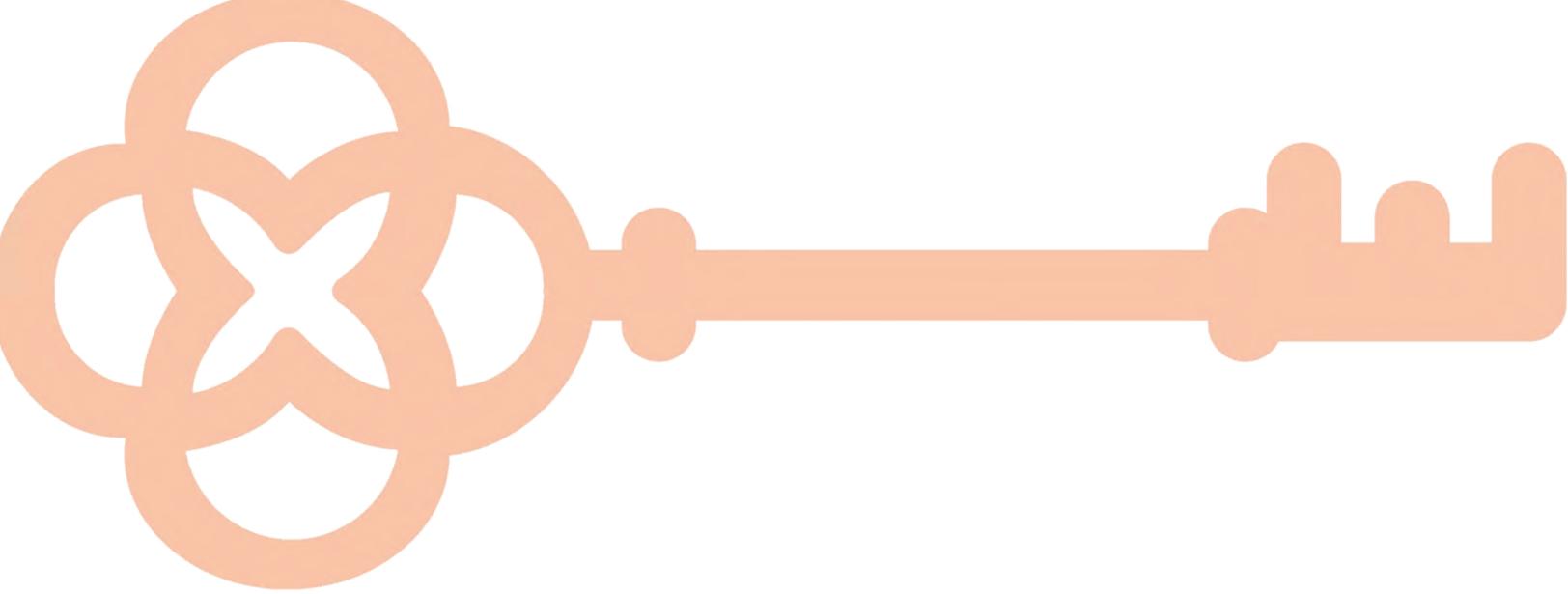


Simple real estate

Simply Ready

to make the very best first
impression for your showings



Research shows that **within 15 seconds**, a Buyer has formed an opinion of your home!

At Simple Real Estate, we believe getting READY is  to getting the best price in the shortest amount of time for Your Home!

The following pages will step you through Simple's suggestions of practical ideas to make your home stand out from the competition!

You have one chance to make a first impression... *Let's Get Ready!*

Simple
real estate

simple real estate. uncomplicated. hassle-free.

www.keytosimple.com

Simply Ready

04 The Key to Best Price is Being Ready

04 » Tips from the Model Home

05 » Staging to “Market” the Home

06 » Staying Ahead of the Inspector

07 » Do I Need a Home Warranty

08 » Checklist – Ready, Set, Prepare!

12 It’s SHOW time!

12 » Tips for the BEST Home Showing

14 » Write the Buyer a Letter

15 Under Contract:

15 » Appraisals are Key

16 » What is FIRPTA

17 » Types of Deeds

18 » What is Radon Gas

19 » Moving Checklist

20 Simply Committed to your Success

21 Statement of Purpose

22 Notes

Tips from the New Model Home

Builders hire top decorators to create an atmosphere most conducive for a Buyer to “feel at home.”

