



**VELOCITY**

REAL ESTATE & INVESTMENTS, INC.

## *Selling Packet*

Velocity Real Estate and Investments is a professional real estate company that specializes in residential properties and residential investment properties. We not only provide all the standard services for buying and selling properties, but we also offer extensive and professional knowledge on the investment side of real estate. We have an abundance of resources at our fingertips and can help you in any area of the Real Estate process.

Whether you are looking to earn competitive returns on an existing investment property, buy the home of your dreams, or sell your current home for top market value, Velocity Real Estate and Investments is the premier choice for all your professional real estate needs.

This packet contains all the information you will need to know about selling your property, and we will handle the rest of the process for you!

-The Velocity Team

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# Table of Contents

## Velocity

- 2: Table of Contents
- 3: Our Mission And Value

## Colorado

- 4: Areas We Serve
- 5: Relocating within Colorado?

## The Selling Market Today

- 6: Market Conditions And Factors
- 7: The Selling Process

## Preparing your Home for Sale:

- 8: Physically Prepare Your Home For Sale
- 9: Landscape and Outdoor Preparation Tips
- 10: Positioning In The Current Market
- 11: Basic Guide To Inspections
- 12: Seller Pre-Closing Checklist
- 13: Contact Information



## *Our Mission and Value*

**Our Mission at Velocity Real Estate and Investments is to provide an exceptional experience in the buying and selling process of real estate and helping real estate investors achieve their financial goals.**

**We will accomplish this by carefully listening to our client's needs and wants, providing incomparable information and completing the necessary due diligence in achieving their goals and exceeding their expectations.**

**Education/Experience** –All of our brokers earned a minimum of a bachelor's degree, which provides a highly professional and polished experience at all times. We conduct a great deal of market research and analysis to make sure we can offer you the most accurate and up-to-date information.

**Investments** –The residential investment market is Velocity's specialty. Our knowledge of the market and inventory is proven superior to our competition. We know where and what to look for when locating an investment property, and how to make sure it fits your financial needs and goals.

**Financial Analysis** – Given our education and skill set, we are able to analyze properties and determine which assets are the most profitable for our clients. With personalized analysis we tailor to each client, we are able to achieve and exceed his or her financial goals.

**Smooth/Efficient Transactions** – While the real estate process can be complex, providing good communication between all involved parties is imperative. We strive to be involved in each transaction and communicate effectively and efficiently with our clients.

**Buying Process** - When buying a home, we strive to find a place that meets all of your needs and guarantees the best value for your money. We pride ourselves on being extremely efficient, which helps us to streamline the search process and maximize the value of your time. Our main goal is to ensure the transaction is in your best interests and proceeds as smoothly as possible.

**Relationships** – Velocity Real Estate and Investments values strong relationships with our clients. We accomplish this by listening to your needs and wants and getting to know you personally. This allows us to build strong, lasting relationships.



# Areas We Serve



**Fort Collins** - A vibrant community of 155,400 nestled against the foothills of the Rocky Mountains, 65 miles north of Denver. As a regional center for employment, shopping, and healthcare, Fort Collins offers the convenience of a small town with all the amenities of a larger city. Fort Collins is also home to Colorado State University,.



**Loveland**- Just a short distance from Fort Collins, the City of Loveland offers many of the same attractions and entertainment. With a population of 71,334, this growing city has plenty of character and is billed as the Hearts and Arts capital of Colorado.



**Greeley**- Greeley is in the center of Northern Colorado, hosting a population slightly above 100,000. Just an hour away from the grandeur of Rocky Mountain National Park in one direction and an hour from the Mile High city life of Denver in another. Greeley is also home to the University of Northern Colorado, making a great place to invest in rental properties.



**Longmont**- A vibrant and dynamic community of over 85,000 residents, Longmont, is located along the Northern Front Range of Colorado. Nestled right in between Denver and Fort Collins, Longmont provides a great location with easy access to the mountains or downtown city life.



**Boulder**- Boulder has a population of roughly 100,000 people and is located in the foothills of the Rocky Mountains, just 35 miles northwest of Denver. Boulder is home to the University of Colorado, and is also known for its natural beauty.



