

# SELLING YOUR HOME

EXPERIENCE THE DIFFERENCE



# SELLING YOUR HOME

## ABOUT THE PINNACLE TEAM

Our Team Manager, Carmen Molitor, has lived in the area for over 40 years and has been a licensed agent in the Pikes Peak region for over 17 years. She has achieved The Quality Service Certified® Platinum distinction every year since 2010. The Quality Service Certified® Platinum distinction reflects the highest level of service achievement in the industry. Platinum level professionals have earned 100% client satisfaction as measured by Leading Research Corporation. Additionally, Carmen has the SRES, (Seniors Real Estate Specialist) and MRP, (Military Relocation Professional), designations. Seniors Real Estate Specialist (SRES): Knowledge and expertise to guide home buyers and sellers over the age of 50. Military Relocation Professional (MRP): The ability to help current and former military service members find the housing solutions they need. She holds a Bachelor of Arts Degree in Psychology and Organizational Communications from the University of Colorado at Denver. Prior to her real estate career, Carmen was a call center manager, manufacturing manager, recruiting manager, and HR specialist.

Emerson Lawrence is a Colorado Springs native and has been a licensed Realtor in the Pikes Peak region since 2015. Emerson holds a Bachelor of Arts Degree in Psychology from the University of Colorado at Colorado Springs and has over a decade of customer service experience. He has the MRP, (Military Relocation Professional), and ABR, (Accredited Buyer's Representative) designations. Military Relocation Professional (MRP): The ability to help current and former military service members find the housing solutions they need. Accredited Buyer's Representative (ABR): Real estate buyer agents who specialize in working directly with the buyer-clients at every stage of the home-buying process, representing best-in-class buyer services. Emerson has also earned the Quality Service Certified Platinum distinction for multiple years in a row.

Rachel Atkinson is the newest licensed Realtor on our team. She may be new to our team but she is not new to offering exceptional customer service. Originally from WI and by way of CA she has called Colorado Springs her home for the past 28 years. She holds a Bachelor of Science Degree in Business Management from Colorado Technical University. For the past 27 + years she has worked for Elwood Staffing (formerly SOS Employment Group). She was a district manager with Elwood and covered the Southern Colorado Territory with branches in Colorado Springs and Pueblo. She has earned the annual Chairman's Club award year after year with Elwood Staffing. She is active with the Colorado Springs EDC and Chamber.

Breanna Rollings is our Transaction Coordinator. She helps our clients and agents manage the important paperwork, deadlines, and other details of every transaction. She is in constant communication with our clients, other agents, lenders, title representatives, home inspectors, and anyone else associated with each transaction. Bree holds a Bachelor of Science Degree in Sport Management from the University of Colorado at Colorado Springs. She played NJCAA basketball for two years during college and is another native Colorado Springs team member.

Jessi Molitor is our Marketing Coordinator. Another Colorado Springs native, she is currently pursuing her Bachelor of Innovation Degree in Communications with an emphasis in Digital Film making and a cross-discipline core in Globalization at the University of Colorado at Colorado Springs. Jessi manages all of our marketing programs with an emphasis on getting maximum exposure for all our active listings.

# SELLING YOUR HOME

## ABOUT RE/MAX PROPERTIES, INC. COLORADO SPRINGS



RE/MAX Properties, Inc. associates sell more homes in the Pikes Peak Region per year than the average agent.

16  
homes  
per year



Other  
Realtors®

5  
homes  
per year



RE/MAX Properties, Inc., a **locally owned and family run business**, has been a major force in the real estate industry since its founding in 1986. In 2018 RE/MAX Properties, Inc. Associates sold 3,600 homes, the highest volume of any firm in town. While we are proud to be the #1 Real Estate Company in the Colorado Springs market, **it's the trust each client instills in us that inspires our work**. We believe in providing our clients with the **highest standard of excellence** in order to deliver on their dreams. With a strong focus on continued education, our agents harness an unprecedented knowledge of the market and necessary negotiating skills that take you from contract to close!

### EXPERIENCE

RE/MAX Properties, Inc. Associates have the experience to navigate this market! When it comes to selecting a real estate agent, you have thousands to choose from in the Colorado Springs area. What makes choosing RE/MAX Properties, Inc. the **right choice** for you? Our Broker Associates lead the industry in experience, averaging over twice the number of sales than the average local real estate agent. **We set the standard** for selling real estate and pride ourselves on **sales excellence**. Now more than ever, having an agent with experience, contacts, market savvy and negotiating skills matters - no deal is lost, no dream is dashed.

