

# Listing & Selling

YOUR HOME!



PHONE: 720-741-0613 | EMAIL: MICHELLEDIRECT@KW.COM | ADDRESS: 3550 W. 38TH AVE. #20 DENVER, CO 80211



Our mission is to help our clients  
**Build Wealth Through Real Estate.**  
We are focused on high Customer  
satisfaction levels and committed to  
Overachieving objectives, while  
attaining optimal success in all  
facets of operations.





# YOUR PERSONAL CONCIERGE SERVICE

We strive every day to exceed your expectations, and we have established exclusive relationships across Colorado.

Glass Properties Group provides referral services to you to make the home buying and selling process as smooth as possible. These are just some of the key partnerships we can provide to you:

- Home Inspection Companies
- Home Warranty Companies
- Lenders
- Hard Money Lenders
- Staging Companies
- Title Companies
- Contractors, such as Carpet Cleaners and Painters





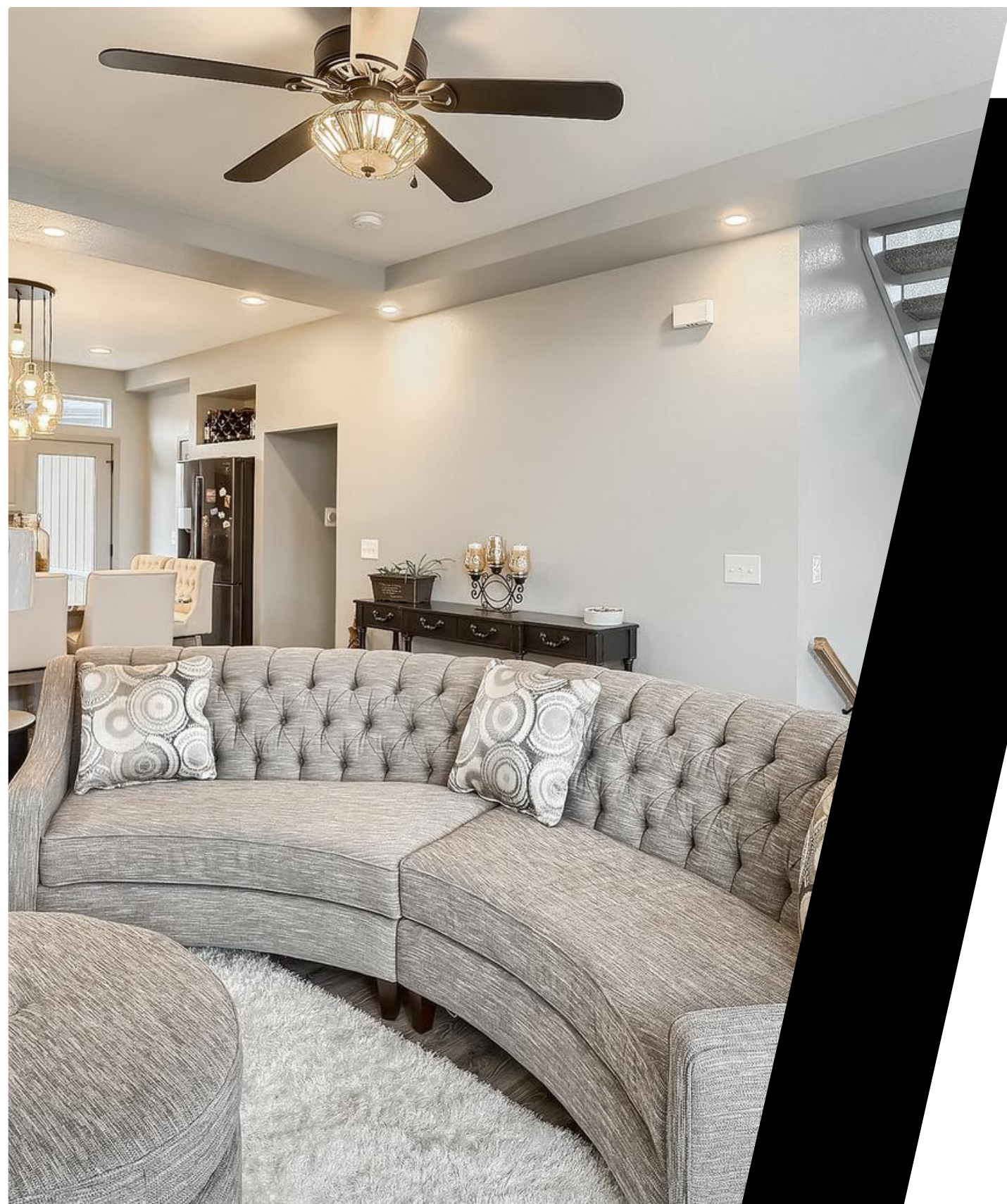
Our guarantee is to find a qualified buyer for your home as quickly as possible to ensure you net the most money possible.

