



## **Seller's Resources**

We pledge to provide you, our seller, with exceptional service, broad market exposure and trusted professionalism. When you select Real Estate of Winter Park to market your property, we will use our full sphere of customer contacts and a wealth of resources to find the right buyer for your home. We will qualify the buyer and negotiate the best price for your property within the shortest timeframe possible, all with an understanding of your needs and goals.

Our outstanding realtors are experts in finding potential buyers and are committed to building professional relationships based on trust and integrity. They also provide skillful negotiation, honest communication, frequent updates and follow-through. We continually achieve benchmark prices and records for outstanding sales in the marketplace, and we will gain maximum exposure for your property by effectively presenting it to a specifically targeted market.

### How our realtors communicate with sellers

Communication is a cornerstone of Real Estate of Winter Park values. Our associates and entire staff are very sensitive to the importance of communication and contact with our customers. We keep in touch with you through personal appointments, telephone calls, facsimiles or e-mails. Our realtors will discuss the critical elements of the schedule of marketing and advertising, a review of pricing and the competitive market, showing comments, feedback from prospective buyers, company caravans, exposure to other realtors, and results of open houses and inquiries. Your associate will present all offers to you, advise you in negotiations, and work with you through the intricate details of inspections and closing once a contract is negotiated.

Communication is the key to ensuring a smooth transaction and we are fully committed to making every association with Real Estate of Winter Park a rewarding experience.

The decision to sell your home is an important one. You need honest, accurate information so that you can make well-informed decisions throughout the process. Real Estate of Winter Park realtors have the expertise to help you sell your home quickly, easily and for the highest price possible. If you are considering selling, below are but a few helpful tips:

- Think about placing your house on the market as far in advance as possible before purchasing another house so you do not wind up with two mortgages and the additional expense of a bridge loan.
- Find out for what price the houses in the neighborhood are selling. Be careful not to price your house too high. Study the most recent comparative sales figures. A Real Estate of Winter Park representative can give you a comparative market analysis, market trends, and guidance to sell your home netting the highest possible price.
- Be realistic when pricing your house. If it lacks amenities that an equally-priced comparable house has, discount the price of that item.

- Make sure your house is available to the agent and your house is accessible to be shown at a moment's notice. Be flexible. Clients and agents need that accessibility to make a deal.

What you can do as a seller to make your house look extraordinary. Often these improvements are low in cost, but considerably improve the perceived value of your home.

- Clean the house thoroughly - squeaky clean. Keep it that way while selling. Shine the appliances, vacuum or shampoo the carpet, polish the floors. Get dust, flies and moths out of light fixtures. Clean the windows outside and inside.
- Remove clutter from your home. Keep your kitchen spotless and remove unnecessary items from the countertops. Move clothes out of your closets so they do not appear full -- busting at the seams. Remove extra furniture and pictures from the room. Remove personal items that are conspicuous. You want to show off the house not yourself. These tips will visually expand the rooms in your home.
- Get rid of any junk. If it has value, take it to a recycle establishment, have a yard sale or donate it.
- Get rid of offensive odors. Use an air freshener if the house does not smell right. Eliminate the smell of dogs, cats, kids, spicy food, etc. Odors are hard to explain away and are always noticed. If necessary, bake cookies or an apple pie - - a good smell for the open house!
- A clean front yard makes the first impression. Trim the shrubs, weed the flower beds, mow the lawn, rake the leaves, and sweep the walkways. Make it look sharp. Plant some flowers in flower beds or pots that are in season to liven up appearances. Straighten gutters, planters, mailbox, or things that sag or tilt.
- Fix or repair items that are not in perfect working order. Sometimes a five-dollar repair job will leave questions in a buyer's mind. Some quick fixes could include:
  - Tighten and repair loose knobs, sticky doors and windows.
  - Repair light switches that do not work.
  - Fix cabinet doors that do not work right. Oil hinges. Repair minor flaws.
  - Repair caulking and grout in bathroom. Fix leaky faucets.
  - Paint the shutters. Paint or touch up the trim.
  - If repainting, a fresh coat of paint that is neutral enhances the decorating detail to a home. Paint smells clean.
- Close the garage door. Hide the garbage cans. Put away toys. Remove extra cars.
- Turn on the lights and open the curtains and let in the natural light. Show all rooms bright. Increase the wattage if necessary. On overcast days take special care to show it bright. Keep the room temperature comfortable. Consider mirrors to make a dark room look larger as well as reflect outdoor light.
- When your house is shown, leave. Take a walk - leave the clients with the agent. Don't interfere with the agent and possibly hurt the selling opportunity.
- A vase of fresh flowers adds to the atmosphere.
- If the house is somewhat vacant, staging antiques appropriately can create a dramatic emotional statement. There are professional companies that do just that, usually for more expensive estates.

**Title Companies**

Land Title Guarantee Company	970.722.0454
Stewart Title of Colorado	970.726.9800
Title Company of the Rockies	970.726.8077
Grand County Title and Escrow Company	970.726.0228

\*These names are only recommendations. We do not warranty or represent any of these business or services.