### TRUST

RE/MAX Properties, Inc. Associates are **trusted advisors**. Buying or selling a home is complicated. We believe trust is an invaluable commodity - that's why building it with our clients is priority one. At RE/MAX Properties, it's more than a transaction, it's about what's best for you. Helping you navigate the process and finding the home that best fits your lifestyle.

### CREATIVITY

RE/MAX Properties, Inc. Associates are **creative**. In this market, you must be creative; having an experienced thinker drawing up the contract or at the negotiating table can make the difference between closing and continuing your search. It's easy to search available homes, unlock the door and take the tour. The real magic happens from contract to close. That's our sweet spot. That's where the deal gets done. That's why we are #1.

### IN THE KNOW

RE/MAX Properties, Inc. Associates are **connected**. In this business, it's about relationships. Our longevity in the Colorado Springs area coupled with being 200+ agents strong brings a Rolodex of 33 years of connections to the table. With longtime roots in the region, we know people, which means you know people and in this industry that counts!

# SELLING YOUR HOME

## ABOUT RE/MAX PROPERTIES, INC. COLORADO SPRINGS

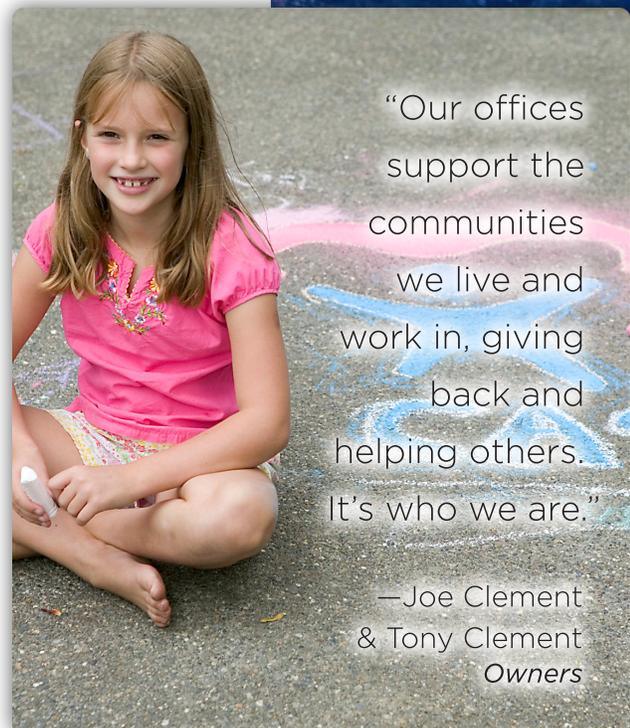
### Giving Back

**We're proud to be an active community partner.**

First and foremost, Colorado Springs is our home. We care about its future and know the importance of being involved in projects that accelerate its growth and improve our quality of life. The more involved we are, the more impact we have on making this city the most desirable place to call home. Through community engagements and direct support of key initiatives like **Colorado Springs Chamber & EDC, The Olympic Museum and Children's Hospital Colorado**, RE/MAX Properties Inc. is an industry leader in supporting our community's growth and infrastructure. RE/MAX Properties, Inc. also lends annual support to the national efforts of **Children's Miracle Network**.

Through our individual Associates commitment to community outreach programs, our volunteer and fundraising efforts touch almost every non-profit organization throughout our region. Our RE/MAX Properties, Inc. associates participate as dedicated and heartfelt supporters of programs and local charities including **Partners in Housing, The American Cancer Society, Compassion International, Soles for Souls, COPPeR, the Ronald McDonald House, The Police Foundation, local food banks, youth shelters, military charities, Fine Arts Center and numerous local school districts.**

We are not only experts in selling homes, we know this community and are truly ambassadors to Colorado Springs and its lifestyle.





# SELLING YOUR HOME

## ABOUT RE/MAX PROPERTIES, INC. COLORADO SPRINGS

### **A Proven Method**

Your broker associate will walk you through an extensive marketing plan to get your home sold for the highest price in the quickest time frame possible.

### **Market Exposure**

Our #1 goal is getting the word out to buyers who are ready to buy, as well as to other agents in the market who work with those buyers.

### **Staging**

Preparing your home for the eyes of prospective buyers is known as “staging.” RE/MAX Properties, Inc. broker associates are experts at making your home stand out.

