
LISTING GUIDE

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REALTOR - CONSULTANT
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...Service & Expertise Where It Counts



Owusu Realty, LLC

I hold a degree in Environment design, with an emphasis in architecture, from the University of Colorado at Boulder. My experiences having citizenship in Ghana and the United States motivates me to pursue sustainability, excellence, and beauty in work and everyday surroundings. I am a forward thinker, focused, and open minded.

I became a Realtor because I am passionate about customer satisfaction. My mission is to go above and beyond to educate, guide, and support clients in purchasing or marketing and selling their home. With my experienced professionalism and unwavering commitment, I will continually strive to provide clients with top quality service customized to their individual needs. My door is open to all parties without regard to race, color, religion, sex, marital status, familial status, age, national origin, military status, disability or sexual orientation.

Another reason why I became a Realtor is to make sure my clients are well-taken care of. In doing so, I have prepared a Seller's book to guide and educate them throughout the selling process.

Given my background, I enjoy designing floor plans, remodeling houses and providing residential renovation advice to friends and family.

There is no better way to buy or sell a home than with me! **I BELIEVE IN YOU!**

Personal Performance Guarantee

As a Real Estate Professional, I am offering you, a Personal Performance Guarantee outlining what you can expect from me.

I adhere to the highest ethical standards set forth by Owusu Realty, LLC, the National Association of Realtors and the Denver Metro Board of Realtors

Your best interests will be well represented, never comprised and always protected. You will be treated with respect, fairness and honesty.

All communication with me regarding the real estate process will be in a timely manner. I realize and appreciate the value of your time.

The service you receive will be caring and compassionate at all times. I will listen to your needs and concerns and will treat them as if they were my own.

You have my word that your Real Estate Experience with me will be professional and as enjoyable as possible. I choose to perform this way because I truly believe that this is the way I would like my experience to be!

The Home Selling Process

1. The home selling process is simple and straightforward. **You will be selling your home to a potential buyer.** My job is to ensure that you are informed about the process and comfortable with all of the phases that go into the sale of your home.
2. Please use this book as your reference guide.
3. Generally, the first two questions a Seller has are, "**How much is it worth?**" and "**What do I need to do to sell it?**"
4. When I meet with you, I will go through your home, room by room and point out areas that may be problems during the negotiation phase, or that prevent your home from looking its best.

You will need to take a couple of steps back during this process and try to see your home from the eyes of another buyer. Do you remember what you liked when you bought it? Would you buy it now for the same reason? Remember the homes you liked because they were clean, bright, well-decorated, had a warm feeling, etc. You want the same for your home.

5. After our first meeting, I will email you a detailed list of specific items that need attention. This may be a very simple list that just suggests paint or furniture arrangement, or it may involve more complex issues such as replacement of a furnace or roof. Whatever the issues are, I will help you find the best service people, cleaning people, etc. to help get your home ready to sell.
6. When I do a great job for you, the best compliment you could give me is to refer me to your friends and family. Give them my name and let them know I would be happy to call them. *There will never be any obligation or hassle!*

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7. The Offer; The contract can be:
 - a. Accepted as written – wonderful
 - b. Rejected – Buyer to rethink offer or look for different property
 - c. Countered – Buyer to discuss the changes the seller has made to the original contract and accept or renegotiate
8. Contingencies Buyer/Seller
9. The Closing: You will need bring a **photo ID (state ID, driver's license, passport)** to closing
10. This is a good time Buyer may ask questions.

CELEBRATE!



1. Seller Agent...

Always use a Seller's Agent who will never represent the seller!



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2. The Market Analysis...



- Now that you know what you need to do to prepare your home for sale, you need to know what it is worth.
- I will prepare a Comprehensive Market Analysis of your property, taking into consideration the condition of your home, the location, style, square footage, and all other aspects that will affect the price.
- This analysis will include all of the "sold" properties in the past 6 months that fit the specifications of your house. It will also include the "active" properties. These are the homes that are currently on the market. These homes are your competition. The analysis will give you a range of prices. This range allows for the condition of your home versus the others.
- At this point you will have an idea of how much you will net from the sale of your home.
- I will also take to see your competition. This gives you can idea of how your home measures up to other homes.

3. Common Fee Associated with Selling Your Home ...

1. Realtor's commission

The **real estate commission** is often the largest fee that a seller has to pay. In many cases, these commissions can total 5 percent to 6 percent of the sale cost. This means that a house that sells for \$250,000 could end up costing an additional \$15,000 in commission fees.

