s ID numbers, etc.
194. Answer questions about filing claims with Home Owner Warranty Company if requested.
195. Attempt to clarify and resolve any conflicts about repairs if buyer is not satisfied.
196. Respond to any follow-on calls and provide any additional information required from office files.
197. Help you relocate locally, or out of area with highly experienced agents across the globe - you are sure to have the highest quality agent to help you on both sides of your move to make it worry and stress free.
198. Send letter with picture of your new home on it - delivered to 20 friends and family, providing your change of address.
199. RE/MAX Alliance at the Westminster office is comprised of experienced, highly qualified agents. You benefit from the experience and contacts of the most professional, exceptional Realtors® available to anyone!
200. Arthur P. Obrzut is a devoted, full time Real Estate Broker for past 24 years - not a part time real estate agent. . Your benefits include my expertise, and a wide range of market areas to promote your home.

**RE/MAX Alliance is the #1 RE/MAX Franchise in the world.**

We know that you have many choices when working with Real Estate companies. We don't take it lightly that you are placing your trust with RE/MAX Alliance. Whether you are relocating, buying a new home, selling your house, or conducting any other type of real estate transaction, our commitment to you is that we will provide the best service in the industry.

# **Announcing Arthur's** **EASY EXIT** **LISTING AGREEMENT**

What's your biggest fear when you list your home with a real estate agent? It's simple. You worry about being locked into a lengthy listing agreement with a less than competent real estate agent, costing your home valuable time and exposure on the market.

Well, worry no more. Arthur takes the risk and the fear out of listing your home with a real estate agent. How? Through our EASY EXIT Listing Agreement.

When you list your home through our EASY EXIT Listing Agreement, you can cancel your listing with us at any time. No hassles. It's easy.

- You can cancel your listing anytime
- You can relax, knowing you won't be locked into a lengthy contract
- Enjoy the caliber of service confident enough to make this offer

Only one restriction applies...we ask that you voice your concern and give us seven (7) days to try and fix the problem. That seems fair, doesn't it? If we can't fix any concerns within the seven day period, you are free to withdraw your listing.

**Arthur P. Obrzut have strong opinions about Real Estate Service. He believes that if you are unhappy with the service you receive, you should have the power to fire your agent.**

# **SUGGESTED QUESTIONS FOR LISTING AGENTS**

1. Do you work as a full-time Realtor®?
2. How many potential buyers and sellers do you talk with in a week? A month? Of those you speak with, how many actually contact you as opposed to cold calling?
3. How many buyers are you currently working with?
4. In what ways will you encourage other Realtors® to show and sell my home?
5. What can you tell me about the real estate market in this area?
6. What price do you recommend for my home, and what is it based on?
7. What are your average days on market?
8. What is your list to sales price ratio?
9. What kind of advertising do you do? May I see some samples?
10. How often will my home be advertised, and where?
11. How do you attract buyers from outside the local area?
12. Will you prepare an informative feature sheet for my property? May I see a sample?
13. Where and how will the feature sheets be distributed, and to whom?
14. Do you have a system to follow-up with other agents and brokers so that we get valuable feedback after every showing?
15. How often, and in what way will I be kept informed?
16. Do you have a way to market my home through the Internet or Virtual Tours?

17. Do you have a Specific Marketing Plan designed to sell my property quickly and for top dollar? How does it go beyond placing a sign in my yard and notifying the Multiple Listing Service?

18. What happens if I am not happy with your service? Do you have a 100% satisfaction guarantee policy? Can I cancel my listing if I am not satisfied or am I locked in?

**There are 5 essential ingredients that comprise the formula for a successful sale of your home.**

**CONDITION**

**LOCATION**

**MARKET**

**TERMS**

**PRICE**

**Your home will sell at highest profit and in the quickest amount of time when all the ingredients are combined perfectly.**

**If only one ingredient is left out of the formula or is out of proportion to the others...**

**Your home will take longer to sell and quite possibly  
COST YOU MONEY**

# **LOCATION**

The pricing of your home must reflect its location. The better the location, the higher the acceptable price. School districts, high or low traffic, and highway accessibility, all need to be considered in determining the value of your home's location. We cannot control the location

# **CONDITION**

The pricing of your home must accurately reflect its condition. The general upkeep and presentation of your home is critical to obtaining the highest value for your home. Nature of the roof, plumbing, carpets, and paint all relate to condition. Basic rule: If we can smell it...we can't sell it!