### **Pricing**

The right pricing strategy from the beginning results in a faster and more profitable sale.

### **Negotiating the Sale and Closing**

The real magic in a real estate transaction happens between contract and close, this is where your RE/MAX Properties, Inc. Broker Associate shines!

You can count on them to lead you through the negotiation and the hundreds of details between the offer and closing.

**The following pages detail each of the four steps mentioned above...**



# SELLING YOUR HOME

# MARKET EXPOSURE

## More Than 47 Years of Outstanding Agents & Outstanding Results

From a single office that opened in 1973 in Denver, Colo., RE/MAX has grown into a **global real estate network** of franchisee-owned and-operated offices with **more than 130,000 Sales Associates**.

Those agents constitute the **world's most productive** real estate sales force. Through their efforts, they've made it possible to say that **nobody in the world sells more real estate than RE/MAX**.

RE/MAX, LLC, the franchisor of the global RE/MAX network, is still **based in Denver** and **led by its founders, Dave and Gail Liniger**. Its parent company, RE/MAX Holdings, Inc., is publicly traded on the New York Stock Exchange as **RMAX**.

**Customer service** – built on a foundation of drive, experience and education – is the **cornerstone of RE/MAX success**. The RE/MAX track record built over the past 47 Years is proof that a **focus on the customer's needs, backed by the ability to deliver, remains as important as ever**.

In other words, great things happen when driven individuals come together and treat real estate as a profession. And that, in a nutshell, is **RE/MAX**.

With a presence in over **110 countries and territories**, the RE/MAX network's global footprint is unmatched by any other real estate brand.





**#1 REAL ESTATE FRANCHISE BRAND**

**FOR THE 12TH STRAIGHT YEAR**

in Franchise Times **TOP200+**

Source: 2020 Franchise Times 200+ rankings of the largest U.S. franchises. ©2020 RE/MAX, LLC. All rights reserved. Each Office Independently Owned and Operated. 20\_30298

# SELLING YOUR HOME MARKET EXPOSURE

## RE/MAX is the Most Recognized Name in Real Estate.

RE/MAX implements a **multimedia campaign** that includes **TV, radio, print, digital, social, out-of-home and more**. TV commercials air on **national television** as well as **regionally and locally**. The ads are designed to **drive traffic to remax.com** where your home will be advertised.

remax.com is the **most visited real estate franchise website** with more than **32 million visits annually**.

When consumers find real estate online, **“remax” is the most used search term** among real estate brokerages.

The red, white and blue RE/MAX Balloon, with its “Above the Crowd!®” slogan, is one of the **most recognizable** business logos in the world. The RE/MAX Hot Air Balloon fleet is the largest corporate balloon fleet in the world.

remax.com: The site they see.



# OVER 110 MILLION VISITS\*

**RE/MAX #1 Real Estate Franchisor Site\*\***

Coldwell Banker **50%** FEWER VISITS\*\*

Century 21 **51%** FEWER VISITS\*\*

Keller Williams **67%** FEWER VISITS\*\*

Data from Jan-Dec 2018

\* Source: RE/MAX first-party data for full-year 2018.

\*\* Source: More visits than any other national real estate franchise website, according to Hitwise data, full-year 2018, report of all U.S. real estate franchisors among website visits in the "Business and Finance-Real Estate" category. ©2019 RE/MAX, LLC. All rights reserved. Each Office Independently Owned and Operated. 19\_301304

