

# YOUR PATH TO A SUCCESSFUL HOME SALE

## PRE-LISTING GUIDE

We look forward to our upcoming appointment and the opportunity to work with you. Our goal is to provide the expertise and resources to achieve a successful home sale.

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"It is literally true that you can succeed best and quickest by helping others to succeed." – Napoleon Hill



# MEET OUR EXPERT TEAM

At the [McGarry Home Team](#), REAL Estate Experts, we pride ourselves on assembling a team of dedicated professionals committed to your success. Our team is led by [Sarah McGarry](#), a licensed agent and experienced team leader who brings a wealth of knowledge to every transaction. Our team is equally committed to ensuring smooth operations behind the scenes, expertly managing all the intricate details of your home sale.

Our team's expertise is further enhanced by numerous industry designations and awards, reflecting our commitment to excellence and continuous improvement. REAL Broker stands out as a trusted name in real estate, known for its innovative approach and client-centric focus. Our core values of integrity, transparency, and results-driven service set us apart in a competitive market.



## AWARD-WINNING TEAM

Recognized for excellence in client service and sales performance



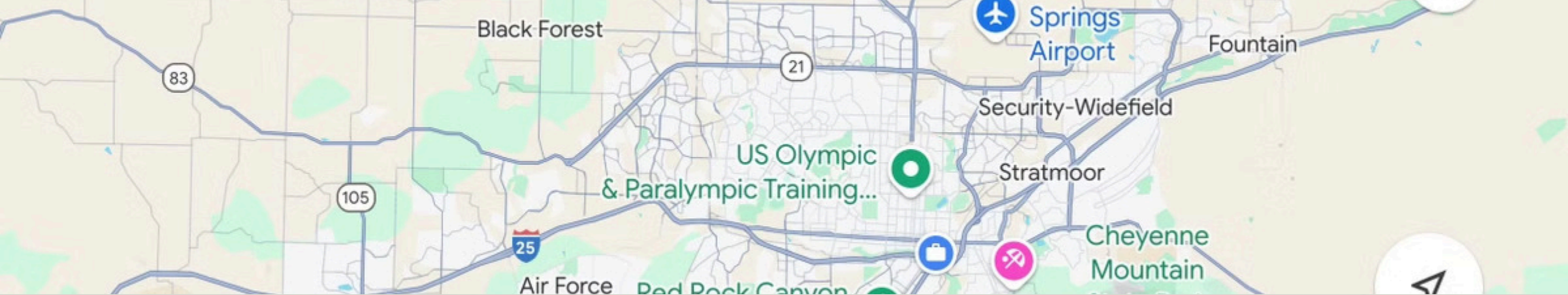
## CLIENT-CENTRIC APPROACH

Tailored strategies to meet your unique needs and goals



## INNOVATIVE SOLUTIONS

Cutting-edge technology and marketing techniques for optimal results



# CURRENT MARKET TRENDS AND PROJECTIONS

## CURRENT MARKET

Balanced market with slight seller's advantage. Multiple offers common on competitively priced homes.

\$620,484

### AVERAGE SALES PRICE

A slight increase but more stable.

61

### DAYS ON MARKET

An increase month-over-month and year-to-date.

97%

### SALE PRICE TO LIST PRICE

Homes are selling for slightly under list price.

## 6-MONTH PROJECTION

Potential for slight increase in home values. This modest increase is driven by consumer confidence and acceptance of the current interest rates. Expect a seasonal uptick as we enter the warmer months ahead.

## 12-MONTH OUTLOOK

The CoreLogic HPI Forecast indicates that home prices will increase by 4.1% on a year-over-year basis from December 2024 to December 2025.

*Residential Home data for El Paso County Colorado. No representation is made regarding the completeness or accuracy of the data or predictions. This information is provided for informational purposes only and should not be relied upon. The creator of this material bears no responsibility for the accuracy, legality, or content of the source. All numbers to be considered approximate. **Data based on CoreLogic's REAS ListingTrends.** This provides a comprehensive overview by aggregating the "Total Closed Sales", "Total Pending Sales", and "Total Active Listings" for a collective insight. Results are taken over a period of 90 day vs the previous 90 day to provide a 90 day trend.*



# PERSONALIZED HOME VALUATION

Unlike automated estimates from [Realtor.com](#), [Refin](#), or the [Zillow](#) "Zestimate", our home valuations are personally conducted by real estate professionals using appraisal-like criteria. We analyze key property details, market trends, and comparable home sales to provide an accurate and strategic pricing recommendation—helping you avoid underpricing, overpricing, and potential appraisal issues down the road.

