Justin Savoie

REALTOR®

equity
COLORADO REAL ESTATE

Seller handbook

SELLING YOUR HOUSE WITH PEACE OF MIND



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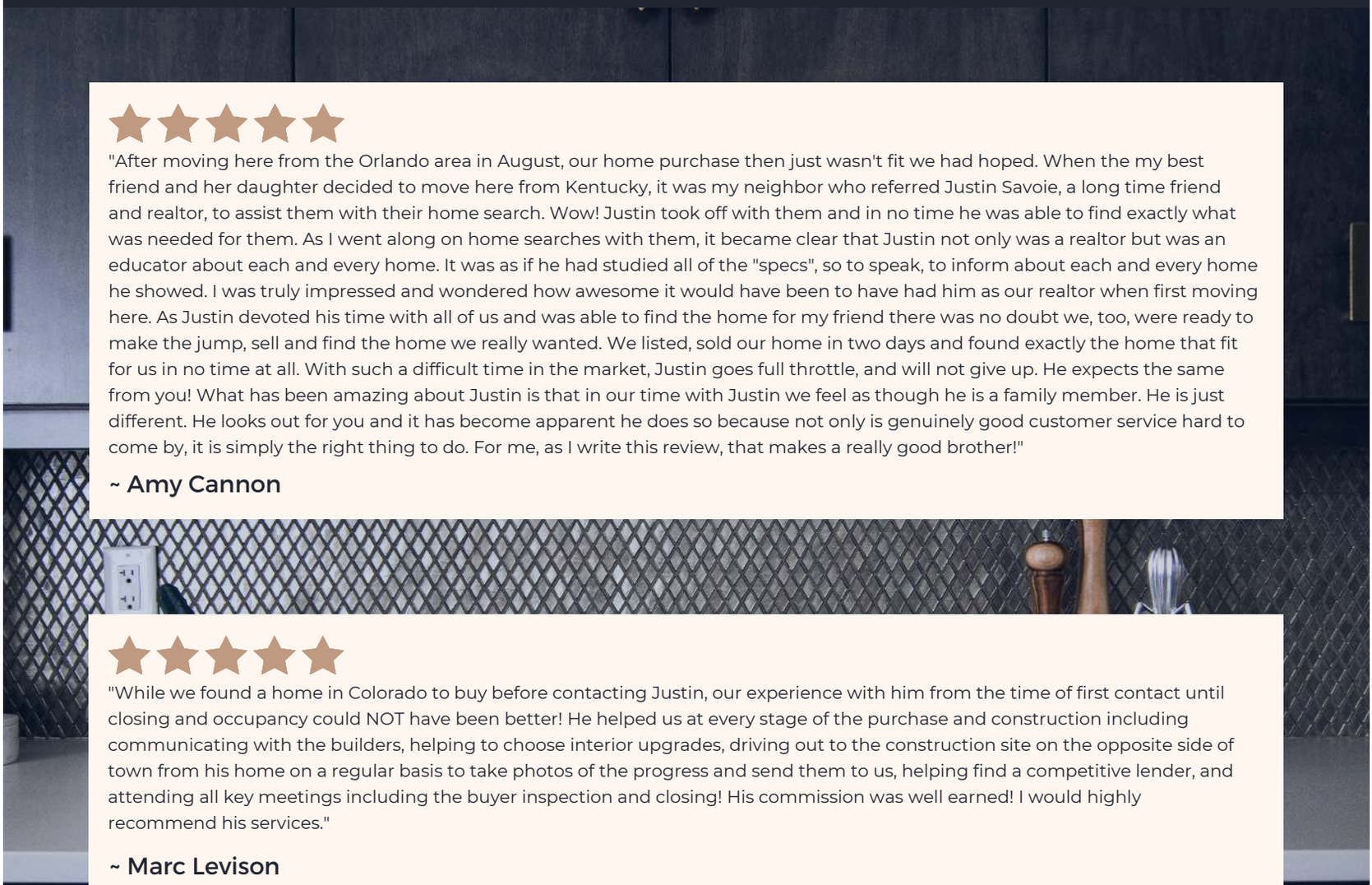
hello!