**Berthoud**- Berthoud is a wonderful place to stroll and shop, dine, visit and play. Locally owned businesses give Berthoud a vibrant community, enjoying developing commerce, population growth and exciting changes each day.



**Summit County**- Summit County originated in late 1861 and is currently populated by just over 29,000 residents. Located directly west of Denver, Summit County is right in the middle of the beautiful Rocky Mountains. Many communities that reside within Summit County: Blue River, Breckenridge, Dillon, Frisco, Keystone, and Silverthorne.



**Denver**- Metro Denver has an enviable quality of life that makes it simply one of the best places in the United States to live, work and play. Just step outside and Denver offers panoramic views of the Rocky Mountains, the nation's largest public park system, and 300 days of sunshine a year. In 2016, U.S. News & World Report named Denver the number one city to live in based on job prospects, affordability, and quality of life.



# Relocating Somewhere In Colorado?

Our Mission at Velocity Real Estate and Investments is to provide an exceptional experience in the buying and selling process of real estate and helping real estate investors achieve their financial goals. If we are currently assisting you in the sale of your property, and you are relocating within Colorado, we would love to help you in the buying process of your new home.

## Advantages of Using Velocity for both Buying & Selling Transactions

**Relationship Efficiency-** When you find an agent that is a good fit for you, it isn't worth looking for another to finish the transaction. If we have helped you with a sale, and you enjoy our work ethic, let us continue our service to you on the buying side of the deal.

**Financial Efficiency-** With a competent agent on both sides of your transaction, you stand to gain a major advantage that can save you money throughout the process.

**Simultaneous Closings-** While this transaction is a little more complicated; our agents have the ability to save you time, money and stress by performing a simultaneous close. Please feel free to contact a Velocity agent for more details on this process.

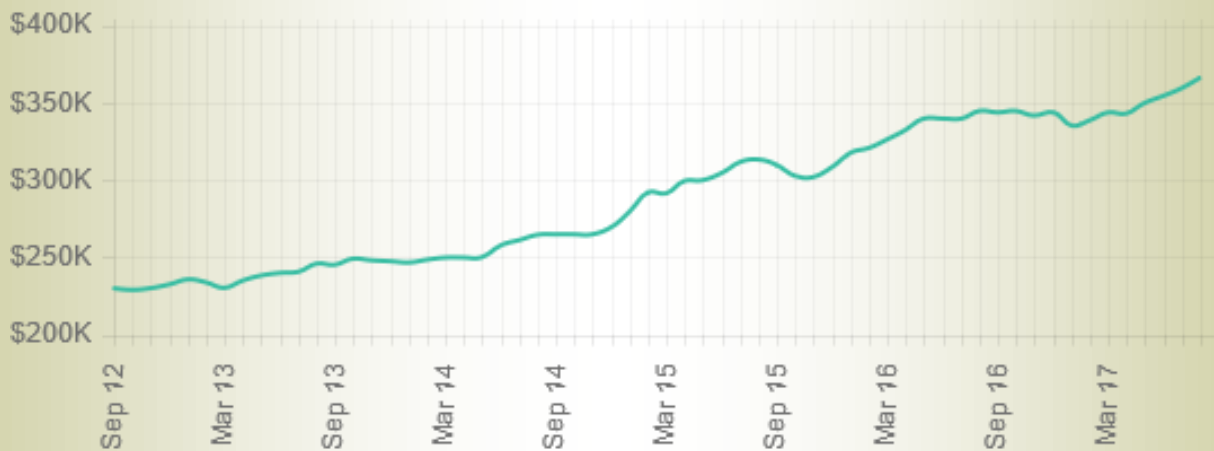
**Local Knowledge-** We specialize in the Northern Colorado, Denver, and Summit County markets. If you are relocating to an area we serve, make the transaction simple and stress free.

**Trust-** If you've come to trust a Velocity agent with your real estate needs, why deviate from that trust? We will do everything in our power to get you the best deal possible and make the process as stress-free as possible.

