

Seller Informational Packet

COLORADO FRONT RANGE PROPERTIES

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Denver Radio Real Estate show
Online at: DenverRadioRealEstate.com



Cheryl Garlock

BIOGRAPHY

AFFILIATIONS

Member of Local, State, and National Association of Realtors
Member of the Council of Residential Specialists
Member of the Seniors Real Estate Specialist Council
Member of REBAC, Real Estate Buyer's Council



DESIGNATIONS / EXPERIENCE

Certified Residential Specialist, (CRS)—Held by 4% of all Realtors
Accredited Buyers Representative (ABR)
Senior Real Estate Specialist (SRES)
Licensed since 1981, serving Colorado Springs to Denver
Host of the Springs Radio Real Estate show
Sold over \$85,000,000 of residential real estate

PERSONAL BACKGROUND

Graduated from the University of Colorado, BS in Education
Lived and raised in Colorado since 1964
Married to Dave Smedsrud, City Planning Director for Fountain, CO
2 Children: Alycia and Ashlee; 1 grandchild: Kenlee
One Dog: Maggie, spunky 12 year old cocker spaniel/golden retriever
Enjoys traveling, football, skiing, scuba diving, horseback riding, music, bridge, reading

PHILOSOPHY

I focus on bringing you success in your real estate objectives, whether it is buying, selling, or investing. This is achieved through education and information, delivering a professional ... genuine... sincere ...dedicated ... proactive experience for you.



MY GOALS

- 1) To Serve YOU
- 2) To Service the Listing
- 3) To Expose YOUR Home to Buyers
- 4) To Advise YOU on the Best Positioning of Your Home in the MARKETPLACE
- 5) To Get YOU From Contract to Closing

ULTIMATE GOAL

“To provide the highest level of customer service with honesty, integrity, and professionalism . . . backed by knowledge, experience, and dedication.”



MY PERSONAL COMMITMENT TO YOU

Integrity

Whether you are a home seller, home buyer or another sales associate, every decision reflects the strict code of ethics I adhere to and have committed to as Realtor®.

Honesty

I am legally bound by my fiduciary responsibility with both my sellers and buyers to provide "honesty, integrity, and the utmost of care."

Communication

I will exceed your expectations and make sure all of your questions are answered within a 24-hour period. I will strive to return your phone calls and emails within a 4-hour period and will provide you with communications and updates per your direction and discretion.

Partnership

Together we will attach challenges with creative solutions that protect your interests and support your highest priorities.

Knowledge

The real estate industry is constantly evolving. Being informed and up-to-date on contracts and disclosures are key factors in ensuring a closing on time. However, what is perhaps most important to you is my knowledge and guidance which protects you from potential default and future litigation.

Professionalism

I pride myself as a professional REALTOR® with a responsive, communicative, proactive work ethic and practice. Because of this high standard, buyers, sellers and industry professionals have all come to respect and look forward to working with me.



WHAT IS IMPORTANT TO YOU?

Please share your thoughts with me:

Your 3 major Seller needs.

- 1) _____
- 2) _____
- 3) _____

Your 3 major concerns about selling a home.

- 1) _____
- 2) _____
- 3) _____

Your 3 major criteria to select an agent to work with.

- 1) _____
- 2) _____
- 3) _____



ORDINARY MARKETING SERVICES

MLS Input

Sign in Yard



STEPS IN THE SALE OF YOUR HOME

1) The Listing Process

I will . . .

- Prepare a *Competitive Market Analysis* of your home.
- Determine the *best possible price* in today's market.
- Complete and review the *listing agreement* with you.
- *Prepare your home for sale.* I will spend as much time as needed going over the entire property with you, both inside and outside. I will make a list, with you, of suggestions and recommendations about your home so that it will be seen as its highest perceived value while competing in the marketplace.
- Install *lockbox, brochures,* and our exclusive "*For Sale*" sign.

2) My Marketing Process

I will . . .

- *Team Share:* Promote your home to my professional team of experts for marketing to their networks.
- *Post in the Multiple Listing Service:* Professionally represent your home to the MLS. As a result, your home will be exposed to every agent in the State of Colorado.
- *Springs Radio Real Estate show:* Showcase your home to 1000's of listeners during the property showcase segment, heard Saturdays 9:30am and Sundays 6:30am on KZNT 1460
- *Flyers:* Professionally create, produce, and distribute property brochures for placement in your home and general advertising/marketing purposes.
- *Open Houses:* Hold open houses with support from my professional team.
- *Internet Exposure:* Expose your home to millions of potential Buyers through websites, social media, Craigslist, Backpage, email campaigns, etc.
- *Agent Rapport:* I strive to motivate agents to show and view your property through my own personal contacts. I constantly work to maintain a high rapport with the working agents in our area.
- See my *24 Point Marketing Plan to Sell Your Home Today.*



STEPS IN THE SALE OF YOUR HOME

3) My Communication With You

I will . . .

