



SELLING YOUR HOME



FROM LISTING TO CLOSE

SELLING YOUR HOME

Selling your home is like walking a tightrope. Choosing the right agent really makes a big difference in a transaction so complex, involving stacks of paperwork and a multitude of outside service providers and contractors. As your listing agent, I will strive to make the process as smooth, efficient and hassle-free as possible. Working with me, you'll have someone on your side, looking out for your interests through every detail that crops up, from start to finish.

As a Top Producer for RE/MAX of Boulder, I've helped all my clients achieve their goals — to sell their home for the highest price in the least amount of time with as minimal stress as possible. I am a full-time, full-service Realtor, and my knowledge and skills will make your selling experience a pleasure. I am proud of the fact that 95% of my business comes from past clients and client referrals.



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T E R R Y - L A R S O N . C O M

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In every market, there is one leader, one company that excels in providing a product or service that people need. For real estate transactions in Boulder, RE/MAX of Boulder is that company. Consistently ranked as one of the best real estate offices in the country, RE/MAX of Boulder attracts the best agents, provides the strongest support and clearly stands out from the competition in every measurable way.

Here are some key reasons to choose RE/MAX of Boulder to sell your home:

- 3rd oldest RE/MAX office ever
- Nationally recognized as one of the most successful firms in the business
- Consistently has over 30% of all listings in our local marketplace
- Twice as many homes sold over \$1,000,000 than our competition
- Our in-house transactions average 32%
- In-house attorney is available for transaction consultation
- Centralized showing system for scheduling assistance 24/7
- RE/MAX of Boulder has had 8 past presidents of the Boulder Area Realtor Association.

Real Trends Magazine named RE/MAX of Boulder one of the leading brokerages in the US in terms of office productivity by sales volume. RE/MAX of Boulder also gives back to the community in ways both public and private. As a whole, RE/MAX of Boulder supports organizations such as the United Way, YMCA and YWCA, Historic Boulder, The Special Olympics, The Lost Boys of Sudan, Imagine, Attention Homes, The Dairy Center for the Arts, Habitat for Humanity, Community Cycles and many more.

TERRY LARSON



Originally from Chicago, my family and I moved to Boulder in 1998 to enjoy the wide open spaces of Colorado. We had always vacationed here for skiing and hiking, and now we're saving a lot on air fares!

The Boulder Valley has so much to offer - outdoor recreation, great choices for education, impressive local shopping and dining, and eclectic local history. I am thrilled to have local skiing available as I'm an avid telemark skier. The trails in the area are fantastic for year-round running, and the road and mountain biking routes are incredible.

I love sharing my extensive knowledge of the area with new arrivals, as well as long-time residents. Helping people buy and sell real estate allows me to do what I've always enjoyed - connecting with people, developing lasting relationships with them, and helping them look toward the future. Whether you're selling or buying a home, or considering investment property, I welcome the opportunity to make every step hassle-free for you.

AS YOUR AGENT I PROMISE TO:

- Quickly respond to your needs
- Review all details of the selling process with you
- Strategically plan and negotiate on your behalf
- Be a source for recommendations prior to and after closing
- Market your home on a multitude of platforms
- Give superb and personalized service, service, service.

TESTIMONIALS



We have been missing you as we look for our new home in another state. So many times we have said, "We need Terry"! Thank you again for guiding us through the sale of our house. You are the best!

Diana and Buck



Thank you for such a smooth, care free and professional experience selling my home, Terry. I am so happy that my friend introduced us. I hope to work with you again when we are working to buy/sell another property!

Alicia



Thank you for all you do for our family. We sold our old house, and are loving our new house, and really appreciate all your help with the latest family moves. Seems like with you on the job, we are all always up-grading and it is a lot to look forward to for us all. Thank you for your time and the dedication it takes to make these things happen.