The commission fee is split between the seller's agent and the buyer's agent. Many homeowners are attempting to skip these high fees altogether by going the sell-it-yourself route, but if you take this approach be prepared to assume the Realtor's responsibilities.

2. Home repairs

If you're thinking about selling your home, chances are there are a few repairs that can boost the appeal of your home and even raise its value. If you've been putting off painting a bedroom, repairing a staircase or fixing a leaky faucet, now's the time to make those changes.

You may spend several hundred dollars on cosmetic fixes on your home, but if the buyer's home inspection reveals any major problems, you might be responsible for paying to fix them as well.

Major repairs could be a financial setback, so it's important to be prepared for them before you choose to sell, especially if you anticipate a problem with your home passing inspection.

3. Staging

Buyers like to have a clear picture of what the home will look like with their items in it. If your home is currently vacant or your possessions are outdated, you may want to hire a professional stager who can arrange furniture and accessories.

4. Utilities

If you plan to move out before you sell your home, you'll want to continue to pay for your heat and electricity. A home without heat and lighting can be very difficult to show to buyers. Your current utility bills can give you an idea how much this will cost.

3.1 Common Fee Associated with Selling Your Home ...

5. Mortgage payoff

The proceeds of your home will be used to pay off your mortgage, but it is likely that the number on your mortgage statement might be a little less than what you owe. You'll likely have to add prorated interest you've accrued to the total balance. Additionally, your lender may penalize you for paying early if you have a prepayment penalty associated with your mortgage.

6. Transfer taxes or recording fees

These are the taxes imposed by your state or local government to transfer the title from one owner to another.

7. Title insurance fees

Sellers typically pay the owner's title insurance premium. As the seller, you are expected to purchase title insurance. The purchase of title insurance is guaranteeing that the title the buyer will receive at the time of closing is free and clear.

Title insurance covers a number of things that could jeopardize a buyer's interest in your property. These are referred to as title defects. Some of these defects are:

- An unsatisfied mortgage
- Income tax lien
- Fraud or forgery in previous documents
- Improperly executed deeds

A look at court records might not reveal many instances of these and hundreds of others ways in which parties you have never heard of could claim an interest in your home.

The title insurance policy eliminates the risk of loss to the buyer through claims against the title as insured in your policy. The underwriter assumes all legal expenses involved in adjudicating claims and protects you against any loss whatsoever arising from claims attacking your title, within policy limits, even though they may occur through errors made in public records.

8. Closing costs and additional fees

While the **closing cost** to sell a house is typically the responsibility of the buyer, don't be surprised if you are asked to foot the bill, especially if you are trying to sell your home in a buyer's market (one which has an influx of homes for sale).

Some of these costs may include HOA (or homeowner's association) fees, property taxes, attorney fees, transfer taxes and title insurance. You also may be asked to pay an escrow fee, a brokerage fee and a courier fee. Altogether, closing costs can range from 2 percent to 4 percent of the selling price.

Many of the above fees are **NEGOTIABLE**, and it is unlikely that a seller will be responsible for all of these. Still, it helps to be prepared. Knowing how much it will cost to sell a house can help you avoid disappointment when the time comes to put it on the market.



SELLERS NET SHEET

Sale Price		78000
Loan Balance		<u>0</u>
Loan Balance		<u> </u>
Total Gross Equity		<u>78000</u>
Commission selling agent	2.80%	<u>2184</u>
Commission listing agent	2.80%	<u>2184</u>
Prorated Interest		<u> </u>
Tax Credit		<u>560</u>
Recording fees		<u> </u>
Water & Sewer escrow		<u>0</u>
Inspection Repairs		<u>300</u>
Buyer's Warranty		<u> </u>
Buyer's Closing Costs		<u> </u>
Title Costs		<u>1500</u>
HOA Fees		<u>250</u>
Miscellaneous Fees		<u>500</u>
R. E. Closing fee 1/2		<u>150</u>
Courier Fees		<u> </u>
Total Estimated Costs		<u>7628</u>
Total Estimated Net Proceeds		<u>70372</u>

Agent _____ Seller _____
Date _____ Date _____

I understand that the above is an ESTIMATE and cannot be guaranteed in any way.
The actual amounts incurred when the sale is closed may vary from these figures.

4. Marketing Your Home

- Exposure to the market place is the most important way to sell your home. I will give you a detailed marketing plan that will be used to sell your home. Selling a home is just more than putting up a sign and putting the information in the Multi-Listing Service.

