



# SELLING WITH Success



**MICHELE TAYLOR TEAM**



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# ABOUT THE TEAM

Looking for a Experience Team to guide you from start to finish on a Real Estate transaction? We can help!

Michele Taylor and Team have experience across Northern Colorado from the Denver North area up to the Wyoming boarder of the front range. Our Team includes Full time Realtors and transaction coordinators to make sure we don't miss a beat. We specialize in all types of transactions to include New Construction, First time home Buyers, Investments, Foreclosures, Short Sales, Cash Offers, Resale Homes and Distressed homes.

Helping a person through one of their most important financial decision such as selling a home or purchasing a property is a serious responsibility, but something we enjoy doing. Our enthusiasm and experience will benefit you and help reduce the stress that can sometimes associated with real estate transactions. We work hard to meet all the needs of our clients and to help make the buying or selling process goes as smooth as possible. Our commitment to excellence and providing professional service with integrity and dedication is our personal guarantee

**2020 #1 Team RE/MAX Alliance**  
**2020 Top Agent award**  
**Redfin partner agent**  
**Homelight partner Agent**  
**Upnest Partner Agent**  
**Ideal Agent Partner**



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# HOW MUCH IS MY HOME

# Worth

## Your Property Gets the Most Buzz When It First Hits the Market.

An attractive asking price generates interest and demand. The asking price is just like any other feature of your property . . . it can attract buyers or it can make them lose interest.

My market research will help you select an asking price that will get RESULTS!

### COMPARATIVE MARKET ANALYSIS (CMA)



I will prepare a CMA of your neighborhood to include information on recently sold, active, under contract and market rejected listings.

I will assist you with pricing your home based on the CMA and stats information.

I will provide you with a value range and let you select the price that best fits your situation and time frame.

### IMPACT OF OVERPRICING

The risk of overpricing your home above its fair market value can cause your property to linger on the market for longer than what is typical. It can reduce the amount of activity as far as showings and interest, it can attract the wrong buyers, can cause appraisal problems, and can potentially encourage lower offers. Pricing your home right from the start is critical as it will attract the right buyers, which then typically yields higher offers. Starting too high and dropping the price later misses the excitement and fails to generate strong activity. Many homes that start high end up selling below market value. Even one price reduction can have a great impact on the final value that you get out of your home.



# PREPARING YOUR HOME FOR Sale



## DID YOU KNOW...

well-placed furniture can open up rooms and make them seem larger than they are? Or that opening drapes and blinds and turning on all lights make a room seem bright and cheery?

## IT'S A FACT:

Acquiring the highest market value and elevating your home above others in the same price range often comes down to first impressions.



## HERE ARE SOME INEXPENSIVE WAYS TO MAXIMIZE YOUR HOME'S APPEAL:

### **EXTERIOR:**

- Keep the grass freshly cut
- Remove all yard clutter
- Apply fresh paint on wooden fences
- Paint the front door
- Weed & apply fresh mulch to garden beds
- Clean windows inside & out
- Wash or paint the home exterior
- Ensure gutters & downspouts are firmly attached