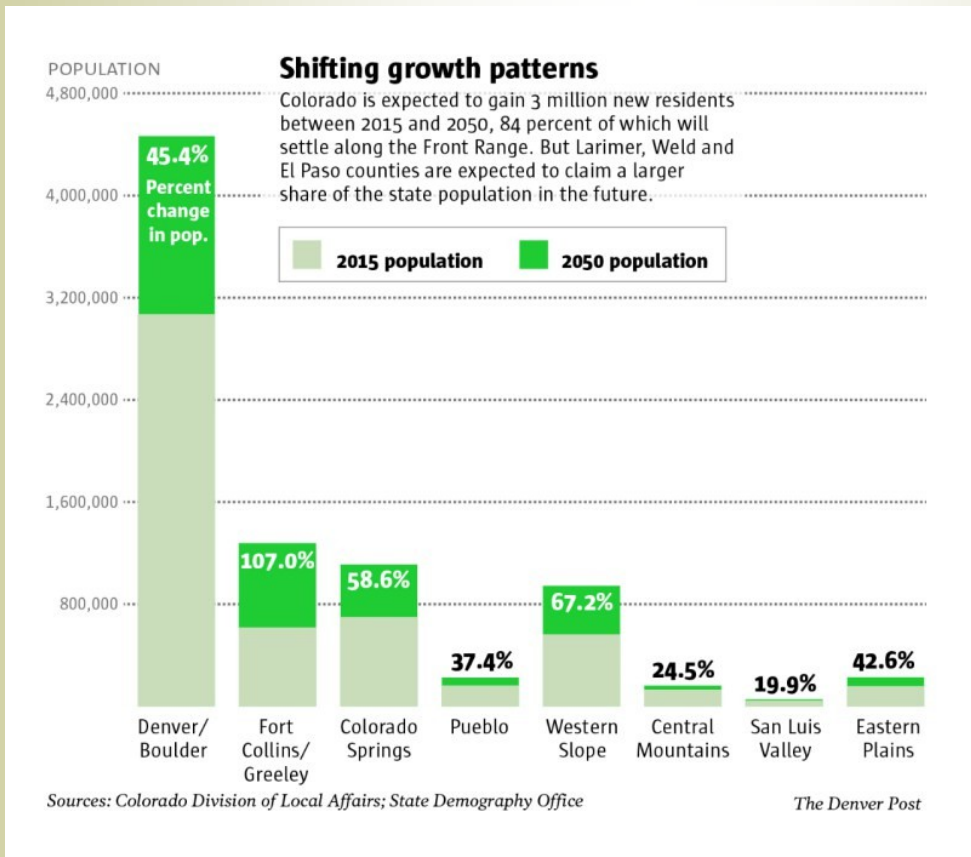


# Market Conditions And Factors

## Median Sales Price



The above graph illustrates median sales price for homes in Fort Collins from 2012-2017. There has been a constant upward trend in the market since 2012 and the average price of a home has gone up by nearly sixty-four percent.



The U.S. Census Bureau has predicted that the population of the Fort Collins/Greeley area will more than double in the next 30 years. This trend will inevitably continue to drive the median prices in our market even higher with the influx of competition to build and buy homes.



# The Selling Process

**Determine goals and outcome:** Once the decision to sell has been made, a number of other questions come to mind. What is the value of the home? What are current market conditions? How can the property be marketed most effectively? How long will the process take and how should I proceed with future plans? Who will be able to help with contract and closing requirements? The selling process can be a complicated one and having an expert on your side will allow you to attain top market value for your home and expedite the sale.

**Interview and select a broker:** As a seller, pricing and marketing aspects are very important. Everyone wants to make sure they get the best possible price and terms. Proper preparation goes a long way towards that end.

**Competitive Market Analysis:** The brokers that you interview will want to take a careful look at your property in order to gather information to help them estimate its value. This estimate is not an appraisal, but a competitive market analysis. This is a tool that will allow you to compare your property with similar “sold” properties and determine your competition currently on the market.

**Marketing Strategy:** Multiple Listing Services (MLS), newspapers, yard signs, open houses, internet, etc? How should your property be marketed? What kinds of advertising really pay off? What works for sellers in my price range? A broker who knows your area will be able to help you devise a marketing plan based on previous successes.

