

SELLING YOUR HOME

 **YOUR CASTLE**
REAL ESTATE

 **Denver Home**
Lifestyles

Mark Hojegan
303-709-4391
Mark@DenverHomeLifestyles.com
DenverHomeLifestyles.com



Established in 2004, Your Castle has grown to become the largest independent real estate company in Colorado, with more than 600 agents. We are also the largest woman-owned real estate company in the state.

In the past few years Your Castle has appeared in several publications, including recent awards from the Denver Business Journal and Inc. 5000 as finalists for the Fastest Growing Private Companies regionally and nationally.

We are passionate about delivering exceptional consumer experiences. By offering a complete suite of services, we ensure that we meet our clients' every real estate need. From residential sales and rentals, to new builds and commercial deals, we have experts in every field to guide you skillfully from the beginning to the end of your real estate journey.

We believe that access to the best and most timely information can dramatically shape our decisions. No one does more research on the local housing market than Your Castle. Today's consumer needs a trusted resource that can separate signal from noise, and help them navigate the complex process of buying or selling a home.



303.962.4272 | YourCastle.com

AWARDS & RANKINGS

2021



TOP RANKED NON-FRANCHISE FIRMS IN COLORADO : #1

TOP 500 RANKING BY SALES VOLUME : #133

TOP 500 RANKING BY NUMBER OF DEALS : #188

LARGEST INDEPENDENT REAL ESTATE COMPANY : #67

TOP RANKED BROKERAGE FIRMS IN COLORADO BY TRANSACTIONS : #4

TOP 1000 BROKERAGES : #139

LARGEST BROKERAGE IN COLORADO BY SALES VOLUME : #5

LARGEST DENVER-AREA WOMEN OWNED BUSINESSES : #11

LARGEST DENVER-AREA PRIVATE COMPANIES : #71

2020



TOP RANKED NON-FRANCHISE FIRMS IN COLORADO : #1

TOP 500 RANKING BY SALES VOLUME : #135

TOP 500 RANKING BY NUMBER OF DEALS : #179

LARGEST INDEPENDENT REAL ESTATE COMPANY : #66

TOP RANKED BROKERAGE FIRMS IN COLORADO BY TRANSACTIONS : #6

TOP 1000 BROKERAGES : #141

LARGEST BROKERAGE IN COLORADO BY SALES VOLUME : #5

LARGEST DENVER-AREA WOMEN OWNED BUSINESSES : #11

2019



TOP RANKED NON-FRANCHISE FIRMS IN COLORADO : #1

TOP 500 RANKING BY SALES VOLUME : #127

TOP 500 RANKING BY NUMBER OF DEALS : #151

LARGEST INDEPENDENT REAL ESTATE COMPANY : #52

TOP RANKED BROKERAGE FIRMS IN COLORADO BY TRANSACTIONS : #4

TOP 1000 BROKERAGES : #136

TOP 100 WOMEN OWNED COMPANIES : #8

FASTEST-GROWING DENVER-AREA PRIVATE COMPANIES : #73

2018



TOP RANKED NON-FRANCHISE FIRMS IN COLORADO : #1

TOP 500 RANKING BY SALES VOLUME : #86

TOP 500 RANKING BY NUMBER OF DEALS : #102

LARGEST INDEPENDENT REAL ESTATE COMPANY : #42

TOP 1000 BROKERAGES : #94

FASTEST-GROWING DENVER-AREA PRIVATE COMPANIES : #5



Denver Home
Lifestyles

MARK HOJEGIAN



Mark@DenverHome
Lifestyles.com



303-709-4391



59 W. Floyd Ave #206
Englewood, CO 80110

SKILLS

- Leadership
- Time Management
- Adaptability
- Handling Pressure
- Collaboration
- Critical Thinking
- Problem Solving
- Efficiency

EDUCATION

**B.S Industrial & Systems
Engineering**

Virginia Tech - Blacksburg, VA
Class of 1995

ONLINE PROFILES

DenverHomeLifestyles.com

Facebook Business –
DenverHomeLifestyles

Instagram – HojoHokie /
DenverHomeLifestyles

LinkedIn – Mark Hojegan

Zillow – Mark Hojegan

MISSION

I enjoy helping 30+ people each year build wealth through Real Estate including First Time Home Buyers, families changing up their Primary Residences, Investment Properties, Fixer Uppers & Mountain Homes. Here are a few higher-level services that we bring to the table and why you should hire us...

- Getting your house SOLD in the shortest amount of time for the highest price possible!
- Finding your DREAM HOME!
- Advising through the REMODELING PROCESS!
- Obtaining CASH FLOW through rental property!
- Finding amazing MOUNTAIN RETREATS!