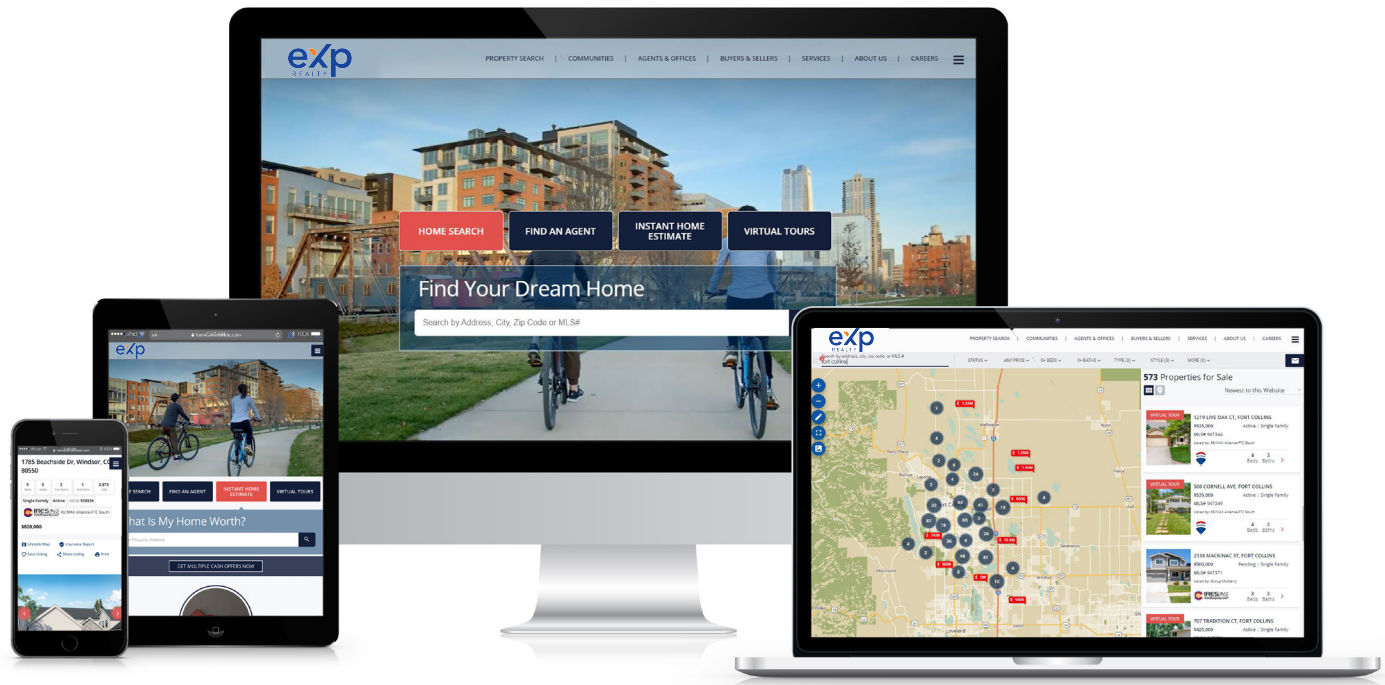
### **INTERIOR:**

- Remove excessive wall hangings, furniture, & knickknacks (consider a temporary self-storage unit)
- Clean & paint walls and ceilings
- Shampoo carpets
- Clean & organize cabinets and closets
- Repair all plumbing leaks, including faucets & drain traps
- Clean all light fixtures

### **FOR SHOWINGS:**

- Turn on all lights
- Open drapes in the daytime
- Keep pets secure in crates or outdoors
- Play quiet background music
- Light the fireplace (if seasonally appropriate)
- Clean all light fixtures

# MARKETING YOUR Home



**Pictures / Virtual Tour:** Professional photographer will be hired to take up to 40 photos with a virtual tour - Drone video on selected homes

**Yard Sign:** Large Exp Realty "For Sale" sign placed in the yard

**Flyer Box:** Professional flyers will be placed in the flyer box

**Multiple Listing Service:** (MLS) All of your home's information will be imputed into the MLS System and will be advertised on all the home search websites including Zillow, Realtor.com, Trulia, Redfin, Homes.com, Coloradohomes.com and many more.

**Email Blasts:** A flyer of your home will be emailed to over 3000 Real Estate Agents

**Facebook Ad:** A sponsored Ad of your home will be advertised on Facebook

**My Website:** Your home will be featured on my website MicheleTaylorTeam.com

**Showing Time:** Professional call service for agents to schedule showings

**Open House:** With your authorization, I will hold open houses and supply you the feedback



# WHEN AN Offer IS MADE

Perhaps the most complex moment of the sales process comes when you receive an offer on your home. There can be many components to an offer, and I can explain the entire process and guide you every step of the way.

## THREE OPTIONS TO CONSIDER

When we consider the terms of the contract, remember that you are in charge. You are free to deal with the contract as you choose, and I will be there to assist you every step of the way. Generally, there will be three options available to you:

- **Accept** the offer as presented
- **Counter** proposal is when you propose changes to the offer, i.e. price, personal property, closing or possession date, etc. so that it is acceptable to you. However, be aware that when you change anything the buyer is completely freed from the earlier commitment to buy. The prospective purchaser may accept, reject, or offer a new proposal.
- **Reject** the offer.

## DELIVERY OF THE CONTRACT

A copy of the finalized contract will be delivered to the buyer by their respective real estate agent.

## FINALIZING ALL THE CONDITIONS

- **Buyers Financing:** If the contract states that the buyer has a specific number of days to secure financing for the home, it is their responsibility to apply for, and secure, a loan commitment within the time period.

### **The Lending Institution Must:**

- Verify that the buyer has the ability to meet the monthly loan payment. They will examine the buyer's credit history, employment records, etc.
- Verify that the value of your home is enough to ensure the safety of the loan. An appraiser, assigned by the lender, will visit your home to affirm that its value, based upon the study of comparable sales, adequately secures the loan that they are providing to your buyer. The mortgage loan underwriter will approve the loan based upon a satisfactory review of the above information.
- After the loan is approved, more legal work is necessary, though you will have very little involvement. The property title will be searched, title insurance will be ordered, and an updated survey of the property may need to be ordered. If the property is a condominium or in a part of a homeowner's association, the association may be contacted.
- Prior to closing, the buyer may request a physical inspection of the home. The buyers may or may not be accompanied by a property inspector whom they have engaged at their expense.