Let's review these simple 'model home' techniques to attract our Buyer:

- Neutral paint and flooring
- Colors and interior decorating flow throughout the home
- The smell of the home is clean and fresh
- The sound is either quiet or very subtle background music
- The home and its flooring and components are cleaned, repaired and de-cluttered



Showing Like a Model Home Highlights Your Home's  Features.

The Stager – A Vital Part of our Team!

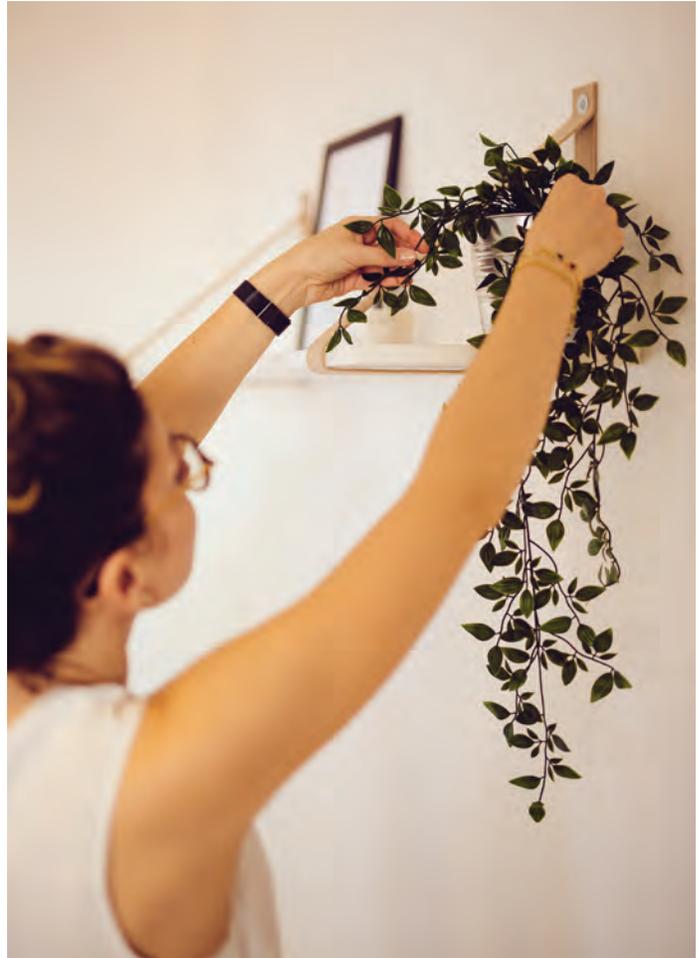
Emotional Detachment begins as we prepare your home to sale.

How we prepare a home to SELL is VERY different than how we LIVE in a home.

The  is to transform your home into a home that the Buyers can easily picture as their home.

What to Expect from the Stager:

- Most often works with what décor you already have
- Ways to rearrange/relocate furniture and art
- You may need to shift your possessions to garage or storage unit



Profile of Home Staging



The Key to Best Price is Being Ready

Stay Ahead of the Inspector!



Seller's View



Buyer's View



Inspector's View

Discovery of delayed maintenance as well as latent defect issues are the #1 reason home contracts terminate.

***Save Yourself Time, Money and Disappointment –
Do Deferred Maintenance Now AND Consider Ordering a Pre-Inspection!***

Home Warranty

* **An optional 1 year "service contract," that covers essentially:**

- Electrical systems
- Heating and cooling systems
- Kitchen appliances
- Plumbing systems
- Washer and dryer

* **NOT a home owner's insurance policy.**



* **Cost starts at approximately \$300.**

* **Offers Buyers peace of mind for their first year of ownership.**

* **Tip for Sellers:** Order early in the listing and receive coverage to closing.



The Simple Home Preparation Checklist



Curb Appeal

The Buyer has already formed their first impression of your home *BEFORE* they have walked through your front door!

- Paint the front door with an accent color.
- Replace outdoor light fixture.
- Review condition of roof and replace missing or torn shingles.
- Clean, repair and paint damaged siding, window trim, shutters and soffits.
- Clean all windows, inside and out.
- Ensure that door bell is operable.
- Repair driveway if broken or shifted concrete areas, clean oil stains.
- Clean and secure gutter downspouts and extenders to move water away from home's foundation.
- Store away garbage cans, roll up garden hoses.
- Put fresh flowers at front door for a welcoming appearance.

