Marketing and Selling Your Home

Todd and Lisa McLain

McLain Group
RE/MAX properties, inc.

Notes

McLain Group

Our Mission

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To provide real estate services with distinction and integrity.

We are committed to
providing our clients
the utmost in expertise and service
to achieve their desired
real estate goals.

Todd and Lisa

McLain Group

Above the Crowd® and Ahead of the Competition

RE/MAX is the #1 Name in Real Estate.*

9 out of 10 home buyers and sellers know RE/MAX.**

That means remax.com brings more buyers to purchase your home.

National TV Advertising directs consumers to ww.remax.com

*Source: MMR Strategy Group study of unaided awareness.
**Source: MMR Strategy Group study of total brand awareness of real estate organizations among buyers, sellers, and those planning to buy or sell.

www.remax.com

RE/MAX properties, inc.

3 Locations To Serve You!

Call 719-540-HOME to reach any of our offices

North Office – Victory Ridge
1915 Democracy Point
Colorado Springs, CO 80908
Phone: 719-598-4700

Downtown Office
102 S Tejon St, Suite 100
Colorado Springs, CO 80903
Phone: 719-570-9000

Monument Office
15932 Jackson Creek Parkway, Unit E
Monument, CO 80132
Phone: 719-487-6100

GIVING BACK
We are proud to be community ambassadors.

First and foremost, Colorado Springs is our home. We care about its future and know the importance of being involved in projects that accelerate its growth and improve our quality of life. The more involved we are, the more impact we have on making this city the most desirable place to call home.

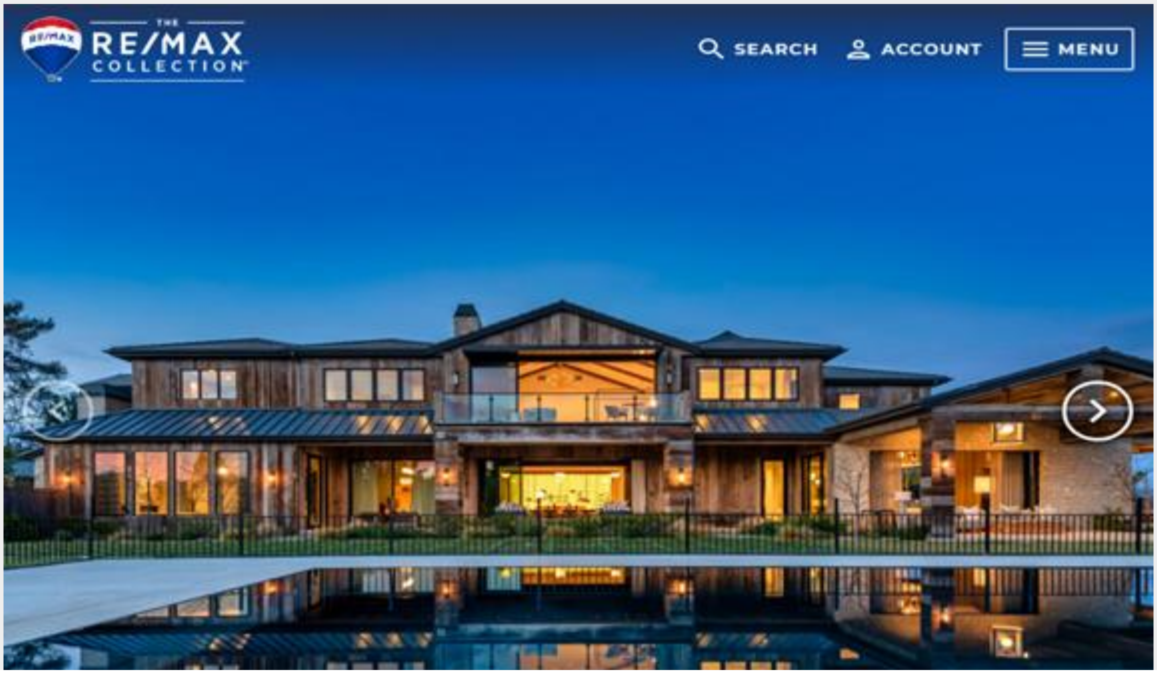
RE/MAX Properties Inc. supports the following:

- Colorado Springs Chamber & EDC
- The Olympic Museum
- Children's Hospital Colorado
- Children's Miracle Network