# THE

# Closing



When all necessary documents have been obtained and title problems, if any, cleared, a closing is held. This service is typically performed at the title insurance company.

At this time, settlement sheets covering cost and prorations are reviewed, documents are signed to be recorded, and funds disbursed. In Colorado, disbursement of funds, in most closings, occurs simultaneously with the signing of all required documents, and prior to recording.

Cash or certified funds from the buyer are required to cover the down payment and buyer closing costs. This figure will be determined one to three days prior to closing, during review of the settlement sheet. Certified checks should be made out in the buyer's name, who will then endorse the check over to the title company at closing. A picture identification (driver's license or passport) is required for proof of identity.

The seller will normally provide the buyer with a key at the closing. The remaining keys, garage door openers, and all original warranties and instruction booklets can be left at the property for the buyer.

## MOVING OUT CHECKLIST:

- Notify current utility companies (i.e. new address, shut-off, and connection dates)
- Insurance - transfer homeowner's insurance to new home
- File change of address with postal service - start and end dates
- Notify DMV of new address - driver's license and registration
- Notify bank and credit card companies (new address and new area purchasing in)
- Update voter registration
- Update medical records - notify doctors, dentists, pharmacists
- Notify employer
- Notify children's school and activities of move
- Send out "Just Moved" cards to notify family and friends of new address



# WHY YOU NEED AN Agent

If you're planning to sell your home, it's probably crossed your mind to try to sell it yourself and save the sales commission. But, there are some very good reasons why that would be a mistake.

According to housing industry experts at HomeGain.com and Realtor.org, more homes listed by real estate agents are sold than homes marketed by owners, and they sell more quickly and for more money.

Homes listed by real estate professionals get more exposure and their sellers get more support.

## **Real estate professionals offer many advantages:**

- They're trained and licensed professionals.
- They have experience in your neighborhood and your market.
- They have oversight from brokers and state licensing officials.
- Their job is to advise you the best way to reach your goals.
- Their continuing education keeps them up-to-date on housing issues.
- They know how to present your home and deal with buyers.
- They know how and where to market properties.
- They know how to overcome typical snags that occur in all real estate transactions and closings.
- They understand state-required disclosures and look out for your best interests.
- They understand personal safety and security for your belongings during showings.
- They know the best resources to make transactions go more smoothly, from bankers to home-stagers to contractors.
- They have the most accurate data sources - the MLS, the only data repository that has the most up to-date listing and sales information.
- They know how to negotiate.
- Their job is making real estate transactions successful.

When you market your own home, you have to make the time to do all the jobs a real estate professional would do, and you'll be competing against other sellers who have real estate professionals by their sides.