Unlike most agents who want to lock you into a long-term contract and hope a buyer shows up, our team is aggressively marketing your property to bring the buyer to you and get your home sold!

You are always in control when you work with us. Anytime you sign an agreement, you have the ability to unconditionally cancel our agreement before you go under contract.

It takes a strong belief in the quality of one's service to make this kind of stand. We are confident you will be satisfied with our service as well as our commitment to YOU!





# **BEFORE WE LIST- MARKET SYSTEM**

## **HOME STAGING**

To ensure the “wow factor”, we pay for a professional staging consultation to prepare your home for sale.

## **HIGH QUALITY PROFESSIONAL GRADE PHOTOGRAPHY**

It all starts with great photos which is why we will arrange to have one of our preferred photographers capture high definition professional images that best showcase your home for pristine marketing and advertising.

## **AGENT MARKETING**

We market heavily to agents as 88% of residential sales involve REALTORS®.

## **ADVERTISING**

For advertising we use search engine optimization, Instagram ads, Facebook ads, and strategic placement on over 1,800 real estate websites attracting hundreds of buyers per month, and increasing awareness in our brand.

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# SHOWCASE YOUR HOMES FEATURE



## FULL-SERVICE RETAIL PROGRAM

We want your home to be shown in the best possible light to prospective buyers in order to get you top dollar in the shortest amount of time.

We will create a warm and inviting environment focusing on the best architectural features and selling points of your home.

Unlike other real estate agents, we offer a full-service program that offers listings on the Multiple Listing Service (MLS) PLUS private pocket deals not found anywhere else! We personalize each listing package to meet the needs of your home and the buyer it will attract.



# FIX IT AND LIST IT PROGRAM

Could your home use a little updating? We can help you fix up your home so we can list it at a higher price! Some homes could benefit from small remodeling jobs such as new paint, new carpeting, refinishing of hardwood floors or landscaping. Don't allow a lack of funds to prevent you from maximizing your profit from the sale of your home.

We can offer you a private loan to pay for the cost of doing minor home improvement projects and then you pay us back at closing!\* Simple as that.





# YOUR NEEDS COME FIRST

- What's the one thing that has to happen to make that dream scenario a reality?
- How can I make that happen for you?
- Why is that important to you?
- If we could add just one more thing to make this process even better, what would it be?

Visualize your dream scenario  
for selling your home.





# MARKETING PLAN

## HIGH RESOLUTION PHOTOGRAPHY

We spare no expense when it comes to the photography we will use to market your home. Buyers are naturally driven by the visual appeal of their new potential home, so we want to give the best in High Definition Resolution (HDR) images to help them visualize creating memories here. These images will create the foundation of our marketing campaign for your property.



## AERIAL SHOTS & MAPPING

Along with our HDR Photography, we also provide a high quality video of your property to highlight 360 degree views of your property.





Our company offers the most competitive marketing packages in the industry. And, because every property is different, we find the right marketing strategy for YOUR property.