**The Listing Agreement:** The listing agreement is the written contract by which a property owner hires a real estate broker to market real property and provide services. A listing contract describes the property (address and legal description), the listing price and the terms that are acceptable to the seller. The listing also outlines the compensation that the broker is to receive. A listing contract may specify a percentage of the selling price, a flat fee, or any other negotiated agreement mutually acceptable by all parties as compensation to the real estate broker. Colorado brokers are required to use Listing Contracts approved by the Colorado Real Estate Commission.

**Maximize Showings:** Your broker can give you beneficial advice concerning how to prepare your home for showings. Common sense applies, but a trained third party observer can help position your home to maximize first impressions. A thorough clean, a little touch up here and there, some fresh paint, or minor repairs can help attain a higher price and expedite the sale.

**Counteroffer:** An offer to purchase made by a prospective buyer has no limits on what price or terms it may contain. Having a broker on your side will help assist you in this process and ensure you are getting the best price possible and the most favorable terms. The seller always has the option of accepting or rejecting an offer that does not meet his/her requirements. If the terms do not meet the seller’s requirements a counteroffer should be utilized as an attempt to compromise rather than dismissing a qualified buyer.

**Source: Colorado Division of Regulatory Agencies: Division of Real Estate**  
<http://www.dora.state.co.us/real-estate/consumer/selling.htm>



# Physically Prepare Your Home For Sale

## Home Preparation/Staging Tips:

**Remove all Clutter and Mess:** The buyer must be allowed to imagine their own life in the home they are viewing. Removing all clutter and visible messes will ensure they can do this.

**Organize remaining items:** Whatever remains visible should be organized in a visually appealing manner.

**Deep Clean & Deodorize:** Be sure to deep clean the home in areas that you usually wouldn't worry about. By neutralizing the surroundings and the scent of the home, the potential buyer will be much more comfortable when viewing.

**Refresh major Paint defects:** If time permits, take a run through the house and touch up any wall areas that are scuffed and marked.

**Make sure it is “room appropriate”:** Be sure the home reflects what it is listed as. If the listing states “3 bedrooms”, be sure it appears this way.

**Stage Outdoors:** Preparing the outdoors is just as important as the home itself. Create private living/sitting areas throughout the outdoors. Please see the landscaping page for more details.

**Create a good first impression:** First impressions are everything. This can range from the first thing a buyer sees, to a fresh batch of cookies the buyer smells when they come into the home.

**See the home from the eyes of a buyer:** Walking through the home using the perspective of a possible buyer will help you prepare your home for showings.





# Landscape and Outdoor Preparation Tips

*When selling a home, the landscaping can be one of your primary marketing tools. If “curb-side” appeal is high, the chances of selling at your designated price is impressively increased. Please enjoy the following tips!*

## **Spring:**

1. Mow diagonally and edge your lawn along driveways, sidewalks, and planting beds.
2. Transplant tulips and daffodils or buy flowers in containers to spruce up the scene. Yellow is said to stimulate buying urges!
3. Place a welcome mat out for cleaning shoes and an umbrella stand at the entryway.

## **Summer:**

1. Keep your lawn maintained.
2. Make your landscape feel like an exterior room. Clear patio paving of any debris and use outdoor furniture to make your backyard space feel like an inviting oasis. If you're having an open house, place an aluminum bucket of ice full of bottled water at the entryway.

## **Fall:**

1. Stay on top of raking, raking, and more raking.
2. Celebrate the season. Add a fall wreath to the front door or place a few pumpkins or a fall display on your front entryway to welcome potential homebuyers.

## **Winter:**

1. Keep snow and ice at bay. Keep all walkways and driveways clear. If buyers can't make it to the home easily, it won't sell!
2. Take advantage of natural light during showings.
3. Play up seasonal scents.
4. Put lights on timers. You can't be home all the time and you want your home to look warm and welcoming whenever prospective buyers drive past.
5. Prune deciduous shrubs and trees.



