

FOLLOW OUR LEAD | GUIDE REAL ESTATE

# SELLER GUIDE



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SELLER GUIDE  
2025

GUIDE  
REAL ESTATE



WELCOME

GUIDE  
REAL ESTATE



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You're about to sell a property in one of the most competitive real estate markets in the world, so having an experienced and well-connected real estate agent isn't just helpful, it's essential. Guide Real Estate is the team you've been looking for.

We provide deep insights on current buyer demands, offer access to an exclusive network of top agents and the buyers they represent, and leverage top technology tools to promote your listing. This formula sets the stage for our team to negotiate the optimal final sale price on your behalf, ensuring that you get the very best return on your real estate investment. Beyond data, tools, and technology, our talented team invests our unrivaled industry expertise, time, and energy into making sure you feel confident throughout your transaction. We work tirelessly to make sure you're satisfied with our service from our first meeting to the moment you sign on the line and finalize your sale.

Most importantly, we recognize that real estate is about much more than managing transactions. It's about building relationships and supporting you through this meaningful life event. That's why our team prioritizes getting to know you. It's our privilege to have the opportunity to learn about your real estate and life goals and to help you achieve them. We can't wait to get started!

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# PRICING YOUR PROPERTY

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The majority of home sellers want to discuss their listing price before anything else, and we get why. But the final decision on how to price your property will become clear after we've done the work to be market-ready. During this process, we'll consider all variables; location, features, and demand. Comps matter, but they don't tell the whole story.





Your property is unique, and we'll work with you to set a price that:

1

2

Illustrates your property's fair market value in relation to current conditions

Considers the best features of your property, as well as realistic drawbacks

3

4

Compares your property to others that have recently sold or have lingered on the market

Reflects a deeply analyzed price range that will attract the most qualified buyers

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It's essential to price your property correctly when it goes to market. Overpricing can pose significant challenges, especially if a correction is later required. More specifically, having to lower a price can send a negative signal to buyers, even if the property is everything they're seeking. We'll leverage our extensive local expertise to make sure we get it right the first time.

# WHO PAYS FOR WHAT

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Closing costs are various fees that cover all the services necessary to complete a real estate transaction. Lenders, title companies, real estate agents, and other service providers charge these fees. Although the question of

who pays for various closing costs is negotiable between the buyer and seller, here's a breakdown of how costs are typically divided.

## THE SELLER CUSTOMARILY PAYS:

1. PAYMENT OF LISTING AGENT COMMISSION
2. BUYER AGENT COMMISSION DEPENDENT UPON PURCHASE CONTRACT NEGOTIATIONS.
3. COUNTY TRANSFER TAX
4. DOCUMENT PREPARATION FOR THE DEED
5. DOCUMENTARY TRANSFER TAX (DEPENDENT UPON THE SALES PRICE)
6. PAYMENT IN-FULL OF ALL LOANS AGAINST THE PROPERTY
7. INTEREST ACCRUED ON LOANS BEING PAID OFF, RECONVEYANCE FEES, AND PRE-PAYMENT PENALTIES IF APPLICABLE.
8. HOME WARRANTY (IF SPECIFIED IN THE CONTRACT)
9. ANY JUDGMENT OR TAX LIENS AGAINST THE SELLER
10. PROPERTY TAX PRORATION
11. OUTSTANDING HOA DUES AND SPECIAL ASSESSMENTS
12. DELINQUENT TAXES
13. MOVE-OUT FEES WHERE APPLICABLE
14. RECORDING AND NOTARY FEES
15. BONDS OR ASSESSMENTS
16. BUYER'S TITLE INSURANCE POLICY

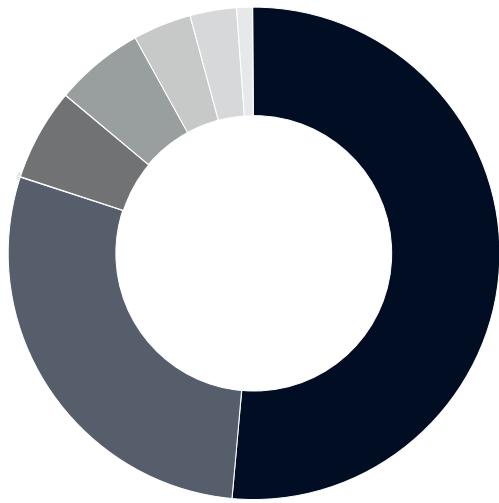
This list is a general guideline of charges and may not be wholly inclusive for your transaction.

