



YOUR ULTIMATE GUIDE TO

SELLING YOUR HOME



My

STORY



Long before I became a real estate agent, I knew two things about myself: I wanted to build something of my own, and I was deeply drawn to people's stories. But even more importantly, I wanted my work to have meaning in the lives of others. I've always been fascinated by the chapters that make up a person's life—where they've been, where they're going, and the decisions that shape that journey.

Early on, I thought that path might be dentistry. What drew me to it wasn't just the science, but the idea of helping people feel confident enough to smile. A smile is such a simple thing, but it carries confidence, comfort, and joy. I loved the idea of helping people feel proud of the life they were living and the story they were telling.

Over time, I realized that the deeper part of that passion wasn't about teeth—it was about people. It was about helping them step into moments of their lives with confidence and excitement rather than uncertainty or fear. When I discovered real estate, the transition felt incredibly natural. Real estate sits right at the center of some of life's most meaningful transitions.

Buying or selling a home is rarely just a transaction. It's often the start of a new chapter—growing families, new opportunities, lifestyle changes, or long-awaited dreams finally taking shape. I've always believed that those moments deserve thoughtful guidance, steady perspective, and someone who genuinely cares about the outcome beyond the closing table.

After more than a decade in real estate, that perspective continues to guide my work every day. My role isn't just to help people buy or sell property—it's to help them move forward into the life they're building with clarity and confidence. Every client's story is different, and it's a privilege to play a small part in helping write the next chapter.

Sincerely,

Sonja Belfiore



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01

Choose Your Agent



Choosing the real estate agent that you'll be working alongside to sell your home is not a decision to take lightly.

Your agent should have a deep understanding of your goals, your market, and overall be a great match for you and your home.

Credentials, of course, are a plus- but what you can't see behind the numbers are the intangibles of going the extra mile and genuinely caring deeply for clients.

I look forward to the opportunity of earning your business and sharing this life milestone with you and your family.

-Sonja Belfiore



Sonja Belfiore

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ABOUT ME

With experience since 2014 in the Northern Colorado real estate market, I have a deep understanding of the local market and the needs of my clients. Whether you're looking to buy, sell, or invest in real estate, I'm here to help you achieve your goals.

I have a Bachelor's degree in Biology, a Master's in Business Management and I am a licensed Realtor in the state of Colorado. As a family, we own several businesses in the area as well. My background of diligent work and entrepreneurship, combined with my in-depth knowledge of the local real estate market, allows me to provide my clients with the best possible experience.

CREDENTIALS

- Licensed Real Estate Agent, Colorado
- Certified New Home Expert (CNHE)
- Residential Construction Certified (RCC)
- Certified Negotiation Expert (CNE)
- Member of Greeley Area Realtor Association

What you can expect working with me

I'm Curious

I want to have a clear understanding of your goals, who you are, and what your home means to you.

I'm Committed

I want for you what I would want for my own family. Commitment to finding you exactly what you want and need.

I'm Proactive

I'm always one step ahead, anticipating potential roadblocks and finding creative solutions to overcome them.

I'm Personal

I believe in building relationships with my clients and treating them like family, because in the end, this is for The Life You Are Building.

What Clients Are Saying



BRADLEY W.

"I've known Sonja for many years and I cannot recommend a more professional, caring, efficient, and knowledgeable Realtor. She was able to secure an offer on my house in one day, at a price well above my asking. She also beautifully navigated through the purchase of my new home and some complicated land issues and other obstacles which came with it, all while keeping the sale of my current home on track. Sonja is always on top of every step of the home buying and selling process and her communication with all parties in the transaction is impeccable. She made the entire selling and buying process very simple and I wouldn't hesitate to recommend her to anyone wanting to buy or sell a home."

"I would highly recommend Sonja if you are buying or selling property. She was very dependable and professional. She worked very hard to make sure our needs were met."

ALLEN & CHERYL CRONKHITE



KAYLA K.

"Sonja helped me purchase my first home a few years ago as a young, first-time home buyer at exactly the right time and price that led to me being able to later buy my now dream home and guided me every step of the way to my second purchase that I still can't believe we actually get to live in every day. Throughout the entire process she was a friend, a confidant, a professional, an expert and always made me feel like her top priority. She should have been charging me additional bills for being my emotional therapist. She has also helped others in my family with their home purchases and we are all exactly where we are meant to be! Knowledge of the market, and the professionalism to get what your client wants/needs is one thing...but to feel so safe, cared for and trusting in one of the most stressful and incredible decisions of your life is on a whole different level and she delivers ALL OF IT!"