Our RE/MAX Properties, Inc. associates support many programs and local charities:

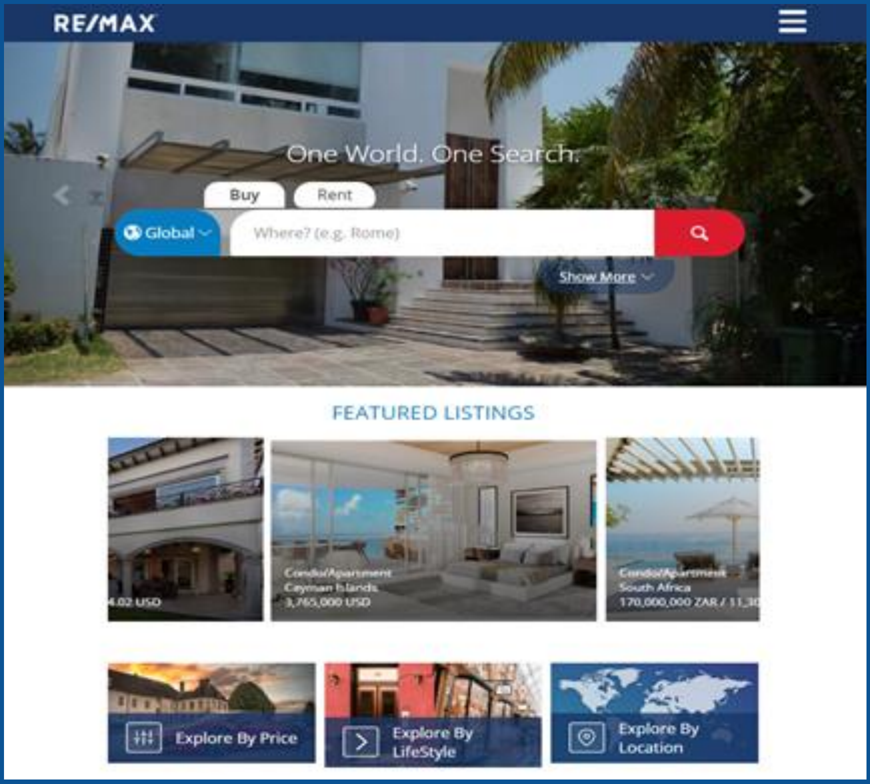
- Partners in Housing
- Penrose St. Francis Hospital
- CASA
- Palmer Land Trust
- The American Cancer Society
- Compassion International
- Soles for Souls
- COPPeR
- Ronald McDonald House
- The Police Foundation
- Fine Arts Center
- Local food banks, youth shelters, military charities, and numerous local school districts.

We are not only experts in selling homes. We know THIS community and are ambassadors of the Pike's Peak Region and its lifestyle.



SOPHISTICATION • ELEGANCE • CLASS

The RE/MAX Collection offers all this and much more to affluent homebuyers and sellers worldwide. This RE/MAX luxury-home-marketing program provides exclusive advertising incentives, specialized training, and unique marketing tools to RE/MAX agents so they can better serve discerning clients like you. Properties are uploaded daily to the *Wall Street Journal!*



RE/MAX GLOBAL

Your home will be featured on global.remax.com.

RE/MAX has agents in over 120 countries around the world! So someone moving to the Pike's Peak Region from another country could see your home as their new dream home!

Consumers will see your listing in their native language. The site translates all information for them!

RE/MAX properties, inc.

Meet the McLain Group

Todd McLain

Todd is bumping up on 25 years of experience as a Realtor in the Pike's Peak region. He has served on the Board of Directors for the Pike's Peak Association of Realtors, chaired its Leadership Academy, served on Agent Council for RE/MAX Properties and is consistently acknowledged for outstanding performance and productivity.
He graduated with highest honors from the University of Colorado system, was a 4th-5th grade teacher in Cherry Creek Schools (Denver) and Academy School District (Colorado Springs) and is a 3rd generation Colorado native. He enjoys many activities available in Colorado: dirt biking, skiing, snowmobiling, camping and general mountain adventures. During his 6-year stay in Hawaii, he developed a passion for surfing and snorkeling. He'll take a pass on deep sea fishing and would be happy to tell you why if you ask.
Todd is committed to providing his clients superior real estate service throughout the home buying/selling process. He provides accurate and up-to-date information, expert analysis and two decades worth of experience to empower his clients to achieve their desired real estate goals.