I am a Colorado native and have a huge love for the outdoors. I enjoy hiking, snowmobiling, skiing/snowboarding and snow shoeing, boating, and spending time showing my young boys the wonders of nature. I enjoy Real Estate for so many reasons, including helping my clients find a starter home, a home to grow their family, or the perfect forever dream home. In the ever-changing market of Real Estate, I pride myself in my dedication, authentic and tireless work ethic to serve my clients, educating them, providing quality resources beyond the sale/purchase, and advocating for them to protect their dreams of home ownership. I value my clients like family and strive to go above and beyond the job as their agent, making them feel supported, respected, and excited before, during, and after the biggest purchase of their life.

EQUITY COLORADO REAL ESTATE

We are dedicated to setting the standard for leadership and customer service in the Denver real estate market. We have extensive knowledge of each of the communities located in and around Denver County. As real estate professionals, we work tirelessly on your behalf to make your next real estate buying or selling experience a pleasant and successful one. Our services include working with both buyers and sellers in a wide array of real estate markets including residential, commercial, land, and other related property types.

Testimonials



★★★★★

"After moving here from the Orlando area in August, our home purchase then just wasn't fit we had hoped. When the my best friend and her daughter decided to move here from Kentucky, it was my neighbor who referred Justin Savoie, a long time friend and realtor, to assist them with their home search. Wow! Justin took off with them and in no time he was able to find exactly what was needed for them. As I went along on home searches with them, it became clear that Justin not only was a realtor but was an educator about each and every home. It was as if he had studied all of the "specs", so to speak, to inform about each and every home he showed. I was truly impressed and wondered how awesome it would have been to have had him as our realtor when first moving here. As Justin devoted his time with all of us and was able to find the home for my friend there was no doubt we, too, were ready to make the jump, sell and find the home we really wanted. We listed, sold our home in two days and found exactly the home that fit for us in no time at all. With such a difficult time in the market, Justin goes full throttle, and will not give up. He expects the same from you! What has been amazing about Justin is that in our time with Justin we feel as though he is a family member. He is just different. He looks out for you and it has become apparent he does so because not only is genuinely good customer service hard to come by, it is simply the right thing to do. For me, as I write this review, that makes a really good brother!"

~ Amy Cannon

★★★★★

"While we found a home in Colorado to buy before contacting Justin, our experience with him from the time of first contact until closing and occupancy could NOT have been better! He helped us at every stage of the purchase and construction including communicating with the builders, helping to choose interior upgrades, driving out to the construction site on the opposite side of town from his home on a regular basis to take photos of the progress and send them to us, helping find a competitive lender, and attending all key meetings including the buyer inspection and closing! His commission was well earned! I would highly recommend his services."

~ Marc Levison

★★★★★

"Justin helped us with selling my sister's home during a changing market. He was excellent at keeping us up-to-date on the latest turns in the market and the impact that it would have on our home sale. In addition, he persevered as the market slowed, looking for ways to get the home's information to realtors and buyers, ultimately finding a buyer who was excited to move into his new home. We appreciate all the time, work, and communication from Justin throughout the process!"

~ Christine Funk

My Commitment *to You*

As your Realtor®, I commit:

To Guide You From Start to Sold

- Research your area and provide an in-depth competitive market analysis that will determine the best listing price for your property
- Recommend repairs and cleaning based on typical buyer preferences
- Provide you with a trusted network of recommendations for all services you'll need during the selling process
- Timely presentation and response to all bids
- Keep your needs in mind as I negotiate the best price and terms on your behalf
- Assist you in making informed decisions to achieve a satisfactory sale

To Offer Professional, Reliable Service

- All representation will be enacted in good faith
- Timely response to emails, texts, and phone calls
- Follow your directions and faithfully represent your concerns
- Adhere to all deadlines and important dates

To Be Accountable

- Record the receipt of Earnest-Money Deposit during acceptance of offer
- Obtain and deliver all documents promptly
- Review all settlement documents with you

To Prioritize You

- I will ensure you are fully informed at all times
- Your information will be kept in the strictest of confidence
- Your interest will be placed above all others

The Inner Workings of Home Selling

01

AN EASY GUIDE TO SELLING

Initial Tour & Listing Appointment | Pre-Launch | Launch Day | Buyer Prospecting | Closing

02

BE PREPARED

First Impressions Matter | Be Show Ready Every Day | Those “It” Factors | Handy Handbooks

03

THE ART OF NEGOTIATION

Disclose | Ask your own questions | Breathe

04

ARE THEY... THE ONE?