- Market research has shown that buyers come from a variety of sources:
 - 80% from their Realtor who searches listings on the MLS
 - 36% use yard signs to get information
 - While 28% of buyers visit open houses, only 1.5% of homes are sold as a result
 - 8% of buyers use newspaper ads to search for homes
 - Many buyers begin the process by meeting with a mortgage lender

WE ARE ALL WORKING FOR YOU!

4.1 Marketing Your Home cont....

- **PROPERTY PRESENTATION:**
 - Presenting your home to others for sale is not the way you currently live in your home. All repairs need to be done before your home is put on the market. We will help you to decide which repairs are critical. We also will recommend professionals to help you do the repairs that you may not want to do, or are not capable of doing.

- **INTERNET EXPOSURE**
 - 70%+ of home buyers begin with the internet. Therefore, we make good use of the internet, ensuring that your home receives the greatest exposure possible. Your home will be in front of millions of people.

 - Your home will be on www.realtor.com, www.recolorado.com, and www.Colorado-homestore.com

- **VIRTUAL TOUR**
 - 78% of those who search for property on the internet, only look at those homes that have virtual tour. Our virtual tour manager will call and arrange a time to come and shoot the video for the tour. You will receive monthly updates on the number of people who have visited your site.

- **WEEKLY MARKET REVIEW**
 - Each week I will send you an overview of the activity in your neighborhood. This way you will be able to track the new homes on the market, those that have gone “under contract” and those that have sold with the respective prices of each.

4.2 Marketing Your Home cont...

- **WEEKLY PERSONAL CONTACT**
 - I will call you each week to talk about our efforts, possible changes, your state of mind and anything else that is pertinent to you and your home.

- **BUYER AGENTS**
 - The virtual tour of your home is sent to 5000 of the top realtors in town. This is one of the best ways to market your property. These are the agents that are most likely to actually show and sell your home.

- **MULTIPLE-LISTING SERVICE**
 - The day your home goes on the market will be entered into the multi-listing service (MLS). Your information will be sent to those agents working with buyers looking for a home with your specifics.

- **BROCHURES**
 - When potential buyers are in your home, the best thing they can take away is a well-designed four-color brochure with the floor plan on the back. When they are done looking for the day, they will remember your home.

- **TRANSACTION MANAGEMENT**
 - Our contract manager will manage the details of your transaction to ensure that your home closes on time. Over 95% of our homes close before or on time, compared to an industry average of less than 50%. You will also be updated on a regular basis by our contract manager.

4.3 Marketing Your Home cont...

- **FEEDBACK FROM THE SHOWINGS OF YOUR HOME**
 - Our seller's manager will contact all agents who have shown your home and ask for feedback based on that showing. You will receive this feedback via email as soon as it is available. Only about 35% of the agents showing your home will take the time to give us feedback, so do not become discouraged if you do not hear from each and every agent. We try at least 3 times to contact them, we also ask for their email when they call to set a showing.

- **BROKERAGE COOPERATION**
 - Cooperation of other brokers in the metro area is encouraged through your listing in the MLS, participation in marketing meetings at the realtor board, and personal networking through our office with other agents. Only 3% of the listings are sold by the listing agent, therefore, networking is crucial.

- **OPEN HOUSES**
 - Open houses can be very successful, but also carry some risks. All of our open houses are done with two agents for safety reasons. If your home is easy to reach via main arterials, an open house might make sense. If it takes more than four turns to reach your house, we will talk about finding the potential buyers.

5. Listing...

- I strongly suggest that you have a home inspection before you put your home on the market. This will cost you around \$250.00 or more depending on the home finished square foot. However, you will more than make up for it on the inspection negotiation side. You will have a very good idea of items that need to be addressed before listing the property. I believe that you shouldn't have any surprises!
- The better your home "**shows**", the faster it will sell and the more money you will receive. Each day your house sits on the market, the less negotiating power you will have. And, each month your house sits on the market, the more it will cost you.
- There are a number of items that need to happen at this stage of the process.
 - The listing contract and other documentation is signed
 - A date to start the showings has been finalized
 - All showing information has been given to the showing desk
 - All work that needed to be done is complete
 - The house is uncluttered, furniture arranged to maximize space, all private papers have been put away and valuables or sentimental items have been safely stored
 - Property information has been entered into the MLS system
 - A lockbox is on your door with a key to your front door
 - My sign is in your front yard, with your permission
 - Arrangements have been made for any animals that might deter the showing of your home

6. The Showing Process...

- The process of setting a showing of your home is a very simple one.
- The buyer's agent calls the "showing phone number" that is listed in the MLS computer.
- The showing desk will ask for the agent's name, company, company ID number, office phone number, date and time of showing. Times are set up in two-hour increments. The showing desk will confirm that the agent is indeed a registered agent.
- The showing desk will call you to let you know there will be a showing between 3:00 pm and 5:00 pm on Monday, the 7th. If there is a reason why you cannot show it during that time, tell the showing desk. However, the more inaccessible you make the house, the harder it will be to sell it. Most agents will not call back to show your house another day. They may only have one day with that particular client.
- The buyer's agent will be given specific instructions if there are any, such as information about pets, where the lockbox is located, etc. The buyer's agent will also be asked to leave a business card. If you return home and there is no card, don't panic. Sometimes agents forget or just run out.
- The showing desk will report all of the agent information to the seller's manager at the end of each day.