## THE BUYER CUSTOMARILY PAYS:

1. PARTIAL OR FULL PAYMENT OF BUYER AGENT COMMISSION DEPENDENT UPON PURCHASE CONTRACT NEGOTIATIONS.
2. TITLE AND ESCROW FEES
3. INSPECTION FEES
4. ALL NEW LOAN CHARGES (POINTS, APPRAISAL FEES, ORIGINATION FEES, ETC...)
5. INTEREST ON THE NEW LOAN FROM THE DATE OF FUNDING TO 30 DAYS BEFORE THE FIRST PAYMENT DATE.
6. HOME WARRANTY (IF SPECIFIED IN THE CONTRACT)
7. HOMEOWNERS' INSURANCE FOR THE FIRST FULL YEAR.
8. PRIVATE MORTGAGE INSURANCE (TYPICALLY THE FIRST TWO MONTHS IF APPLICABLE)
9. HOA ACCOUNT TRANSFER FEES
10. BUYER NOTARY FEES
11. MISCELLANEOUS FEES

# BUYER STATS

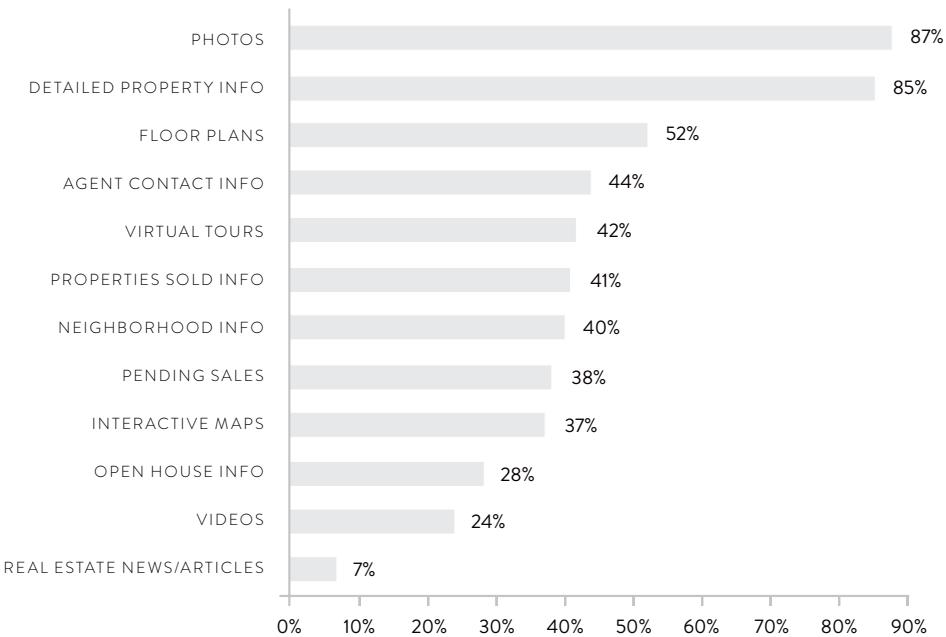
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## WHERE BUYERS COME FROM:

- INTERNET 52%
- AGENT 29%
- YARD SIGN 6%
- FRIEND 6%
- HOME BUILDER 4%
- DIRECT 3%
- NEWSPAPER >1%

## WHAT BUYERS DEEM USEFUL:



# SELL YOUR PROPERTY IN 7 EASY STEPS

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1

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## YOU'VE FOUND YOUR GUIDE

Our agents are dedicated to ensuring that from consult to closing, you receive first-class service, unparalleled transparency, and top dollar from the property you're listing with us.

## GET AN ESTIMATE

We will create a comparative market analysis (CMA) which compares your home to comparable properties (comps) that have sold nearby to help determine its value. Along with the comps, we'll assess market conditions and the features of your home to ensure you're positioned to get top-dollar at closing.

3

4

## THE LISTING AGREEMENT

This mutual commitment specifies the terms and timelines we're committing to when we list your home. We'll cover everything from listing price to commissions, and we'll make sure this commitment is crystal clear to you. From there, we'll discuss strategy, and outline what the process will look like for you.

## GET MARKET READY

We partner with reputable vendors and employ a variety of strategies including professional staging, cleaning, and photography to ensure your property meets our first-class standards in order to be market-ready, and presented to the buying public.



