



Pricing

- Pricing your home right is more than just looking at comps of recent sales. It also includes consideration of the condition of and upgrades made to your home. Other considerations include location (lot size, street location, school district, etc), your schedule (sense of urgency – When do you close on your new house? Are you relocating? Do you have other factors driving when you need to close on this house?), and the current market conditions (How “hot” is your neighborhood? What are interest rates doing? What time of year are we listing your house?).
- In order to price your house, we will consider each of these factors. I will provide you with detailed information about area competition and recent sales. I will also provide you with a detailed competitive market analysis analyzing your property’s specific features in contrast to the market. This will include a trending of area prices that is more specific than using high level Denver metro prices.
- All this said it is critical to price your home appropriately. Your house will receive the most attention in the first few weeks it is on the market. Buyer’s are anxious to see new listings and less interested in seeing older listings that have been “just reduced”.



Presentation

- In today's competitive marketplace, it is critical to have your house "outshine" the competition. Simple things like removing clutter inside and out, doing some touch-up painting, and removing personal items that allow a buyer to visualize their own belongings in the house all are very important factors that add to the success of selling your house for the highest price in the shortest timeframe. We will walk through the house and write up a punch list of items that, when fixed, will help to sell your house. If needed, I have access to top notch contractors that I am comfortable recommending to my clients. Metro Brokers – Door2Denver has a history of working with over 200 vendors that provides to you a stress-free way to identify high quality, reliable service providers.
- If time permits and the house is older, I recommend having an inspection before putting it on the market. Results of the inspection need to be addressed, either by fixing them or disclosing them. Either way, you are in control. You can use your own vendors (which I can help find) or fix things yourself at a fraction of the cost of using the buyer's vendors. Also, by disclosing those items you elect not to fix, we have eliminated future negotiation that come from the buyer's inspection results. Depending on the terms of the contract, this may be included in the listing agreement.
- Another great way to alleviate any buyer's concerns is to provide a home warranty. Some warranties provide protection during the listing time as well which may insure you against large, unexpected expenditures and often covers inspection items. Depending on the terms of the contract, this may be included in the listing agreement.
- If the home is vacant or feedback has indicated some staging needs done, I work with the seller to arrange for this. Depending on the terms of the contract, this may be included in the listing agreement.



Promotion

- Once your house is ready to be presented to buyers and the list price is decided, one of the most critical components of the process takes place – getting buyers to see your property. The key to selling your house is bringing it in contact with the **largest number** of the **most qualified buyers**. Your listing will be the recipient of numerous marketing approaches. My competitors CAN'T come close to providing this much exposure. Here are the advantages that will sell your house at the highest price in the shortest time frame:

General Marketing:

1. Internet exposure to the largest pool of buyers through the most heavily accessed internet sites in the industry. Your house will have up to 12 color photos and a detailed description on the Denver MLS, agent search engines, and all subscribing IDX websites (including Realtor.com and even our competitors sites).
 2. If you desire, your home will receive a virtual tour to allow for a more interactive experience for the buyer that highlights your home's features.
 3. Your house and its features will be presented on a laser printed multi-colored, customized brochure.
- The key to selling your home for top dollar goes beyond just getting internet and magazine exposure. You are hiring the following when you hire me to sell your house: a full-time, professional, in-house staff; the contacts and reputation of Door2Denver, and my entire office and virtual team of experts.

Metro Brokers – Door2Denver – Eric Johnson

1. Metro Brokers South East Suburban is comprised of 70 high caliber agents and a full time professional staff including an MLS listing specialist, marketing specialists and a full time office manager. When calling or visiting our office, potential buyers are exposed to a professional environment and inquiries into your property will be handled professionally. The importance of this support staff is critical to listing, showing and finally, successfully closing your transaction. Floor calls are handled by professionals and not new agents that are not fluent in setting up showings.