# #1

**NOBODY IN THE  
WORLD  
SELLS MORE  
REAL ESTATE THAN  
RE/MAX®**

# SELLING YOUR HOME

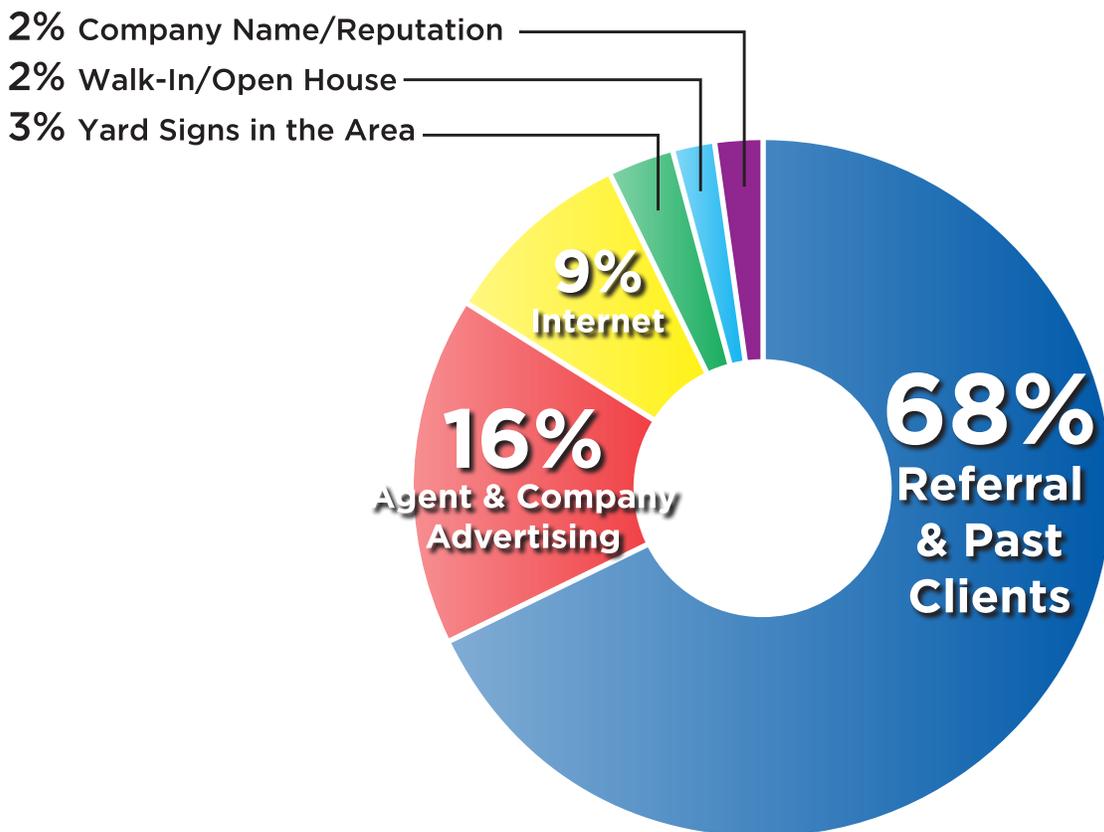
## MARKET EXPOSURE

### The Marketing Plan

While RE/MAX Properties, Inc. broker associates **establish a lasting relationship** with their past clients, getting the word out to any and all prospective buyers is an important part of their business.

While each home is different, outlined here are some of the tools available to your broker associate to **market your home effectively**.

Source of RE/MAX Properties, Inc. Buyers.



# SELLING YOUR HOME MARKET EXPOSURE

**RE/MAX**.com



**HomesColorado.com**



## Internet Presence

Facts tell us that over 90% of homebuyers start their search online. Leaving nothing to chance, your RE/MAX Properties, Inc. broker associate will feature your home, not only on your broker associate's web page and the company site, but

**hundreds of others.**

RE/MAX Properties, Inc. broker associates go beyond posting your property to the web.

Your broker associate **"stages" your home online.** Online staging not only ensures great pictures and video tours, but keeps your home's information fresh and inviting for prospective buyers.