## We carefully evaluate:

- ✓ **Recent Comparable Sales** – We hand-select the most relevant sold homes using our exclusive access to [Pikes Peak Multiple Listing Service™](#), [RPR](#), and [Public Records](#) ensuring accurate comparisons based on location, size, condition, and features.
- ✓ **Market Trends** – We assess current housing demand, neighborhood trends, and seasonal influences to determine the best listing strategy.
- ✓ **Property Features & Condition** – We consider upgrades, lot size, layout, and overall home condition—something algorithms can't accurately measure.
- ✓ **Buyer Interest & Showing Data** – Using insights from [ShowingTime](#), we analyze buyer activity and competition in your area.

With our personalized approach, you get a **true market value** designed to attract buyers, maximize your profit, and ensure a smooth closing. [Request your free home valuation today!](#)



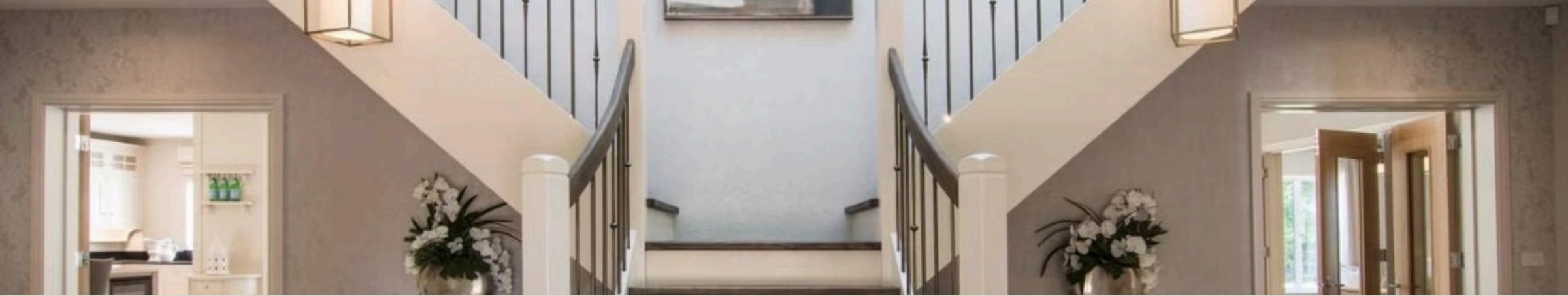
# PRICING STRATEGY & NET TARGETS

Setting the right price is more than just choosing a number—it's a strategic decision that directly impacts your bottom line. Our **detailed pricing analysis** ensures your home is positioned competitively in the market while maximizing your profit. We take the guesswork out of your financial goals.

## No Surprises – Know Your Net Proceeds Upfront

We go beyond just listing price—we calculate your **estimated net proceeds** by factoring in **all closing costs, commissions, title fees, taxes, and potential concessions**. This gives you a **clear picture of what you'll walk away with** after the sale, eliminating surprises at closing.

**Our goal is to ensure you sell for top dollar while keeping more money in your pocket. Let's discuss your pricing strategy today!** We'll work closely with you to maximize your return while ensuring a smooth transaction process.



# OUR TAILORED MARKETING APPROACH

Our marketing strategy is designed to showcase your home's unique features and attract the ideal buyer. Based on your property's characteristics and current market trends, we will identify your target audience.

## ▼ PLATINUM STANDARD PACKAGE

- Professional Comparative Market Analysis (CMA)
- Pricing strategy consultation
- 2-10 Home Warranty, Seller coverage
- High-quality listing photography
- Listing on the MLS and major real estate websites
- Yard signage
- Digital marketing via email and social media
- Coordination of all showings
- Weekly status updates and market feedback reports
- Contract negotiation and Closing coordination

The Platinum Standard Package is designed for sellers who prioritize streamlined success. It provides a comprehensive set of services to ensure a smooth and efficient selling process.

## ▼ SAPPHIRE PREMIUM PACKAGE

- All features of the Platinum Standard Package
- Professional staging consultation
- 3D virtual tour of the property
- Aerial drone photography and video (if applicable)
- Enhanced digital marketing, including targeted social media ads and online ads
- Open house management and event marketing
- Professional brochures and property flyers
- Individual property website

The Sapphire Premium Package caters to sellers seeking a refined and enhanced selling experience. It builds upon the Platinum Standard Package with additional services designed to elevate the presentation and marketing of the property.