Todd McLain
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Meet the McLain Group

Lisa McLain

Lisa manages the behind-the-scenes operations and marketing for McLain Group. The organizational, creative, and relational skills she developed over decades as a wife, mother, and Registered Dietitian have translated seamlessly into her work with the team—planning, coordinating, creating, educating, and ensuring that every detail is thoughtfully handled.

Growing up on a Minnesota farm taught her the value of hard work, perseverance, and practical problem-solving—qualities that continue to shape her approach today.

Her greatest joy is spending time with Todd and their family—sons Nick and Noah, daughter-in-law Ari, and granddaughter Mia. Outside of work, a perfect day includes time with family and friends, outdoor adventures, gardening, reading (or listening to) a great book, exploring new places, or relaxing with a favorite cooking or decorating show.

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Meet the McLain Group

Ashley Brewster - Transaction Coordinator

Ashley has worked in the real estate industry for over 20 years. After graduating from Texas A&M, she earned her Texas Real Estate license and, subsequently, as an Asset Manager for Fannie Mae. She relocated to Colorado and obtained her Colorado Real Estate license. This allowed her to learn the ins and outs of Colorado Real Estate. In 2013, she founded Peak Transaction Coordinating, Inc. to assist Realtors with contract facilitation.

Upon ‘going under contract,’ Ashley will manage and monitor the contract transaction process. She will maintain files and the production, coordination and processing of all information and documents pertaining to the sale of your home.

Tammy Feuerbach – Closing Agent

Tammy Feuerbach has over 35 years experience and takes a “customer first” approach to her business, placing the customer’s experience before anything else. She also instills this core value in her entire direct team. She loves working at Land Title, saying that the company “cares for their customers and employees to a degree I’ve never seen before.” Land Title Guarantee Company is committed to thoroughness, accuracy and security and is Colorado’s largest locally owned and operated title agency. With Land Title, you’ll partner with closing agents and title examiners who know Colorado real estate laws, customs, and markets inside and out.

When Tammy isn’t at work, she loves spending time with her family, being outside, and can often be found hiking, skiing, and (whenever the chance comes up) escaping to the beach.

Meet the McLain Group

Dori Curtis – Staging and Design

Dori launched Interior Staging and Design, LLC in 2007 and is the lead designer and consultant. After many years of receiving consistent, positive support regarding her attention to detail, distinctive eye for color and ability to create beautiful, efficient spaces, she was able to turn her passion into her business. In addition to a Bachelor of Science degree in Business, she received a double certification in staging (CSS) and re-design (CRS) from the Academy of Staging and Redesign and is honored to have had her work recognized with the coveted "People's Choice Award" for the Colorado Springs Home Builder's Association Parade of Homes in 2013.

Dori's goal is to exceed expectations. She provides our clients a written consultation report of proven suggestions, invaluable information and time-tested techniques to expertly stage their home for the current market.

David Gaston – Photography and Videography

David has been a successful and highly sought-after photographer for many years. He provides his keen eye and experience to capture your home in a way that will entice buyers to want an in-person look. We will discuss option from daylight to twilight, interiors and exteriors, aerials and 3D walkthroughs to showcase your home's best side! If a picture is worth a thousand words, just imagine a video! Enjoy some of David's work at www.GastonPhotography.com. You'll love what you see!

Marketing Plan

Competitively Price Your Home

- We provide a comparable market analysis (CMA) to price your home for the current market.
- We bring extensive knowledge of the Pikes Peak Region. We have lived here for over 30 years!

Optimize Showing Your Home

- Every showing appointment is handled by professionally trained staff 7 days a week.
- Clear and consistent showing instructions and information will be provided.
- Feedback sought via email after showings.

We will:

- prepare and submit accurate Information to the Pikes Peak and, when warranted, Denver MetroList Multiple Listing Service (MLS).
- market your home with our *elevated marketing plan*.
- proactively promote your home for maximum exposure.