Acceptance | Inspection | Appraisal

05

CLOSING THOUGHTS

Your Closing Checklist | The Final Closing Process | The Costs of Closing | Post-Close Reminders

01

An Easy Guide to Selling

INITIAL TOUR

Sometimes called Research & Discovery, I will tour your property and provide insights for how to set your sale up for success. We may also discuss initial marketing strategies and I will walk you through the selling process.

LISTING APPOINTMENT

Once I've completed the Comparative Market Analysis, we will meet again to determine the final list price, discuss your expectations, and sign the listing documents that enact the listing contract.

PRE-LAUNCH

After our listing appointment, I will make the necessary arrangements to prepare your home for sale. Marketing photography, signage, and lock boxes will be collected and installed so we're ready to launch.

LAUNCH DAY

We're ready to go live! Your listing will become accessible to all prospective buyers, signage will be installed and all agreed upon marketing will be distributed.







BUYER PROSPECTING

Your property will be marketed through all available channels and marketing events will be scheduled until an offer is accepted.

NEGOTIATIONS & AGREEMENT

When an offer is made, I will help you determine the best course of action and respond accordingly until an agreement is reached.

INSPECTIONS

Your home will likely undergo a series of inspections depending on the Buyer's mortgage lender. I will guide you through any post-contract negotiations required by the inspector's findings.

LOAN COMMITMENTS

Your property will undergo a second appraisal by the lender to ensure the Buyer is not over paying. Further documentation will be collected and verified in order to proceed with closing the sale.

CLOSING PREPARATIONS

We must ensure all lender and Buyer requirements are met before the closing deadline. We will provide any remaining documents and schedule the official closing appointment. I will review the final figures before the appointment. There will likely be a final walkthrough by the Buyer 24 hours before the closing.

CLOSING

During the appointment, the escrow officer will determine what fees are owed by whom and prepare your final closing documents. Part of conducting the closing will also involve ensuring all fees are paid, the seller receives the money owed, and that the Buyer's title is recorded.

I'll be with you every step!

02



AN INVITING EXTERIOR

Curb appeal is crucial. Be sure to keep your lawn neat and tidy, weed-free, and water it regularly. You might also consider planting a garden if you don't have one already. But, if you do, be sure to maintain it, and trim and shrubs or bushes so they don't become unruly.

Clean the exterior of the home; pressure wash the siding and clean out the gutters.

Inspect the exterior for damage. Complete any exterior repairs that detract from the appeal - cracked foundation, crooked gutters, uneven pathways, loose siding, missing shingles, chipped paint, peeling caulking, or crumbling steps. Remember to reseal the driveway, if needed.

Refresh your front door with a new coat of paint!
A wreath and a new mat would help make it look more inviting, too.

Replace faded civic numbers on your home so it's easy to find your property when buyers visit.

Be Prepared

FIRST IMPRESSIONS MATTER
Tempt buyers to take a closer look by following this simple guide!

Is your home listed through the winter months?

Be sure to keep your driveway and all pathways clear at all times. You never know when a potential buyer might request a showing!

WILL MATCH THE WELCOMING INTERIOR

Clean, organize, and declutter every room. Your space will appear bigger and it will help prospective buyers envision their belongings in the home. Disorganized closets and storage rooms will make it difficult for buyers to determine if the storage space will suit their needs.

Simplify and depersonalize. Stick to tasteful, neutral décor choices and store personal items.

It should sparkle! Maintain the cleanliness of all spaces, from top to bottom, throughout the selling period. Consider hiring professional cleaners or renting a carpet cleaner.

Inspect the interior for damage and complete repairs. Cracks, water damage, leaks, holes, damaged windows, peeling wallpaper, and stains should all be taken care of before buyers have access to view your home.