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2. Internet Advertising with full pictures and links to any virtual tours will be found for your property on the following internet websites and search engines:
 - MLS
 - Realtor.com,
 - REColorado.com
 - IDX
 - www.metrobrokersonline.com
 - www.metrobrokersesteam.com
 - www.door2denver.com
3. Constantly increasing number of **Web 2.0 Real Estate websites** including:
 - www.zillow.com
 - www.trulia.com
 - www.craigslist.com
 - www.activerain.com
 - www.inman.com
 - along with Google Base, AOL Real Estate, Cyberhomes, Homescape, MyREALTY, Yahoo Real Estate, Vast, HotPads and Oodle
4. New listings are posted and marketed internally at our weekly sales meetings where your property will be marketed to a large number of buyer's agents before it even goes on the market.
5. I will present your property to approximately 150 agents at the weekly Board of Realtors meeting – agents that have buyers looking in your area.
6. Effectively constructed and targeted e-flyers will be sent to those agents that have buyers searching for homes in your listing area.
7. Your house will be scheduled as part of our weekly tour where up to 30 agents will walk through your home and provide feedback on staging, marketing and price as well as possibly find a buyer. You will have up to 30 "showings" and agent feedback - often before your house is even listed. With our competitors, it will take months to receive this amount of direct exposure.
8. Upon the initial listing of your property, a "Search Prospecting" list is generated by my staff. This list has names and contact information for agents that have set up MLS searches where your property meets that criteria. This is another great way to generate immediate interest in your property among the agent community.

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9. Another ongoing activity I provide my clients is to follow up on every showing and provide you with a weekly status in hardcopy or softcopy form. This report provides feedback from both the agent and their clients on price, presentation, and interest in your property.
10. Door2Denver provides access to a large number of relocation buyers to our clients. We actively work with two of the largest relocation companies in the country and have sold many of our own listings to this pool of buyers.
11. The sign in your front yard is a Metro Brokers sign, the one real estate company with the highest brand recognition in Colorado.
12. If you want open houses, I will hold them personally as well as provide access to a pool of agents to hold it open.
13. A property "Home Display Book" is provided to the seller to leave on the premise for prospective buyers. This book contains great information and maps about the area near your house including schools, shops, parks, etc. It also includes information on your covenants and the neighborhood including recent homes sales and demographic statistics.



Process & Support

- After your house is listed and promoted, the next step is soliciting strong offers and negotiating a successful contract – one that meets with your satisfaction. My Metro Brokers’ team of professionals is comprised of the most successful and experienced agents in the Denver area. As a result, you will receive the attention and expertise that very few people receive in the sale of your house. Throughout the entire process of selling your house, you will receive the highest level of support and advice ensuring that everything goes smoothly AND results in your best interest. Numerous bumps in the road occur in many transactions and we have experience handling them – in YOUR favor.
 1. Communication is the key to a successful agent-seller relationship. I provide weekly reports updating you with agent feedback, showing statistics and the current market surrounding your property. Once your house is sold, I provide you with updates that follow the Contract to Buy and Sell keeping you informed along the way.
 2. I am available at all times via my cell phone and through my office. For sellers relocating out of town (or those of you on vacation), I provide a toll free number for your use. I am almost always available through email and will be paged by my office if I can’t answer the phone. My office staff is available 7 days a week.
 3. If your home is vacant, I check the property weekly and will let you know if there are any maintenance items that need addressed. Through my extensive network of vendors, I can arrange for any of these to be fixed.
 4. I meet the appraiser at the property. I provide him or her with the market comps we used to set the price to help influence the valuation they provide to their underwriters.
 5. I work with the buyer’s agent to understand special requests and inspection concerns and make every effort to negotiate these on your behalf.
 6. I provide you with an estimate of your closing costs and proceeds so you know ahead of time how much equity you will gain from the sale of your house.
 7. I will treat the sale of your largest asset with the respect that you deserve and get you top dollar!

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