Kitchen

**Our kitchens are the *CENTER* of our homes -
the condition of your kitchen is simply key to your home value.**



- Clean appliances inside and out and consider replacing old and outdated appliances.
- Clean light fixtures.
- Remove all small decorations and appliances from the countertop.
- Repair or replace damages in countertop.
- Organize the contents of all cabinets and drawers.
- Remove drapes or blinds to let in the sunshine.
- Fix leaks in faucets.
- Clean or repaint/stain kitchen cabinets, backsplash and walls.
- Install new cabinet hardware for an updated look.

The Key to Best Price is Being Ready

Bathrooms

- Repair any drips in faucets or shower heads.
- Add color with new towels and shower curtain.
- Repair toilet and replace toilet seat, if necessary.
- Remove all personal items from countertops.
- Scrub and repair sinks, bathtubs and shower inserts.
- Organize closets and drawers.
- Re-caulk grout in shower/bath/sink where necessary.
- Repair or replace towel rack.
- Clean and repair all mirrors.
- Clean exhaust fan if dirty, broken or noisy.

Dining and Other Rooms

- Remove or open all curtains (unless view is problematic).
- Rooms should be well-lit, clean all lights and replace worn lightbulbs.
- Replace worn flooring and clean carpets.
- Organize closets, throw out or pack away nonessentials.



Garages

- Install bright lightbulbs.
- Adjust and repair garage door opener.
- Organize tools and declutter.
- Remove paint and oil stains from floor.



Basement

- Organize and declutter.
- Ensure there are no signs of pest infestation.
- Check for signs of mold/mildew.
- Install bright lightbulbs.
- Replace furnace filter.
- Have furnace cleaned and checked by professional.



Landscaping

- Fertilize, mow, water and weed lawn frequently.
- Adjust sprinkler system to water all lawn.
- Seed bare spots in lawn.
- Remove dead plants and replace if needed.
- Sweep sidewalks and driveway and remove weeds in cracks.
- Prune shrubs and trees, especially those touching home and those blocking window views.
- Repair leaning fence or missing/damaged pickets and apply fresh coat of paint/stain.
- Clean decks and patios.



Tips for the BEST Home Showing

- While readying your home for the showing, open windows to let in some fresh air. Close the windows, open all draperies and shades for the showing...unless the view is unappealing.
- Set your dining room table for a decorative appeal, add fresh flowers or a decorative bowl of fresh fruit.
- Make sure temperature in home is comfortable.
- Put highest wattage bulbs allowed in all lamps and turn on all lights.
- Leave open all the doors between rooms to give an inviting feeling.
- Bake cookies to add an inviting aroma or simmer a pot of cinnamon sticks in water on the stove when readying the home.
- Leave a tray of cookies and bottles of water for refreshments.
- Set a display of your home/neighborhood letter on a visible central area.
- Safely hide all jewelry, small valuables, and prescription drugs.
- Make beds and pick up clothes/possessions and tuck away.
- Playing very soft background music is acceptable or keep the home silent.



- Remove all pet-related items and take pets with you for the Buyer's private showing. Dogs bark to protect their home, however the level of noise disrupts a peaceful showing. Cats can get under foot and cause tripping hazards. Rodents and snakes can alarm Buyers.
- Refrain from cooking with bacon, fish, or strong spices before home showings. Refrain from smoking in home or garage.
- Please do not burn candles as they are a safety hazard, and refrain from using room freshener products as buyers suspect the fragrance is masking odors.
- Kitchens and Bathrooms need to sparkle - clean mirrors, neatly hang fresh towels remove countertop dishes/items and shower items, empty trash cans and toilet seats down!
- Remove cars from in driveway and from in front of the home.
- Please do not be present for showings - Buyers feel awkward and hurry through your home if you are there. Do not discuss selling terms or let Buyers in without their agent using key in lockbox.
- Leave the home for work in the morning as if you know the home is going to be shown. You never know when a showing will be requested short notice!



Compose a letter to the Prospective Buyer, consider this example:

Thank you for visiting our home!

You may be considering this home for the many obvious reasons such as its convenient location to I-25, the close proximity to shopping, the nearby elementary school and its playground, or even the small park a few doors down, but there is one value in this home location that you cannot see... the neighbors and the friendliness of this community which we will greatly miss!

Many people living in Colorado today have relocated from other states and don't have a family around. Well, these neighbors have become our second family. We have spent many holidays, dinners and summer barbecues together. There is someone always available to help with an extra hand or lend you a cooking ingredient. There are tons of kids of all ages and the HOA routinely sets up neighborhood events such as a yearly garage sale, cookouts and socials.