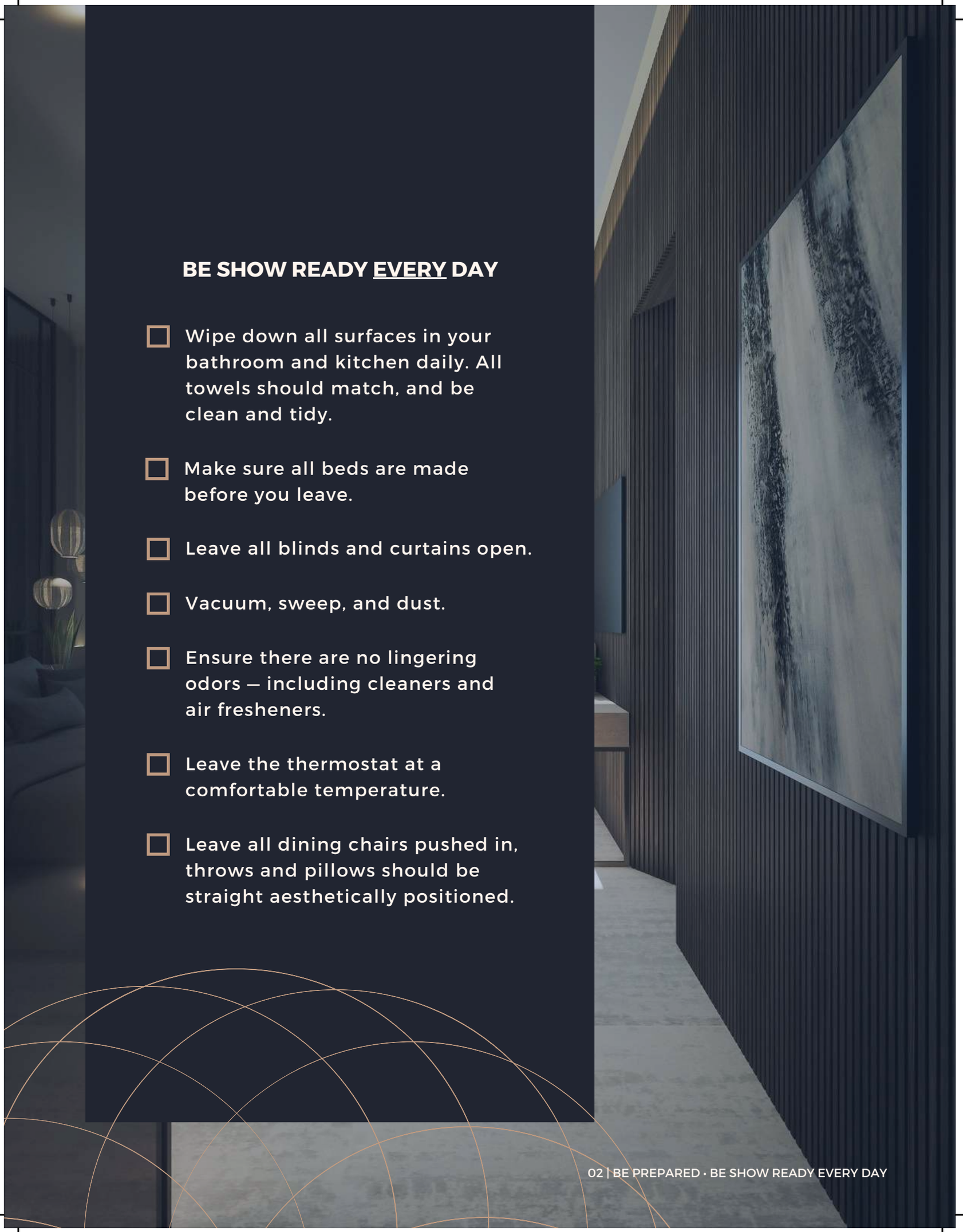
Refresh your paint! Work with neutral tones to appeal to a wide range of buyers. If you're thinking of replacing any flooring, the same suggestion applies. Remember, not everyone loves crimson as much as you do!

Neutralize any bad odors. You don't need to bake cookies before every showing, but your space shouldn't smell unwelcoming.