- Keep my *communication with you honest* and will not tell you something just because you want to hear it.
- Verbally *keep in touch* at least once a week as my work for you progresses.
- Provide a *written summary* every month to fully inform you of all facts of the progression of your property . . . what I've accomplished, marketing, feedback, etc.
- Be available when contacted, to *present any offer* that is written on your property.
- *Qualify* all purchasers to the best of my ability.
- *Keep current* on market conditions so I can provide you with sound advice when considering an offer.

4) Closing Your Transaction

I will . . .

- *Constantly keep you informed as to the progress of your sale from the time of signing until the closing.*
- Work hard to *handle any situation* that may arise with mortgage companies, title companies, appraisers, underwriters, inspectors, purchasers and other agent during the time your property is under contract.
- *Be present* at your closing. This what we've worked to achieve and you'd better believe I'll be there!

5) My Follow-Up

I will . . .

- *Be available* during those post-closing days when you'll be having questions and concerns.
- *Be following up on your transaction after you've moved on. This includes being on my exclusive mailing list, not to mention an occasional phone call just to see how it's going.*



These are the Steps I will take for you to help you achieve your goals. When and only when you have received the proceeds from the sale of your home, do I receive payment for my services. I look forward to serving you.

HERE'S WHAT IT TAKES TO SELL YOUR HOME TODAY!!!



Proper **MARKETING** with
a defined **STRATEGY** will
get your home **SOLD**
moving you **FORWARD**.



24 POINT MARKETING PLAN

- 1) *Professional Home Staging Consultation**
- 2) *Professional Photography**
- 3) *Virtual Tour and/or Movie*
- 4) *MLS (Metrolist), Realtor.com, Zillow.com, Trulia.com*
- 5) *Press Release via Realty Times reaching Google, Bing, Yahoo—14,000+ emails*
- 6) *Architectural Designer - Colorboard/Promotion**
- 7) *Property Showcase on the Denver Radio Real Estate show*
- 8) *Craigslist Advertising - regularly*
- 9) *Backpage.com Advertising - regularly*
- 10) *Postlets.com**
- 11) *Open House(s)*
- 12) *Email Agents with listing announcement*
- 13) *Social Media*
 - Facebook*
 - LinkedIn*
 - YouTube*
 - Twitter*
- 14) *Blog Posts*
- 15) *Property featured on DenverRealty.com*
- 16) *Financing Flyers - Options for Buyers*
- 17) *Cross Marketing with Affiliates - Lenders, Stagers, Title, etc.*
- 18) *Single Property Website*
- 19) *Listing Syndication*
- 20) *QR Scan Code*
- 21) *Homes Magazine Advertising**
- 22) *Centralized Showing Service*
- 23) *Showing Feedback & Follow-Up*
- 24) *Market Valuation & Area Assessments Report*

**as needed*



Houses sell quickly and usually for the most money when they are priced properly in the beginning.



PRICING YOUR HOME

Setting the proper asking price for your home is the single biggest factor that will determine the success or failure of your home sale.

The consequences of making the wrong decision are painful. If you price your home too low, you will literally give away thousands of dollars that could have been in your pocket.

Price it too high, and your home will sit for months, developing the reputation of a problem property (everyone will think that there is something wrong with it).

Failure to understand market conditions and properly price your home can cost you a bundle or cause your home not to sell . . . preventing you from achieving your goal.

I Won't Let This Happen To You!

Utilizing the latest computer technology and my in depth knowledge of the market, I will analyze current market conditions in combination with your personal time requirements to identify the correct price range for your home.

You can't afford any "guesswork" in this critical step.



BENEFITS OF PROPER PRICING

FASTER SALE:

The proper price gets a faster sale, which means you save on mortgage payments, insurance, and other carrying costs.

LESS INCONVENIENCE:

As you know, it takes a lot of time and energy to prepare your home for showings, keep the property clean, make arrangements for children and pets, and generally alter your lifestyle. Proper pricing shortens market time.

INCREASED SALESPERSON RESPONSE:

When salespeople are excited about a property and its price, they make special efforts to contact all their potential buyers and show the property whenever possible.

EXPOSURE TO MORE PROSPECTS:

Pricing at market value will open your home to more people who can afford it.