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### MARKET YOUR PROPERTY

We'll leverage industry leading tech and strategies such as high-quality video and energetic open houses to ensure your property is presented to as many buyers and local buyers' agents as possible.

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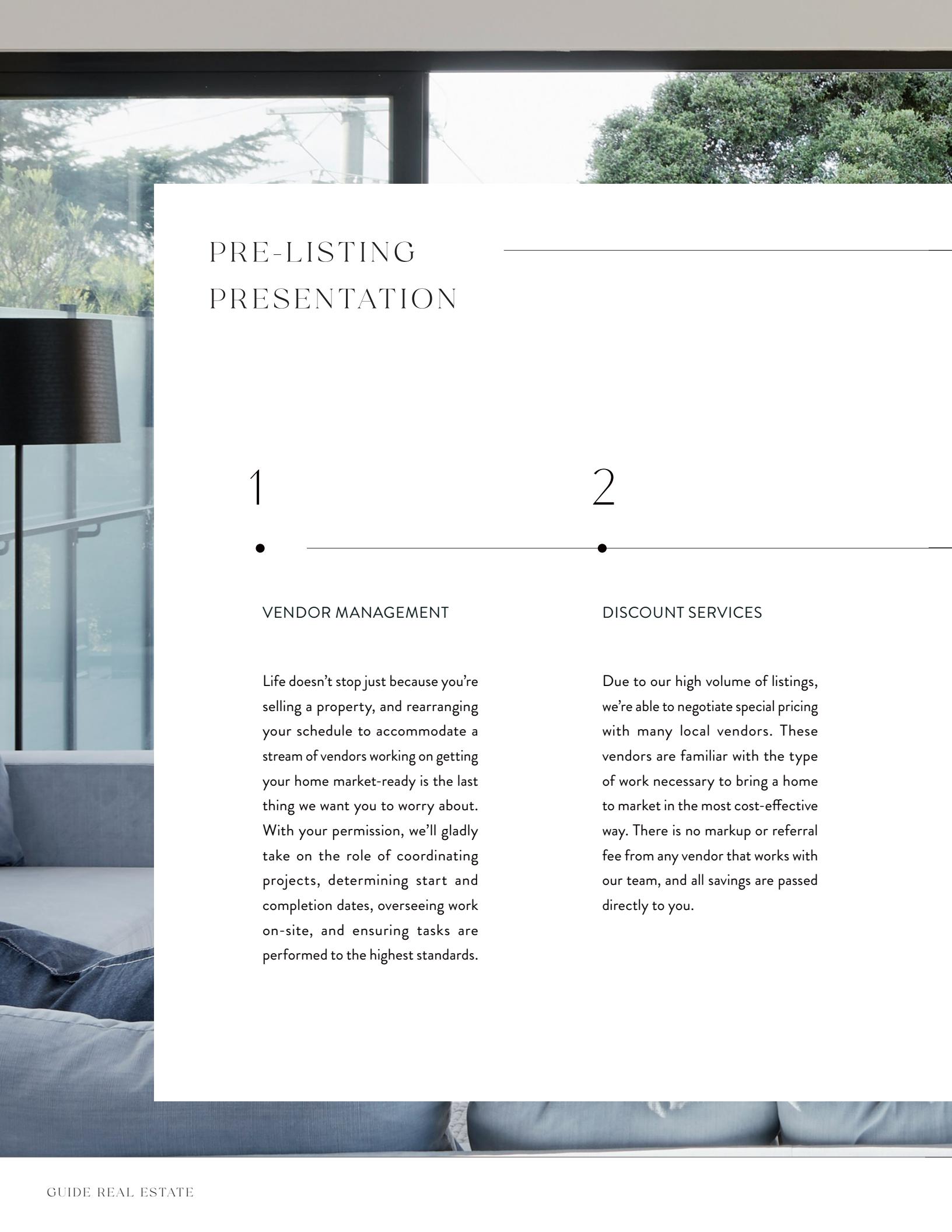
### NEGOTIATION & UNDER CONTRACT

Once a fair price that meets your selling needs is offered and accepted, we begin the under contract process. We'll move through any inspections, appraisals, document review, and loan processes diligently to ensure a smooth journey to closing.

7

### CLOSING TIME

Once we're certain that all steps have been completed, we'll sit down at the closing table for some quick signatures to finalize the sale of your property.