# SELLING YOUR HOME

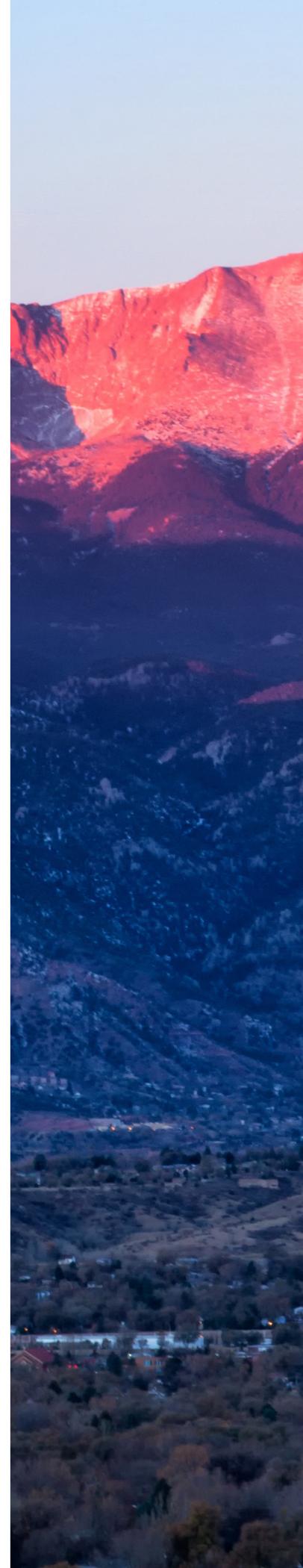
## MARKET EXPOSURE

### The RE/MAX Properties, Inc. Yard Sign

While obviously low-tech, the RE/MAX Properties, Inc. yard sign is a key piece in marketing your home. The yard sign is designed to not only be visible, but to **provide instant contact information** on how to get more information or to make an appointment to view your home.

In addition, the **VoicePad Sign rider** will give prospective buyers information about your home **24 hours a day, 7 days a week**. By simply texting the number on the sign rider, buyers will be able to view **photos, price, and a detailed description of your home**.

Beyond the yard sign, your RE/MAX Properties, Inc. broker associate has the **skills, training and work ethic** to respond quickly to all inquiries to capture that buyer ready to buy.



# SELLING YOUR HOME

## MARKET EXPOSURE

### Marketing to Other Agents

Many buyers will learn about your property from other agents besides your RE/MAX Properties, Inc. broker associate. To maximize this exposure, your broker associate utilizes the following tools to get the word out...

**The Multiple Listing Service (MLS)** This service, utilized by most real estate agents, gets the information and photos on your home into the hands of hundreds of local agents working in your market area.

**Contact the top agents directly** with information on your home. RE/MAX Properties, Inc. broker associates have the capability to pull showing data that details which agents are showing properties similar to yours, and pro-actively contacts those agents to inform them about your property.

**Property Tour.** In many cases, RE/MAX Properties, Inc. may set up a on-site or video tour of your home for other local agents. This strategy varies depending on the price range and location of your home. Your RE/MAX Properties, Inc. broker associate will discuss this strategy with you to determine if they feel it will be beneficial in the sale of your home.

**Showing Feedback.** Getting feedback from all prospective buyers is important in the home marketing process. RE/MAX Properties, Inc. has an automated feedback request system, allowing their broker associates to seamlessly follow up with each and every showing.



# SELLING YOUR HOME

## STAGING

### Why You Should Stage Your Home...

In order to gain an **edge** in today's real estate market when buyers/investors have so many options, a property must be **priced right** and **look better** than the competition. One of the best, **proven methods to faster sales is a process known as "staging."**

Home staging is effective because it emphasizes a property's **strengths** and **minimizes its weak points**. It allows your home to be shown at its maximum potential. Presenting a well-cared for home and creating a property that gives a positive first impression. It attracts the attention and admiration of prospective buyers and encourages them to consider how your property fits their requirements.

Whether you work exclusively with your RE/MAX Properties, Inc. broker associate or consult with a professional stager, staging your home is a must to get **top dollar in today's marketplace**.

RE/MAX Properties, Inc. broker associates have the skills and experience to advise you on staging your home. Staging can involve simply rearranging furniture and de-cluttering, to fresh paint and floor coverings.

Your RE/MAX Properties, Inc. broker associate can provide guidance on what projects will help result in a faster and more profitable sale.



# SELLING YOUR HOME

# STAGING

## ...and Tips on How to Do it

Using their experience and knowledge of competing listings, your RE/MAX Properties, Inc. Broker Associate will provide personalized recommendations for staging your home. Tips may include:

- 1) De-Personalize:** The number one rule in staging is to pack up those personal photographs and family heirlooms. Great staging allows potential buyers to feel like this is a blank slate they could customize to be their own, not bumping into persistent reminders they are touring the house of another family.
- 2) De-Clutter:** The biggest contributors to clutter are too much furniture and furniture that is too large for the space. Opening up the room allows potential buyers to move throughout easily, and see the full potential of each space. Almost every home shows better with less furniture!
- 3) Make the exterior of your home POP!** A good first impression can be a big draw for a potential buyer.
- 4) Clean Thoroughly!** Floors should shine, carpets shampooed, shower glass and curtains cleaned, kitchens scrubbed, and bathrooms should sparkle.
- 5) Make minor repairs and fix any known cosmetic flaws.** You want to showcase your home as a place that has been lovingly cared for.
- 6) Rearrange and de-clutter closets and cabinets.** By rearranging and clearing out your closets, you will help prospective buyers better visualize the size and usefulness of these spaces.
- 7) Go Neutral.** While your home is a place where personal color preferences should be reflected, when listing your home with dramatic color schemes you limit your pool of buyers when you showcase such personal tastes. Steer toward neutral colors and tones to appeal to the widest possible audience. Painting is an easy and inexpensive way to update and give your home maximum appeal.

