

DENISE
OLSON
DENISE OLSON

SELLER'S GUIDE



HELLO

I AM DENISE OLSON

Originally from Virginia Beach, I've always loved the ocean. But over time, the mountains and wide-open plains were calling my name. I've found so much peace in a small-town community like Cheyenne—where life feels a little slower, the skies stretch forever, and home feels grounded in something real.

Prior to getting my real estate license, I was a physics teacher and licensed insurance agent. It is my passion to help support and educate people. I take my time to make sure all of my clients understand the home buying and selling process so that they are comfortable and feel confident in their decisions.

I am very active in my church and in my community. My family and I believe in service and giving back any chance that we can. Whether that is volunteering for our homeless community, CityServe Day, or helping our veterans, which is very dear to my heart. I am a certified Military Relocation Professional and honored to give back.

Serving my clients with the utmost integrity is my number one priority, as well as, creating long-lasting relationships. You will not be just a client with me, you will become part of my family. I come from a very large family and I cannot wait to make it bigger! Let's see what your vision and dreams look like and let's make it happen!

CONTINUATION...

Why Choose Me

- **INDUSTRY KNOWLEDGE**

I have access to a wide variety of resources that is not readily available to the public. They can help you determine the best price and time to sell.

- **SMART NEGOTIATING**

With my collective experience and stubborn negotiations, I can help you get the best price for your home.

- **PROFESSIONAL EXPERIENCE**

I must undergo annual training and compliance to ensure that I am up to date on any changes in legal or administrative paperwork. I study the market daily in order to be a market expert.

- **CUSTOMER SERVICE**

I am dedicated to helping you answer any questions that arise from this process. You are not only my clients, you become FAMILY!





HOME SELLER'S ROADMAP

- 01 Selling Consultation
- 02 House Cleaning
- 03 Staging
- 04 Photography
- 05 Listing
- 06 Showings and Open Houses
- 07 Offers and Under Contract
- 08 Inspection, Appraisal and
Final Walkthrough
- 09 Move Out
- 10 Closing



Tips to Selling a Home

PRICING STRATEGY

TO EFFECTIVELY PRICE AND ULTIMATELY SELL YOUR HOME



01. We will research and create a pricing strategy to maximize the excitement and momentum of your property as soon as it goes live.

02. Understand and consider the unique characteristics and amenities of your home and its location.

03. Meld our expertise in the real estate market and your expectations around timing and outcomes.

04. Conduct a detailed, custom market analysis.

A HOME PRICED AT MARKET VALUE WILL ATTRACT MORE BUYERS
THAN A HOME PRICED ABOVE MARKET VALUE

Additionally, a home priced competitively will attract a greater number of potential buyers and increase your chances for an expedited sale!

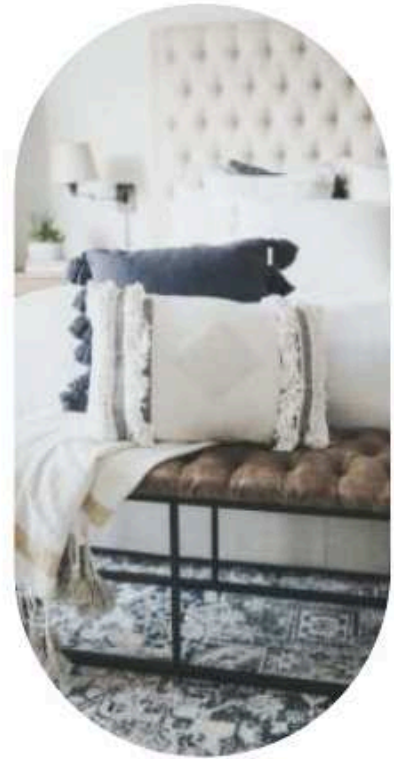
A minimalist interior scene. At the top, a large white circle is partially visible. Below it, a copper-colored lamp with a white globe is positioned on the right. To the right of the lamp is a white vase containing a small branch with green leaves. The background is a light, neutral color. A large white circle is at the bottom, containing the text.