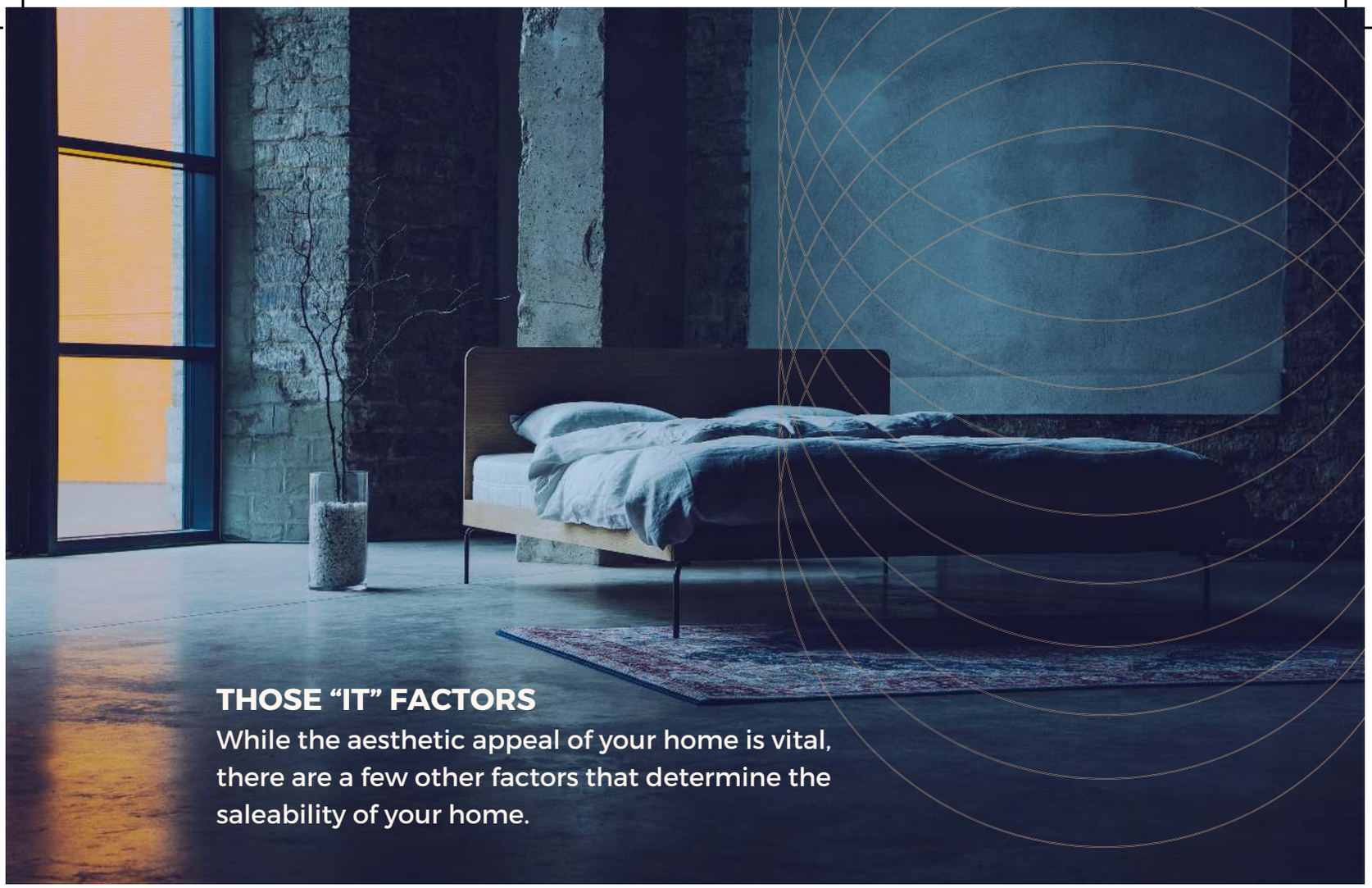
If your spaces are open and connected, tie them together with accent items. For example, a set of yellow throw pillows in the living room would be nicely accented by a bowl of citrus in the kitchen.

It should sparkle!



BE SHOW READY EVERY DAY

- [ ] Wipe down all surfaces in your bathroom and kitchen daily. All towels should match, and be clean and tidy.
- [ ] Make sure all beds are made before you leave.
- [ ] Leave all blinds and curtains open.
- [ ] Vacuum, sweep, and dust.
- [ ] Ensure there are no lingering odors — including cleaners and air fresheners.
- [ ] Leave the thermostat at a comfortable temperature.
- [ ] Leave all dining chairs pushed in, throws and pillows should be straight aesthetically positioned.



THOSE “IT” FACTORS

While the aesthetic appeal of your home is vital, there are a few other factors that determine the saleability of your home.