### The Bottom Line

In conjunction with your RE/MAX Properties, Inc. agent's input the tips listed above help you create an atmosphere that promotes a buyer envisioning themselves in your home and enjoying the full potential of what the property can offer. **A staged home sells more quickly for clients, and excited potential buyers bring better offers.**

**A staged home will sell, on average, for 17% more than an unstaged home.**

*- U.S. Department of  
Housing and Urban Development*

# SELLING YOUR HOME

## PRICING

### Comparative Market Analysis

Your broker associate will provide you with a careful analysis of the price for your home, showing properties with similar amenities and **that are currently on the market as well as those that have sold.**

New listings should be correctly priced on the first day. A brand new listing is shown more and generally sells for a higher price than older listings.

Prospective buyers **begin to wonder why older listings haven't sold.**

Another important consideration is financing. In today's market, homes must be **priced accurately to qualify for a loan.**



# SELLING YOUR HOME

## PRICING

### What does NOT affect Sale Price

It's important to note that the following do not predict the price at which your home will actually sell:

- The **profit you wish to make** from the sale,
- The **money you have invested** in improvements
- The amount your **friends or others have told you** the home is worth
- What you **originally paid** for the home
- **Past appraisals**
- The Tax Assessor's **evaluation**



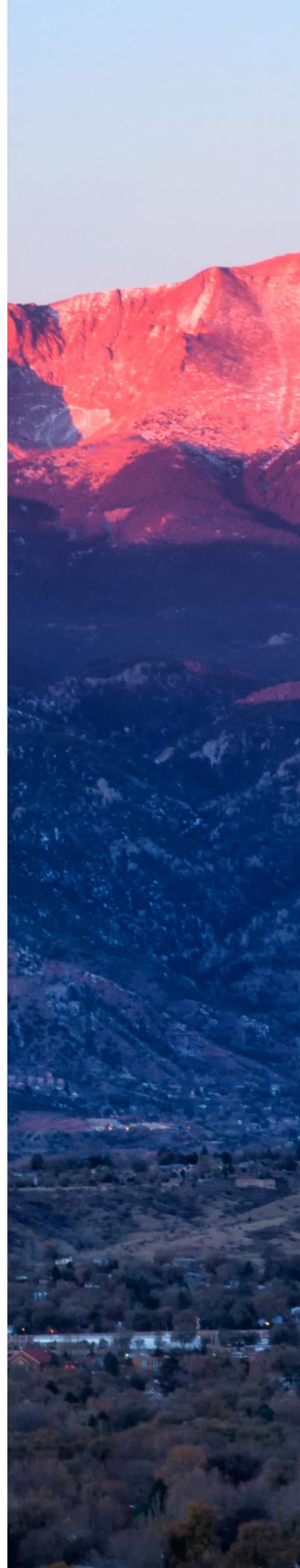
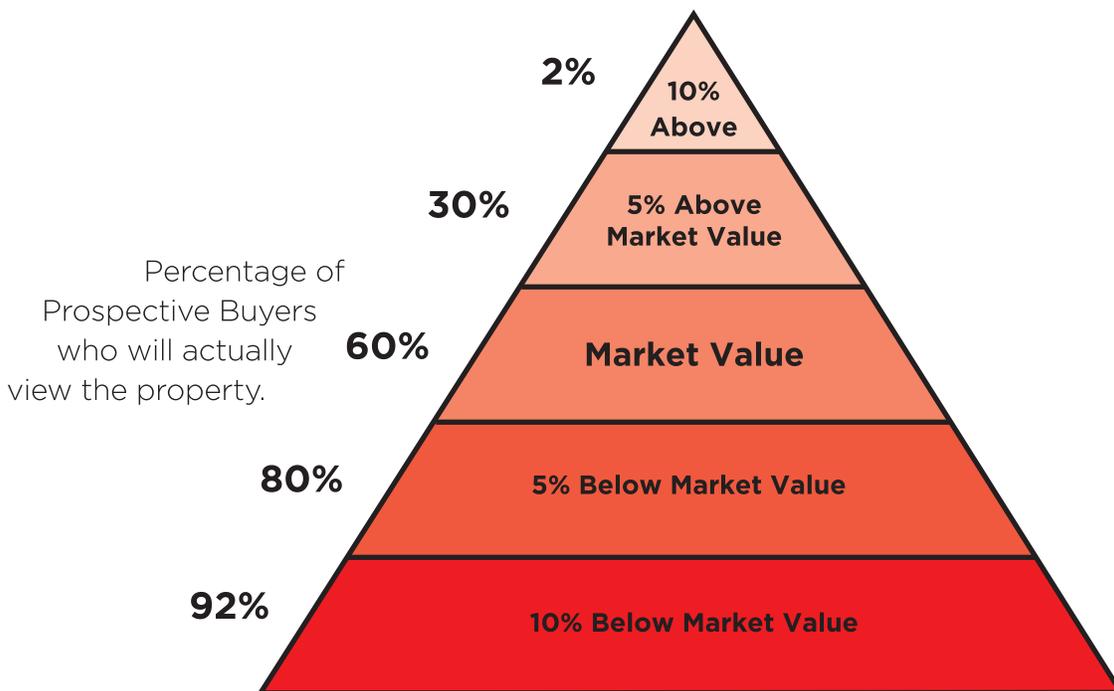
# SELLING YOUR HOME