PREPARE
YOUR HOME

OUTSIDE THE HOME



- Take care of the landscaping (i.e.: cut the grass, water the flowers, trim the trees and bushes)
- Remove weeds
- Repaint or re-stain any porches, entry ways, and doorways
- Fill in any cracks in the driveway, sidewalks and foundation
- Clean out the gutters of any leaves or twigs
- Test all lighting fixtures and motion sensors



INSIDE THE HOME

- Touch-up paint if needed
- Remove and replace any personal artifacts
- Find arrangements for pets and children, and remove toys and clutter from main spaces
- Make sure that walkways are clear

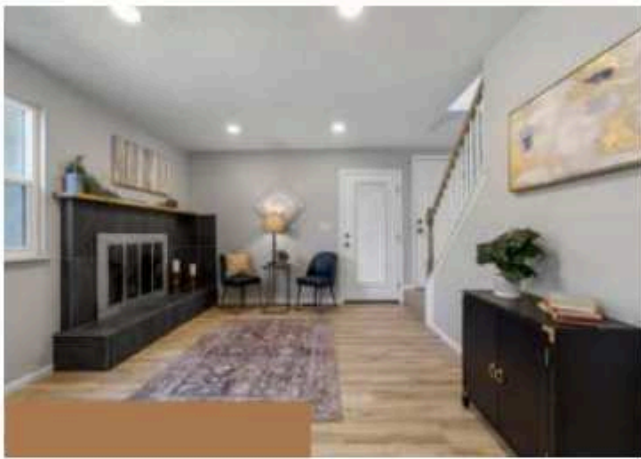
PREPARE YOUR HOME FOR STAGING

Be sure to put away any personal photographs, memorabilia, and artifacts as it will look like clutter to a potential buyer.



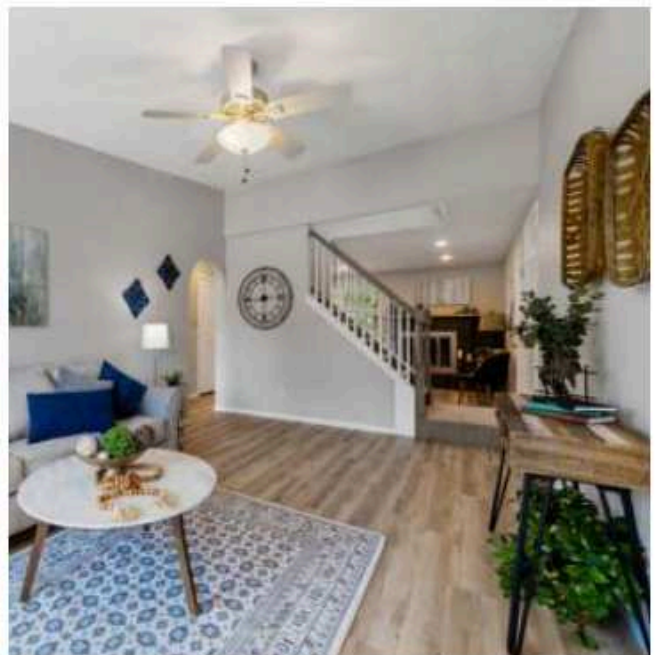
HOME STAGING TIPS

- Thoroughly clean the entire home.
- Scrub tile in the kitchen and bathrooms.
- Clean hardwood floors.
- Steam clean carpets and drapes.
- Get rid of all dust bunnies.
- Repair cracks and holes in the walls.



Staging Examples

From previous listings



PREPARE YOUR HOME FOR PHOTOS

In order to ensure your home looks the best it can, our professional real estate photographer will come to take the following pictures of your home:

- exterior photographs
- photos of each room
- 3D tour
- floor plan
- drone photography