EXPERIENCE

TEAM LEADER | MENTOR

Denver Home Lifestyles / April 2021 – Present

As my real estate career & family evolved, I needed assistance with my business. I began to recruit agents that could consistently show up and treat my clients as their own, the side benefit was the mentoring opportunities that unfolded. Helping new real estate agents find their way to success has been very rewarding and we've been able to accomplish more together than I've ever imagined!

REAL ESTATE AGENT

Your Castle Real Estate / Dec 2011 – Present

RE/MAX Southeast + Realty Executives / April 2005 – Dec 2011

2022 celebrates my 17th anniversary as a Real Estate Agent in the Denver Metro region and I've helped over 200 clients buy or sell properties. I've worked with Your Castle Real Estate for 11 years, and I've learned so many valuable things here including mastery of Market Trends, the power of Investment Property, and how to collaborate, dig deep & provide amazing Quality Service. As far as real estate goes, my wife & I are definitely a product of the product currently owning 5 properties.

RESIDENTIAL PROPERTY MANAGER

Personal Rental Properties / April 2005 – Present

I originally obtained my real estate license to build personal wealth and started small, investing with friends in LLC's. Once I met my wife (who shared the same real estate interests), we began to build a portfolio of properties together between Denver & Summit County. Outside of our primary residence, we currently have 4 rental properties worth \$2 Million which are currently generating income!

VOLUNTEERING

- **President** - Denver Hokies Board of Directors / Virginia Tech Alumni Association / June 2016 – Present
- **Social Committee** – Aberdeen Village Improvement Association Board of Directors / July 2020 – Present
- **Watchdogs & Lunch Server** – Littleton Prep Charter School / November 2017 – Present
- **Maintenance Director** – The Ridge Home Owner's Association / January 2016 - March 2019



TESTIMONIALS for REAL ESTATE transactions

Mark Hojegan and team were amazing when I needed to sell my Denver condo at the Spire. They were extremely attentive to every detail, and even helped stage the condo for me when I wasn't available to come in town. They were always available to answer questions and got me a full price offer very quickly! I highly recommend using them for all your real estate needs in Denver and the surrounding areas!

- ***Dana in Gypsum***

I've bought two houses and sold one over the past decade - always with the team led by Mark Hojegan. So grateful for all the hard work they do.

- ***Angela in Green Mountain***

Thank you again to both of you (Mark & Amanda), it was a little daunting when we first looked into buying a home for the first time in this red hot market in the middle of a global pandemic, but you two were there every step of the way and we are so happy with the results. If we know anybody in need of a realtor we will definitely recommend your team.

- ***Gayle & Matt in Aurora***

Mark, and his team, were all amazing to work with. He was super informative and educated on the houses and markets in any neighborhood we looked in. We looked for a very long time and at a lot of houses and he was always there to help, answer questions or talk through things with us. We got the same amazing level of support on house 1 versus house 30. We will use Mark for any future purchases, or sales, and highly recommend.

- ***Nichole in Olde Town Arvada***

We have worked with Mark on both a purchase and a sale transaction. If you are looking for a real estate professional in the Denver metro area, you would be wise to call Mark. Mark is a competent operator in a tricky market. He is dedicated to making his client's experience as smooth, and even enjoyable, as possible. His calm demeanor and highly professional approach to challenges make him a real asset to both buyers and sellers. Do yourself a favor and take a ride with the Cycling Realtor.

- ***Kari in Congress Park***

We recently sold a home with Mark. He was great to work with throughout the process. He is professional, responsive, thorough, and most of all, he cares about his clients. After our initial meeting, he pulled comps and developed a strategy to sell our property quickly. Within a few days of listing, our property was sold at full asking price...higher than we had initially hoped! Mark was easy to work with and made the entire process a breeze. We highly recommend him to anyone searching for or selling a home in the Denver Metro area.

- *Josh & Renee in Commerce City*

Mark has been my realtor three times now. He has always gone above and beyond what is necessary to not only help me buy and sell my houses at good prices but also to help me deal with all the stressful craziness that goes along with buying and selling your home. In addition to that, I never felt pressured to commit to something that I wasn't comfortable with. It is clear that Mark's main goal is have his clients in a home that they will love and to get that home at a great price. I will highly recommend using Mark as your realtor!

