


Selling Your Home



THE DRAGONFLY 
HOME TEAM



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Welcome

Buying or selling a home is more than a transaction. It is a major financial decision that deserves clarity, strategy, and careful guidance.

The Dragonfly Home Team provides thoughtful, structured real estate representation throughout Northern Colorado. Every step is handled with attention to detail, transparent communication, and a steady focus on protecting your interests.

Whether you are purchasing, selling, building, or relocating, you can expect a clear process, informed advice, and strong advocacy from consultation to closing.



THE DRAGONFLY 
HOME TEAM

Schedule a meeting to get started.



Our Commitment to you



RESPONSIBILITIES

As your trusted advisors, it is our responsibility to provide you with the tools and resources you need to guide and educate you every step of the way during the home selling process. We are committed to giving you full disclosure, loyalty, confidentiality, compliance and accountability.

UNDERSTANDING YOUR NEEDS

We will take the time to understand your needs and expectations - price, timeline, and location, even if those needs change.

MARKETING YOUR HOME

We will provide a sophisticated marketing strategy that ensures the maximum exposure of your home to the right buyers. We will keep you updated with current market trends, neighborhood fluctuations, and new sales and listings. Selling is all about having the right knowledge at your fingertips.

PREPARING AND SHOWING YOUR HOME

We will help you prepare your home to match the buyer's expectations, arrange the right showings, and recommend relevant experts and advice when necessary.

CONSULTATION AND NEGOTIATION

As your trusted advisors, we will consult with you when offers come in and walk you through the negotiating process. We will negotiate the best possible price and terms for you, find home-related service providers, and take care of all the documentation details.

THE CLOSING

We will keep you fully informed and walk you through the steps that will lead to your closing

Steps to Selling Your Home



PRICING TO SELL

As your trusted advisors, we will give my recommendations and advise you regarding the best pricing strategy for your home.

PREPARE TO SELL

Every seller wants to sell their home quickly. We will help you get your home ready to sell, so that when a buyer sees it for the first time they know it is the “right one”.

SHOWING YOUR HOME TO BUYERS

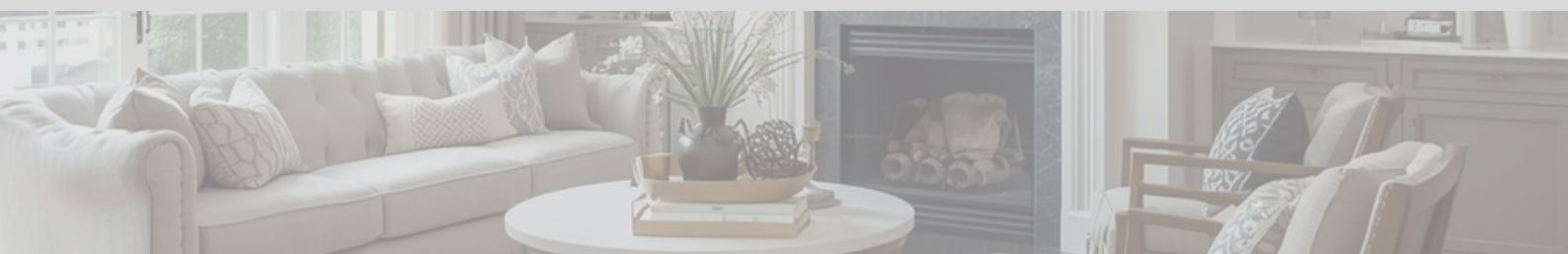
First impressions are lasting. We will give you tips and guidance on how to make your home look its best for showings.

WHEN AN OFFER IS MADE

With a pulse on the local market and a sound understanding of how various amenities affect the value of a home, we will make sure we accept the most competitive offer on your home.

THE CLOSING

We will work hard to protect all of your interests and take on any issues that may arise throughout the entire process. We hope to make selling your home a stress-free process from start to finish.



Pricing to Sell

FACTORS AFFECTING PRICE

Ensuring your home sells at fair market value within a reasonable amount of time is dependent upon the pricing of your home. As your trusted advisors, we will create the ideal strategy based on the following factors:

DETERMINE FAIR MARKET VALUE

The fair market value is based on the price a buyer is willing to pay for a home given its condition, recent comparable sales and listings, and the local real estate market.

