

HOME *sellers* GUIDE



COLDWELL BANKER
MOUNTAIN
PROPERTIES

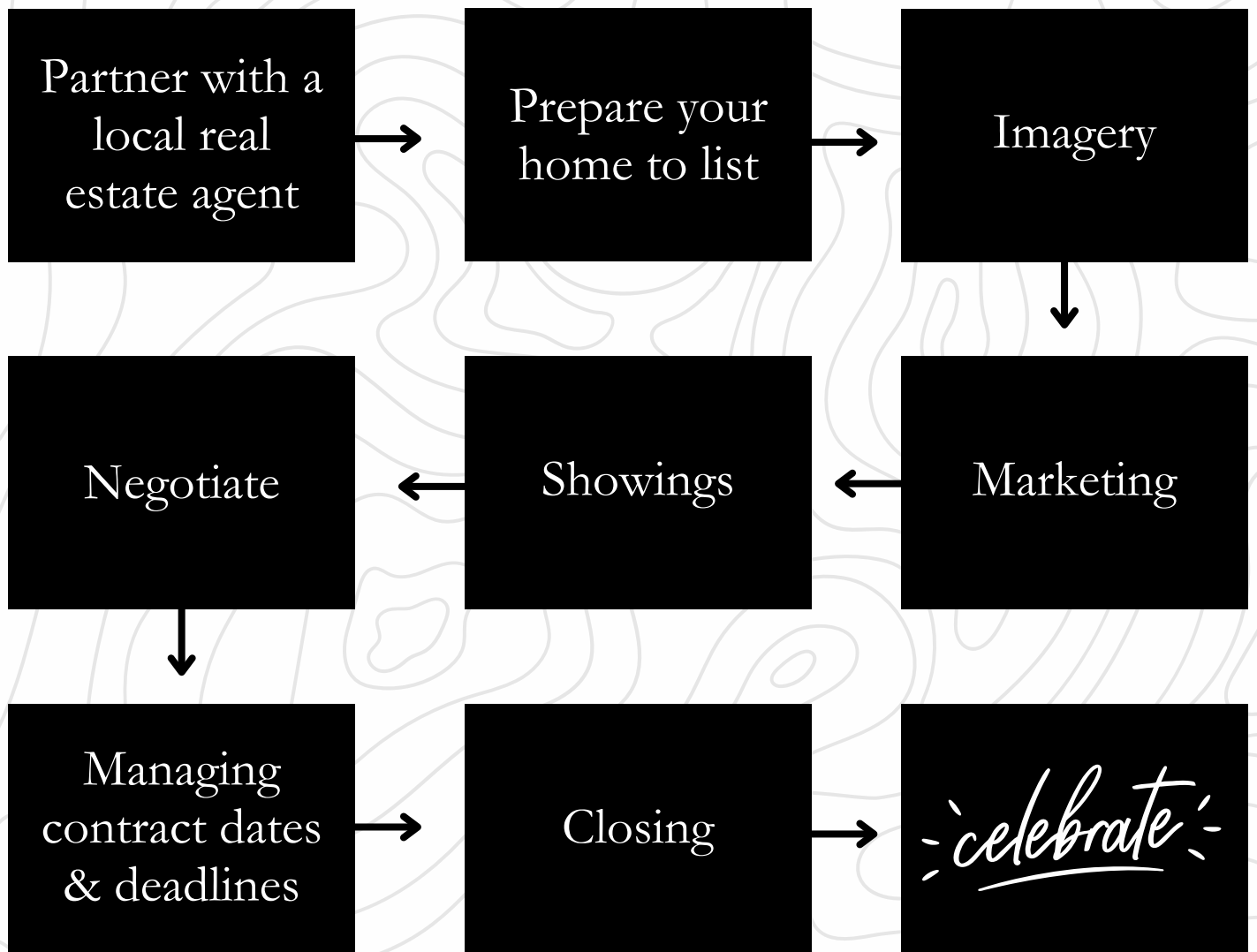




Congratulations on your decision to sell your property! While the home selling process can feel complex, with the right preparation and expert guidance, it can also be a smooth and rewarding experience. This guide is designed to walk you through each step, providing clarity, confidence, and a clear path toward achieving your goals.



Selling Process





COLDWELL BANKER
MOUNTAIN PROPERTIES

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About Me

I'm not a sales person therefore I don't sell real estate. I support you in your unique mission to live your best mountain life. I live, work, and play in Summit County, so I bring firsthand insight to every transaction.

I am focused on my clients and driven by results. The results that drive me are not the traditional passing of keys at closing, but something much deeper. It's watching you turn a house into your home while spending time with friends and family making unforgettable memories right here in our incredible community. No challenge is too big. I believe consistent and clear communication combined with creative problem solving can fix just about anything. Simply put, I'm available, no matter the time of day, I'm gritty, and won't shy away from problems.

From first-time home buyers to seasoned real estate investors, I find it incredibly special, helping people make big life decisions, like selling a home or staking claim to their own piece of paradise right here in the mountains of Colorado. You don't have to go it alone. I have the expertise and resources to make it a smooth and successful experience.



Annie Markuson

CAREER HIGHLIGHTS



Resort & Second Property Specialist Certified



Accredited Buyer Representative Certified



Coldwell Banker International Diamond Society
(top producer)



More than a real estate agent. I'm a Realtor®, so I am bound by NAR's code of ethics!



I do not discriminate and follow state, local, and national housing laws



Two-Time Nominee & Recipient of
Summit's Best Real Estate Agent Award

PREPARING *your* HOME TO LIST

STEPS TO PREP

PARTNER WITH A REAL ESTATE AGENT

The first step to listing your home for sale is agreeing on the terms of a listing agreement. This includes identifying your broker-seller relationship, compensation, dates, and more.