Does your property stand out? In a busy market, it is important for your home to shine in a crowd. I will do my best to guide you in the best direction in this regard. It’s important to note that the condition of your property, both aesthetically and functionally certainly comes into play here.

What is the condition of your property? Is it like new or does your roof need to be replaced next year, or were you the victim of a recent flood? Do you have all the legal documents required for sale or are there issues with your title deed? Do you have a lien or claim against your property?

Is it the right price? Your listing price is crucial. Does your home seem worth the price it’s listed at? Is it considerably higher or lower than the rest of your neighbors? You can trust me to advise you on setting a price that is both fair and strategic.

Is it a Buyers or Sellers market? The state of the Real Estate market also is a huge contributing factor to saleability. These are constantly in motion and I use my expertise to help you navigate your expectations here.

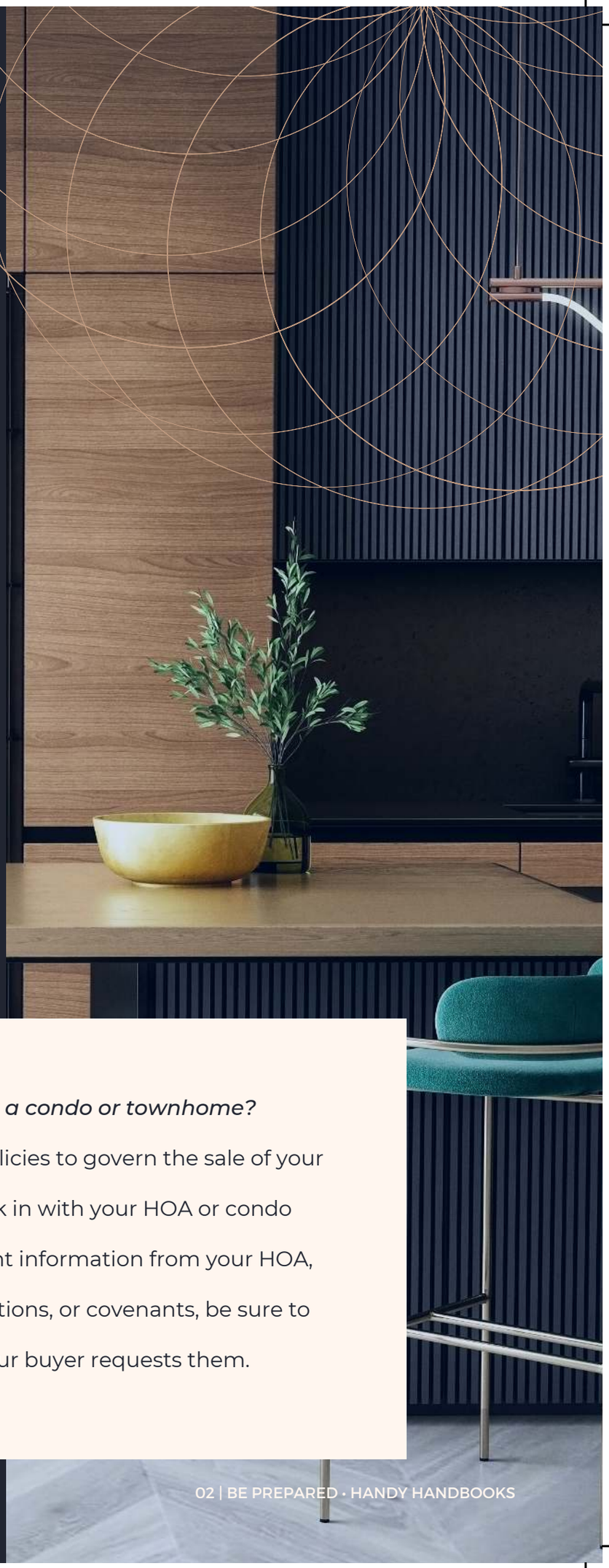
Are we leveraging our marketing? The only thing as controllable as home staging is our marketing! The more exposure, the better, and you can trust me to do my best by you and use as many of my marketing channels as possible.

HANDY HANDBOOKS

We know you kept all that paperwork for a reason! Now's your chance to dust off your manuals and receipts to have them available in case a prospective buyer asks to review them. And don't worry, it's okay if they do!