COMPARATIVE MARKET ANALYSIS (CMA)

We will prepare a Comparative Market Analysis (CMA) report summarizing the properties in your area with similar features and condition that have recently sold or are currently on the market. Recent comparable sales and listings are two of the most important factors impacting fair market value. Adjustments to your home's valuation will also be made; There are also times where your home may have few or no comparables on the market and this is where my specialized expertise will come into play, and we will walk you through how we will price this.

LOCAL MARKET INVENTORY AND TRENDS

Other factors that can influence the fair market value of your home are the number of similar homes currently on the market, whether similar properties are selling for above or below the asking price, average number of days of similar properties on the market, if it's a buyer's or seller's market, the interest rates and the overall lending climate. One factor that has no influence on your property's fair market value is the price you originally paid for your home.

PRICE YOUR HOME

Determining your home's list price is one of the most critical decisions you will make, and we will help walk you through this process. When ~~your evaluation text~~ your home's listing price we will take into consideration your home's fair market value, adjustments to unique property attributes, market trends, and appropriate pricing strategies given the current market conditions.

The Impact of Over-Pricing

The risk of overpricing your home above its fair market value can cause your property to linger on the market for longer than what is typical. It can reduce the amount of activity as far as showings and interest, it can attract the wrong buyers, can cause appraisal problems, and can potentially encourage lower offers. Pricing your home right from the start is critical as it will attract the right buyers, which then typically yields higher offers. Starting too high and dropping the price later misses the excitement and fails to generate strong activity. Many homes that start high end up selling below market value. Even one price reduction can have a great impact on the final value that you get out of your home.

Preparing to Sell

Every seller wants to sell their home quickly and every buyer wants to believe that the home they are looking at is the “right one”. Here are a few things to keep in mind during the preparation stage of selling your home.



THE BASICS

De-clutter: if it is not needed, remove it and put it in storage. Pack up the knick-knacks. Keep the counters clean. Organize and clean out the pantry, cabinets, and closets for a more spacious appearance.

De-personalize: remove photographs and memorabilia. You want buyers to visualize making their own memories here.

Deep Cleaning: clean the inside and outside. Clean inside cupboards, the pantry, and closets. Clean the stove, oven, dishwasher, and microwave. Remove spider webs, dust, wash windows, clean carpets, vacuum, clean bathrooms, etc. Make sure to give the same care outside by mowing the lawn, trimming shrubs, etc.

BEYOND THE BASICS

Painting Walls & Changing Decor: think neutral. If you have off-beat colors or themed rooms, bring them back to a more neutral hue - it can help the buyer visualize a clean slate.

Minor Repairs: repair squeaky doors, holes in walls, leaking faucets, broken cabinet doors, change light bulbs, and anything else that could deter buyers.

Major Renovations: if you haven't made updates and have lived in your home for quite some time you might want to consider remodeling. These more expensive repairs will add value to your home and are projects worth considering.

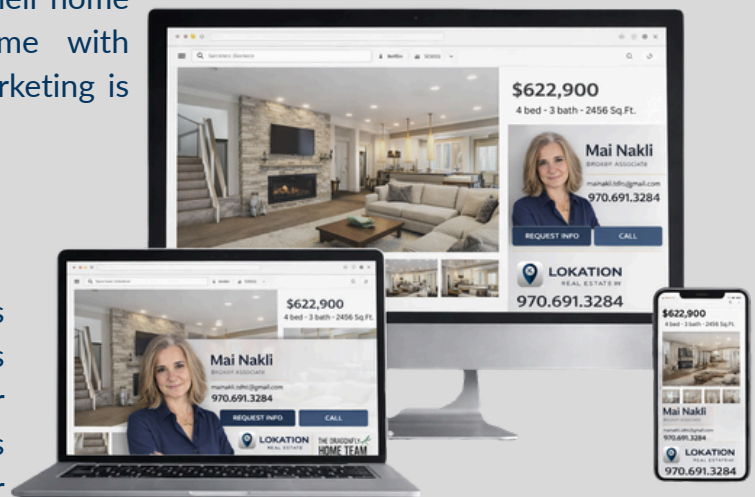
Marketing Your Home

We strive to make your home selling experience as seamless as possible. Our systems, technology, and community resources are committed to providing you exceptional value and an enhanced selling experience.