## ▼ DIAMOND LUXE EXPERIENCE

- All features of the Sapphire Premium Package
- Full-service home staging
- Custom property website and dedicated online marketing campaign
- Premium print marketing, including magazine ads and direct mail campaigns
- Professional video walkthrough and storytelling video
- VIP Open Houses with catering
- White-glove service from listing to closing, with dedicated concierge support

The Diamond Luxe Experience is tailored for discerning sellers who expect nothing but the best. It offers a premium suite of services designed to maximize exposure, attract high-end buyers, and ensure a seamless and luxurious selling experience.

## À-LA-CARTE CUSTOM PACKAGES AVAILABLE

For sellers with unique needs or specific preferences, à-la-carte custom packages are available. These packages allow you to select individual services that best align with your goals and budget. This flexibility ensures that you receive the exact support and resources you require for a successful selling experience.

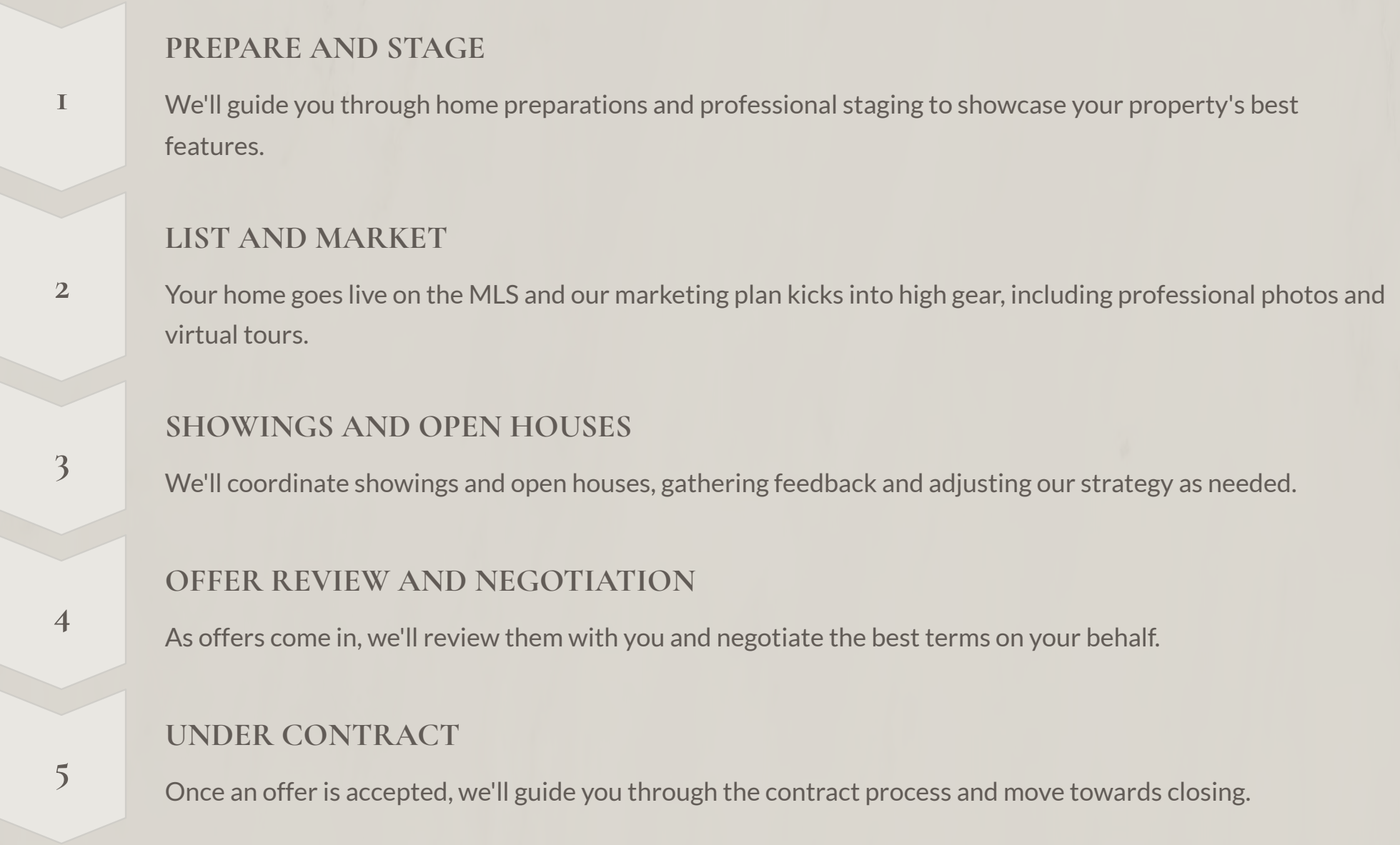
[Click here for more information](#)