The wildlife viewing in our neighborhood is awesome as well! You will see deer, a fox family, and ducks. Hummingbirds come in the late spring and early fall and many other migratory birds.

The city trail system is accessed inside our neighborhood and is great for walking and bike riding.

This is a wonderful, quiet and friendly place to call home. We will be sad to leave but hope that you will take our place and enjoy it as much as we have!

Thank you again,

The Smiths

Appraisal is Key!

- Appraisal is ordered by the Buyer or Lender after going under Contract.
- If a loan is being used, Appraised Value must be at least the same as the Contract Price.



- FHA/VA Appraisals 'stay' with home file for 6 months.
- Ready your Home for both the Showings and the Appraisal!

FIRPTA

Foreign Investment in Real Property Tax Act of 1980 (FIRPTA) Income Tax Withholding



- IRS may require a substantial portion of the Seller's proceeds be withheld after Closing when Seller is a foreign person.
- Buyer could be liable if not withheld.
- Check box on Contract if Seller IS a foreign person.

Types of Deeds



4 Major Classifications of Deeds

- General Warranty
- Special Warranty
- Bargain and Sale
- Quitclaim

Differ solely in the **degree of protection that grantor promises or warrant to grantee.**

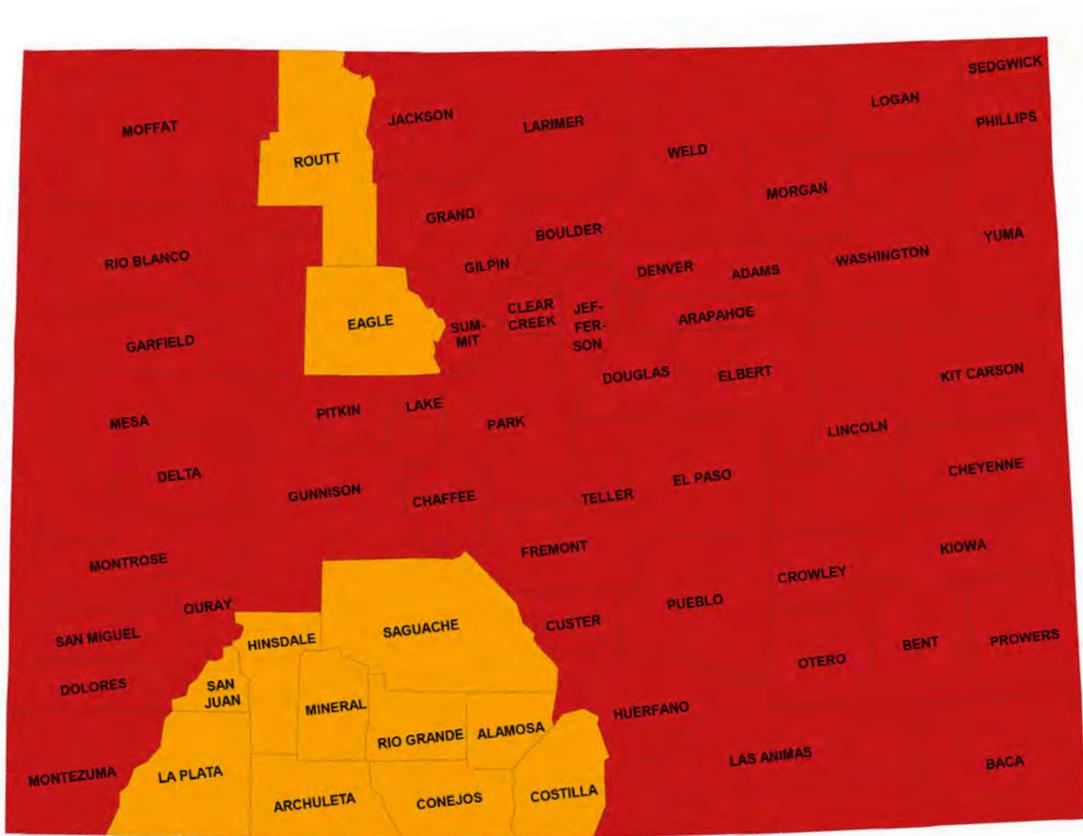
No type transfers any greater or lesser interest than another.