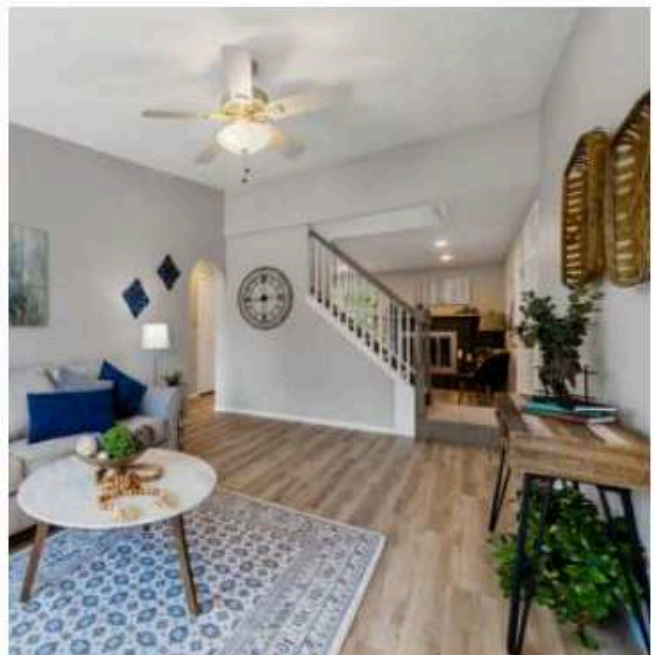
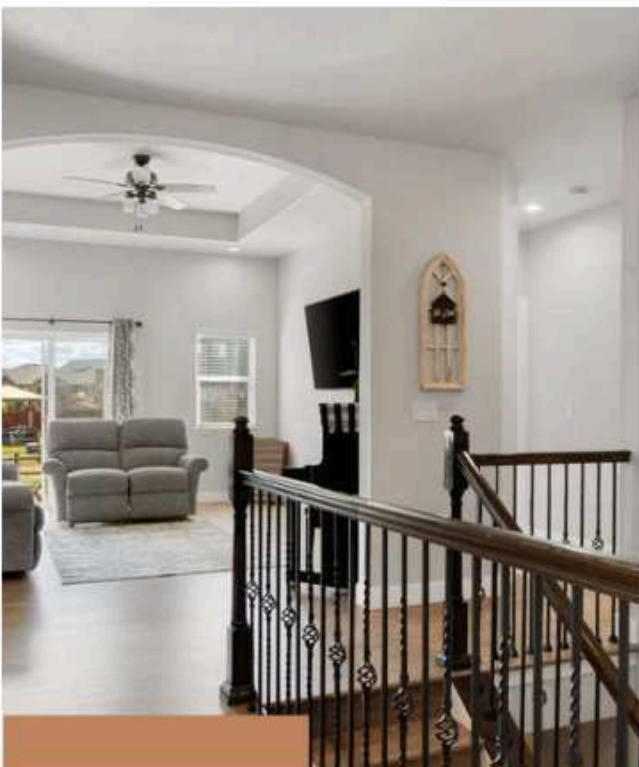
Prepping for Photography

- Clean off countertops.
- Try to avoid clutter.
- Place trash bins under sinks or in the garage.
- Clean weeds and mow the grass.
- Remove all cars from driveway and sidewalks if possible.



Photo Examples

From previous listings



FINDING A BUYER



OUR MARKETING STRATEGY



PRINT/DIGITAL MEDIA & NETWORKS

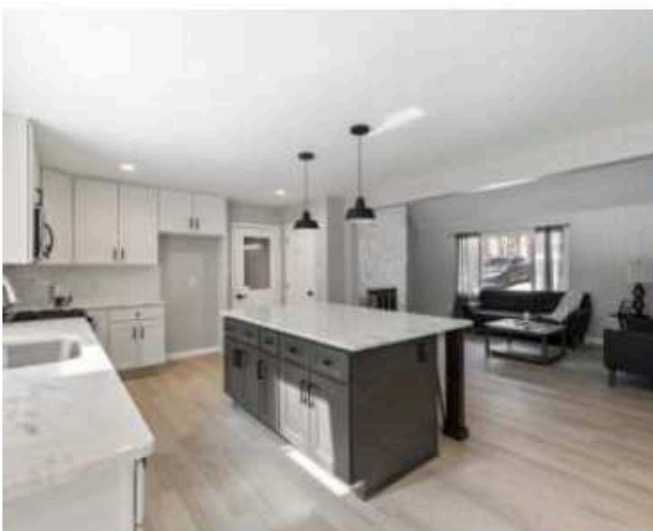
Our team will determine the best print and digital media strategy for your home, based on the current market, location, features etc. We believe this is not a one-size fits all process, but will ensure that your home is broadcasted via brilliant marketing, individual property landing pages and via social media platforms. Additionally, we will market your listing to the area's top real estate professionals, affiliate networks, and our personal spheres of influence.