# **MARKET**

Recession, inflation, interest rates, mortgage availability, competition, and the public's perception of the general economy all make up the market. It may be a buyer's market or a seller's market. The pricing of your home must reflect the current nature of the market because we cannot influence the market. We can, however, take advantage of the market.

# **TERMS**

The more financing terms and options you accept, the more potential buyers there will be for your property. The pricing of your home must reflect the terms available. The easier the terms, the more valuable your property becomes. (And this is where my team of professional Affiliates really shine-by offering a broad, full-spectrum of mortgage products and options to both you and all potential buyers!)

# **PRICE is the #1 most important factor in the sale of your home.**

The consequences of making the wrong decision are painful. If you price your home too low, you will literally give away thousands of dollars that could have been in your pocket.

Price it too high, and your home will sit unsold for months, developing the reputation of a problem property (everyone will think that there is something wrong with it).

Failure to understand market conditions and properly price your home can cost you thousands of dollars and cause your home not to sell... fouling up all of your plans.

Setting the proper asking price for your home is the single biggest factor that will determine the success or failure of your home sale.

## **I Won't Let This Happen To You!**

Utilizing the latest computer technology and my in depth knowledge of the market, we will analyze current market conditions in combination with your personal time requirements to identify the correct price range for your home.

***You can't afford any "guesswork" in this critical step!***

# PRICING GUIDELINES

- What you paid for your property does not effect its value.
- The amount of money you need to get out of the sale of your property does not effect its value.
- What you think it should be worth has no effect on value.
- What another real estate agent says your property is worth does not affect its value.
- An appraisal does not always indicate what your property is worth on the open market.

The value of your property is determined by what a ready willing and able buyer will pay for it in the open market, which will be based upon the value of other homes on the market and recent closed sales. **BUYERS DETERMINE VALUE!!**

DO NOT automatically list with the agent that gives you the highest price. Consumer Reports, July 1990 stated...

*“Expect the agent to suggest a price range, but don’t let that frame you in. Be aware that some devious agents will, at first, suggest a very handsome price. Then, after they have the listing and the house hasn’t sold, they’ll come back with a pitch to lower the price.”*

# **BENEFITS OF PROPER PRICING**

- **FASTER SALE:** The proper price gets a faster sale, which means you save on mortgage payments, real estate taxes, insurance, and other carrying costs.
- **LESS INCONVENIENCE:** As you may know, it takes a lot of time and energy to prepare your home for showings, keep the property clean, make arrangements for children and pets, and generally alter your lifestyle. Proper pricing shortens market time.
- **INCREASED SALESPERSON RESPONSE:** When salespeople are excited about a property and its price, they make special efforts to contact all their potential buyers and show the property whenever possible.
- **EXPOSURE TO MORE PROSPECTS:** Pricing at market value will open your home up to more people who can afford it.
- **BETTER RESPONSE FROM ADVERTISING:** Buyer inquiry calls are more readily converted into showing appointments when the price is not a deterrent.
- **HIGHER OFFERS:** When a property is priced right, buyers are much less likely to make a low offer, for fear of losing out on a great value.
- **MORE MONEY TO SELLERS:** When a property is priced right, the excitement of the market produces a higher sales price in less time. You NET more due to the higher sales price and lower carrying costs.