## PRICING

### The Problems with Overpricing

Make no mistake. We want you to get the **highest possible price** for your property. However, when a home is priced too high for the market...

- It attracts **lookers, not buyers**, drawn to viewing more expensive properties.
- It scares away buyers who would be willing to pay the **fair market value**.
- It may be used by other agents to make their properties look like **better values**.



# SELLING YOUR HOME

## NEGOTIATING THE SALE & CLOSING

### Assessing the Offer

When you receive an offer on your home your RE/MAX Properties, Inc. broker associate is with you every step of the way.

Your broker associate will go over the offer in detail with you and help evaluate the **positives and negatives** of each offer. Only after you are comfortable with all the terms including **price, repair limits and possession**, will your broker associate recommend you accept an offer to sell your home.

Your broker associate will take care of all the paperwork, including the **sale agreements, addendums, counter offers**, etc., and **the government mandated compliance documentation.**



# SELLING YOUR HOME

## NEGOTIATING THE SALE & CLOSING

### Completing the Transaction

Once you have an accepted offer, your RE/MAX Properties, Inc. broker associate gets to work behind the scenes to tend to every detail.

Your broker associate will monitor the **buyer's earnest money deposit, the title search and the ever-detailed loan process.**

During the home's inspection period, your RE/MAX Properties, Inc. broker associate will be by your side **reviewing repair requests and negotiating on your behalf** to net you as much as possible from the sale.

Prior to closing the transaction, your broker associate will **review your final closing statement** to ensure that it was prepared correctly and providing you with the expected bottom line.





## You're in Control

A property sells for **five** reasons  
and you control **four** of them...

- ✓ **Location**  
Only the location of the property is beyond your control.
- ✓ **Realtor®**  
You can select a Realtor® who has the skills, experience and proven productivity that you need.
- ✓ **Condition**  
With the Realtor®'s help, you can make any needed improvements to the property.
- ✓ **Pricing Strategy**  
With the Realtor®'s help, you can choose the pricing strategy.
- ✓ **Marketing Plan**  
Your Realtor® can then design and implement and refine a marketing plan that works.

✓ **RE/MAX Properties, Inc.**

Selecting the right broker associate, who can provide professional guidance, is key to selling your home. RE/MAX Properties, Inc. and your RE/MAX Properties, Inc. broker associate are the right choice...



**MARKETING**

**STAGING**

**PRICING**

**CLOSING**



**RE/MAX Properties, Inc. sells more homes in the  
Pikes Peak Region than any other real estate company.**

---

**Carmen Molitor, Broker Associate and Team Lead | 719-351-4835 | [carmenmolitor@remax.net](mailto:carmenmolitor@remax.net)  
Emerson Lawrence, Broker Associate | 719-439-8948 | [emerson.lawrence@remax.net](mailto:emerson.lawrence@remax.net)  
Rachel Atkinson, Broker Associate | 719-651-8298 | [rachel.atkinson@wesellmore.net](mailto:rachel.atkinson@wesellmore.net)  
1283 Kelly Johnson Blvd, Suite 100., Colorado Springs, CO 80920**