- Sell Direct to Buyer
- Sell Quickly For Cash (2 weeks or Less)
- Work With Other Savvy Investors
- Transaction Management
- Private and Discreet Sale
- Save Thousands of Dollars in Broker Fees

DIRECT TO INVESTOR

MARKETING PACKAGES

Different Properties...Different Marketing

- MLS
- Professional Photography
- Email / Direct Mail Marketing
- Brochures / Flyers
- Open Houses
- Showing Services
- Transaction Management
- Website Syndication
- Phone Calls / Lead Response
- ColoradoHouseListing.com
- Seller Agency Representation

FULL SERVICE RETAIL

- MLS
- Professional Photography
- Email / Direct Mail Marketing
- Brochures / Flyers
- Open Houses
- Showing Services
- Transaction Management
- Website Syndication
- Phone Calls / Lead Response
- ColoradoHouseListing.com
- Seller Agency Representation
- Minor Home Remodeling

FIX IT & LIST IT



# MARKETING PLAN


## BROCHURES AND FLIERS

Each and every property receives its very own customized promotional flyer or brochure. Our in-house marketing team is the best in the business and is known for its smooth, clean and crisp writing style. Your customized content, combined with the high resolution photography, will make your property rise above the competition!

## 3D WALKTHROUGH TOUR


With our marketing package you will have a 3D tour of your home on your own personal website. This provides your potential buyer a virtual experience of your home before they schedule an in-person viewing.