- *Melinda in Hale*

Mark helped me buy and sell two houses in the last 8 years. Throughout the process of each buy and sell, Mark diligently managed all parties involved, keeping everyone on track with the timeline. What could have been a tremendously stressful time turned out to be fun and exhilarating because of Mark's expertise. I strongly believe that because he helped me go the extra mile to prepare my houses for sale, we got top dollar for both. Mark also has connections with all the best contractors, handymen, photographers, etc. in town, which helped a lot when prepping for sale. Additionally, because of Mark's negotiation skills, I believe that I bought my homes at the best price possible. In short, having Mark on my side gave me confidence that I was getting the best of the best. Not only is Mark an expert in Colorado real estate, but he's a genuinely good guy to be around. This is an important factor considering how much time you end up spending with a realtor. Mark is the real estate agent who will take you out for beers and a celebratory mountain bike ride after the papers are signed!

- *Evelyn in Colorado Springs*

Mark is a highly knowledgeable and experienced realtor in the Denver and Summit County markets. In the last 10 years, he helped me purchase two homes and sell one. During the last sale, he priced my house spot-on, and pushed hard throughout the process to ensure I received top dollar. Not only did he help me stage and coordinate timelines with tenants and contractors, but he personally made several necessary repairs himself to ensure my home showed perfectly. I've bought and sold numerous properties over the years, and Mark's skills make the process as stress-free as possible!

- *Natalie in Boulder*

Mark is fantastic! He showed us easily over 100 homes because we couldn't make our minds up. He was so patient with us. Mark taught us about different areas of Denver which helped us make informed decisions on where we ultimately wanted to be. The real estate market here is very competitive and you have to have someone that can help you navigate it. We could NOT have done this without Mark! The property we bought has increased in value in impressive numbers. The neighborhood we now live in Mark introduced us to and is now one of the hottest in Denver. He knew this was an upcoming neighborhood and we got a great deal on our home. We love it! Mark has also helped us in Summit County with the same results! He knows this area equally well. Mark is a fantastic real estate agent. He knows Denver so well and can really help you make the right decision! We won't use anyone else!

- ***Amy in Berkeley***

Mark was great to work with. He was on top of everything needed to get our home listed and kept us on track as well. He looked at things from a buyers perspective and had vast knowledge of the current housing market. I would highly recommend Mark for any real estate needs.

- ***Jennifer in Castle Pines***

Mark sold my condo while I was in South America. I gave him 100% control of the deal and he took care of everything. Internet access was limited for me. I checked my email one morning and we were under contract. A few weeks later we closed the deal. I would highly recommend Mark for any residential needs in the Denver Metro Area.

- ***Drew in Boulder***

Mark is the best real estate agent I know, hands down. With his help, I successfully bought and sold two houses in Denver, and I could not recommend a more fantastic realtor. Mark has an excellent grasp of the real estate market in Colorado, so he is able to provide helpful advice and direction every step of the way with buying and selling homes. Mark also helped me meet my goals with his attention to detail and ability to discern what buyers are looking for. He is very organized, keeps everyone on task and pushes to the end without wavering in his support and engagement with all parties. He is also very well connected in the industry and able to facilitate buying and selling opportunities that wouldn't ordinarily be available. Beyond his professionalism and expertise, Mark is a great guy to be around-- fun, personable and easy-going. We even went on a celebratory mountain bike ride after selling my last house!

- ***Evie in Baker***

I would highly recommend Mark and his dedication to his work and client's needs. He always has a win-win approach to real estate and always looks out for his client's best interests. His experience and passion excel in areas like Central Denver, and Summit County. There are so many reason why clients keep coming back and refer Mark for their Real Estate needs.

- ***Chad @ Movement Mortgage***

DECIDE WITH CONFIDENCE

CHOOSE A FULL-SERVICE REAL ESTATE BROKER



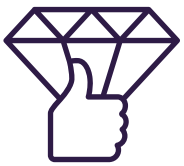
PRE-LISTING CONSULTATION

Selling a home is not simply a transaction, it is the beginning of a relationship between you, myself and my team. As a full service Broker Associate, I offer you detailed and personal service. I strive to help you with every aspect of the home selling process from start to finish.



REPAIRS/PRE-INSPECTION

Many sellers say their biggest concerns are what their net profit will be, and what repairs they will be asked to make. Today's major repair expenses are to repair or replace: roofs, heating & air conditioning, electrical issues and sewer lines. Let us get an inspection done ahead of time, so that potential home buyers can not dictate how the repairs will be made. We can avoid many last-minute issues by doing some preparation work ahead of time.