Mike and Ali



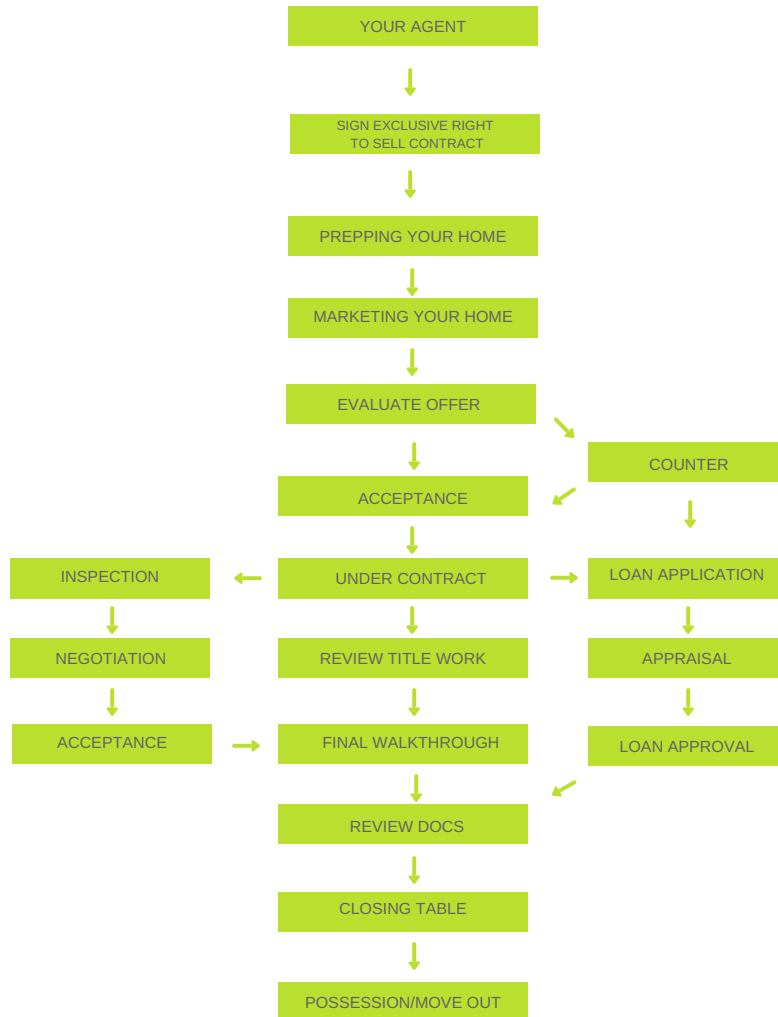
My wife and I just completed another fantastic and successful real estate transaction in Boulder, and without question the reason has been our fantastic Realtor, Terry Larson. Terry's knowledge of the Boulder and surrounding markets is second to none. She's an attentive businesswoman and professional salesperson in every manner. My wife and I have certainly benefitted from working with Terry. She's the best in Boulder!

Michael and Janet

TABLE OF CONTENTS

1.....	THE HOME SELLING PROCESS
2.....	YOUR LISTING AGENT
3.....	UNDERSTANDING MARKET VALUE
4.....	PRICING YOUR HOME
5.....	MARKETING YOUR HOME
6 - 8.....	PREPARING YOUR HOME FOR SHOWINGS
9-10.....	YOU'VE GOT A BUYER! NOW WHAT?
11-12.....	PREPARING TO MOVE
13.....	CLOSING ON YOUR HOME
14.....	MOVING OUT
15-17.....	GLOSSARY OF TERMS

THE HOME SELLING PROCESS



YOUR LISTING AGENT

Here's a primer on what your listing agent does, and how your choice sets you up for success (or headaches).

PRICING YOUR HOME

How much is your home worth? That's often a hard question to answer. You can get an estimated value online, but from there we'll need to do major fine-tuning. The stakes are high: Price your home too low, and you could leave money on the table. Price it too high, however, and the picture isn't pretty either.

MARKETING YOUR HOME

Let's get you set up for success:

- Home improvements and staging - yes, these enhancements will cost you some time and money, but your home will sell faster and for a premium price
- Professional photography - to highlight your home's best features and location
- Promoting your listing - on a custom property webpage, all area Multiple Listing Services, and a multitude of internet sites
- Advertising and holding open houses - including networking with over 1000 local agents to personally get the word out about your home
- Coordinating showings - for prospective buyers and their agents

NEGOTIATING OFFERS

Once you receive an offer, I'll negotiate with the buyer to bring the price up, and find other ways to tweak the terms in your favor, like requiring a faster closing date or waiving certain contingencies. These revisions can actually save you money.

UNDERSTANDING MARKET VALUE

Market-sensitive pricing is the key to maximum market exposure, and ultimately, a successful sale.