BETTER RESPONSE TO ADVERTISING:

Buyer inquiry calls are more readily converted into showing appointments when the price is not a deterrent.

HIGHER OFFERS:

When a property is priced right, buyers are much less likely to make a low offer, for fear of losing out on a great deal.

MORE MONEY TO SELLERS:

When a property is priced right. The excitement of the market produces a higher sales price in less time. You NET more due to the higher sales price and lower carrying costs.



DANGERS OF OVER PRICING

- 1) Many potential buyers won't even look, thinking it's out of their range.
- 2) Those buyers who do look are shopping by comparison, and looking at your home may convince them to make a bid on a different property.
- 3) Since an appraisal is often required in financing a property, it's futile to price a property for more than it's worth.
- 4) Often the first question buyers ask is, "how long has it been on the market?" Properties left on the market for extended periods of time usually become "shopworn" which causes many to believe something's wrong with it.
- 5) Overpricing tends to dampen the other salesperson's attitude, making it less likely to be shown.
- 6) Overpricing lengthens marketing time, and invariably results in a lower selling price than would have been otherwise obtained.



OBSTACLES TO PROPER PRICING

- 1) **Incompetent Agents . . .**
Who will accept a listing at any price the Seller puts on it.
- 2) **Neighbors . . .**
Who lead the Seller to believe they got more for their house than they actually did.
- 3) **Inflationary Times . . .**
That cause prices to go up rapidly because of economic factors.
- 4) **Recessionary Times . . .**
That cause prices to go down because of adverse economic conditions.
- 5) **The Market . . .**
When drastic changes in supply and demand alter a home's worth.
- 6) **Loss of Perspective . . .**
Due to the Seller being emotionally involved and losing their objectivity.
- 7) **Need for a Certain Amount of Cash . . .**
Has nothing to do with value no matter how important the reasons.



CONTRACT AND NEGOTIATION

When an offer is presented on your home, you will have three basic choices in deciding how to respond:

- 1) Accept the offer.
- 2) Reject the offer.
- 3) Make a counter offer (called a "counterproposal").

Together we will thoroughly analyze the offer. We will discuss its strengths and weaknesses and determine whether or not it meets your primary goals. After scrutinizing the entire contract, I will share my recommendations, and then you will decide how to respond.

This is where a professional, competent agent can be worth their weight in gold, because having the right wording or contingency clause in the contract can mean the difference between a smooth transaction and a messy court battle.

Being intricately familiar with real estate contracts, I know how to protect your best interests. My experience in contract negotiation will benefit you.



EFFECTIVE COMMUNICATION

- I do something a little different when it comes to communication with my seller(s). Simply put, I find a tactful and effective way to tell you the truth.
- Some real estate agents do not do that. They, instead, tell you what they think you want to hear. Frankly, they are afraid of telling you the truth, because they think you can't handle it and it might cost them the listing.
- On the other hand, I will tell you what I know you must hear. You may not always like it, but I will always tell you the truth. My purpose, you see is to get your home sold.

Effective communications between
seller and agent is vital to a
successful sale!



CHOOSING AN AGENT & COMPANY



Compare Services . . .

Is it the “Company” or the “Agent” that matters?

	Other Companies	Colorado Front Range Properties
MLS Placement & Exposure	X	X
Internet Advertising	X	X
Listing Syndication	X	X
Maximum Number of Showings	X	X
Sign in the Yard	X	X
Lockbox on the Property	X	X
Home Magazine Advertising	X*	X*
Property Brochures	X	X
Errors & Omission Insurance	X	X
Business Liability Insurance		X
Newspaper Advertising		X*
Automatic Showing Feedback		X
Multiple Open Houses		X
Virtual Tour / Movie		X
Financing Flyers for Buyers		X
Agent 2 Agent Marketing		X
Email Campaigns to Sell Your Home		X
QR Code Application - Instant Information		X
Social Media Marketing		X
Craigslist, Backpage, Other Online Marketing		X
Affiliate Partners Property Promotion		X
Property Exposure to Networking Groups		X
Radio Show - Property Promotion		X
After Hours & Weekend Availability		X
* as needed		



DON'T HIRE A REAL ESTATE COMPANY . . . HIRE AN AGENT



You want the truth? Sometimes big name real estate companies serve you less.

1) Is the Agent or the Company the most important reason to select a Broker?