# OUR SIMPLIFIED SELLING PROCESS:

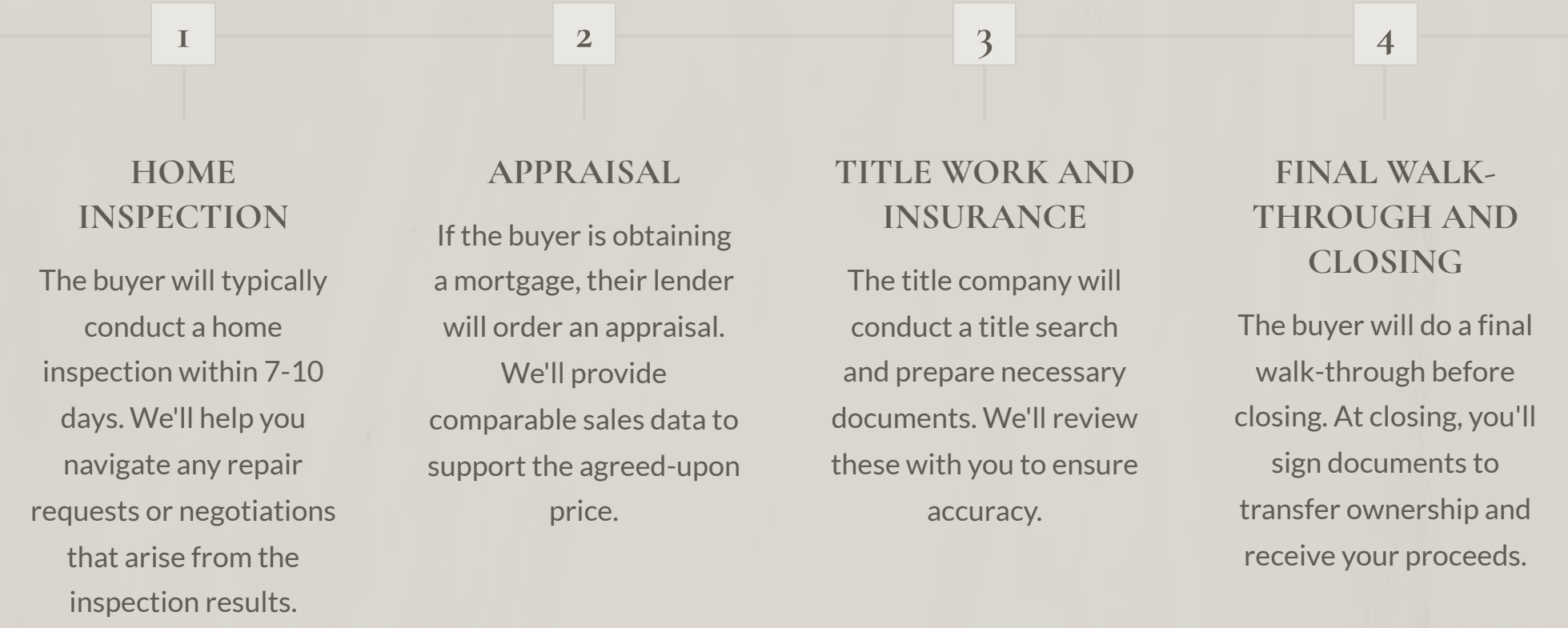
## FROM LISTING TO UNDER CONTRACT

We've streamlined the selling process to ensure a smooth and efficient experience for you. Here's a step-by-step overview of what to expect from listing your home to getting it under contract:



## FROM UNDER CONTRACT TO CLOSED

Once your home is under contract, we enter the final phase of the selling process. Here's what you can expect as we move towards a successful closing:



Throughout this process, our team will be by your side, managing deadlines, coordinating with all parties, and ensuring a smooth transition to your next chapter.

# NEXT STEPS

We're excited about the opportunity to work with you and ensure your home sale is handled with the utmost professionalism and care. As we prepare for our upcoming meeting, please do not hesitate to reach out if you have any questions or concerns. You can contact me, directly at:



**SARAH MCGARRY**

**MCGARRY HOME TEAM | REAL COLORADO**

*Real Estate Strategist*

**Mobile: (719) 201-8352**

**[sarah@mcgarryhometeam.com](mailto:sarah@mcgarryhometeam.com)**

**[www.McGarryHomeTeam.com](http://www.McGarryHomeTeam.com)**

Our team is committed to providing you with exceptional service and achieving the best possible outcome for your home sale. We look forward to meeting with you soon and discussing your unique needs and goals in person. Thank you for considering us as your real estate partners in this important journey.

Sincerely,

**SARAH MCGARRY**