02

Prepare for the Market

Consider Home Repairs

Buyers gravitate towards a turnkey home that's ready for them to move in. Overlooking necessary repairs and maintenance can be a major turn-off and potentially stall your sale.

Consider high-impact repairs and upgrades like decluttering and depersonalizing, adding a fresh coat of paint, pressure washing, or sprucing up the curb appeal.

Putting in the legwork now will not only boost the sale price of your home, it will keep the sales process moving quickly once a buyer shows interest.

Use the checklist provided on the next page and walk through your home, room by room, as if you are a buyer. Keep their perspective in mind as you make decisions on repairs. I will also do this alongside you at our listing consultation to give you real time tips, tricks and pointers!



Listing Preparation Checklist

Use this checklist to perform a walk through of your home, room by room as if you are a buyer. Check off what needs to be addressed, and then check off once you've completed the task. We will discuss hiring a home inspector to assess if anything needs to be repaired and I have a list of trusted professionals you can tap into as well!

GENERAL

TO DO DONE

- | | | |
|--------------------------|--------------------------|-------------------|
| ☐ | ☐ | Light fixtures |
| ☐ | ☐ | Light bulbs |
| ☐ | ☐ | Carpets |
| ☐ | ☐ | Windows |
| ☐ | ☐ | Cabinets |
| ☐ | ☐ | Sinks and faucets |
| ☐ | ☐ | Paint |

TO DO DONE

- | | | |
|--------------------------|--------------------------|--------------------------|
| ☐ | ☐ | HVAC |
| ☐ | ☐ | Flooring |
| ☐ | ☐ | Doors and trim |
| ☐ | ☐ | Wallpaper |
| ☐ | ☐ | Hardware |
| ☐ | ☐ | Carbon monoxide detector |
| ☐ | ☐ | Smoke detector |

KITCHEN

TO DO DONE

- | | | |
|--------------------------|--------------------------|---|
| ☐ | ☐ | Clean counters and declutter |
| ☐ | ☐ | Clean backsplash |
| ☐ | ☐ | Clean appliances (Inside & out) |
| ☐ | ☐ | Organize drawers, cabinets and pantries |
| ☐ | ☐ | Clean floors |
| ☐ | ☐ | Clean sink and disposal |

BATHROOMS

TO DO DONE

- | | | |
|--------------------------|--------------------------|---|
| ☐ | ☐ | Dust and clean all surfaces |
| ☐ | ☐ | Declutter countertops and drawers |
| ☐ | ☐ | Fold towels |
| ☐ | ☐ | Tidy cabinets and remove unnecessary toiletries |
| ☐ | ☐ | Clean or replace shower curtains |
| ☐ | ☐ | Clean & Recaulk moldy areas |

LIVING & DINING

TO DO	DONE	
☐	☐	Remove clutter & personal items
☐	☐	Stage with pillows and throws
☐	☐	Dust and clean all surfaces and fixtures
☐	☐	Keep all tables clear and decluttered

EXTERIOR

TO DO	DONE	
☐	☐	Pressure wash concrete or driveway
☐	☐	Clean or repaint doors
☐	☐	Repaint trim
☐	☐	Wash windows
☐	☐	Sweep walkways & patios
☐	☐	Trim hedges

BEDROOMS

TO DO	DONE	
☐	☐	Remove clutter & personal items
☐	☐	Clean out and organize closets
☐	☐	Repair any damage in walls
☐	☐	Keep closets closed during showings
☐	☐	Make beds before any showings

☐	☐	Mow lawn
☐	☐	Weed & mulch
☐	☐	Arrange outdoor furniture
☐	☐	Repair fence
☐	☐	Replace any rotten wood
☐	☐	Pool/spa is clean and in working condition

"Buyers decide in the first 8 seconds of seeing a home if they're interested in buying it. Get out of your car, walk in their shoes and *see what they see within the first 8 seconds.*"