| | General | Special | Bargain & Sale | Quit Claim |
|-------------------------------|---------|---------|----------------|------------|
| Convey Title | X | X | X | X |
| After Acquired Property | X | X | X | |
| Warrant for time Seller Owned | X | X | | |
| Warrant for Previous Owner | X | | | |

Information from Colorado Department of Real Estate (DORA)

Radon Gas and the Home

- Radon is a gas produced by the radioactive decay of the element radium.
- The EPA warns of health risks of high exposure: www.epa.gov/radon.
- Many Buyers will have radon levels tested/inspected and ask for remediation.



| | | |
|---|---|---------------------------|
|  | High counties have a predicted average indoor radon screening level greater than 4 pCi/L (pico curies per liter) (red zones) | Highest Potential |
|  | Moderate counties have a predicted average indoor radon screening level between 2 and 4 pCi/L (orange zones) | Moderate Potential |
|  | Low counties have a predicted average indoor radon screening level less than 2 pCi/L (yellow zones) | Low Potential |

Moving Checklist

Four-Six weeks Prior:

- Create an inventory sheet of items to move.
- Research moving options.
- Request moving quotes.
- Discard unnecessary items.
- Gather packing materials.
- Notify insurance companies about move.
- Seek employer benefits.
- Contact schools if changing schools.

Three-Four Weeks Prior:

- Contact utility companies of turnoff date and give new address.
- Obtain medical records for family and pets.
- Try to use/eat as much food as you can in your home.
- If moving vehicles, schedule extraction of gas and oil service.
- Protect jewelry and valuables.
- Return borrowed and rented items.

One Week Prior:

- Plan your itinerary.
- Change address at post office (USPS) and change voter registration address.
- Notify banks of address change.
- Service automobiles if being driven a long distance.
- Cancel any remaining utility services.
- Start packing.
- Set travel items aside.
- Check furniture for prior markings, so you can note on moving day.
- Prepare floor plan of your new home.
- Place warranty booklets in one kitchen drawer.

Moving Day:

- Once home is empty, take one more walk through.
- Sign the bill of lading once you are satisfied with mover's packing.
- Double check new address with mover.
- Look up, turn off lights and notify real estate agent you have left the property.

Closing Day/At Your New Address:

- Write mailbox #, location and garage code down for new owners.
- Bring photo ID to closing.
- Arrange for utilities to be turned on for closing date.
- Contact credit card companies, subscriptions, online memberships, etc. of new address.
- Set up mail delivery.
- Change driver's license and vehicle registration address.
- Arrange for trash pick-up, milk and home deliveries.
- Explore your NEW neighborhood!

Simple's Commitment to You

Communicate

- Listen attentively and respectfully to your questions and concerns.
- Promptly return all calls, emails and texts.
- Coordinate and keep you timely informed every step of the way.
- Market your home to Buyers and Agents through effective systems.

Consult

- Seek to make complicated transactions smooth and comfortable.
- Discuss benefits, drawbacks and create strategies.

Negotiate

- Skillfully on your behalf.
- With loyalty and confidentiality.
- Seeking for the Win-Win for both Buyer and Seller.



*Alternately, Seller may choose to be represented by Realtor as Transaction Broker.

Simple Real Estate Statement of Purpose

We exist to honor and reveal God by being REALTORS of integrity, bringing value and hope to clients and by providing a positive influence to all in the real estate process.

Our key to Simple Real Estate is Jesus, who opens the doors of hearts and homes with love and makes wise the simple.

Our mission is to simplify the complexities and stresses of real estate.

Our culture is rooted in Honor, Peace, Shelter, and Love.

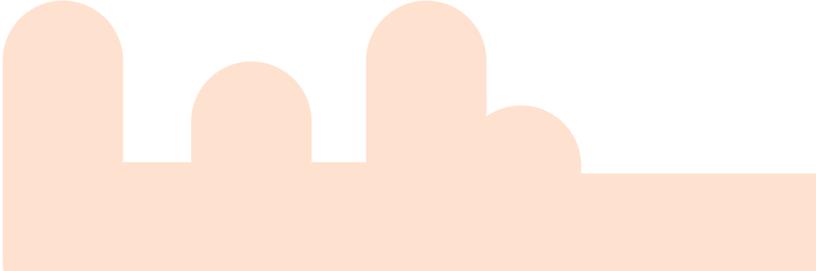
Simple
real estate

www.keytosimple.com





Notes...





*simple real estate. less stress and hassle.
more peace of mind.*

www.keytosimple.com