1428-1436 CLINTON STREET Aurora, CO

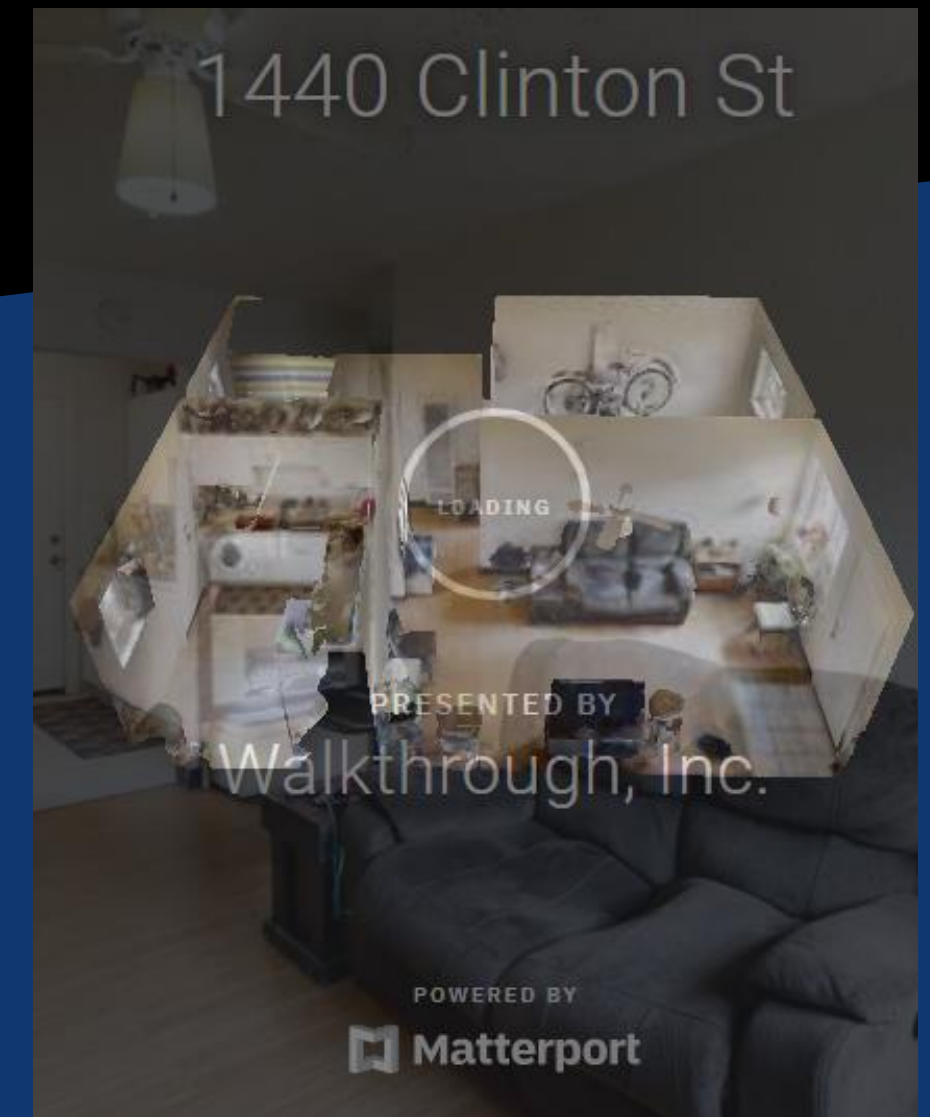


8 Beds, 8 Baths - 4,205 sq ft - \$1,200,000

8 Unit Apartment Row Home Property in Aurora at a 6.88% Cap rate! Turn Key Income. Existing, Long standing, high leases are in place. Section 8 rents provide stable, automatic income to the owner. Turn Key and also Value-add. Opportunity