PROPERTY VALUE

Property value is determined by the existing pool of prospective buyers based on:

- Location, design, amenities and condition
- Prices of comparable “sold” and competing “active” properties
- Prevailing economic conditions

UNRELATED FACTORS

Factors that have little or no influence on the market value of a house include:

- The price the seller paid originally for the property
- The seller’s desired net proceeds
- The amount spent on improvements
- How urgently the sellers needs to purchase another home

PRICING

Accurate pricing is important because:

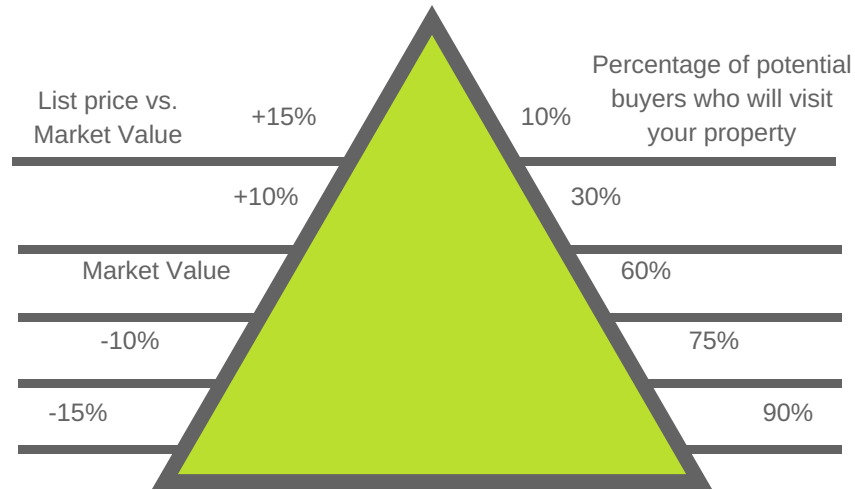
- Properties priced at “market value” have more showings, get more offers, and sell faster
- Properties priced too high take longer to sell, and may invite more buyer demands

COMPARATIVE MARKET ANALYSIS (CMA)

A CMA is a detailed evaluation of similar properties in order to estimate your home’s potential selling price. Factors that are considered are a home’s:

- Age, location, square footage, number of bedrooms and bathrooms, and layout
- Condition, including any renovations or improvements
- Sales of similar homes in the past 6-12 months

PRICING YOUR HOME



PRICING YOUR HOME RIGHT

Setting an appropriate asking price can make all the difference in the marketing of a home:

- More buyers attracted = more offers received
- Marketing time is shorter
- The property appeals to more buyers and makes competing houses look less appealing.

SELLING YOUR HOME

Give your home the best chance to sell quickly and for the price you want by:

- Ensuring your home is in tip-top conditions
- Determine what contingencies you will consider
- Professionally stage your home
- Ensure far-reaching internet presence with stunning professional photography

MARKETING YOUR HOME

RE/MAX is the #1 brokerage in Boulder County, and together, we will market your home throughout the local area and the nation. Our efforts will put your home in front of thousands of buyers, establishing a STRONG internet presence. With more than 90 percent of buyers checking the web when starting to look for a home, I'll ensure that your home is showcased to look its best online and in-person. Below I have outlined the marketing process from start to finish:

PRE LISTING PERIOD

- Prepare a CMA for your home
- Recommend repairs and maintenance, and coordinate contractors to prepare your home for the market
- Consult with you on staging your home for showings
- Hire a professional photographer at my expense
- Create a unique property website with a virtual tour and custom color brochure
- Provide marketing materials to be available at the property
- Highlight cards posted throughout your home pointing out special features

LISTING PERIOD

- Submit listing in both Boulder and Denver area MLS systems
- Present your home to thousands of potential buyers online
- Set up an enhanced online listing, providing virtual tours, important information and photos
- Set up an Open House the first weekend the house is on the market
- Monitor competing properties' price and status changes
- Adjust price as needed to be competitive with market changes
- Share website activity and showing feedback reports from agents who viewed your home

UNDER CONTRACT PERIOD

- Ensure all potential buyers are pre-approved for a loan
- Negotiate the transaction, including inspection objections, with buyer's agent
- Recommend service professionals to resolve any needed inspection related repairs
- Coordinate transaction with Buyer's Agent, Lender and Title Company
- Confirm that all conditions of the sales contract are completed on time
- Review settlement statement with you before closing.