Both the Buyer and Seller will incur various fees over the course of the sale. For the Seller, these fees typically include:

- Mortgage discharge or prepayment, if required
- Unpaid taxes, fines, or claims against your property
- Unpaid survey or assessment fees
- Title Insurance Home Warranty
- Real Estate Commission



But wait! Are you selling a condo or townhome?

There may be restrictions or policies to govern the sale of your property, so be sure to check in with your HOA or condo bylaws. If you have any relevant information from your HOA, such as assessments, certifications, or covenants, be sure to include those in case your buyer requests them.



03

The Art of Negotiation

As Buyers begin to take notice of your property, it's important to keep a few things in mind:

DISCLOSE, DISCLOSE, DISCLOSE.

Disclose everything. Share all known defects about your home. Being open and proactive with your prospective buyer might feel awkward at first but it can save you costly legal troubles down the road.

RESPECT YOUR PRIORITIES AND THEIRS

You have to look out for yourself but it's important to understand that your buyer may be nervous! They are considering their future in your property and may ask a lot of questions to try and avoid as many unknowns as possible.

ASK YOUR OWN QUESTIONS

Question any terminology you don't understand. Your attorney and I are here to represent your best interests, so if you have any questions about your contract , from dollars to verbiage, do not hesitate to ask.

AVOID DELAYED RESPONSES

If you don't reply promptly to requests, bids, or counter offers, you could risk losing your buyer.

SPLIT COSTS

Don't get hung up about trivial costs and expenses. It's better to compromise and keep moving.

BREATHE

Negotiations can be difficult. Don't let a tense situation get the better of you.

04

Are They... The One?

When all the puzzle pieces fall into place, accept the offer if it feels right! Made the deal happen and get ready for the next phase. Here's a snapshot of the next steps in the selling process:

ACCEPTANCE

Congratulations! This is the first big step in selling your home. You're doing great! But now we begin the under contract process, so get out your date book. Over the next 30-60 days, you'll see a host of deadlines for things like inspection, appraisal, title deadlines, and more! It's important you don't miss any of these deadlines or you could risk breaching the contract.

INSPECTION

The biggest impact on your sale contract is the inspection. Your Buyer will contract a home inspector to closely review the condition of your home. Even if it's not required by law in your state, the Buyer still has the right to hire one. You will be asked to leave for the agreed upon time for the inspection. The duration depends on the size of your home, but these can typically last for 1 to 4 hours. Following the inspection, you may receive a counter bid on the sale contract if the inspector finds anything that needs to be repaired or replaced. You may choose which issues to address, by either making repairs or offering a reduction to the price at your discretion. Any issues that affect health and safety should be considered priority.

APPRAISAL

Separately from the inspection, the buyer will likely also need an appraisal in order to secure their mortgage. This is for the lender's piece of mind, ensure that we're not listing the home for more than it's actually worth. Whether the result comes in at value or not, I will assist you in making the right moves if action is required. Once the appraisal process is completed, the loan conditions deadline moves us one step closer to closing.



05 Closing Thoughts

You're almost there! This is the final leg of the home selling journey! It's time to finalize the sale and make it real. Once the buyer receives your title and you receive payment, it will all be official!

YOUR CLOSING CHECKLIST:

- ☐ Bring your valid, government-issued photo ID.
- ☐ House keys, mailbox keys and any other keys that go with the house.
- ☐ Garage door openers.

THE FINAL CLOSING PROCESS

By reviewing your contract of sale, the escrow officer will be able to determine what fees are owed by whom and prepare your final closing documents. Part of conducting the closing will also involve ensuring all fees are paid, the seller receives the money owed, and that the buyer's title is recorded.