BARBARA CORCORAN

03

Strategic Marketing

Pricing Your Home

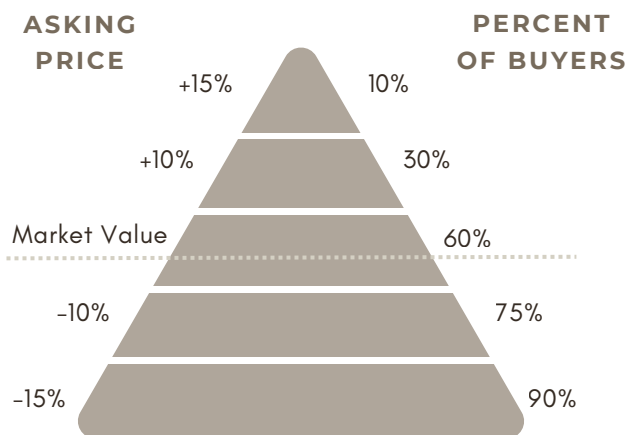
Here's something that may surprise you...

Properties that are priced right from the beginning typically sell for more in the end.

If you price your home too high, the home will stay on the market longer. The longer a home stays on the market, the less it will be shown.

A property attracts the most interest when it is first listed, so it is crucial to price it correctly initially.

It's important to thoroughly evaluate the market to determine the market value of your home.





AT MARKET VALUE

- + Buyers and agents will recognize a fair price
- + No appraisal issues
- + Home will appear on more relevant buyer searches



BELOW MARKET VALUE

- + The home will receive high interest and a quick sale
- + Multiple offer scenario, which may include offers higher than asking price
- Risk of having to sell at a lower price



OVER MARKET VALUE

- It could take longer to sell
- The longer it's on the market, the less favorable it appears to prospects
- The home may not appraise at the contract price for the buyer's lender. Back to negotiations!





What's the big deal about listing photos & videos?

The photos of your home directly influence whether or not a potential buyer will schedule a showing of your home. It is crucial that we take high quality, attractive photos and videos showcasing the best qualities and features of your home.

Because of this, we work with the top real estate photographers and videographers in the area to capture your home in the very best light at no cost to you.

The photos to the left are examples from previous listings of mine.

What's Included in my Marketing Plan

- Displayed on brokerage website
- Displayed on personal website
- Social media marketing campaigns
- Virtual tours
- Exclusive sneak peeks
- Open houses
- Broker previews
- Digital and Print Flyers
- Postcards
- Professional photography (Drone + day & night photos)
- Professional videography
- Yard sign captures
- Notify surrounding neighbors

Modern Agent Marketing Strategy

Insta-Showcases

Your home's story deserves to be told. Through captivating Instagram posts, I highlight unique features and offer behind-the-scenes tours, creating a personal connection with potential buyers.

SEO Driven Strategies

Behind the scenes, I employ SEO strategies to boost your listing's online presence, ensuring it ranks highly on search engines and reaches potential buyers before they even know they're looking.

Hollywood-Level Home Tours

Think of this as your home's movie debut. I produce high-quality, cinematic videos that tell the unique story of your property, engaging potential buyers emotionally and visually.

Viral Visuals & Engaging Copy

Every post, video, and listing is crafted with the aim to go viral. From stunning visuals to storytelling copy that captures the heart and imagination, I make your home the main character in its own story.

MY REACH

2k+

SUBSCRIBERS +
FOLLOWERS

500+

EMAIL
SUBSCRIBERS

12k+

MONTHLY
IMPRESSIONS

3k+

MONTHLY
ENGAGEMENTS



Staged to Sell

Staging goes beyond mere aesthetics. It's about creating an experience that allows buyers to envision their lives unfolding within the walls of your home.

In a market where first impressions are everything, a well-staged home stands out, inviting and compelling.

Data from the International Association of Home Staging Professionals reveals that staged homes not only sell three to 30 times faster than non-staged ones,

but they also fetch higher prices – often 20% more than expected.

And the best part? The investment in staging usually costs less than the first price drop you might have to make if your home lingers on the market.

It's a smart, strategic move with proven results.

83%

83% of buyers' agents said that staging a home made it easier for buyers to visualize the property as their future home.

NATIONAL ASSOCIATION OF REALTORS

73%

Professionally staged homes spend 73% less time on the market compared to homes that haven't been staged.

REAL ESTATE STAGING ASSOCIATION

Showing Your Home



It's showing time! Together we'll set parameters on the hours and days we plan to host showings.

Homes show best when the homeowner is not present. If this is not possible, we will work together to create the best experience for the buyer that also fits your lifestyle.

I will provide you with an electronic lockbox to store a set of house keys. Any time this lockbox is opened, I am notified. That means no one is accessing your home without my knowledge.

