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The Colorado Home Seller's Guide

How to sell a Colorado home for the most money with the least drama

Three prices · Timing · Fix or leave · Photos and staging · Marketing and showings · Reading offers
Inspection and appraisal · The net sheet · Selling and buying at once · Special situations · The mistakes · The checklist

THE SIMPLE ANSWER

Start with three defensible prices and a net sheet, fix what buyers price twice, launch with real photos for a full first weekend, read every offer for more than price, hold the line at inspection with facts, and close with the money you were told you would net.

Prepared for Colorado sellers by

KENNA REAL ESTATE GROUP

The Hardest Working Group in Real Estate · Keller Williams Realty DTC, LLC · Centennial, Colorado

Call or text 303-955-4220

A live person answers during office hours: not a robot, not a phone tree. We will run a Smart Pricing Report on your home, with a net sheet, before you decide anything. Nobody sells you anything.

What is in this guide

Who this guide is for

Owners who want the most money, owners who need a date, and owners who have been burned by a guess. Every section ends with what to do next.

1. What it is worth: three prices

Zillow guesses. A Smart Pricing Report reads the closed sales a buyer's appraiser will read, nets out the concessions hidden in those sale prices, and gives you three prices with the strategy behind each. It is free, it comes with a net sheet, and every Kenna Real Estate Group listing starts with it.

Move fast Just under the field; built for multiple offers in the first weekend.

Market Just under the search ceiling, above the field, defended by three closed comps.

Stretch Leans on the top two sales; only if the home shows like them.

The ceiling The price buyers searching your bracket will not cross.

WHY THREE

One price is a guess dressed up. Three prices with the comps behind them let you choose the strategy, not just the number, and defend it at the appraisal.

2. Timing

Spring and early summer bring the most buyers along the Front Range, and the most competition. The bigger lever is the launch: the first ten days on the MLS set the price the market will pay. A home that hits on a Thursday with the right price and real photos, for a full weekend of showings, out-earns the same home launched tired in a busy May.

COLORADO SEASONS

January and February have fewer buyers but almost no competition; September and October are quietly strong; the two weeks around Thanksgiving and Christmas are the slowest of the year.

3. What to fix, what to leave

Fix what buyers price twice: the dripping faucet, the cracked outlet cover, the scuffed front door, the water stain from a leak fixed three years ago. Buyers deduct ten times the cost. Skip the kitchen remodel; you will not get it back.

Roof Age and hail history; a certification letter answers the question before it is asked.

Furnace and water heater Ages and service records.

Sewer line A scope before listing beats a surprise at inspection.

Cosmetic Paint, lights, hardware, landscaping: high return, low cost.

4. Staging and photos

Buyers see your home on a phone at 11 p.m. before they ever see it in person. Professional photos, a clean and edited home, and honest room descriptions do more than any open house. We handle the photographer, the floor plan and the video.

- Half the furniture, none of the personal photos.
- Every light on, every blind open, every surface clear.
- Twilight exterior shot for the cover.
- Floor plan with dimensions; buyers ask for it.

5. Marketing and showings

The MLS feeds every portal, so syndication is table stakes. What moves the needle is the Kenna buyer database, the agents with buyers waiting, and showing feedback captured in the Property Showing Report so we know within days what the market is saying and whether to adjust.

> **SHOWINGS**
>
> Easy access sells houses. Lockbox, flexible hours, and a home that can be shown in 20 minutes' notice.

6. Reading offers

The highest price is not always the best offer. We read each one for financing strength, appraisal-gap coverage, inspection terms, concessions, closing date and the deadlines in the Colorado contract, then negotiate every term.

Financing Pre-approval letter, lender reputation, loan type.

Appraisal gap Will the buyer cover a low appraisal, and how much?

Inspection As-is with right to terminate, or full objection rights?

Concessions What you are really netting after credits.

7. Inspection and appraisal

Expect an inspection objection; it is normal. We answer it with facts, contractor quotes and the comps, and we do not give away money for cosmetic items. If the appraisal comes in low, the three-price report is your evidence, and the offer's appraisal-gap language decides who covers the difference.

8. The net sheet and closing

Payoff, commission, title and closing fees, prorated taxes, HOA transfer fees, concessions and any repairs: your net at the contract price, in writing, updated at every negotiation. Closing is at a title company; the wire lands the same day or the next morning.

WORKED EXAMPLE

$650,000 contract, $310,000 payoff, 5 percent total commission, about $3,500 title and closing, $2,100 prorated taxes, $8,000 concession: net near $293,900. Your numbers will differ; the method does not.

9. Selling and buying at the same time

Contingency Your purchase depends on your sale; weaker in multiple offers.

Rent-back Sell first, stay 30 to 60 days while you buy.

Bridge loan Borrow against the old house to close the new one.

Qualify for both Carry two payments briefly; strongest offer, most stress.

10. Special situations

Divorce A neutral third party, court-ready valuations, both spouses in writing. kennarealestate.com/real-estate-and-divorce

Estates and probate Letters, court timelines, as-is sales.

Downsizing Patio and 55+ homes; timing the sale and the purchase.

Relocation Deadlines, rent-backs, remote closings.

Little or no equity Short sale or hold; the net sheet decides.

Investment property Tenants, leases, 1031 timing.

11. Mistakes that cost sellers money

- **Pricing on hope.** Every price cut costs more than pricing right would have.
- **Launching before the home is ready.** You get one first weekend.
- **Phone photos.** The buyer scrolls past.
- **Fighting cosmetic inspection items.** Give facts, not money; but do not lose a buyer over $500.
- **Ignoring the net sheet.** The price is not what you keep.

The checklist, and who to call

Smart Pricing Report and net sheet reviewed; strategy chosen

Roof, furnace, water heater and sewer answers ready

Repairs buyers price twice completed; receipts kept

Photos, floor plan and video scheduled after show-ready

Disclosures completed (Seller's Property Disclosure; lead paint if pre-1978)

Launch date set for a full first weekend

Offer review: financing, appraisal gap, concessions, dates

Inspection objection answered with facts

Move-out and rent-back dates confirmed

Wire instructions verified by phone at closing

3
PRICES IN EVERY SMART PRICING REPORT, WITH THE COMPS

10
DAYS: THE LAUNCH WINDOW THAT SETS THE PRICE

30-45
DAYS FROM CONTRACT TO CLOSING

1
PHONE NUMBER: 303-955-4220

ONE NUMBER

Call or text 303-955-4220. A live person answers; you get a name and a direct line the same day. Every agent in the Kenna Real Estate Group works from this playbook, with Brian Lee Burke, REALTOR® since 2002, as the employing broker on every file. kennarealestate.com