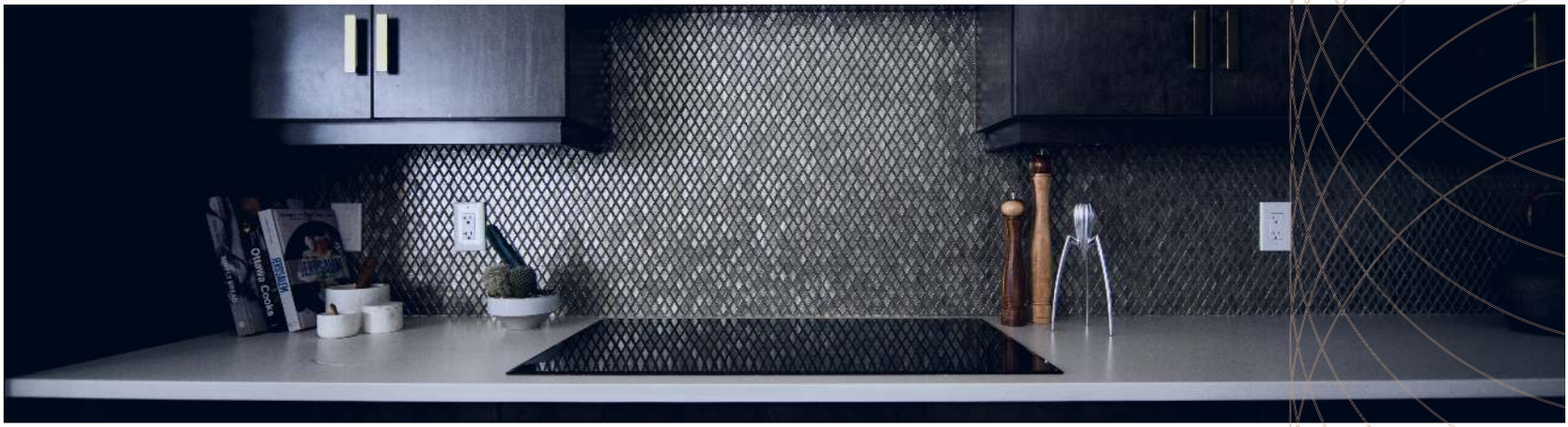
THE COSTS OF CLOSING

Both the Buyer and Seller will incur various fees over the course of the sale. For the Seller, these fees typically include:

- Mortgage discharge or prepayment, if required
- Unpaid taxes, fines, or claims against your property
- Unpaid survey or assessment fees
- Title Insurance
- Home Warranty
- Real Estate Commission

POST-CLOSE REMINDERS

Keep all your closing documents and all receipts for home improvements for your previous property.



Service Packages

Here's our list of service packages that we provide.

Justin Savoie REALTOR®

As your real estate agent, my ultimate goal is to help you sell your home in the quickest, simplest and most profitable way. A major difference is not all Colorado real estate agents are highly trained REALTORS®, like myself, who hold themselves to the highest ethical standards as members of a national, state, and local professional association. When we sell your home, we want to ensure we work together to market it to the fullest and in the best possible way resulting in an easy and effective positive outcome. You, my client, deserve to have the best opportunity to make decisions which provide you the best positive outcome. As your REALTOR® I work aggressively to get the most for your property. I network with a team of affiliate experts to support you through every stage of the process until your home is sold and closed.



equity COLORADO REAL ESTATE

custom

- Handyman Repair Staff – Agent will pay for the first hour of labor
- Targeted Pay-Per-Click Advertising
- Call Capture System for quick response
- Pre Listing Package
- Enhanced Internet listing
- Professional staging services – Agent will pay for the first hour and client will pay the remaining
- Pre-Inspection
- Agent will cover roof inspection and heating inspection. (Any repairs are paid by client)
- Professional Cleaning Service – Agent will help setup cleaning service (Client to Pay)
- Professional Moving Service – Agent will help setup with several vendors (Client to Pay for moving)
- Detailed Vendor List
- Open Houses

premium

Includes all services in standard package as well as services listed below.

- Enhanced Professional photography
- Listing package
- Enhanced social media ads
- Professional measurements
- Detailed marketing plan
- Interior counter displays
- Featured Color Flyers
- Direct Mail Postcards
- Property Website

standard

- Your home's price opinion
- Professional photography
- Yard Sign
- Electronic lock box
- Showing service 24 x 7
- Internet Multiple Listing Service (MLS)
- Settlement Services
- Syndication to other websites
- Internet data exchange feeds
- Electronic contract system with e-signature
- Professional Contract Negotiation

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call me today!



Congratulations!

Selling your home is a major undertaking. Great work on completing the sale successfully!

As your Real Estate agent, your best interest is at the heart of what I do. You can trust in me to represent you and guide you through this process so you can have the best possible experience.

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HOME
Sweet
HOME
Always here to help!