## PRE-LISTING PRESENTATION

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1

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• VENDOR MANAGEMENT

Life doesn't stop just because you're selling a property, and rearranging your schedule to accommodate a stream of vendors working on getting your home market-ready is the last thing we want you to worry about. With your permission, we'll gladly take on the role of coordinating projects, determining start and completion dates, overseeing work on-site, and ensuring tasks are performed to the highest standards.

2

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DISCOUNT SERVICES

Due to our high volume of listings, we're able to negotiate special pricing with many local vendors. These vendors are familiar with the type of work necessary to bring a home to market in the most cost-effective way. There is no markup or referral fee from any vendor that works with our team, and all savings are passed directly to you.



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#### PROFESSIONAL STAGING

Our talented and highly qualified designers and stagers know how to make your property shine. As part of our initial consultation, we'll provide a thoroughly researched plan for staging your home that will help buyers love it for all the right reasons.

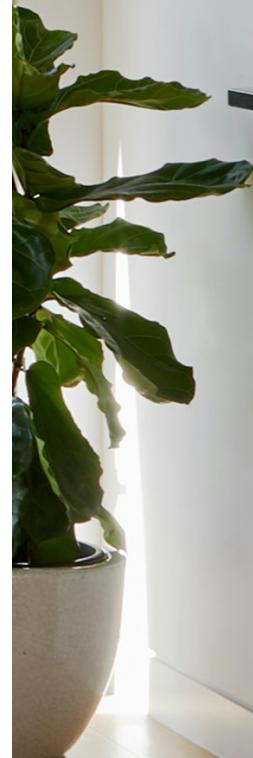
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#### PHOTOGRAPHY + VIDEOGRAPHY

Strong visuals sell properties. We use professional, eye-catching listing photos to convey value and compel discerning buyers to see the space for themselves. Our professional photographers will capture your home in a way that'll make an excellent first impression and will drive interest and demand. Additionally, our advanced videography and 3D tours allow clients to explore your property's floor plan and features by providing a truly immersive and interactive experience.





## STAGING

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The reality is, if your home doesn't look amazing on a phone, buyers won't show up. Today's buyer searches for properties in real estate apps and on mobile sites, quickly

scrolling through listings and watching for photos of properties that catch their eye. With that in mind, professional staging is a must that will help you get top dollar for your property.



1

The  
Numbers  
Are Clear:

53% of sellers' agents say that staging a home decreases the amount of time a home spends on the market\*

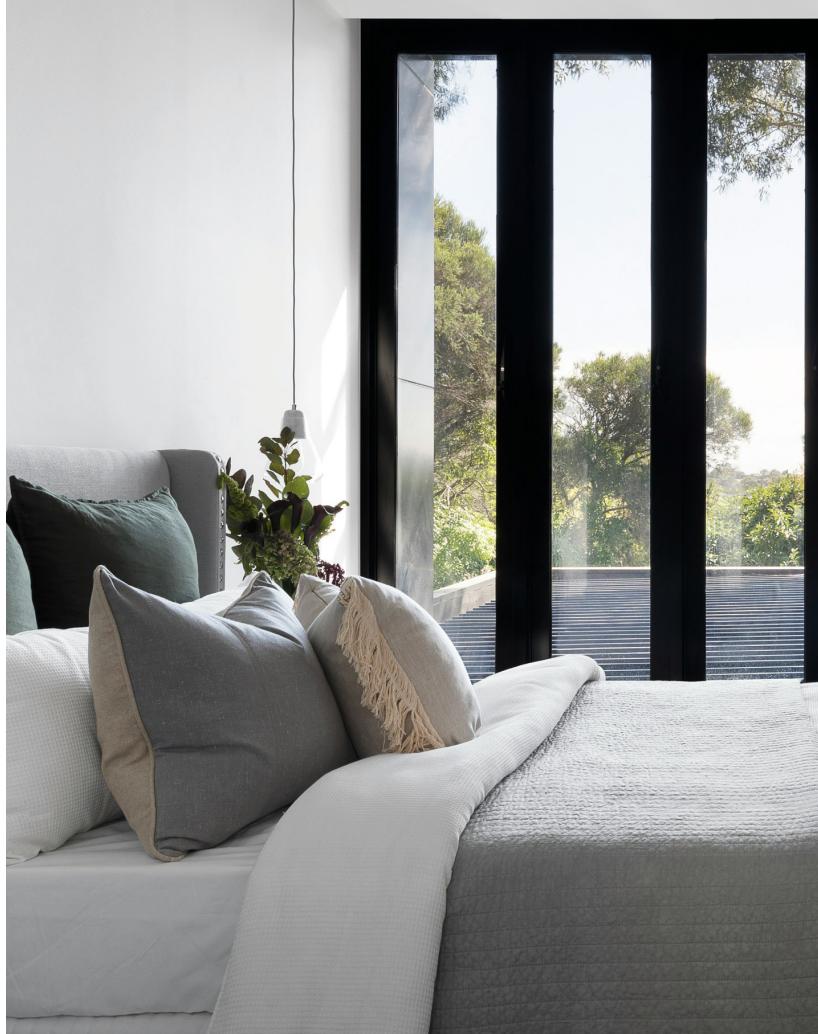
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83% of buyers' agents say that staging makes it easier for buyers to 'visualize' the property as their future home\*