96% of buyers use the internet during their home search, which is why presenting your home with professional photography and strong online marketing is critical to attracting the right buyers.



We offer an Eagle Premier home warranty. This increases your home's appeal by giving buyers added peace of mind. Coverage for major systems and appliances helps reduce concerns about unexpected repairs and can make your property more attractive to potential buyers.



Our online real estate marketing is state-of-the-art, ensuring your home is where your buyers are:

ONLINE

Lokation RE syndicates your listing to thousands of websites, making sure that the perfect buyer finds your home.

We also offer a two-week targeted ad to get your home in front of the best buyers.

Virtual Tour, Single Property Website, and More Online marketing is most effective when showcasing the best features of your property. To do this, buyers can get a feel for your home and the neighborhood by viewing a virtual tour and a property website dedicated to your home.

Lokation RE Yard Sign

With the iconic indigo Lokation RE sign in your yard, no one will miss your home!

In-Home Marketing

Getting a buyer into your home is just the first step. Once there, we offer a variety of in-home marketing options that are customized to your home's needs.



Preparing to Show



First impressions are lasting. Follow these steps so that your home looks its best for showings. Remember, look at your house through the buyer's eyes.

Let Your Agent Handle

It is highly recommended that you leave for all showings, but if you are home, try to stay out of the way. Let the buyer's agent do the showing.

Be Flexible

Many home buyers are tight on schedules, just like the rest of us. Time is tough to come by, so be flexible, especially if you are living on the premises.

Quick Clean

During the selling process, it is imperative to always keep the home clean. Wipe down counters, vacuum daily, and make sure all clutter is cleaned up.

Light the Way & Climate Control

Your home should feel open, bright, and welcoming. Turn on the lights and open the curtains. Make sure the inside temperature is comfortable.

Animal Care

A pet-friendly home is a great selling point. You don't want your pets to be a distraction. If you can, remove them temporarily or place them in a contained space.

Secure Valuables

Secure jewelry, cash, prescription medications, and other valuables.

The "Show Home" Ready Checklists

YOU HAVE 1 HOUR

- Remove clutter
- Make beds
- Empty trash cans
- Guest towels out
- Make the home smell good
- Clear & wipe counters
- Turn on lights & open shades

YOU HAVE 2 HOUR

- Do everything on the 1 HOUR list, PLUS
- Vacuum floors
- Sweep all surfaces
- Clean all mirrors
- Give toilets a good wipe down
- Shovel walkway, if needed



When an Offer is Made

Perhaps the most complex moment of the sales process comes when you receive an offer on your home. There can be many components to an offer, and I can explain the entire process and guide you every step of the way.

THREE OPTIONS TO CONSIDER

When we consider the terms of the contract, remember that you are in charge. You are free to deal with the contract as you choose, and I will be there to assist you every step of the way. Generally, there will be three options available to you:

- Accept the offer as presented.
- Counter proposal is when you propose changes to the offer, i.e. price, personal property, closing or possession date, etc. so that it is acceptable to you. However, be aware that when you change anything the buyer is completely freed from the earlier commitment to buy. The prospective purchaser may accept, reject, or offer a new proposal.
- Reject the offer.

DELIVERY OF THE CONTRACT

A copy of the finalized contract will be delivered to the buyer by their respective real estate agent.

FINALIZING ALL THE CONDITIONS

Buyers Financing: If the contract states that the buyer has a specific number of days to secure financing for the home, it is their responsibility to apply for, and secure, a loan commitment within the time period.

The Lending Institution Must:

Verify that the buyer has the ability to meet the monthly loan payment. They will examine the buyer's credit history, employment records, etc.