# **DRAWBACKS OF OVERPRICING**

- **REDUCES ACTIVITY:** Agents won't show the property if they feel it is priced too high.
- **LOWER ADVERTISING RESPONSE:** Buyer excitement will be with other properties that offer better value.
- **LOSS OF INTERESTED BUYERS:** The property will seem inferior in amenities to other properties in the same price range that are correctly priced.
- **ATTRACTS THE WRONG PROSPECTS:** Serious buyers will feel that they should be getting more for their money.
- **HELPS THE COMPETITION:** The high price makes the others look like a good deal.
- **ELIMINATES OFFERS:** Since a fair priced offer will be lower than asking price and may insult the seller, many buyers will just move on to another property.
- **CAUSES APPRAISAL PROBLEMS:** Appraisers must base their value on what comparable properties have sold for.
- **LOWER NET PROCEEDS:** Most of the time an overpriced property will eventually end up selling for less than if it had been properly priced to begin with, not to mention the extra carrying costs.

# **THE HOMEFINDER SYSTEM**

The Arthur and RE/MAX Alliance has a unique system to attract buyers and ensure that each buyer will be properly assisted in finding the home that they are searching for.

Each buyer is interviewed to determine the features and specifications that they are looking for in a home. That data is then entered into a computer system that will list the homes that match the buyer's criteria.

Buyers are given the features and benefits of those homes that meet their criteria, and will be assisted through each step of the process.

We focus all our efforts on finding a buyer for your home, unlike traditional agents who passively wait for a buyer to come along.

The system allows us to give exceptional service to a large inventory of buyers.

***WE VERY WELL MAY ALREADY  
HAVE A BUYER FOR YOUR HOME!***



# INTERNET EXPOSURE

**175+ COUNTRIES**  
**100+ MILLION PEOPLE**

In keeping pace with innovation and advancements in computer technology, we now will place your home on our Internet site.

We are constantly looking for ways to give our clients advantages over competitors in the marketplace that go beyond the traditional methods of marketing and promotion.

Full color pictures and a detailed description of your home, where targeted areas of your home will be highlighted. These amazing digital photo montages will be available to well over 100 million people worldwide - anyone with access to the Internet on their computer!



***And the best part...* Arthur will take these digital photos immediately and they will be submitted the same day your home hits the MLS!!!**

# **REFERRALS / RELOCATION**

We have access to and relationships with relocation and referral companies throughout the country. These are often buyers that come from outside the local area. Whether job transfers, corporate relocations, and surrounding area buyers seeking a Greater Denver area lifestyle, we have access to these buyers.

This provides more potential buyers for your home, since we always try to show our own listings first to these qualified buyers!

We also have referral relationships with many other professionals throughout the city. These trusted partners refer clients to us because they know that we will provide them with top-flight service and because they know we work with sellers like yourself that have great properties for people to buy.

Not only that, but we have an intra-company networking site, providing immediate notification to all RE/MAX Alliance agents that your home is now for sale. Even if we don't have a buyer, the chances are good that an agent in the RE/MAX Alliance network does have an agent for you.

# **CONTRACT & NEGOTIATION**

When an offer is presented on your home, you will have three basic choices in deciding how to respond.

- 1. Accept the offer.**
- 2. Reject the offer.**
- 3. Make a counter offer.**

Together we will thoroughly analyze the offer, and discuss its strengths and weaknesses. After studying the entire contract, I will give you my recommendation, and then you will decide how to respond.

I will seek to obtain the best terms for you, providing verifiable evidence for your position, and demanding the same from the other agent. Based upon my unique and highly developed negotiation strategy, my clients get the best terms and the smoothest transaction.

This is where a competent agent can be worth their weight in gold, because having the right wording or contingency clause in the contract can mean the difference between a smooth transaction and a messy court battle.

Being intricately familiar with real estate contracts, I know how to protect your best interests. My vast experience in contracts and negotiation will benefit you!

# QUESTIONS

Selling your home is a complex process, and it's only natural for you to have some questions and concerns. Please don't hesitate to ask any question that you may have. When it comes to selling your home, there is no such thing as a dumb question!

*Please note any questions you have, so that we can address them during our meeting:*

1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

4) \_\_\_\_\_

5) \_\_\_\_\_

6) \_\_\_\_\_

7) \_\_\_\_\_

8) \_\_\_\_\_

9) \_\_\_\_\_

**When you purchased this house, you did so for very specific reasons. Reasons that might sell it as well!**

**IF...**

**someone was looking at your home,  
what specific things would you want  
to point out to him or {HIS/HER}?**

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