Zone! Exterior needs work and provides opportunity for the new buyer to increase value. Property comes with a separate laundry room to fit up to four machines. Hurry, don't miss this excellent investment opportunity!

 Michelle Thomas  
3038680011  
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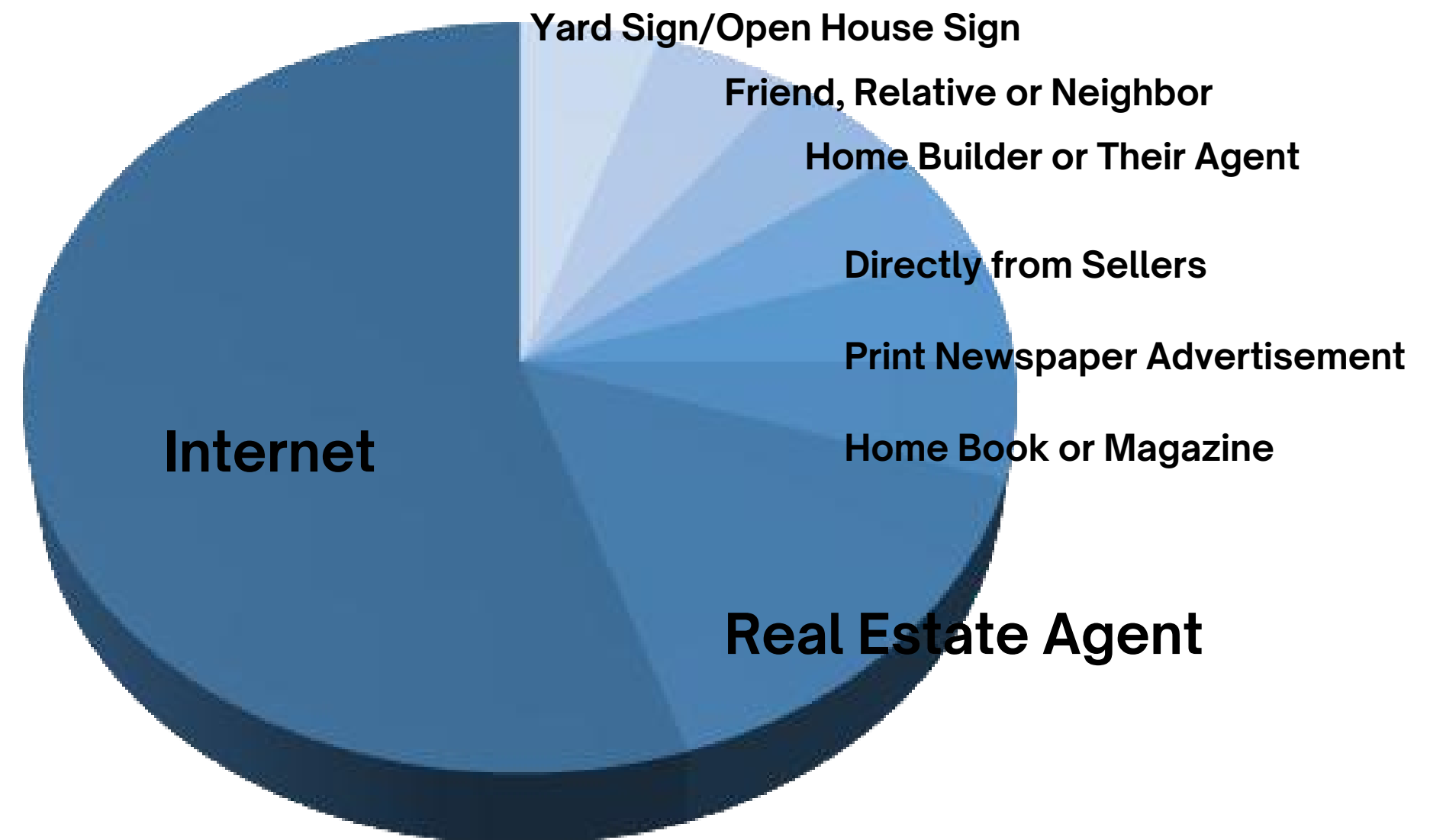
# MARKETING PLAN