- Social Media Posts for New Listings, Price Reductions, Just Closed, and Open Houses.
- Promotional Video to highlight features in the home that will be posted across social media platforms.
- Just Listed Postcards that will be sent to home owners around the neighborhood.
- Home spotlights in bi-weekly email campaign.

OPEN HOUSES



High profile open house events will be coordinated to generate optimal traffic and attract highly qualified buyers. We will leverage this effort and generate interest with strategic advertising campaigns, door knocking, social media ads, social media broadcasts and website promotion.



LISTINGS

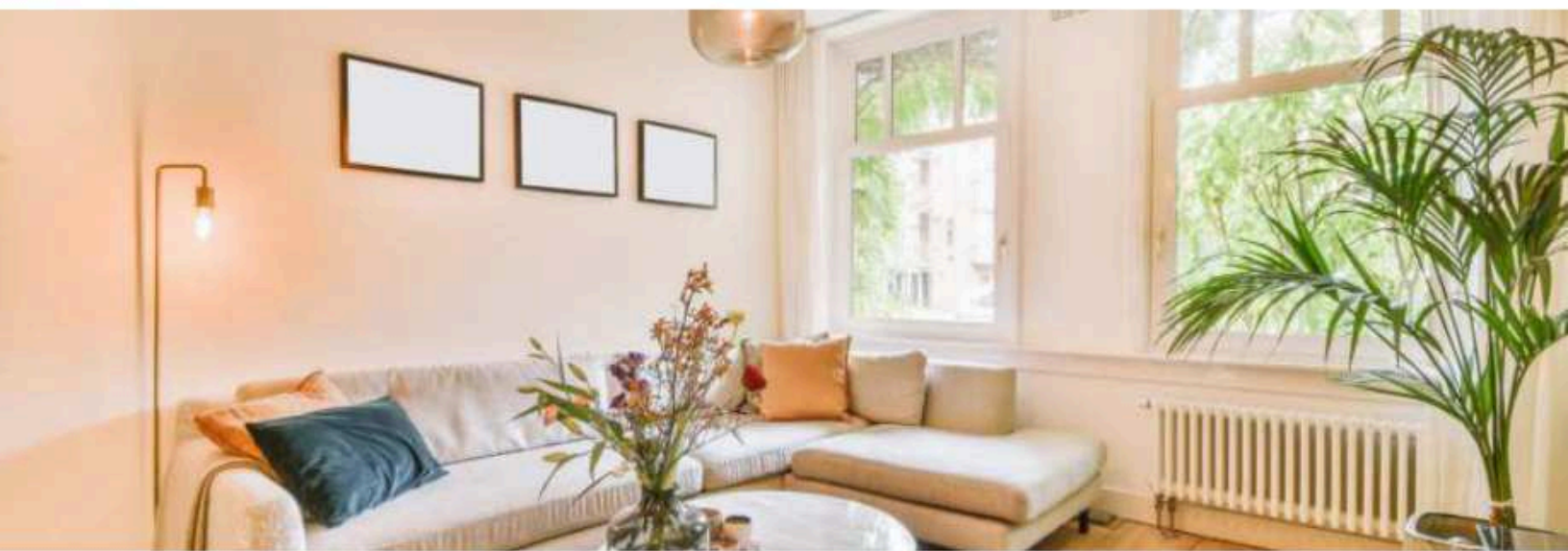
Congratulations! You have officially listed your home for sale.

The real estate agents at our brokerage will use their networks to ensure that your listing is as visible as possible, and reaches the appropriate audience. We work together as a team.



We will make sure your photos and descriptions are clear, attractive, and relevant.

These are the first impressions of your home to a potential buyer.