CONTRACT NEGOTIATIONS

I will personally present you all offers and explain them in detail. I will also provide you with an estimated cost sheet listing expenses, so you have everything necessary to make an informed decision when it comes to the:

- Home Inspection
- Appraisal Work
- Title Work



RELOCATION

My network of real estate professionals can assist you with an out-of-town move. If you would like, I can have a top-notch Broker from your new city contact you at your convenience. They will send you a relocation package that includes details about the housing market, schools, recreation areas, hospitals, shopping and any other pertinent information you request.



LOCAL KNOWLEDGE ON YOUR SIDE

REASONS TO LIST YOUR HOME WITH YOUR CASTLE

HIRE A LOCALLY-OWNED COLORADO COMPANY

We are a locally owned company. That enables us to customize our approach to the unique needs of our clients, unlike the big national franchises that use cookie cutter methods across multiple metros. Our 600+ agents span the front range and rocky mountain resorts. No matter where you are looking to buy or sell a home, we can help!

TRAINING AND SUPPORT

We pride ourselves in educating our agents so they can better serve their clients. Our numerous real estate trends classes and commission updates classes ensure our agents are up-to-date on the latest state regulations and market trends. Many brokerages have one or two managing brokers, who are too busy to help their agents with the tough questions. We have a dozen managing brokers our agents can lean on if they need more extensive support.

ATTRACT MORE BUYERS THROUGH THE INTERNET

When you list your home with Your Castle brokerages, your home will be syndicated to several online outlets such as Zillow, Realtor.com, REColorado, IDX member websites and others. It can also have its own virtual tour and will be displayed on our company website. We even feature one listing per week as our Listing of the Week, potentially getting you an additional 2K+ views through our network if your listing is selected. These additional syndications and publicity help get listings sold faster.

MARKETING & SYNDICATION

I CAN MAKE YOUR LISTING STAND OUT!

Your Castle is unique because it has an in-house marketing team, print shop, and a full suite of online marketing tools to help market your house. All of these resources are geared towards attracting more buyers to your home. Below are just some things I can do to get your home sold:



HIGH QUALITY PROFESSIONAL PHOTOGRAPHY

I have access to professional photographers that will help display your home in the best light. Homes with more photos sell faster as reported by RIS Media.



VIRTUAL SLIDESHOWS & 3D TOURS

Multiple pictures and 3D tours are important features that online home buyers seek. The better they can see your home, the more likely they are to set up a showing.



INTRA-OFFICE MARKETING

We market your home to our network of 600+ Your Castle agents via several internal channels. This can be a powerful method of reaching potential buyers.



INTELLIGENT MLS ENTRY

By strategically entering your listing into the local MLS, we are more likely to reach potential buyers. Setting the correct price will also be important.



A YOUR CASTLE WEBSITE FEATURE

Over 90% of consumers begin their home search on the Internet. As a Your Castle agent, my listings are added to yourcastle.com where they reach a broad audience.



SYNDICATION TO OTHER REAL ESTATE SITES

We have the option of syndicating your listing to Zillow, Realtor.com, REColorado, IDX member websites and others. We cannot guarantee third party sites will display your listing at all times, but we do all we can to update and expand our network.



CUSTOM LISTING WEBSITES

Your Castle agents have the ability to create a custom mobile-friendly website that details your home's features, neighborhood, location and more.



SOCIAL MEDIA MARKETING

We have the option to share your listing to social media using an eFlyer. This will help drive up engagement even further as people like and share the image on their pages.



PRINT & MAIL-OUT MARKETING

Our in-house marketing team & print shop can create listing flyers, postcards, door hangers and more to advertise your listing. We can even target your neighborhood!



PROFESSIONAL SIGNAGE

Your Castle is always updating our branding to ensure it carries weight and respect in the real estate community and beyond. My signs will help your home stand out!



AGGRESSIVE FOLLOW UP

I will aggressively follow up with and call ALL agents who schedule showings of your home. This will ensure we don't miss out on any potential offers.



LISTING OF THE WEEK

Our marketing team selects a home to feature as the Listing of the Week. If selected, it will reach an audience of 3,000+ more viewers on our company social media pages and internal social media groups.

PRICING YOUR HOME

WHAT AFFECTS THE VALUE OF YOUR HOME?