## FINDING YOUR BUYER

The savviest marketing plan is one that targets the channels buyers are already using to find homes. From optimized internet exposure to networking with local agents, I'll work diligently to find your buyer as fast and efficiently as possible.

### HOW HOME BUYERS FIND THEIR HOME

National Association of REALTORS®  
Profile of Home Buyers and Sellers 2018





# EXTEND MARKET RESEARCH



## SOCIAL MEDIA

- Reach The Influential
- Find “Hidden Buyers”
- Create Excitement
- Invitation to Open Houses



## INTERNET MARKETING

Trulia and Zillow are both big names in the Real Estate industry and we are not afraid to piggyback off the exposure from their websites. With over 40 million visitors each month between the two sites, your property will be shown hundreds of times over during the course of the month, 24 hours a day, 7 days a week.



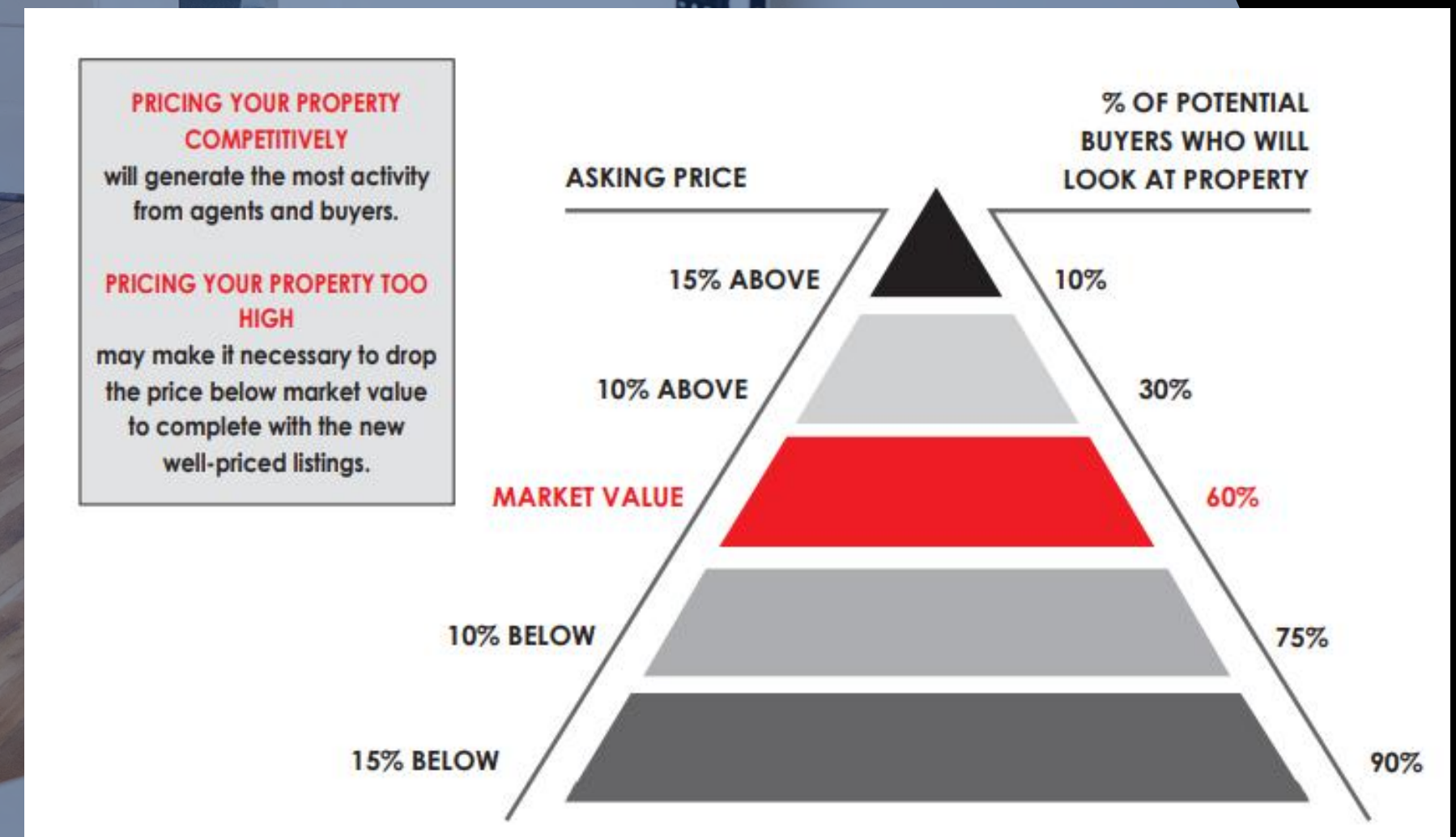
# SETTING YOUR HOME'S LISTING PRICE

As we discussed previously, your home's listing price is based on many factors, including:

- \* **Current, local market conditions** \* **Buyer availability for your property**
- \* **Comparable home sales** \* **Proceed considerations**

Setting an appropriate listing price is often times the difference between getting your property sold, and having it linger on the market, and eventually not sell. In fact, according to the National Association of REALTORS® Profile of Home Buyers and Sellers 2014, the median purchase price of all properties sold in the United States is within 98% of the seller's asking price. When it comes to wondering how much you can get for your home, the key factor is not what you paid or owe on it, but what another person will pay for your house in the current market. If we set a listing price that is too high, we will lack in interested buyers. If we set a listing price that is too low, we will short change your home.

Below is a chart that can help you explore the financial impact of various listing prices.





# WHEN WE LIST - MARKETING SYSTEM

**01 YARD SIGN -** Placement of the “For Sale” sign in your yard will attract the attention of neighbors and nearby traffic.

**02 PROFESSIONAL PROPERTY BROCHURE -** We will design and print a gorgeous full-color, UV-coated property brochure that is sure to establish your home as a must-see property.

**03 CENTRALIZED SHOWING SERVICE -** Remote showing convenience that texts/calls/emails sellers to make sure they know about showings ASAP. We follow up for feedback within 24 hours of showings.

**04 SOCIAL MEDIA -** Your home will be featured on our blogs and social media pages, including Facebook and Instagram advertisements.

**05 OPEN HOUSE -** Conducted by trained agents, utilizing social media postings, door knocking, and physical advertising through signage to create exposure for your listing.



