

# Selling Your Home With LIVE.



As you begin the process, your LIVE Urban Real Estate broker will tour your property with you to fully assess the condition of the home.

## LET'S WALK THROUGH THE PROCESS

Thanks for choosing LIVE Urban Real Estate to work with you through the process of selling your home. We want to provide you with the best service possible, and to make your experience rewarding and enjoyable.

## YOUR RELATIONSHIP WITH YOUR REPRESENTATIVE

Before starting the process, your LIVE broker will present the different ways that Realtors work with the public. Different brokerage relationships are available and include:

- Seller's Agent
- Buyer's Agent
- Transaction Broker
- Customer

At LIVE Urban Real Estate, we believe you'll be happiest when you establish a seller agency with your representative, who works on your behalf to promote your interest with utmost good faith, loyalty, and fidelity. Ask your broker for further details about these relationships.

## MAKING THE DECISION TO SELL

Successfully selling your property requires experience and training in such fields as real estate marketing, financing, negotiation and closing - the very expertise available from your LIVE representative. In essence, they are a community expert who tracks real estate trends, shares neighborhood concerns and participates in local matters. They're good neighbors who are in the business of helping others buy and sell homes.

As you begin the process, your LIVE Urban Real Estate broker will tour your property with you to fully assess the condition of the home, its inclusions and mechanical systems, and identify marketing opportunities. They will also review the necessary listing agreements and disclosures, and discuss transaction fees and commissions.

Once your home is listed, your representative will immediately begin to assist you in preparing your house for the market, and start crafting a marketing plan to present your property to potential buyers.



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## **UNDERSTANDING THE MARKET**

Every reasonable owner wants the best possible price and terms for their property. Several factors, including location, condition, amenities, market conditions, and interest rates will determine how much you can get for your home.

To assist you in making this decision, your LIVE representative will prepare a concise market analysis which will help you create a realistic, competitive pricing strategy for your home. This information will show the range of prices similar homes have sold for, and guide you to the proper listing price.

## **PREPARING YOUR HOUSE FOR SHOWINGS**

From experience, your LIVE broker knows a well-presented house is more appealing to more buyers and will sell faster and for a higher price. They will guide you through the process of making your house "shine."

A clean property is a priority. Your windows, floors and bathroom tiles should sparkle. Shampoo dirty carpets, clean tubs and showers, and repair dripping faucets. Remove unnecessary clutter from the entire property. Keep your home neat, clean and picked-up at all times. Cosmetic improvements such as paint, flooring and landscaping help a home "show" better and often are good investments. Mechanical repairs, which ensure that all systems and appliances are in good working condition, are required to get a top price.

As you prepare your home for market, your LIVE representative will be creating a powerful marketing plan to present your property. This will include entry into the Multiple Listing Service, internet marketing, open houses, professional flyers and brochures, print advertising, and more.

## **NEGOTIATING AN OFFER**

When you receive an offer from a prospective buyer, LIVE representative will meet with you to review strategy, price and terms, conditions, inclusions/exclusions, important dates and deadlines, and other pertinent issues contained in the document.

Once you understand the conditions, your broker will guide you through the bargaining process and counsel you on your decision to accept, decline or make a counter-offer. Real Estate negotiations typically involve compromises



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by both sides and this should be seen as a natural business process. It's an efficient and practical process — but also one that may contain complex clauses, legal obligations and additional costs. Again, your LIVE representative will be there through the entire process.

### **WORKING TOWARD A SUCCESSFUL CLOSING**

It might seem as though once a sale agreement has been signed that the selling process is complete. Not only is it not over yet, but some of the most complex aspects of a real estate transaction start now.

A sales contract not only sets a purchase price for the home, but also terms and conditions. Your LIVE representative will work to help you meet the requirements of the contract, including ordering title insurance, coordinating and negotiating the inspection of the property, and meeting other required deadlines. Lenders will also establish numerous conditions before granting a loan, usually including a survey and an appraisal to assure that the home has sufficient value to secure the loan.

### **AT THE CLOSING**

Closing is essentially a meeting where the closing agent, from the title insurance company, takes in money from the buyers, pays out money to the owner, and makes sure that the purchaser's title is properly recorded in local records along with any mortgage liens. Typically, in Denver, the buyer, seller and both brokers attend the closing. In addition, all of the paperwork will be reviewed and signed. The title company's closing agent also reviews the sales contract to determine what credits the owner should receive, what amounts are due from the buyer, and make necessary adjustments for commissions, taxes and fees. Finally, the keys to the property are handed to the new owner.

### **AFTER THE CLOSING**

Once the closing is complete your relationship with LIVE isn't over. Keep your LIVE broker's phone number handy, - Tdk nog whn, -forar by theouffiet

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