PREPARING YOUR HOME FOR SHOWINGS

You want your home to make a fantastic first impression. Buyers compare properties, and the home with the least number of objections is usually given the highest consideration. I know what buyers in this area are looking for, and will suggest improvements and staging ideas that fit your budget.

STAGE TO SELL

These days, home staging is very important. On average, staged homes sell 88% faster, and for a whopping 5-10% more than ones where sellers just keep their furnishings in place. Here are some staging suggestions to help you receive top market price.

1. STASH YOUR STUFF

When you're just living in your home, a bit of clutter is business as usual. When you're trying to sell, however, any disorder can be deadly. That's because clutter can make even spacious homes look cramped and dirty. Completely clean out storage areas because potential buyers will look in your garage and closets, so the less that's in them the more spacious those areas will feel. Ideally, aim to leave about two-thirds of your storage areas empty, with nothing stacked or piled on the floor. Use shelving and matching storage containers to keep what's left neat and orderly.



BEFORE



AFTER

PREPARING YOUR HOME FOR SHOWINGS (cont.)

2. CLEAN, CLEAN, CLEAN

Get every surface shiny-clean. The importance of a thorough, deep clean when selling your home cannot be overstated. If you don't want to (or don't have time to) put in the elbow grease, hire a good cleaning service to get your house ultra clean. Sparkling windows, immaculate floors, a spotless kitchen and bath — and a clean exterior — will show off your home in the best possible light.

3. HIRE A HANDYMAN FOR A DAY

Details add up. If a potential buyer walks through your home and notices one or two little things that need fixing, no biggie. But 10 or 11? That might begin to raise some red flags. Work up a list of all the little things you've been meaning to fix around the house (leaky faucet, loose railings, sticky doors) and hire a handyman to knock out all those tasks in one day.

4. TOUCH UP PAINT

If you've painted some rooms in the last few years, that's a plus. If other rooms look tired or have a "kid color", consider repainting on a room-by-room basis. Fresh, neutral paint is a crowd-pleaser.

5. CONSIDER "SMALL BUT MIGHTY" UPGRADES

Upgrading items such as light fixtures, cabinet knobs, shower heads and faucets is a budget-friendly, relatively quick strategy that will impress buyers. Walk through your home and make a list of small upgrades that need to get done.

6. HAVE A CLEAR PURPOSE FOR EACH ROOM

If you have a spare room that's currently filled with a mishmash of exercise equipment and filing cabinets, or an awkward little nook you've never quite been sure what to do with, now is the time to get some clarity. As a rule of thumb, each area should have one main purpose that's clearly defined by the furnishings in the space. So make that spare room a guest room, or an office, or a workout space — but not all three.

PREPARING YOUR HOME FOR SHOWINGS (cont.)

7. BOOST YOUR CURB APPEAL

Finally, it's time to take a hard look at the outside of your house. After all, that's the first thing buyers will see when they pull up. Make low-cost, big-impact curb appeal tweaks. Give potential buyers driving by a good first impression of your home with a neat, well-lit, attractive front yard and porch. Little things like new house numbers, a fresh mailbox, porch lights, planters and a new door mat don't require a big investment, but they create a positive impression that just might win over your home's next owner.



Once you've gotten your home looking magnificent, both inside and out, it's time to bring in the professional photographer and spread the news that it's up for grabs with eye-catching photos.

YOU'VE GOT A BUYER! NOW WHAT?

You've found a buyer for your home. You're done, right? Not quite. What you have to do now is get yourself—and your house—ready to close, and I'm here to help. Let's dive in!

EARNEST MONEY

When the buyer makes an offer on your house and you accept, the buyer will write a check or send a wire for a deposit known as earnest money. This is money put forward that demonstrates the buyer is earnest about their intentions to move forward on the deal. These funds are held by a title company until closing. If the deal goes through, the earnest money becomes part of the buyer's down payment. If the deal falls through because you are unable to meet the buyer's contingencies (for example with the inspection or appraisal), the money is returned to the buyer. However, if buyers back out after all contingencies have been met, then you keep the earnest money.

THE SELLER'S PROPERTY DISCLOSURE

You will provide the buyer with a seller's property disclosure—basically an itemized list of any issues with the property. But how much do you have to disclose?