# AFTER WE LIST - MARKETING SYSTEM

01

**BUYER SCREENING** - We market to agents who will bring pre-qualified buyers to your home, reducing stress and eliminating “tire-kickers.”

02

**QUICK, RELIABLE RESPONSIVENESS** - We promise to return all calls promptly. Customer service is our #1 goal.

03

**CANVASSING YOUR NEIGHBORHOOD** - We will talk to your neighbors as they often refer buyers to your property.

04

**SKILLED NEGOTIATING** - Your best interests are our best interests, and we will represent you in every phase of the transaction.

05

**UPDATES ON THE MARKET** - We constantly monitor what the market is doing in your area and inform you accordingly through weekly and monthly reports.

06

**ONLINE ACTIVITY MONITORING** - We will continue to track how many hits your listing generates and respond to online inquiries.



# WHAT OUR TEAM WILL DO FOR YOU

**Here are a few of the items that we will coordinate and manage for you:**

- Brokerage Agency Relationship
- Confidential and personal counseling to determine your needs
- Communication and negotiation process
- Knowledge of current real estate market to determine the best selling strategy
- Working with the buyer's lender to determine buyer's qualifications
- Explaining the buyer's contract
- Earnest money deposit
- Title Insurance
- Home inspections and/or engineer's inspections
- Warranty services
- Lead-based paint and radon testing
- Closing procedures and closing cost
- Possession of the property
- Finding a replacement home or investment property





# GET TO KNOW US:

## Our Mission:

### We help our clients build wealth through Real Estate.

It starts with us finding your dream home and moving on to building a portfolio of real estate assets that will provide you more financial freedom. We work to build long term relationships with our clients.

We are a one-stop team for home sales, real estate investment consulting, development and lending in the Denver area. Leverage our value, knowledge, and experience for the next level of real estate development success. Working with a team that has multiple in-house services related to real estate maximizes your available resources. With knowledge that extends to construction and remodeling, zoning and legal requirements, lending practices and real estate market trends, we provide knowledge and expertise not found elsewhere.

Properties we specialize in:

- Residential Home Sales –  
Single Family Homes, Townhomes and Condos
- Fix and Flip Opportunities and Investment Consulting
- Rental Properties investments (Buy and Holds)
- Commercial Rental Properties – Multifamily | Apartment Buildings
- Urban Development – Residential Development Consulting
- Urban Land Sales

## About Keller Williams

Our parent company, Keller Williams, is the world's largest real estate franchise by agent count, and has more than 1,000 offices and 180,000 associates. The franchise is also No. 1 in units and sales volume in the United States.







# STAGING - LET THE MAGIC HAPPEN

- Open drapes and curtains before prospective buyers arrive. Turn on all light to highlight your home's amenities. Make certain the temperature is comfortable.
- Open all windows every day (if appropriate) to let in fresh air. Appeal to buyer's sense of smell by creating an inviting feeling with pleasing scents by lighting candles or using air fresheners.
- Keep entryway clear. Have a rug for buyers to wipe their feet and to place shoes.
- Set your dining room table for a decorative appeal.
- Sweep floors, vacuum carpets, remove any dust and keep trash cans empty.
- Store any personal items away for safekeeping.
- Keep pets out of the way temporarily unless they are quiet and well behaved.
- Playing very soft background music is acceptable, but blaring stereos, radios, and televisions will impede discussions.
- Plan on vacating during the showing period. Potential buyers may feel like intruders and hurry through your home if you are there.



# MEET THE TEAM!

## Michelle Glass

I help my clients build wealth through Real Estate.

Michelle Glass is an experienced Residential Realtor and Commercial Real Estate Broker in Denver, Colorado. As a Denver Real Estate Advisor, she helps her clients sell or purchase their home and then assist them in building their real estate investment portfolio.

Her team works with home buyers and sellers and markets Denver homes for sales like Single-family houses, Townhomes, and Condos. She also specializes in working with investors who wish to sell or purchase Fix and Flips, urban land lots, Multifamily and Apartment Buildings, and other Commercial property.