Answer: It's always the AGENT who is most important in the selection process. Technological advances have evened out the playing field between large companies and independent brokers. You'll want an agent who is proven, experienced, and dedicated. Here's what the Hound Dog Real Estate blog says on the subject:

You are hiring a real estate agent, not the company so the focus should be immediately narrowed to that level. The current real estate environment bears no resemblance to that of ten or even five years ago. Technology has changed everything and experienced tech savvy agents can function at the same level as a company, consider:

- Realtors are bound to follow a set standard of performance and ethical guidelines. Not every agent is a Realtor – this is important to remember and can have a significant impact on your experience. Use a Realtor.
- A good agent has access to more technology to expose and find homes than ever before. The same programs a company uses are available to individual agents.
- Every agent has access to the MLS services, many national feeds are available. Every agent can modify, add, delete and otherwise manipulate their listings – no administrative support is required.
- MLS changes are available immediately to every agent locally and in many cases nationally.
- Public sites like Realtor.com, Trulia, Zillow, HomePad, Homes.com and the hundreds of others are accessed by subscribing agents, not companies. Agents are responsible for keeping those accurately posted.

The contracts and forms used in transactions are standardized by the state, not the company. Everyone uses the same forms; it's up to the individual agent to be skilled in crafting a contract that best represents your interests. Experienced agents are paperless – forms are on line and sent to clients via email to enhance speed and ease.

Agents will tout the firm they work for, spend time demonstrating the assets that the firm provides, espouse the performance of the firm during this lousy market and typically wrap themselves in the company banner – which is exactly what they should do because they pay for that banner. But the company isn't being hired; the agent is so it's critical to focus your attention there.



DON'T HIRE A REAL ESTATE COMPANY . . . HIRE AN AGENT



- 2) **Won't an Agent with a big company work harder to sell my home on my terms?**
Answer: *No, not necessarily on the best terms for you. Why? Large companies come with a price for an agent to pay, either a high desk fee each month and/or a big split in the commission they actually receive. Therefore, these agents are going to encourage you to take the 1st offer (which can be a lowball proposition) that comes around without any counter proposal to the buyer for fear the offer may go away. Again why? Because these agents need to sell homes first and foremost to pay their business and personal bills. Independent Brokers do not have these high desk fees or commission splits allowing them to provide you with true fiduciary duties where your interests come first above everyone else.*
- 3) **Won't an Agent with a big company get me more money for my home?**
Answer: *No. Property inventory by the agent or company will not entice buyers to buy your home. The real art to achieving the highest possible price is in the valuation of the property and the interpretation of the market data, buyer demographics, and community growth patterns. Some agents will overprice a listing just to secure the listing, then plan for property price reductions while allowing the home to grow stale on the market preventing real buyers from making a respectable offer on your home. Proper marketing with a defined strategy will get your home sold moving you forward in the expedient time frame.*
- 4) **Won't an Agent with a big company have more influence over other agents and the real estate transaction?**
Answer: *No. In fact they may have less. Why? Because either they or their company have a pre-disposed image in the community . . . which could be good or be not so good. Professionals in any field must learn to work together in a cooperative spirit and respect their fellow colleagues. When an agent is an advocate for a client there is a right way and a wrong way of negotiating a real estate transaction, and timing is everything to achieve the results you want. Your agent, while they need to be aggressive in marketing your home, must possess personal skills when dealing with human relationships and emotions. Don't let an agent's ego get in the way of your desired results.*

The choice is yours. What you need is TRUST & SERVICE from your real estate agent. Make sure the AGENT you select shows you integrity and demonstrates care for you, your family, and your goals.



YOU MUST GO TO WHERE THE BUYERS ARE TODAY TO SELL YOUR HOME

Regular Internet Postings Get You Traffic

A virtual tour has been created. I used all 35 pics for this so it's almost a 5 minute virtual tour.

<http://www.listingsmagic.com/55496>

I also created a single property website.

http://listingsmagic.com/ps/propertysites.php?property_ID=55496

It's been posted on the MLS and Realtor.com. Note the link to the virtual tour.

http://www.realtor.com/realestateandhomes-detail/6609-S-Locust-Way_Centennial_CO_80111_M11143-64017

It has also been advertised on Craigslist.com

<http://denver.craigslist.org/reb/3561630393.html>

It has also been advertised on Backpage.com

<http://denver.backpage.com/HomesForSale/395000-4br-6609-s-locust-way-centennial-co-80111/11177683>

It has also been posted using Realbird.com with neighborhood, schools, walkability, virtual tour, maps

<http://listings.realbird.com/D508P4K4/207107.aspx>

I also created a movie from the virtual tour for posting on YouTube.