After each showing I will share any feedback I received from the potential buyers.

Before each showing, follow the checklist on the next page to create the best atmosphere possible for potential buyers.

Showing Prep Checklist



- Create a welcoming entrance by sweeping the porch, cleaning the door, and adding a mat or wreath.
- Remove personal items, documents, excess furniture, and clutter to create an inviting atmosphere.
- Ensure there are no unpleasant odors; however, don't overdo it with air fresheners. Open the windows for fresh air ahead of time.
- Turn on lights and open curtains to invite natural light.
- Close toilet seats and shower curtains. Put out fresh, crisp linens.
- Arrange furniture to create a sense of space and flow in each room.
- Arrange for pets to be taken out of the house during showings, and tidy up any pet-related messes.
- Add fresh flowers or a bowl of fruit to add a welcoming touch.
- Use staging strategies to showcase your home's best features.
- Set the thermostat to a comfortable temperature well before guests arrive.

05

The Closing Process

This process begins once we accept an offer on the home. Here are the major milestones to expect:

Escrow: The buyer typically places an earnest money deposit into an escrow account as a sign of good faith. Escrow is a neutral third-party account that holds funds until the transaction is completed.

Buyer's Due Diligence: The buyer conducts inspections, appraisals, and any other necessary investigations to ensure the property's condition and value align with their expectations.

Loan Approval and Appraisal: The buyer's lender evaluates the property's value to determine if the buyer qualifies for a mortgage. An appraisal ensures the property's value matches or exceeds the agreed-upon purchase price. Depending on the contract, meeting these approvals may be contingencies of the sale.

Final Walkthrough: Just before closing, the buyer usually conducts a final walkthrough to ensure the property is in the agreed-upon condition.

Closing Day: The buyer signs the mortgage documents, pays closing costs, receives keys and takes possession of the property. You receive the proceeds from the sale.



Why Offering Buyer Agent Compensation is a Smart Move



Expands your property's visibility

Offering a commission makes your listing more appealing to buyers, leading to increased showings and opportunities for offers.

Encourages smooth transactions

Offering compensation fosters cooperation between agents, leading to smoother negotiations and a more efficient sale process.

Positively impacts sale outcomes

Properties offering agent compensation often sell quicker and at better prices due to heightened exposure and agent motivation.

Signals a professional approach

This strategy demonstrates a commitment to a fair and efficient selling process, setting a positive tone for the transaction.

4-6 WEEKS BEFORE MOVING

- | | |
|--|--|
| ☐ Declutter, discard & donate | ☐ Choose a mover and sign contract |
| ☐ Collect quotes from moving companies | ☐ Create a file of moving-related papers and receipts |
| ☐ Locate schools, healthcare providers in your new location | ☐ Contact homeowner's insurance agent about coverage for moving |
| ☐ Secure off-site storage if needed | ☐ Contact insurance companies to arrange for coverage in new home |

3-4 WEEKS BEFORE MOVING

Notify the following about your change of address:

- ☐ Banks + Post Office
- ☐ Credit Card Companies
- ☐ Insurance Companies

Notify utility companies of date to discontinue or transfer service

- | | |
|-----------------------------------|-----------------------------------|
| ☐ Electric | ☐ Gas |
| ☐ Water | ☐ Internet |
| ☐ Trash | ☐ TV |

2-3 WEEKS BEFORE MOVING

- | | |
|--|---|
| ☐ Notify DMV of new address | ☐ Close/open bank accounts |
| ☐ Discontinue additional home services (housekeeper, gardener/lawn service) | ☐ Arrange for child and pet care on moving day |
| ☐ Start using up things you can't move, such as perishables | ☐ Notify HOA about upcoming move, reserve elevator usage |

1 WEEK BEFORE MOVING

- | | |
|--|--|
| ☐ Confirm final arrangements | ☐ Take a picture in your home |
| ☐ Arrange transportation for your pets and plants | ☐ Pack an essentials box for quick access at new home |
| ☐ Review your moving-day plan with moving company | ☐ Label moving boxes with the contents inside |



Next Steps

Getting started is simple. Once we have agreed on a price and have some documents signed I can get your listing on the market in as little as 48 hours.

Getting your home sold is a huge deal and I am honored to be considered to get the job done. Book a consultation today!

– *Sonja Belfiore*

Please help my business grow!



WRITE A REVIEW



FOLLOW ALONG

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