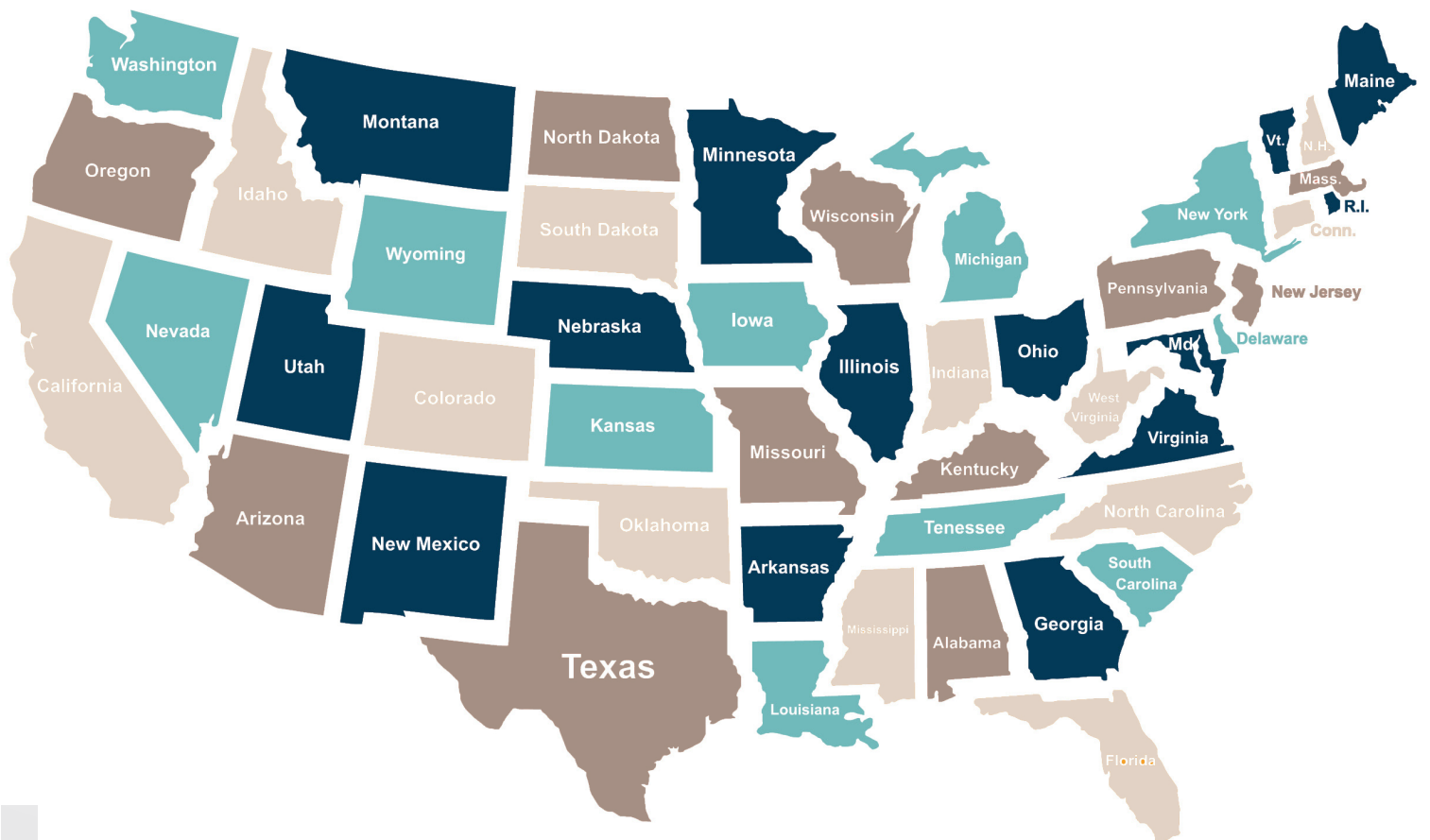
If you can't leave work to show your home, or you feel it requires more knowledge and experience than you have, you can't go wrong by hiring a well-respected real estate professional.



# I am here to help!

## MOVING OUT OF STATE?

### Below is everywhere that I can refer you to an agent!



**House Seller Closed Jul '22 • 1897 Holloway Dr, Windsor, CO  
\$775K • 4 Bed, 3 Bath, 3608 Sq. Ft.**

Michele is a pleasure to work with. She is very professional, knowledgeable and helpful throughout the whole process. We highly recommend her to anyone selling or buying.

**House Buyer Closed May '22 • 2108 Daley Dr, Longmont, CO  
\$450K • 4 Bed, 2 Bath, 1787 Sq. Ft.**

She is one of kind! Amazing agent, amazing team Brandon was awesome!

**House Buyer Closed May '22 • 5703 5th St Rd, Greeley, CO  
\$515K • 3 Bed, 2.5 Bath, 3111 Sq. Ft.**

Michele was absolutely fabulous! We received such quality service from her, Michele went above and way beyond to help us when looking at multiple houses, quick response time to our many questions and always came back with the right answers for us, we thank her for helping us into our beautiful new home.

**House Seller Closed May '22 • 305 Civic Cir, Kersey, CO  
\$475K • 3 Bed, 2 Bath, 2990 Sq. Ft.**

Michele and her team are the best realtors I have ever worked with. I have been buying and selling homes for 34 years so it is quite a compliment. They are the ultimate professionals. I can't say enough how easy they were to work with and how thorough they were. The very best!

**House Seller Closed Apr '22 • 5425 Nantucket Ct, Loveland, CO  
\$665K • 4 Bed, 2.5 Bath, 3354 Sq. Ft.**

Great service, our property sold quickly and at an excellent price. Great service. In all, don't think I could have found a better representative for the sale of our home. Highly recommend the Taylor team.

**House Buyer Closed Sep '19 • 4509 23rd St, Greeley, CO  
\$415K • 3 Bed, 2.5 Bath, 4359 Sq. Ft.**

Michele Taylor & Team are wonderful people to work with. They held open houses for us every weekend and worked very hard. If one wasn't available another member jumped right in and had all the information ready to go. They all work closely together and it shows. A very effective team! Several times during the process did things that was in our best interest, saving us time & money! They look out for their people and connect with you. Not a cut & dry standard real estate process. We're kind of picky with our people and we highly recommend Michele Taylor and her entire team!





**SOLD**



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