Staging truly is the first and most important step you can take to ensure your listing gets the attention it deserves. If the upfront cost seems steep, consider that well-staged properties earn back nearly twenty dollars for every one dollar invested.

\*National Association of REALTORS® 2019 Profile of Home Staging

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## PHOTOGRAPHY

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Amazing photos can sell your property before a buyer steps foot in the door.

The decision to purchase a property is almost always based on a buyer's emotional connection to the space. That's why it's paramount to have photos that will make an impact from

the moment your listing is featured online. We utilize a team of artistic photographers who understand how lighting, composition, framing, and details converge to bring a space to life.



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## OPEN HOUSES

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In competitive markets, open houses are essential to your success. Here are three reasons why you should consider having one:

1

### You'll Attract More Potential Buyers

Open houses bring more people through the door. They draw in prospective buyers and make it easy for friends, family, and neighbors to invite people over to see your lovely home.

2

### You Can Set the Scene-Your Way

Keeping your home show-ready for months can be exhausting. With an open house, you'll deep clean and stage your home once, which means you'll spend less time scrambling while preparing for last-minute showings.

3

### You Could Lock in That Interested Buyer

Unlike one-on-one home tours, open houses provide a low-pressure setting for prospective buyers who are ready to take a second look. People want to feel like they could make your house their home, so your buyer's comfort could tip the scales in your favor.



# YOUR MARKETING SUITE

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Every piece of marketing reflects our passionate attention to detail and maximizes exposure in ways that make the most significant impact on buyers.

1

## PRINT

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Your home's marketing will be professionally designed and printed with exceptional attention to quality and detail that sets your listing apart from competitive properties.

2

## ONLINE

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Ninety percent of potential buyers start their search online, both locally and abroad. Your home will be well-represented on every online outlet, including but not limited to Zillow and Realtor.com.

3

## SYNDICATION

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Comprehensive listing syndication is a simple and efficient way to authorize the distribution of listings to consumer-facing websites hosted by third parties.

4

## OPEN HOUSES

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Busy open houses generate buzz and motivate action. Buyers move quickly and aggressively to secure the home everyone seems to want. Our track record of successful open houses often contributes to a higher number of viable offers and boosts our strong sales statistics.





STAYING  
IN TOUCH

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You've created wonderful memories in this home, and now it's time to pass it on to new owners who will cherish it as much as you have. Selling a property is more than just a transaction - it's a meaningful step in your life journey. Whether you're downsizing, upgrading, or transitioning to a new chapter, Guide Real Estate is here to make the process seamless, efficient, and rewarding.

We understand that selling a home involves more than simply putting it on the market. From helping you stage and prepare your property to ensuring you get the best price, we're with you every step of the way. Our trusted network of professional photographers, interior designers, and home improvement specialists is here to help make your home shine, attracting the right buyers who will fall in love with it.

Beyond the sale itself, we're committed to supporting you through the bigger picture. If you're navigating a life change or need advice on your next steps — whether it's financial planning, tax considerations, or legal guidance — we have trusted partners to connect you with, including accountants, estate attorneys, and financial planners. Our goal is to not only help you sell your home but to ensure you feel confident and supported as you move forward with your plans.

At Guide Real Estate, our clients are more than just transactions; they're family. When you're ready to sell, we'll be here to help. When it's time to buy again or rent, we'll be ready for that too. But for now, take a moment to enjoy the next chapter — we look forward to supporting you for many years to come.





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