

Seller's Package

Especially for:

***Mr. & Mrs.
Seller***

Another Personal Service by:

Linda Pinkul



RESIDENTIAL BROKERAGE

Your Partner For Success



Linda Pinkul

“L”isten is my first name!

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Brokerage**

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Linda Pinkul



My Mission

My top priority is to listen to you, evaluate your needs and establish a relationship with you based on trust, honesty and integrity. Once we have established mutual goals, I will market properties and assist buyers utilizing sound planning techniques developed from years of training and professional experience, professional ethics, persuasive skills and a strong company support system. During the entire process I will assist you in negotiations and keep you informed and protected. I strive to deliver more value to you than you expect to receive and to provide uncompromising service based on truth, fairness, knowledge, professionalism and enthusiasm.

Linda Pinkul

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 a 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 attack 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 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.

It is truly my pleasure to represent you in the sale or purchase of your next property.

Linda Pinkul



My Integrity Pledge To You

I will focus on you and your needs and wants. I know that our overall success depends on how well I fill your needs and create value for you that exceeds what you pay.

I succeed when I succeed with you...when you refer me to your friends and continue to allow me to serve you.

I have been trained in a process called Integrity Selling®, because my aim is to serve you in the most effective manner.

My Integrity Pledge to you is:

- To develop a trust relationship with you.
- To fully understand your wants, needs, problems or concerns.
- To only recommend solutions that will create value for you.
- To deliver more value to you than you expect to receive.
- To deal honestly and fairly with you.

The process I pledge to practice is:

- I will approach and gain rapport with each client and customer.
- I will interview and understand wants, needs, problems or concerns in a professional way before recommending a solution.
- I will recommend or demonstrate an appropriate solution to all wants and needs.
- I will demonstrate with honesty and do my best to earn trust from each buyer and seller.
- I will listen and help all buyers and sellers work through challenges and concerns before a decision is made.
- I will not recommend a solution when it is not the best choice for my clients or customers.
- I will follow-up and successfully handle all concerns after the sale.

I will do my best to carry out this pledge and sincerely appreciate this opportunity to serve you.

I want to serve you the way you want to be served...with Integrity.

Linda Pinkul



Goals

As your Real Estate Agent, I have **three main goals** while listing your home. I want your house to sell

- 1) for the highest possible market price,*
- 2) in the shortest period of time,*
- 3) with the least amount of stress.*

What are your **three main goals**?

1) _____

2) _____

3) _____

Linda Pinkul



One Single Transaction

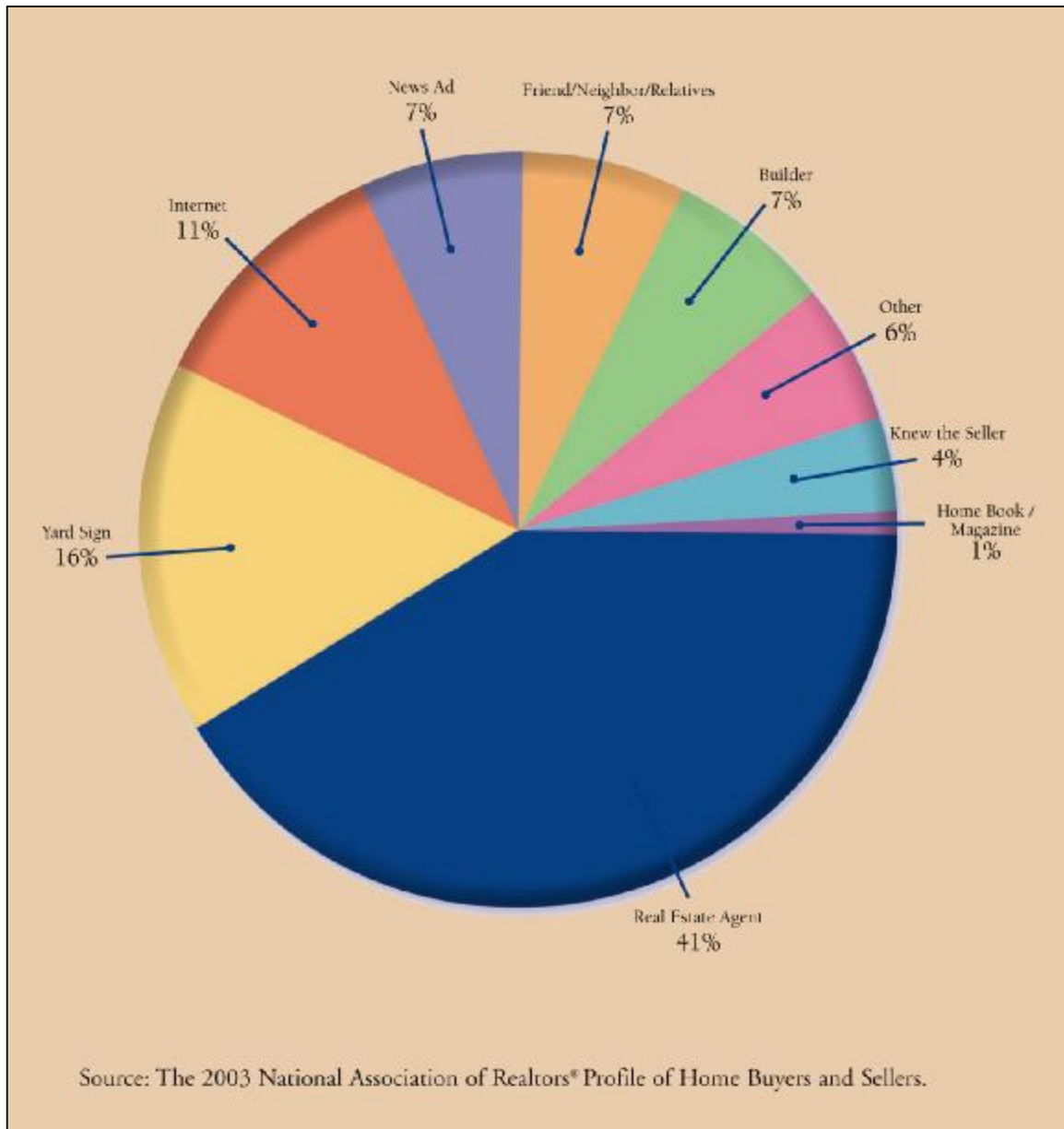
Did you know that behind the scenes in one single transaction your Real Estate Consultant will contact, schedule, coordinate, oversee and negotiate nearly 40 people on your behalf?