- Basic information about the house, like the condition of the major appliances, HVAC and plumbing
- Structural issues, like the condition and age of the roof
- Environmental issues, like if the property is located in a flood plain
- Known issues, like flooding in the basement

I advise sellers to include as much information as possible. It sounds counterproductive—after all, you don't want to scare the buyer away—but withholding information could come back to haunt you.

YOU'VE GOT A BUYER! NOW WHAT? (cont.)

THE INSPECTION

Unless you've sold the home "as is" (and sometimes even if you have), the buyer will want an inspection on the home. The inspector's job is to look for problems like:

- Roof damage
- Structural problems
- Plumbing problems
- Fire hazards, like bad wiring or improperly working chimneys
- Major appliance and HVAC issues

Since the buyer hires the inspector, the report will go to them. If they spot anything amiss, trust me, you will hear about it, as it may become a negotiation point you'll have to work out before you close.

THE APPRAISAL

If your buyer is getting a mortgage, their lender will require an appraisal. An appraiser is similar to an inspector, in that they come to your house and check it out, top to bottom. Only the purpose is different: Rather than looking for problems and repairs, an appraiser is trying to estimate what your home is worth, so that the lender knows the investment is sound. To do that, the appraiser will not only size up your home in person, but check out the sale price and condition of comparable houses in your neighborhood. If the appraiser's price matches the one your buyer is paying (or even if it's higher), all is good.

However, if the appraisal comes back lower than the purchase price, it may become a problem. Typically, lenders won't loan buyers anything above the appraisal amount. The buyer has two choices: Pay cash for the difference, or negotiate a lower sale price with you. If they choose the latter, you've got two choices, also: Accept the lower price, or walk. To decide, ask yourself: How easy would it be to find a new buyer? If you were deluged with offers, it may be in your interest to move on, but keep in mind that you might run into the same problem with subsequent appraisals. So unless you're confident your home is worth more, and you're willing to head back to square one, you may want to keep moving forward. Next up? The closing. Hallelujah!

PREPARING TO MOVE

An organized move is a successful move. These timely reminders will help you prepare for your move so everything goes smoothly when the time comes. This convenient checklist will help make your transition easy!

3-6 WEEKS BEFORE MOVING

- Book a moving company or reserve a rental truck. If you're moving yourself, be sure to inquire about vans with special features, like lift gates, that help simplify the task
- Gather important personal, legal, financial, medical and dental records and documents, including any prescriptions
- Get boxes and packing supplies
- Pick up change-of-address cards and complete them for friends, relatives and businesses
- Notify all utilities, doctors, dentists, veterinarians, insurance agencies, DMV, VA, social security, banks, credit card companies, subscriptions, memberships, clubs and schools
- Sort your stuff--pack it, donate it, or toss it



PREPARING TO MOVE (cont.)

1-2 WEEKS OUT

- Notify the post office of your new address and arrange to have mail forwarded.
- Collect any items being stored, repaired or lent.
- Organize bank transfers and clear out your safe deposit boxes.
- Prepare your "Open First" box with cleaning items, tools, light bulbs, scissors, tape, etc.
- Doing it yourself? Line up a group of sturdy friends to help. Many hands make light work.



CLOSING ON YOUR HOME



To ensure a smooth closing, the following steps must be taken before closing day:

- Make sure all repairs agreed to in the contract have been completed
- Review Seller Settlement Statement
- Review Deed of Trust and Bill of Sale
- Let the title company know how you want your proceeds to be delivered
- Finish moving. Have the home cleaned in preparation for the buyer's final walkthrough, which is usually 24 hours before closing.

WHAT TO EXPECT AT YOUR CLOSING

Ah, closing on your house. It's the finish line! You've accepted the buyer's offer, the negotiations are complete, and there is only one more box to check: closing. Now, all that's left is the fun part - officially moving out and moving on!

MOVING OUT

CONGRATULATIONS ON SELLING YOUR HOME!

You've finally made it past closing. Now it's time to move out! Below are some final reminders as you move out.

Remember:

- File your closing packet in a safe place

Change your address with:

- The US Postal Service
- Your bank and credit card companies
- The Department of Motor Vehicles (update your ID or driver's license)
- Your insurance company, internet provider, and phone company

Switch utilities to your new address:

- Water
- Electric
- Gas
- Trash/Recycling



MOVING DAY CHECKLIST

- Double check every room, garage, crawlspace, etc. for anything you may have forgotten.
- Write down your meter readings to verify your final bill is correct.
- Unplug the TV set and allow to cool to room temperature before moving to avoid damage.
- Surrender house keys and garage door openers.