DECLUTTER AND CLEAN

Remove personal items and excess clutter to create a clean, neutral space that allows potential buyers to envision themselves living in the property. If you're selling your home fully or partially furnished, make a detailed list of any exclusions.

MAKE REPAIRS & CONSIDER A PRE-INSPECTION

Fix any issues or damage, such as leaky faucets, cracked walls, missing or failing caulk, and doors and windows that don't operate correctly. Ensure that all systems, such as HVAC, plumbing, and electrical, are in good working condition and your smoke and CO alarms are installed to current building code and within date.

STAGE THE PROPERTY

Weigh the possibility of hiring a professional stager or using virtual staging to better showcase the property's highlights and create a more welcoming environment. As your agent, I provide light staging services, such as additional lighting, throw pillows, live plants, as well as virtual staging services!

ENHANCE CURB APPEAL

First impressions matter, so make sure the property's exterior looks inviting and well-maintained. Add fresh landscaping, paint the front door, or replace outdated fixtures to improve curb appeal.





MARKETING *your* PROPERTY

We specialize in bespoke marketing, never a one-size-fits-all approach. Your agent works collaboratively with our professional marketing team to strategize, design, and implement a custom, data-driven campaign tailored specifically to your property. The result is a high-quality marketing plan that positions your listing thoughtfully and competitively in today's market.



MARKETING PLAN

IMAGERY

Not all professional photographers and videographers are created equal. We hold our standards high and only work with the best!

LIFESTYLE

Life in and around Summit County, Colorado, centers around the mountain lifestyle, and so should your marketing.

NETWORKING

Coldwell Banker Mountain Properties is proud to be a trusted expert in mountain living, specializing in luxury ski resort communities throughout the Mountain West. With centrally located offices on Main Street in both Frisco and Breckenridge, we offer deep local insight paired with expansive regional reach. Our marketing strategy includes broker-focused open houses and targeted e-blasts, ensuring our listings are showcased directly to local agents and qualified prospective buyers.

ONLINE PRESENCE

Most buyers begin their property search online. As the #1 residential real estate brand online, Coldwell Banker ensures your property is featured on the local MLS and major real estate websites while strategically targeting qualified buyers through data-driven social media campaigns and a custom property website.

PRINT MATERIALS

Print marketing is far from dead; it remains a vital piece of a comprehensive marketing strategy. From eye-catching professional yard signage to neighborhood postcards, office window displays, beautifully designed property flyers, and more, we ensure your listing receives impactful exposure both online and in person.

EVALUATION

The market is constantly evolving, and your marketing strategy should evolve with it. Our team closely tracks and analyzes your property's exposure, including online engagement, showings, and return visits, making strategic adjustments as needed to maximize impact.





SHOWCASING *your* PROPERTY

Every mountain property tells a story, and my role is to bring that story to life. I showcase your home in a way that highlights not just its features, but the lifestyle it offers; from sunrises over the peaks and trail access out the back door to cozy evenings by the fire after a day on the slopes. I thoughtfully position your property to capture its setting, views, design details, and proximity to the outdoor experiences our buyers dream about. By emphasizing both the home itself and the mountain lifestyle it supports, it will stand out in even the most competitive market.



NEGOTIATING *with* BUYERS

REVIEW & CONSIDER ALL OFFERS

The highest offer is not always the strongest. We will carefully evaluate all terms, including financing, contingencies, timelines, and buyer qualifications.

STRATEGIZE

What do we know or what can we find out to strengthen your negotiating position? Some examples include understanding the Buyer's motivation, level of urgency, and flexibility alongside reevaluating your own motivations and desired timeline to sell.

COUNTEROFFERS

Offers do not need to be accepted or rejected outright. Thoughtful consideration should be made on price, terms, and timeline.

FIND BALANCE

Negotiating is not black and white and sometimes can be a drawn-out process. With strategic communication I work as your advocate and maintain your negotiating power.

COMMUNICATE EFFECTIVELY

Clear consistent communication with all parties to a transaction builds trust and fosters a successful process.

WORK WITH A REAL ESTATE ATTORNEY

Every transaction is unique. A real estate attorney can help Sellers navigate the legal aspects of the sales process.



MANAGING *your* CONTRACT



STAY OBJECTIVE

Selling a home is incredibly personal, but it's important to understand that selling it is a business transaction, not an emotional event. Negotiate based on facts, stay focused on the data, and prioritize the next step in the process.

SELLER'S DISCLOSURES

Work with your agent to review and update any disclosures you've previously completed. Once a title company has been selected, you will also receive closing instructions. Be sure to complete any additional documents or disclosures required now that your property is under contract. Our closing team will work together to make sure this process is as smooth and stress-free as possible!

CONTINGENCIES

Inspection, appraisal, homeowners association documents, title work, insurance, and financing are all common contingencies negotiated and outlined in the Contract to Buy and Sell. A contract may also be contingent upon the successful sale of another property owned by the buyer. Each contingency includes one or more deadlines, making it essential to stay organized and informed. We will establish preferred methods of communication so everything fits into your schedule as my team and I work closely with you to stay ahead of things.

NEGOTIATIONS

If challenges arise once under contract, most commonly surrounding inspection items or appraisal, we enter another phase of negotiation. Together we will navigate repair requests to formulate practical potential solutions and utilize data to tackle any valuation concerns.

CLOSING DAY PREPARATIONS

Each property has a unique list of to-dos that need to take place prior to closing; some cannot occur until closing day, especially if you are living in or renting your home. Stopping utility services & any service contracts, locating all keys and garage door remotes, transferring smart devices to buyers, removing personal items, and cleaning to the level established in the contract are just some of the things to keep in mind. I will be by your side every step of the way!



Let's Connect



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