Our Elevated Marketing Tools and Multi-Media Approach Attracts More Buyers

- Professional pictures
- Drone photos and/or videos
- Social media
- Yard signs
- Multiple websites
- Professional print media

ONLINE PRESENCE:
95% OF HOME BUYERS USE THE INTERNET

- **HomesColorado.com**
  RE/MAX Properties, Inc.'s company website.
- **remax.com**
  The most visited real estate franchise website.
- **www.remaxcollection.com**
- **global.remax.com**
- **RE/MAX mobile search app**
  with Home Finder, Home Values, Open Houses, Saved Searches and Mapping.
- **Our Personal Website**
  Your home will be prominently displayed.

RE/MAX Real Estate Search App

Advanced house hunting with the RE/MAX Search app makes it easier than ever for buyers to find the right home.

- Search nearby.
- Search a neighborhood, zip code, or school district.
- Draw a shape to search.
- Use it on any device! Computer, Tablet, or Smartphone!
- Augmented reality!
- **Your home will be in a National and International Network**

WEBSITE SYNDICATION

Real estate listing syndication is an important part of **RE/MAX Properties, Inc.'s** internet marketing strategy. Our listings are automatically syndicated to over 200 of the TOP real estate websites. No matter where prospective buyers are looking, no matter which site they prefer, your listing is there.

THREE FACTORS THAT IMPACT THE SALE OF A HOME:

LOCATION – buyers have a variety of needs and desires You cannot pick your home up and move it, so let's discuss the other factors.

CONDITION - what **you** can do to get your home in the best condition possible for today's market. Buyers are often looking for move-in-ready homes that are updated and require very little work.

PRICE - is critical…even in a low inventory market.

PROPERTY ENHANCEMENT

We provide input to maximize the value of your home:

- Recommendations for minor repairs, replacements and improvements to help sell your property for the highest price possible.
- Referrals to reliable and dependable home improvement workers/professionals in the marketplace.
- Identification of potential Inspection Items if and when they come to our attention. This will help avoid delays or cancellations while allowing you to control costs.
- "Staging" your home to create an environment that will heighten interest, show potential and garner better offers more quickly.

STAGING

Why Your Home Should Be Staged...

In order to gain an edge in today's real estate market, a property must be priced right and look better than the competition. Think of it as a price war and a beauty contest at the same time! One of the best, proven methods to faster sales is a process known as "staging."

Home staging is effective because it emphasizes a property's strengths and minimizes its weak points. It allows your home to be shown at its maximum potential to the widest audience of potential buyers. Presenting a well-cared for home and creating a property that gives a positive first impression attracts the attention and admiration of prospective buyers and encourages them to consider how your property fits their requirements.

Staging and decorating are not synonymous! We feel so strongly about the benefits of professional input that we cover the cost for our clients.

Homeowners will receive a detailed list of suggestions. Overall, following through on the suggestions decreases time on the market, improves the appeal to a wider audience and results in a higher selling price. Whatever your questions may be, we are happy to walk through this process with you!

Time for Pictures!

Preparing your home
Make it inviting! Place some fresh fruit in a bowl on the counter or fresh flowers on the table. Eliminate unnecessary clutter and store away valuables, guns, alcohol and personal items such as photos, souvenirs, notes and awards. Store moving boxes on one side of the garage.

Remove your car from the driveway
…and from in front of your house. Move trash cans into the garage. Take down flags.

Clean windows = crisp views
Make sure to wipe down your windows, sills and glass doors. No finger or nose prints here!

Ceiling fans
Turn off all ceiling fans and keep the lights on, if possible.

Front and back of the home.
Cut the front and back yard, remove dead/dying plants and freshen up any landscaping/mulch as needed. Remove hoses, equipment and tools. Organize deck furniture and pick up pet waste. Put toys away (yes, your dog's toys, too!).

Make your house shine.
Clean your home, including the carpet, and floors, thoroughly as close to the day of pictures as is possible.

Santa, the Easter Bunny or a pumpkin still in the yard?
While we don't want to be a humbug, let's get those holiday decorations down. We want the buyer to have an idea of what your home looks like most of the year.

Let there be light!
Turn on all the interior and exterior lights and lamps. Replace any burnt out lights or mismatched bulbs. For daylight shoots, keep blinds down and in a level position. For twilight shoots, raise the blinds.

Kitchen
Remove magnets, papers, artwork from the refrigerator. Any non-decorative items should be cleaned off the counters. Store trash can in the garage or closet.