- § Buyer or Agent
- § Seller or Agent
- § Listing or Selling Agent
- § Showing Secretaries
- § MLS Coordinator
- § Utility Companies – Bill Copies
- § Advertising Copy Representatives
- § Lender – Pre-Qualification
- § Lender – Loan Application
- § Lender – Loan Payoffs
- § Loan Processor
- § Loan Originator
- § Underwriter
- § Title Insurance Company Examiner
- § Title Insurance Company Closer
- § Appraiser – Initial Appraisal
- § Appraiser – Final Inspection
- § Surveyor
- § Attorneys and CPA's
- § Homeowner's Insurance Agent
- § Homeowner's Association Manager
- § Contractor – Bids
- § Plumbing, Heating, etc. – Bids
- § Home Repair Meetings with Contractors
- § Home Inspector
- § City Inspectors – New Construction
- § Radon Inspectors
- § Septic Inspector
- § Septic Pumping
- § Well Inspector
- § Real Estate Assistants & Support Staff
- § Real Estate Company Closing Coordinators
- § Assessor's Office – Tax Information
- § Family Member and Friends
- § Movers
- § Tenants
- § Real Estate Management Companies

Linda Pinkul



How Buyers Find Their Home

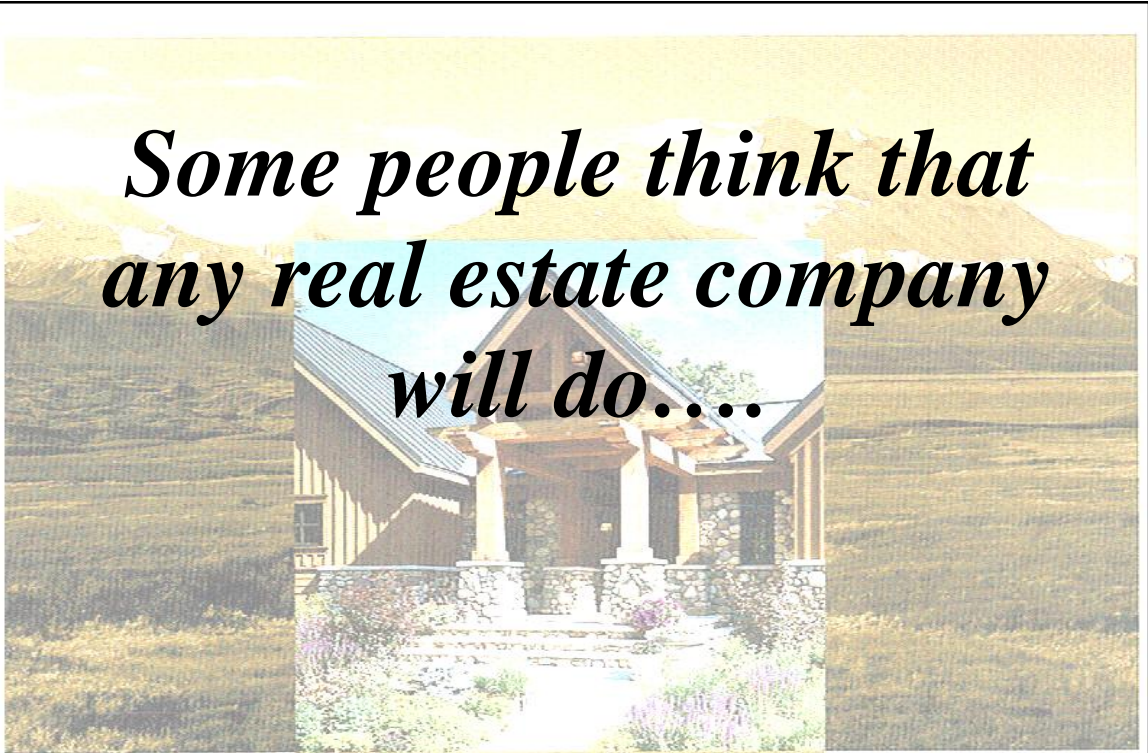


Targeting Buyers for your home.