Verify that the value of your home is enough to ensure the safety of the loan. An appraiser, assigned by the lender, will visit your home to affirm that its value, based upon a study of comparable sales, adequately secures the loan that they are providing to your buyer. The mortgage loan underwriter will approve the loan based upon a satisfactory review of the above information.

Your paragraph text

After the loan is approved, more legal work is necessary, though you will have very little involvement. The property title will be searched, title insurance will be ordered, and an updated survey of the property may need to be ordered. If the property is a condominium or in a part of a homeowner's association, the association may be contacted.

Prior to closing, the buyer may request a physical inspection of the home. The buyers may or may not be accompanied by a property inspector whom they have engaged at their expense.

When all necessary documents have been obtained and title problems, if any, cleared, a closing is held. This service is typically performed at the title insurance company. At this time, settlement sheets covering cost and prorations are reviewed, documents are signed to be recorded, and funds are disbursed.

In Colorado, disbursement of funds, in most closings, occurs simultaneously with the signing of all required documents, and prior to recording. Cash or certified funds from the buyer are required to cover the down payment and buyer closing costs. This figure will be determined one to three days prior to closing, during review of the settlement sheet. Certified checks should be made out in the buyer's name, who will then endorse the check over to the title company at closing. A picture identification (driver's license or passport) is also required for proof of identity.

The seller will normally provide the buyer with a key at the closing. The remaining keys, garage door openers, and all original warranties and instruction booklets can be left at the property for the buyer.

Moving out checklist

UTILITIES (BOTH CURRENT & FUTURE)

Notify current utility companies- (i.e. new address, shut-off, and connection dates):

- Water Gas Trash Cable TV Phone/Internet
- Insurance - transfer homeowner's insurance to new home
- File change of address with postal service - start and end dates
- Notify DMV of new address - driver's license and registration
- Notify bank and credit card companies (new address and new area purchasing in)
- Update voter registration
- Update medical records - notify doctors, dentists, pharmacists
- Notify employer
- Notify children's school and activities of move
- Send out "Just Moved" cards to notify family and friends of new address

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client compliments

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“She walked us through the paperwork line by line, patiently explaining everything and making sure we fully understood our options. Her knowledge, dedication, and genuine care made the entire experience smooth and incredibly special.” Ashkan & Atena Nejad

“Mai was a godsend during a challenging time. She checked in frequently, stayed flexible, clearly communicated timelines and expectations, and fully supported me through every detail of the home purchase.” Amanda Barzak

“Mai was phenomenal, in our corner and watching to make sure all the t’s were crossed and the i’s dotted. Her experience and expertise were much appreciated. We no longer have a real estate agent; we now have a lifelong friend.” Jeff & Suzy Paquette

“Very professional, attentive, and communicative throughout our home buying process. As out-of-state buyers, having her assist us from afar was critical to making informed decisions.” Steve & Susan Lenz

“Very attentive and answers calls and texts immediately. We had 70 days to find and close on a house. She drove all over and showed us every house we wanted. We were able to close in time.” Scott Golembiewski

“She listened and knew exactly what I was looking for from our initial phone call. She didn’t waste time and was always motivated in helping me find my first home.” Mimi Ortiz

“It was our first time home buying and we went for a new build. There were a lot of hiccups throughout the process, but she was with us through thick and thin. Her legal background gave us valuable insights and helped us navigate the procedural side with confidence. Without doubt, one of the best in Northern Colorado.” Sriramkumar Thangavel

“Throughout the sale of my home, she was transparent and clear in every conversation, which gave me complete confidence in each decision I made, guided the process seamlessly from start to finish.” Don Aldrich
Her attention and response to our requests, needs, and deadlines was spot on and allowed us to close on time and move into our new home.” Frank Potempa

“She is knowledgeable, accountable, and will always do the right thing for her clients, even if she doesn’t benefit from those efforts.” Liz McGovern & Judith Ackhart

“She is detail oriented, always watches out for the best interest of her clients, and keeps them informed about the transaction. Thank you for the smooth transaction and happy ending.” Yaaminy Rammohan

“She helped us contest our property tax assessment with the Larimer County Assessor’s office, reducing our assessed value by \$37,000. She did thorough research and developed a strong argument to support the correction.” Sonali Diddi

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