GLOSSARY OF TERMS

ADJUSTABLE RATE MORTGAGE (ARM)

A Mortgage with a variable interest rate, which periodically adjusts.

AMORTIZATION

The payment of a loan via installments, over time, with the details of the amount paid toward interest, and the amount paid toward principal.

ANNUAL PERCENTAGE RATE

The actual yearly costs of borrowing money, including rate, fees, and other costs associated with the loan.

BUYER'S AGENT

A buyer's agent works solely on the behalf of the buyer, to promote their interests with the utmost good faith, loyalty and fidelity. A buyer's agent negotiates on behalf of the buyer, and is an advocate for, and counselor to, the buyer. An Exclusive Right to Buy Agreement sets forth the duties and obligations of a buyer's agent.

CLOSING

The final step in buying a home, also called "settlement," which involves the signing of all necessary documents at a title company.

CLOSING COSTS

Amount paid to buy a home above and beyond the basic purchase price. Included are loan costs, taxes, transfer and lender fees, prepaid costs like taxes and insurance, and any other third-party charges.

CREDIT REPORT

A credit risk assessment tool used by lenders to evaluate your ability to repay debt.

DEBT-TO-INCOME RATIO

A ratio used by lenders--essentially all your monthly expenses divided by your gross monthly income--that helps predict your ability to repay a loan.

GLOSSARY OF TERMS (cont.)

DOWN PAYMENT

The initial amount paid toward the purchase of a property, with the remaining amount covered by a loan.

EARNEST MONEY

A deposit paid to the seller demonstrating the buyer's commitment to purchase the home, held in escrow and applied toward the down payment at closing.

TITLE COMPANY

A third-party entity that collects, holds and regulates payment of the earnest money deposit. They also do the title search, issue the title insurance and perform the closing.

FLOOD INSURANCE

If a home sits in a flood zone, it is important to note that the buyer will need more than basic homeowner's insurance to cover the property. The most common flood insurance is offered through the federally regulated program known as the National Flood Insurance Program (NFIP).

HOMEOWNER'S INSURANCE

An insurance policy that protects against fire, wind, hail, theft, vandalism and other damages.

HOME EQUITY

The current market value of a home vs. remaining mortgage balance. If a borrower owns a property worth \$600,000 and has liens of \$400,000, the home equity is \$200,000.

LOAN-TO-VALUE (LTV)

The ratio of the loan amount to the appraised value of the property. A down payment of 20% would equate to an LTV of 80%.

MORTGAGE

A binding agreement in which money is lent with interest in exchange for title of the borrower's property until the loan amount is paid (usually 15-30 years).

GLOSSARY OF TERMS (cont.)

ORIGINATION FEE

An upfront charge by a lender for completing the loan process, typically a percentage of the total loan.

PRINCIPAL, INTEREST, TAXES AND INSURANCE (PITI)

The sum of monthly mortgage expenses including principal, interest, taxes and insurance.

POINTS

A form of prepaid interest in exchange for a reduced interest rate. One point is equal to 1% of the loan.

PRE-APPROVAL

A lender's letter stating the buyer's ability to qualify for a mortgage based on their already having reviewed the buyer's income and credit documents..

PRE-QUALIFICATION

This initial step in obtaining a mortgage, in which a lender evaluates the buyer's financial position, gives the buyer an idea of how much they can afford to borrow.

PRIVATE MORTGAGE INSURANCE (PMI)

If a down payment makes up less than 20% of the purchase price, a lender will often require PMI until the home equity meets the 20% threshold.

SELLER'S AGENT

Promotes the interests of the Seller with the utmost good faith, loyalty and fidelity; seeking a price and terms that are set forth in the Seller Listing Contract. The agent counsels the seller as to any material benefits or risks of a transaction that are actually known by the agent.

SELLER RENT BACK

Occasionally, the closing date may be earlier than a seller is prepared to move. In this case, the seller may negotiate paying "rent" to the buyer for the additional time needed to vacate the property.

TITLE INSURANCE

Protects the lender and buyer against claims tied to a title on a property.

LET'S CONNECT



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