<http://www.youtube.com/watch?v=Thy1QZf5C58&noredirect=1>

I have also posted the property with pics and/or virtual tour on LinkedIn, Twitter, and Facebook.

http://www.linkedin.com/home?trk=hb_tab_home_top

<https://www.facebook.com/media/set/?set=a.402820976466579.95914.366720420076635&type=1#!/ColoradoFrontRangePropertiesDenver>

http://www.linkedin.com/home?trk=hb_tab_home_top



6609 S Locust Way



AGGRESSIVE MARKETING YIELDS SHOWINGS



CENTRALIZED SHOWING SERVICE

MORE SHOWINGS MORE FEEDBACK MORE EFFICIENT

Jan 30, 2013 6:14 PM
303-573-7469 / 888-229-2208

CHERYL GARLOCK

CONTACT CSS | SETTINGS | LOGOUT

Home
Listings
Showings On Your Listings
Showings For Your Buyers

▶▶▶ Schedule A Showing

Showings On Your Listings

Print Email Report
Advanced Search

Days To Include in the Report

SHOWING REPORT FOR YOUR LISTINGS IN THE PAST 30 DAYS

Sort Report Total Showing Requests: 22

6609 S LOCUST WAY (1154082) Expand All | Close All

Showing Date/Time	Showing Agent/Office	Phone	Type/Result
<input checked="" type="checkbox"/> Wed, Jan 30, 2013 6:30 PM - 7:00 PM	KEVIN GARRETT KENTWOOD CITY PROPERTIES LLC	Office: 303-820-2489 Cell: 303-520-4040	Showing/ Setup 2nd Showing!!
Showing Feedback [add feedback]			
No feedback given. Provide feedback now. Or Request Feedback from agent. 0 total feedback requests have been sent.			
<input checked="" type="checkbox"/> Wed, Jan 30, 2013 3:45 PM - 4:45 PM	MATTHEW MCNEILL KENTWOOD CITY PROPERTIES LLC	Office: 303-820-2489 Cell: 303-949-9889	Showing/ Setup
Showing Feedback [add feedback]			
No feedback given. Provide feedback now. Or Request Feedback from agent. 1 total feedback requests have been sent.			
<input checked="" type="checkbox"/> Mon, Jan 28, 2013 3:00 PM - 4:30 PM	KRISTEN ABELL RE/MAX CHERRY CREEK	Office: 303-320-1556 Cell: 720-883-5785 VMail: Private	Showing/ Setup
Showing Feedback [add feedback]			
No feedback given. Provide feedback now. Or Request Feedback from agent. 1 total feedback requests have been sent.			
<input checked="" type="checkbox"/> Sun, Jan 27, 2013 10:45 AM - 12:45 PM	CATHY HOWREY RE/MAX ALLIANCE	Office: 303-841-0922 Cell: 303-994-4466	Showing/ Setup
Showing Feedback [add feedback]			



22 Showings (Jan 19th-Jan 30th)

WHAT MY CLIENTS ARE SAYING

“Cheryl facilitated the sale of my townhouse which allowed my sister and myself to buy our present home. Both situations required knowledge, timing, and personal integrity. It was Cheryl’s professional expertise that made both happen.”

---Roseanne Cole

“We would like to express our gratitude, Cheryl, for the help you gave us in finding and acquiring our new home. You greatly facilitated our understanding of the contracts and the interactions with multiple people involved with the transfer of property. Thanks for the painless experience!”

---Steff and Marty Jacobson

“Cheryl’s knowledge and expertise were invaluable. More importantly, Cheryl’s concept of service did not end with the purchase of our home. She has always made herself available when we had questions or concerns. We can’t praise her highly enough, and have recommended her to several friends.”

---Amy Caroll

“Cheryl did an incredible job of creating a Virtual Tour of our house and property which was very appealing and professionally done. Since my Wife was in Albuquerque assisting my daughter, who is a single mom, provide day care services for our two year old grand daughter, I had to assume the responsibility to prepare the house for showings. Cheryl was in constant communication with me and offered very sound and professional advise. Cheryl was far more professional and knowledgeable then previous Realtors that we utilized in the past. She showed compassion and sensitivity to our situation and offered guidance and support for the six months she was our agent.”

---Danny Mares



Cheryl Garlock, CRS, ABR, SRES

Customer Service Expertise Results

8 Reasons Why You Want Cheryl on YOUR team:

- 1) She will protect your interests
- 2) She pays attention to details
- 3) She is innovative and thinks outside the box to sell your home
- 4) She follows-up with sellers, buyers, agents, affiliates
- 5) She exercises due diligence to oversee your real estate transaction
- 6) She is knowledgeable, experienced, and proven
- 7) She is passionate about helping others achieve their goals
- 8) She is available 7 days/week



I want to be YOUR Realtor!