6.1 The Showing Process...

- Important things to remember when showing your home:
 - Before you leave, make sure all of the lights are turned on and the blinds and curtains are open. This makes your home look airy and bright.
 - Turn the radio on to classical or light contemporary music. Make sure it is soft.
 - All beds should be made, towels straightened, laundry hidden, all walkways are clear of items (toys, shoes, etc.).
 - To make your home smell wonderful, take a cotton ball, pour some lemon extract on it and rub the tops of lights BEFORE you turn them on.
 - Keep fresh cut flowers on the kitchen table. Throw the out if they begin to droop.
 - If you must be at home when a showing has been set, when the clients come to the door, take a walk around the block. Allow the prospective buyers the opportunity to discuss your home among themselves.
 - Do not try to sell the house yourself to buyers. You can weaken your negotiating position without realizing it.



7. The Offer...

- I believe that any offer is worth considering. I am also obligated to present all offers to you in a timely manner.
- Do not take the offer “personally”. You are emotionally involved with your home. The buyers are not. They are looking at your home from a totally different perspective than you. They are looking for the “deal”.
- We will talk about the pros and cons of the offer. You have three choices:
 - Accept it as it is,
 - Write a counterproposal, or
 - Reject it.
- Generally speaking, your first offer is usually the best. So, we will try to make it the “best” for your circumstances.
- When you accept the offer, I will speak with the buyer’s agent as well as the buyer’s lender. We want to make sure that the buyer can actually qualify for the loan and close the loan.
- During this process it will be imperative that you are accessible during reasonable hours to facilitate the process.
- When your home goes “under contract”, there will be an inspection. The inspection is done by the buyer, the inspector and the other agent.

7.1 The Offer Cont...

- I will let you know when the buyer plans to schedule the inspection. Make sure that the inspector has clear access to crawl spaces, attics, electrical outlets, plumbing under sinks, roof, garage, etc. The inspector will check all of the electrical, plumbing, and heating/cooling systems as well as the roof, foundation, windows, overall structure.
- DO NOT stay in the home for the inspection. It generally takes about three hours. Take all pets out of the house if at all possible. Make sure that any important papers have been put away. Do not leave money, jewelry, “prized possessions” out.
- You will receive an Inspection Notice from the buyer. We will discuss the items the buyer would like to have repaired, removed, or replaced. Your options are to agree to everything the buyer asks, reject everything, or negotiate to have the most important items addressed.
- The appraisal will be done usually after the inspection issues have been resolved. The appraiser is hired by the buyer’s lender. The appraiser will make an appointment and you will be notified. I will meet the appraiser at your home to answer any questions he/she may have. DO NOT stay at home during the appraisal. Pets are ok as long as they do not hamper the appraiser. The appraisal takes about an hour.

7.2 The Offer cont...



8. Contingencies...

Once all contingencies have been met (inspection, appraisal, and loan underwriting), **you can relax until the closing.**



9. The Closing...

- The closing will be scheduled to accommodate the parties involved as much as possible. The closing date is set by the original contract, but the time is set later on during the process. The closing itself should take about an hour.
- You can elect to receive a cashier's check from the title company which will cost you additional money, or a title company check which will not
- You will need to bring your driver's license or other acceptable photo ID form such as a passport, a state ID card, military ID, etc., to closing.
- You will need to bring all of the keys to your home (all doors), all remote controls, and any other items that may be necessary.
- Leave all of the instruction manuals to your appliances in one drawer in the kitchen.
- You may want to go with the buyer back to the house to show him/her/them anything about operating swamp coolers, sprinkler systems, or the like. This is not a requirement, but it is a nice thing to do!



10. Buyer Ask seller questions...

This is a good time Buyer may ask seller questions. Buyer may make a list prior to closing. Generally, seller will be happy to tell buyer about all the things he/she has done to the house, quirks, neighbors, etc. At this time, arrangements will be made to transfer keys, remote controls, etc.