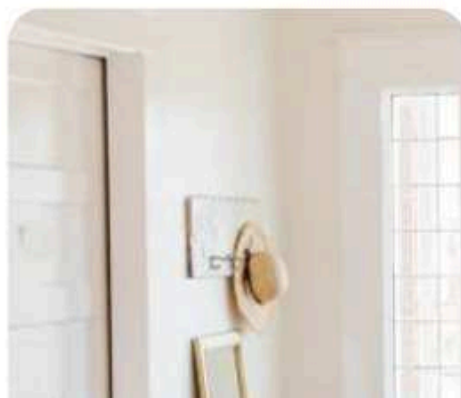
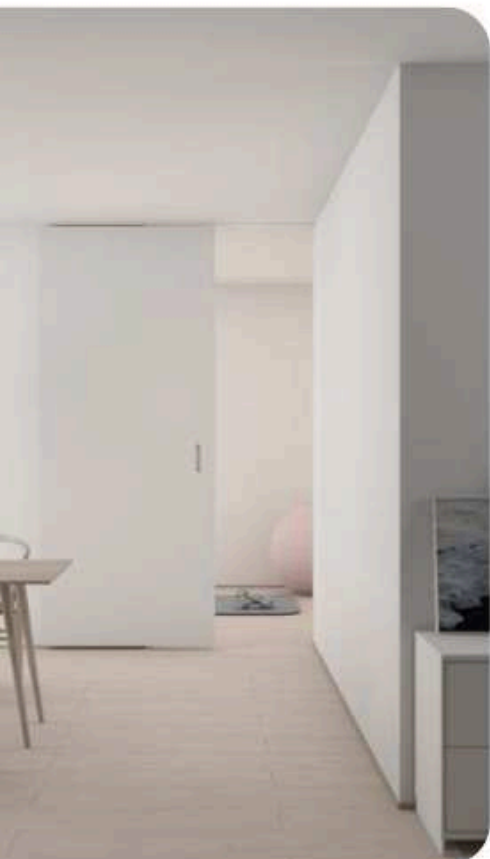
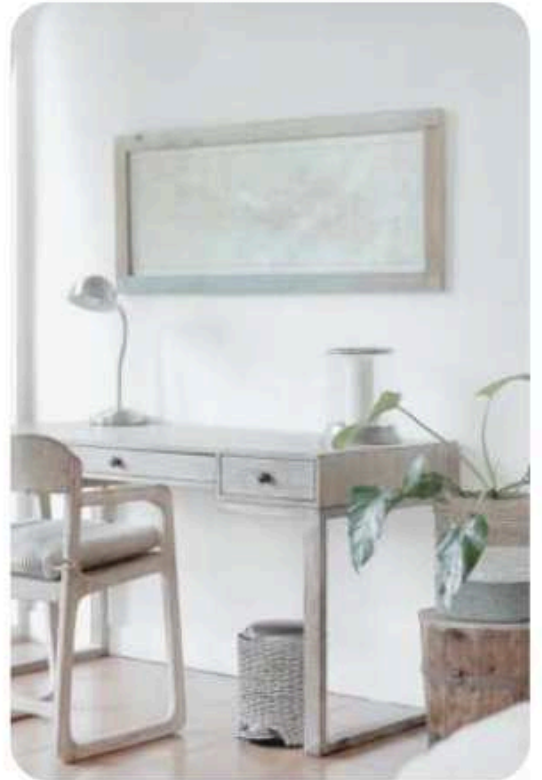


SHOWINGS

For the first few weeks/ weekends, make sure that your calendar is flexible for showings. This will help provide potential buyers a greater number of viewing options.

Private viewings as well as open house viewings will be set up during the first few weeks of listing your home.

You should make arrangements for pets and children during viewing times, to help make the viewing experience as pleasant and distraction free as possible.