Michelle specializes in Denver Real Estate Investors. She sells real estate in the Denver Metro Area and throughout the Colorado Front Range.



Senior Real Estate Advisor | Realtor

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Glasspropertiesgroup.com

MichelleDirect@KW.com

# MEET THE TEAM!



**AMY BROWN**

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**KRISHSIA ALINIO**

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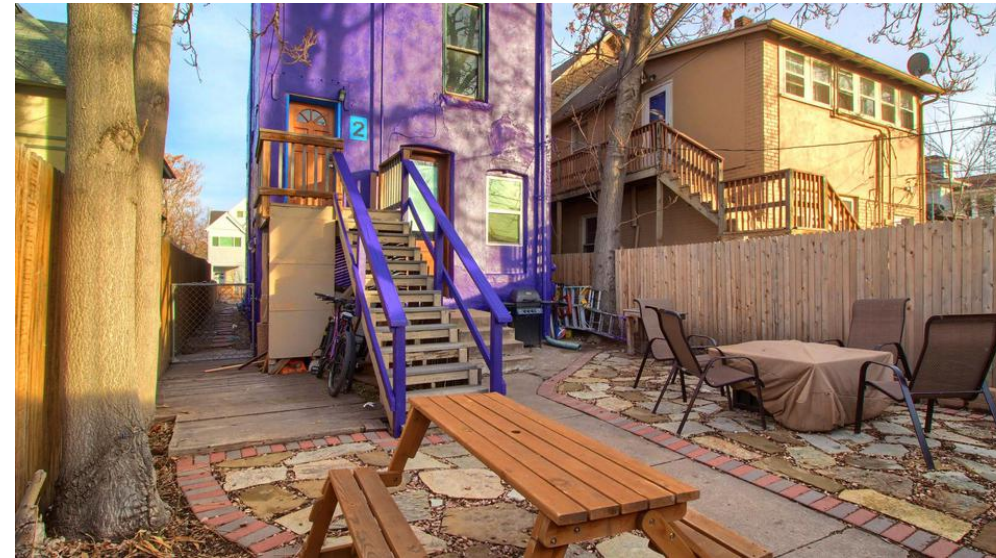
# MICHELLE'S SOLD LISTINGS:

2019-2022



01

22359 E Union Circle  
SOLD: \$480,000



02

361 N Lincoln Street  
SOLD: \$767,000



03

2960 Monaco Parkway  
SOLD: \$525,000



04

18153 Alabama  
SOLD: \$250,000



05

835 Lima Street  
SOLD: \$240,000



06

1681 Dallas Street  
SOLD: \$478,600



# MICHELLE'S SOLD LISTINGS:

2019-2022



07

2301 E Fremont Avenue  
SOLD: \$260,000



08

2300 Washington Street  
SOLD: \$410,000



09

2508 Kensing Court  
SOLD: \$430,000



10

520 E 1st Avenue  
SOLD: \$900,000



11

1967 Huron Street  
SOLD: \$568,000



12

2570 Outlook Trail  
SOLD: \$1,450,000



# MICHELLE'S SOLD LISTINGS:

2019-2022



13

4938 S Cathay Court  
SOLD: \$480,000



14

2251 Newark Street  
SOLD: \$317,000



15

5324 S Huron Street  
SOLD: \$1,373,200



16

11917 E Yale Avenue  
SOLD: \$355,000



17

6067 Iola Street  
SOLD: \$1,010,000



18

9303 Ingalls Street  
SOLD: \$465,000



# MICHELLE'S SOLD LISTINGS:

2019-2022



19

867 Gunsmoke Drive  
SOLD: \$615,000



20

2163-2165 S Gilpen Street  
SOLD: \$575,000



21

3455 N Downing Street  
SOLD: \$500,000



22

578 Galapago Street  
SOLD: \$650,000



23

8160 Old Exchange Drive  
SOLD: \$630,000



24

19120 E 55th Avenue  
SOLD: \$550,000