# Positioning In the Current Market

*With the help of a Velocity agent, we will be able to assist you in assessing the three main components of positioning your property in the market. These three components are **style**, **location**, and **list price**. After assessing these components we will match buyers that are looking for similar characteristics. It is essential to have these factors in place to entice buyers' interest.*

## **Style:**

The first factor in positioning your property among the competition is to accurately target buyers looking for a similar style you are offering. Whether you are selling a Victorian style home, or a simple ranch style, your main goal in marketing the property should be to reach the appropriate buyers. Our agents at Velocity have a wealth of knowledge and resources at their disposal to make sure this is done well.

## **Location:**

The second key to positioning your property among competition in the market is to use your location as an advantage. Every location has unique advantages above other areas surrounding it. Highlighting these advantages and informing the buyer on how their lives would change due to these advantages is your goal. Once again, our agents at Velocity have a wealth of knowledge and resources to make sure this is done well.

## **List Price:**

The final and most important point is to choose the proper price to go to market with. This key step gets a little more technical, but can be the difference between getting offers or no interest in the home at all. This is one of our specialties, and we would love to help you throughout the pricing process.



# Basic Guide to Inspections

## Basic Inspection Checklist:

**Structural:** Construction of walls, ceilings, floors, roof and foundation.

**Exterior:** Wall covering, landscape, grading, elevation, drainage, driveways, fences, trim, doors, windows, lighting, etc.

**Roof and Attic:** Framing, ventilation, roof construction, gutters, etc.

**Plumbing:** Pipe materials, drain, waste, vent pipes, condition, toilets, showers, sinks, traps.  
(Usually does not include sewer)

**Systems and Components:** Water heaters, furnaces, air conditioning, ducts, chimney, fireplaces, and sprinklers.

**Electrical:** Main panel, circuit breakers, wiring, grounding, exhaust fans, receptacles, and light fixtures.

**Appliances:** Dishwashers, refrigerators, range and oven, microwaves (built-in), garbage disposals, smoke detectors.

**Garage:** Slab, walls, ceiling, vents, entry, firewall, doors, lights, receptacles, exterior, windows and roof.

## Questions to ask your Inspector:

What do they/do they not inspect?

What instruments are used?

What professional affiliations or memberships/licensing does the inspector possess?

How many inspections have they conducted?

What type of report is submitted?

Ask whether the inspector is involved in any other businesses that might create a conflict of interest.



## *Seller Pre-Closing Checklist*

1. Calculate your homeowners insurance and terminate your homeowner's insurance policy as of the closing date. Any overpayment of an insurance premium will be calculated and refunded by your insurance carrier.
2. Notify the following applicable companies of your sale in order for accounts to be closed and transferred accordingly. Gas supplier, Electric supplier, Telephone provider, Internet and/or Cable provider, Postal Service, Security/Alarm Service, Trash service, Newspaper and any other service providers you utilize.
3. Bring your Driver's License or other form of picture ID to the closing.
4. Plan to allow at least 1 hour for the closing.
5. Collect any instruction booklets, warranty information or other documentation for the property such as appliances, mechanical equipment and other improvements and leave these for the new owner of the property in a prominent place.
6. Bring receipts for any agreed-upon repairs you made during the negotiation process.
7. The property must be ready and clear of all personal property for the Buyer to move into immediately following the closing. Remove all of your belongings and leave the property in broom-clean condition. The new owners will greatly appreciate it!
8. Bring all keys and garage door openers to the closing, as they will become the possessions of the new property owners.

# *Thank you for choosing Velocity* *Real Estate and Investments!*

If you have any questions about selling in the Northern Colorado and Denver areas, please contact a Velocity Representative at:

**Velocity Real Estate & Investments, Inc**  
**11 Old Town Square, Suite: 250**  
**Fort Collins, CO 80524**  
**Office: 970-672-8419**  
**Fax: 888-325-4173**



The beautiful State of Colorado is our specialty, and we would love to help with your real estate needs.

If you have any specific questions concerning the Colorado Real Estate or Investment market, please contact Chris Lombardi directly at:

**Phone: (970) 214-5098**

**Email: [clombardi@velocityREI.com](mailto:clombardi@velocityREI.com)**