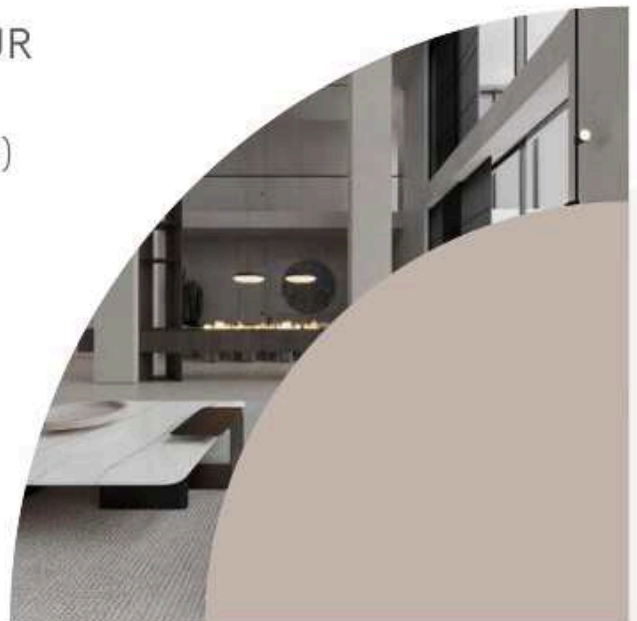
SHOWING CHECKLIST

IF YOU ONLY HAVE FIFTEEN MINUTES

- ☐ Make the beds and fluff pillows
- ☐ Throw away any garbage
- ☐ Empty out garbage cans and take out the trash
- ☐ Clean the countertops and put away dishes
- ☐ Declutter the home, remove any toys
- ☐ Turn on all indoor and outdoor lights

IF YOU HAVE MORE THAN AN HOUR

- ☐ Complete the above list (15 minute list)
- ☐ Vacuum, sweep and mop the floors
- ☐ Wipe all major appliances, glass, and mirrors
- ☐ Fold or hang up visible clothing nicely
- ☐ Dust any visible or reachable areas





FINAL STEPS

OFFERS & NEGOTIATIONS

At this time, you will be able to accept the offer, negotiate and make a counter-offer, or reject the offer. If you receive multiple offers, your real estate agent will help you negotiate with the buyers to find a price that you are happy with.

Ensure that the process is transparent, and all information provided to the buyers is accurate and up to date.

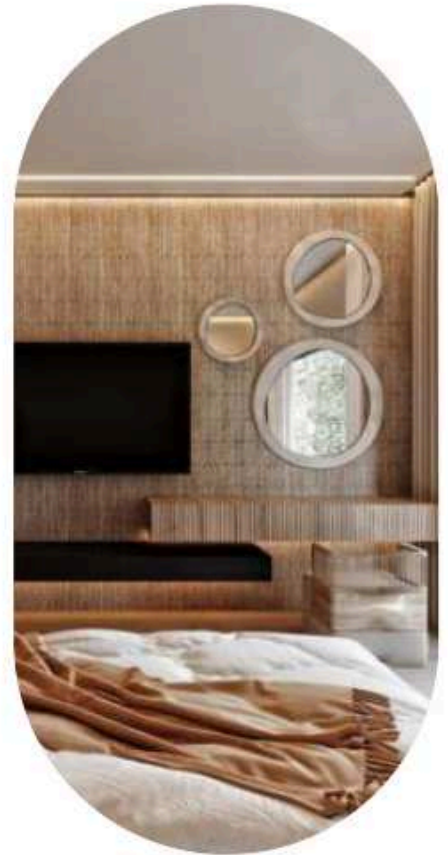


UNDER CONTRACT

The offer will officially become binding once the buyer and the seller both agree to the terms in the contract.

Some things that need to occur before the closing process can commence:

- Home inspection
- Title search
- Final walkthrough with the buyer



CLOSING

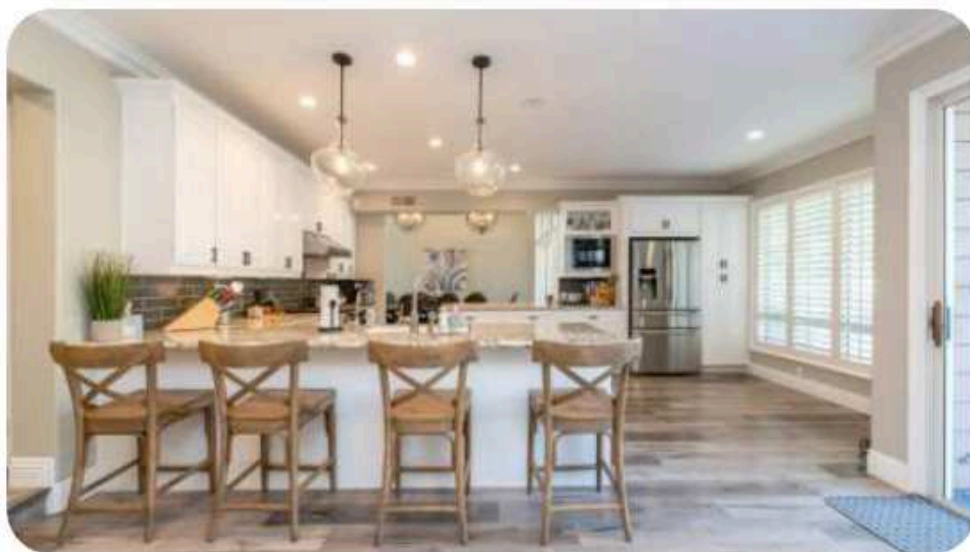
Closing is the final step in your home selling process.