Bedrooms
Be sure beds are neatly made, clothes and laundry bins are put away and closet doors closed. Remove jewelry boxes and any other personal items.

Bathrooms
Clear counter-tops of anything except for decorations. Lower all toilet seats, remove toiletries from the bath and shower and store away your toothbrush. Clean the mirrors and glass.

Laundry/mud rooms
Empty washer and dryer. All supplies, clothes, coats and shoes are put away.

Pets
We Love Pets! But please have them out of the way for your photo shoot. Put away supplies including bowls, food, toys and cat box. Storing these items in the garage or a closet is best. We'll be happy to give them some love when we're done!

Take a breather! Whew!
The photographer is here…now what? Congratulations, you made it! The hard part is over. Go for a walk. Run an errand. Enjoy a meal. We'll take care of the shoot from here. When you return, we'll be just about finished and will share the photos with you soon!

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SHOWING YOUR HOME

Setting Showings
We utilize Showing Time, the leading showing management and market stats technology provider to the residential real estate industry, This technology allows us to set limits on showing times. Keep in mind the more flexible you can be, the more potential buyers will see your home.

Professional Feedback

- A feedback request form is automatically emailed to the showing agent.
- We can customize feedback questions to fit your home.
- Feedback will be provided directly to you.

Note:

- You can have as much or as little notice as you require for showings, but keep in mind that you want to sell your home and it is best if you can be ready within an hour or so for an agent to show your house.

- Showings are scheduled during the week AND on the weekends.

- It is ideal to leave your home before the prospective buyer arrives. They are more likely to stay a while and imagine their new life in the house if you are not there. Give potential buyers space to make their decision.

- If you have pets, please crate them or take them with you.

- Put away any personal items including laundry, dishes and even your toothbrush. You want this buyer to feel like a buyer, not an intruder.

- If you are available to turn on all the lights before a showing, please do.
  It adds to the nice atmosphere.

- Safely store away any valuables, guns, alcohol, etc.

- If you have any special considerations, let us know. We will be sure to pass on any special instructions for showing your home. If they change, please tell us.

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OFFERS - OUR PROMISE TO YOU

- We will carefully review and present all offers for your consideration.
- We will make sure you understand the strengths and weakness of an offer/contract.
- We will verify qualification of prospective buyers and research their lending options to increase the likelihood that they can secure financing.
- We will negotiate the strongest terms to create a solid transaction that will close on time without any surprises.

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MULTIPLE OFFERS

In competitive markets, a multiple offer situation is likely.

We have several strategies to help assist you accepting the best offer.

- Escalation Clauses
- Major Components Only Inspection Clauses
- Highest and Best Offer Strategy
- Multiple Offer Spreadsheets
- Analysis of Buyer's Loan Qualifications and Lender Consultation
- Appraisal Gap Clause

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THE INSPECTION

Inspections are critical to the transaction.

Upon making the decision to sell your home, it is most helpful to **complete any deferred maintenance**. Doing this will likely make a significant positive impact on the results of the inspection.

- Generally, the buyer will have an inspector perform the inspection.

- After reviewing the report, the buyer will then inform the seller of any repairs or credits that the buyer is requesting. This is completed through the timely use of the Inspection Objection notice.

- Prior to completing the Inspection Objection form, the buyer will want to contact their lender to ensure the items being requested will not alter the terms of the financing the buyer is seeking.

- Once prepared, the buyer or buyer's broker will deliver the notice to us and we will review it with you.

- As the seller, you have the opportunity to review the requested repairs and determine what, if any, you are willing to take responsibility for completing. We will walk you through the options related to this as well. Once you make that decision, we will communicate that to the buyer or buyer's agent.

- In most cases, Buyers will complete a general home inspection, radon inspection and sewer line scope.

THE APPRAISAL PROCESS

An appraisal will be required in most transactions.
The buyer's lender will typically engage the appraisal company.

Appraisers Duties:

- Determine value based on homes sold with similar characteristics and community
- Select 3-6 recently sold properties to provide analysis in relation to your property

As your agents, it is our commitment to meet the appraiser at your home and provide the following:

- Comparable Sales Data
- List of Upgrades
- Fully Executed Sales Contract

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BEFORE, DURING, AND AFTER THE SALE

WE WILL:

- Consistently manage all details of your real estate transaction.
- Make sure all the terms and conditions of your Contract to Buy and Sell are fully met or addressed timely and properly.
- Stay on top of all other matters to be sure your real estate transaction closes in a timely fashion and with as little stress as possible
- Be there to assist with all your real estate needs, even after the closing.
- Provide valuable real estate market information on a regular basis as well as local/community offers, home tips and coming attractions.
- Be your source of referral for all types of businesses, whether related to real estate transaction or not.

