5thGEN group.

Denver Home Seller's Max Value Guide



Smart Strategies for More Money, Less Time & Less Hassle

Prepared by Kasey Learned & Allison Learned

5thGEN Group | Real Broker, LLC
(970) 303-9607

Featuring: Our VIP Launch Weekend Strategy

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WELCOME

Selling Your Home? Let's Start With You.

Kasey is a fifth-generation Colorado native. That's the 5thGEN in our name. When you sell with us, here's what we work toward:

- **More Money:** The most money in your pocket at closing.
- **Less Time:** Fewer days on the market and a closing date that fits your move.
- **Less Hassle:** You'll always know what's next and who's handling it.

We help homeowners sell in Littleton, Lakewood, Englewood, Highlands Ranch, Lone Tree, Bow Mar, Golden and Denver. This short guide covers what matters most: preparing your home, pricing it right and getting it seen.

Before we meet, jot down when you'd like to move, any projects you're considering and your biggest worry about selling. That's where your plan begins.

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01

Preparing Your Home to Impress Buyers

Buyers See Your Photos Before Your Front Door

You don't need a remodel. You need a home that photographs well and feels easy to walk through.

A clean, bright, uncluttered home tells buyers it's been cared for.



Five Quick Wins

1. **Declutter:** Clear countertops and pack away extra furniture so rooms feel open.
2. **Clean:** Scrub kitchens, bathrooms, windows and floors first.
3. **Repair:** Fix loose handles, sticking doors and chipped trim.
4. **Exterior:** Trim shrubs, sweep the entry and refresh the front door.
5. **Staging:** We'll tell you which rooms need help and which already shine.

YOUR ACTION STEP

Walk through your home with us before you spend a dollar. We'll tell you what's worth doing and what you can skip.

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02

Pricing for Today's Market

Price It Right From Day One

Online estimates have never been inside your home. Buyer interest is also usually strongest in the first few weeks on the market, so your starting price matters most.

What Sets Your Price

Sales: Homes like yours that sold nearby in the last few months.

Competition: The homes buyers can choose instead of yours today.

Condition: Updates, layout, lot and overall upkeep.

Market: Interest rates, inventory and demand in your neighborhood and price range.

Offers: The highest price isn't always the best offer. We'll weigh financing, contingencies and closing dates with you.

YOUR ACTION STEP

Ask us for a free Home Value Analysis. You'll see every sale behind our number.

03

Marketing That Gets Your Home Noticed

Your Home Deserves More Than Basic Exposure

Buyers usually see your home on a phone screen first, so your marketing has to stand out from the start. Our plan focuses on three things.



Premium Presentation: Professional photos, video, staging advice and a clear, compelling description, all focused on what buyers value most.

Maximum Buyer Exposure: Online listing distribution, digital marketing and buyer outreach aimed at buyers shopping in your area and price range.

Clear, Consistent Messaging: Your photos, description and price all tell the same story about why your home is worth seeing.

Ask About Any Marketing Plan: How will my home be presented? Where will it be advertised? How will buyer feedback be tracked? When will we review the plan?

YOUR ACTION STEP

Ask to see our marketing plan for your home before it's listed so you know what will happen and why.

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04

Our VIP Launch Weekend

Give Your Home a Planned Market Debut

Buyer interest is usually strongest when a home first hits the market. Our VIP Launch Weekend makes that first impression count with a planned debut in four steps.

How Your Launch Works

Prepare: Photos, pricing and the home itself are ready before anyone sees the listing.

Promote: We build buyer interest before and during launch.

Launch: Your home goes live, and we focus buyer attention on that first weekend.

Review: We go over feedback and offers with you, then plan next steps.

YOUR ACTION STEP

Ask us how we'd tailor the VIP Launch Weekend to your home and your timeline.

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Request Your Free Home Value Analysis

Find out what your home could sell for.

No pressure and no obligation. Whether you're moving next month or next year, knowing your number helps you plan.

Text your address to (970) 303-9607 to get started.
Prefer email? hello@5thgengroup.com

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