Linda Pinkul



*Some people think that
any real estate company
will do....*



*Some people think just any
real estate company will do.*

Others

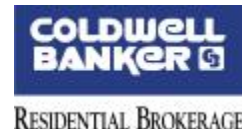
Expect More



RESIDENTIAL BROKERAGE
COLORADO

www.coloradohomes.com

Linda Pinkul





My Five Steps To Get Your Home Sold

1. My Listing Process

I will . . .

1. Prepare a ***Competitive Market Analysis*** of your home
2. Determine the ***best possible price*** in today's market.
3. Complete and review the ***listing agreement*** with you.
4. ***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 at its highest perceived value while competing in the marketplace.
5. Install ***lockbox, brochure box*** and our exclusive ***“For Sale” sign.***
6. Create a professional ***home book*** highlighting the key selling points of your home for prospective purchasers to place in the home.

2. My Marketing Process

I will . . .

1. ***Office Tour:*** Personally conduct and of your home for the agents in my office if home is within tour boundaries.
2. ***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.
3. ***Flyers:*** Professionally create, produce and distribute a flyer for local real estate offices and general advertising purposes.
4. ***Just Listed Postcards:*** Professionally create, produce and distribute just listed postcards to the surrounding neighborhood to promote your property.
5. ***Open Houses:*** Hold open houses when appropriate.
6. ***Internet:*** Expose your home to millions of potential Buyers through the following internet sites: ***www.realtor.com***, ***www.coldwellbanker.com***, ***www.coloradohomes.com***,

www.recolorado.com, www.mountainhomesofdenver.com and www.LindaPinkul.com.

7. **Property Website:** I will create a webpage for your home with detailed home information, pictures, tours, and HOA info.
8. **Digital Marketing Plan:** Knowing that Buyers searching the internet pictures and tours, I will submit your home for a Virtual Tour as well as enhancing all websites with multiple pictures of your home.
9. **Front Range Advertising:** Although advertising sells a very small percentage of homes on the market, I occasionally feel that a well placed ad may be beneficial in the sale of your property.
10. **Coldwell Banker Home Protection Plan:** A home warranty can go a long way toward enhancing the marketability of your property by building Buyer confidence and peace of mind. I will encourage you to investigate the benefits.
11. **Relocation:** Because Coldwell Banker's parent company, Cendant, owns Cendant Mobility (the largest relocation company of people in the world), your property will gain exposure to Buyers who may be moving to this area.
12. **Agent Rapport:** I strive to motivate agents to show and well your property through my own personal contacts. I constantly work to maintain a high rapport with the working agents in our area.

3. My Communication With You

I will . . .

1. Keep my *communication* with you *honest* and will not tell you something just because you want to hear it.
2. Verbally *keep in touch* at least once a week as my work for you progresses.
3. 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.

4. Be available when contacted, to *present any offer* that is written on your property.
5. *Qualify all purchasers* to the best of my ability.
6. *Keep current* on market conditions so I can provide you with sound advice when considering an offer.

4. Closing Your Transaction

I will . . .

1. Constantly *keep you informed* as to the progress of your sale from the time of signing until the closing.
2. 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.
3. *Be present* at your closing. This is what we've worked to achieve and you'd better believe I'll be there!

5. My Follow-Up

I will . . .

1. *Be available* during those post-closing days when you'll be having questions and concerns.
2. *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.

Linda Pinkul



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

Linda Pinkul



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.

Linda Pinkul



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, makes arrangements for children, and generally alters 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 up 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.

Linda Pinkul



Dangers of Overpricing

Many potential buyers **won't even look**, thinking it's out of their range.

Those buyers who do look are **shopping by comparison**, and looking at your home may convince them to make a bid on different property.

Since an **appraisal is often required** in financing a property, it's futile to price a property for more than it's worth.

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.

Overpricing tends to **dampen the other salesperson's attitude**, making it less likely to be shown.

Overpricing **lengthens marketing time**, and invariably results in a **lower selling price** than would have been otherwise obtained.

Linda Pinkul



Obstacles to Proper Pricing

Incompetent Agents

who will accept a listing at any price the seller puts on it.

Neighbors

who lead the seller to believe they got more for their house than they actually did.

Inflationary Times

that cause prices to go up rapidly because of economic factors.

Recessionary Times

that cause prices to go down because of adverse economic conditions.

The Market

when drastic changes in supply and demand alter a home's worth.

Loss of Perspective

due to the seller being emotionally involved and losing their objectivity.

Need for a Certain Amount of Cash

has nothing to do with value no matter how important the reasons.

Linda Pinkul



Contracts 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 recommendation, 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.

Linda Pinkul



My Focus:

SERVICE

**Getting the job done when it needs to be done with
care and precision.**

AND

COMMUNICATION

Keeping you informed throughout your transaction.

Linda Pinkul