We have deep seated relationships within this community and will happily be your source for years to come whether it be a referral to help your family/friends, vendor recommendations or anything related to the Colorado Springs and Tri-Lakes Communities.

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CLOSING TIMELINE

THE PAPER TRAIL

The closing will take place when the closing agent notifies the parties that all necessary paperwork is in order.

It is imperative that all documents, including the financial figures, are complete and correct before the closing proceeds.

THE PARTIES

Closings may take place around one table, buyers and sellers may have separate signing meetings or they may be performed via mail-out.

At the conclusion, you will receive a check for the proceeds of the sale. The buyer will receive all keys to the house and outbuildings plus the garage door opener and security system codes.

As applicable, the seller's keys may be left with the closing agent, or an arrangement may be made for the buyer's agent to deliver them after everything is signed. Please leave appliance and technology manuals at the home for the new owner.

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SELLER'S CLOSING DOCUMENTS

Final closing instructions

Practice varies across the country, but if buyer and seller do not sign closing instructions when the escrow account was opened, they will do so at closing. Experts advise that you make sure the debits and credits balance to the penny.

Settlement statement

The closing agent prepares this accounting of all the money involved in the transaction. This statement is required by federal law. There is a buyer's column and a seller's column on this form. (You should have received a copy for review prior to the closing meeting.)

Double-check all figures and look for clerical errors before signing the HUD-1 form. Check everything from the sales price to the payoff balances on your loan and the prorations for tax and utility bills.

Certificate of title

A statement swearing you have the right to sell the property.

Loan payoff

This document shows your loan payoff amounts to be paid at closing.

Statement of closing costs

Your signature on this document says you were informed about the various fees and closing costs ahead of time.

The deed

The deed is the instrument for transferring title. The type of deed used varies by state — grant deed, warranty deed, etc. — but the purpose is the same. Ownership transfers to the buyer when the signed deed, which includes the legal description of the property, is recorded at the county courthouse.

Mechanic's liens

You may be asked to sign a document swearing there is no possibility of a lien being placed against the property by a subcontractor or other laborer for money due them.

Bill of sale

This paperwork itemizes any personal property — the backyard barbecue and coffee table — you agreed to sell your buyer and transfers ownership to them. Verify that everything you agreed to sell is listed and correctly priced.

Statement of information

The title company requires that you swear you are who you say you are. Take a driver's license or valid passport to the closing for ID.

Read everything, redo all math. Speak up before signing a document if you find an error or if you question that you really promised to give your buyer credit for something, or credit for the amount listed.

We Can Help Around the Globe

As professional real estate agents with RE/MAX and RE/MAX Properties, Inc., we can provide referrals to those buying and selling property almost anywhere in the world!

Do you have friends, family, neighbors or co-workers:

Facing a job-related move?
Downsizing?
Looking to invest in income property?
Looking for a vacation or second home?
Considering purchasing a homes their child can live in during their college years?

Let us demonstrate our value:

- We will RESEARCH two well-qualified agents for the services and area.
- We know the QUESTIONS to ask to confirm their qualifications for the buyer's or seller's needs.
- We will INTERVIEW the agents to confirm how they work and if they might be a fit for our client.
- Our clients will interview the agents we have identified and choose the one who they feel most comfortable with. If it's not a match, we'll find someone who is!

We find TOP AGENTS, not just any agent!

RE/MAX properties, inc.

Definitions

ABR® (Accredited Buyer's Representative)
The ABR® designation is the benchmark of excellence in buyer representation. This coveted designation is awarded to REALTORS® who meet the specified educational and practical experience criteria, by the Real Estate Buyer's Agent Council (REBAC) of the National Association of REALTORS®.

Adjustable-rate Mortgage (ARM)
A mortgage that permits the lender to adjust the interest rate periodically on the basis of changes in a specified index.

Agency
Any relationship in which one party (agent) acts for or represents another under the authority of the latter.