During the closing phase of the sale, you can expect the following:

- The deed to the house will be delivered to the purchaser.
- The ownership is transferred to the purchaser.
- Any other documents including financing, insurance, and legal documents are exchanged.
- The negotiated purchase price, and any other fees are paid.

Congratulations!

You've sold your home!



RESOURCES

HVAC

The Furnace Shop
307-634-1798

ELECTRICAL

NextGen Electric
307-287-0521

SIDING

Four Corners Siding
307-514-6464

PAINTING

Proficient Painting
307-631-9989

HOME INSPECTION

Bull Ridge
307-778-4911

LANDSCAPING

Affordable Lawn Care
307-630-3833

CLEANING SERVICES

Mary's Cleaning Services
307-631-5790

ROOFING

Capitol Roofing
307-638-7724

CARPET CARE

Cowboy Jones Carpet Cleaning
307-635-2554

JUNK REMOVAL

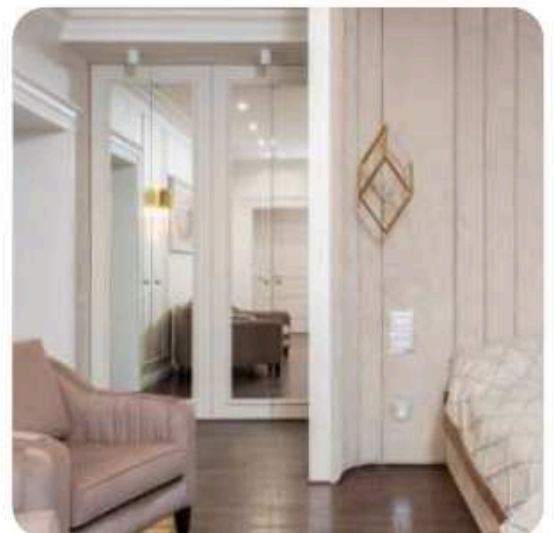
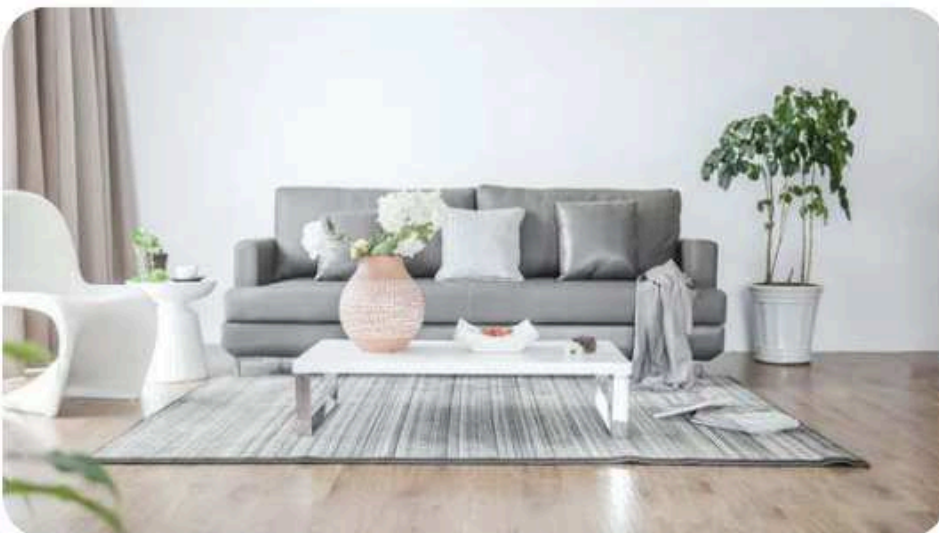
Cheyenne Hauling
307-286-0761

MOVING SERVICES

Clyde's Affordable Moving
307-286-5526

HANDYMAN

Preffered Services
307-631-7254





307-222-8301

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