Amortization Schedule
A timetable schedule showing the amount of each payment applied to interest and principal and the remaining balance after each payment is made.

Appraisal
A written analysis of the estimated value of a property prepared by a qualified appraiser.

Biweekly Payment Mortgage
A mortgage requiring payments every two weeks instead of the standard monthly payment. The result for the borrower is a substantial savings in interest.

Broker
A person who, for a commission or a fee, brings parties together and assists in negotiating contracts between them.

Capital Gains
The profit obtained from the sale of an asset, such as real estate.

Closing
A meeting at which a sale of property is finalized.

Closing Costs
The fees, costs, and taxes associated with the purchasing of a home, the borrowing of money, and the preparation of necessary paperwork to finalize the sale.

Collateral
An asset (such as a car or a home) that guarantees the repayment of a loan.

Commission
The fee charged by a broker or agent for providing services related to a real estate transaction such as marketing the property, bringing the parties together, and negotiating a

Deed
The legal document conveying title to a property.

Earnest Money Deposit
A deposit made by the potential home buyer to show that he or she is serious about buying the house. purchase contract or loan.

Equity
A homeowner's financial interest in a property.

Escrow
A deposit of value, money, or documents with a third party to be delivered upon the fulfillment of a condition. For example, the earnest money deposit is put into escrow, held by the broker, bank or other party, until delivered to the seller when the transaction is closed.

Fair Credit Reporting Act
A consumer protection law that regulates the disclosure of consumer credit information by consumer/credit reporting agencies and establishes procedures for correcting mistakes on one's credit record.

Good-faith Estimate
An estimate of closing costs associated with the purchase of your home.

Home Inspection
A thorough inspection that evaluates the structural and mechanical condition of a property. Could be environmental, energy-efficient, etc.

Home Warranty
A guarantee for mechanical systems and appliances, but not the structure, against repairs not covered by homeowner's insurance; coverage is for a specific period of time.

Lien
The legal claim against a property that must be satisfied before the property may be sold.

LTV (loan to value)
The ratio of the amount of a mortgage loan to the appraised value or sales price of the property mortgaged, whichever is lower.

Lock-in
A written agreement in which the lender guarantees a specified interest rate if a mortgage goes to closing within a set period of time.

Mortgage
A loan to finance the purchase of real estate, usually with specified payment periods and interest rates. Generally, the mortgage document pledges the mortgaged property to the lender as security for the loan.

Mortgage Insurance
A policy that insures the lender against loss caused by a mortgagor's default on a mortgage.

Net Worth
The value of all of a person's assets, including cash, minus all liabilities.

PITI
Principal, Interest, Taxes, and Insurance: four components of a monthly payment on mortgage loans.

Points
A point is 1 percent of the amount of the mortgage. At closing, lenders sometimes charge borrowers a percentage of the loan amount equal to the number of points to cover the lender's cost. Sometimes borrowers pay higher points in exchange for a lower interest rate.

Prime Rate
The interest that banks charge to their preferred customers, usually large corporations, for short-term loans.

Principal
The amount borrowed or remaining unpaid.

Real Estate Agent
A person licensed by a state to negotiate and transact the sale of real estate on behalf of a property owner/seller or buyer.

Real Estate Buyer's Agent Council (REBAC)
The Real Estate Buyer's Agent Council , a wholly-owned subsidiary of the National Associations of REALTORS®

REALTOR®
A registered collective membership mark that identifies a real estate professional who is a member of the National Association of REALTORS® and subscribes to its strict code of ethics.

Sales Contract
Also known as a purchase contract, the legally binding document that sets forth the terms of the sale, establishes the rights and obligations of the parties involved, specifies the actions to be taken in order to close the sale, and establishes the time frames for those steps to be completed.

Settlement Statement
A document prepared by a broker, escrow company, or lender detailing the complete breakdown of the costs and disbursements in a real estate transaction.

Survey
A drawing or map showing the precise legal boundaries of a property, the location of improvements, easements, rights of way, encroachments, and the other physical features.

Title Search
A check of the title records to ensure that the seller is the legal owner of the property and that there are no liens or other claims outstanding.

Underwriting
The process for evaluating a loan's application to determine the risk involved for the lender.

Walk-Through
A final inspection of a home before closing to verify that the condition of the property and contents are as contracted.