MARKET CONDITIONS

There are many market factors that can affect your home's value. Some of these include:

- Interest Rates
- National and Regional Economic Conditions
- Buyer Demand
- Seasonal Demand
- Prices of Recently Sold Properties
- Availability of Competing Properties

SETTING UP A SEARCH

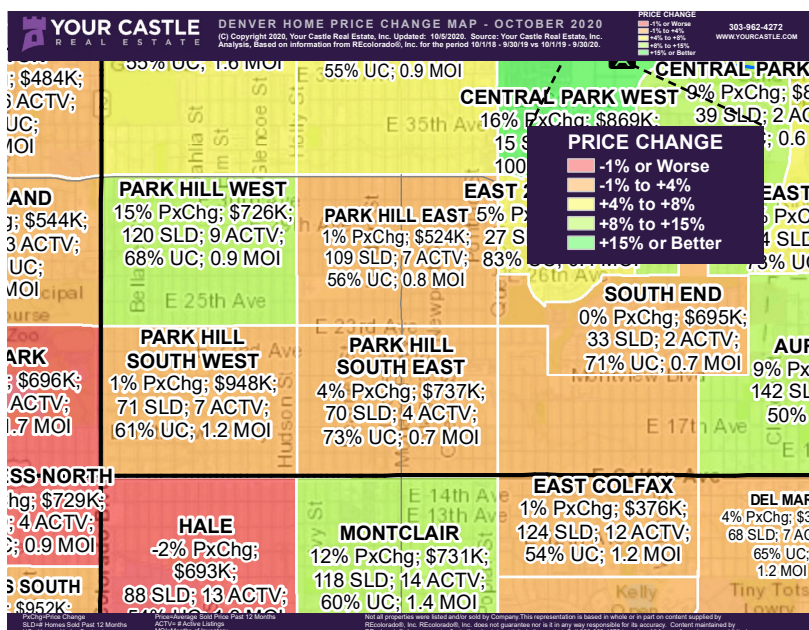
Staying informed on competing homes can help our marketing strategy. You need to be aware of other homes going on the market in your area, and their pricing, in order to help accurately price your home. One of the first things we will do is set up a search on the MLS for comparable homes or “comps”.

If some homes are selling and others are not, we need to take a look at their list prices. Was their home priced too high? Does the home need upgrades? Was the other home simply a better fit for the buyer?

PHYSICAL FACTORS

There are many market factors that can affect your home's value. Some of these include:

- Location
- Home Size
- Lot Size
- Architecture
- Floor Plan
- Age
- Amenities and Condition



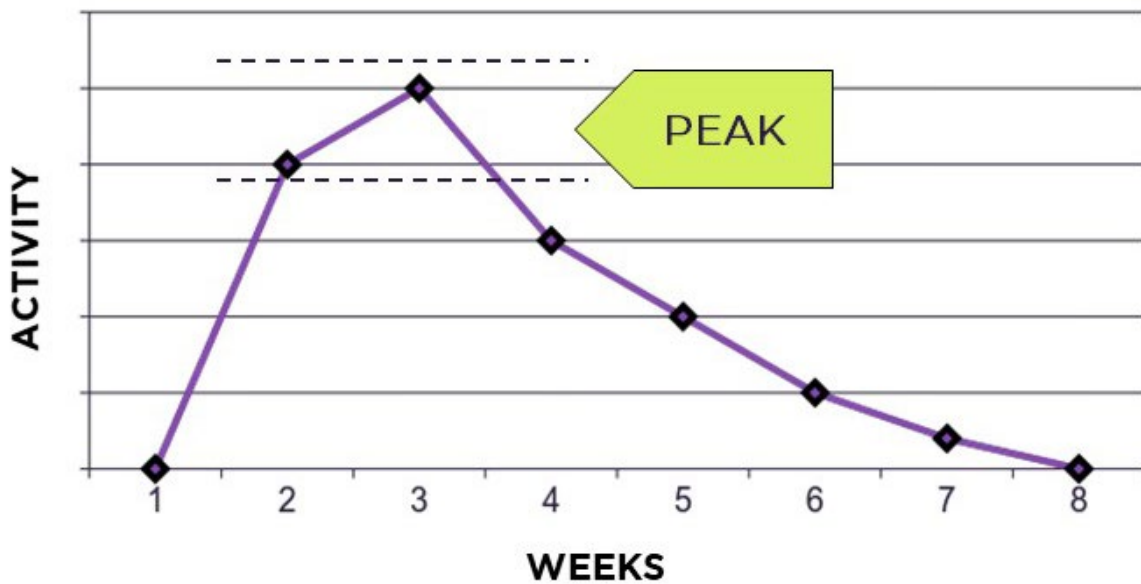
PRICE CHANGE MAPS

Our real estate data is widely known and respected in the Denver metro. Our price change maps show the average price change for various neighborhoods over the past year, which can help you more accurately price your home. If you are interested in a print or digital version for your neighborhood, let me know. There are many versions available to choose from!

THE EXCITEMENT OF A NEW LISTING

When a new home is listed for sale, interest will build quickly, peaking at about 2-3 weeks out. However, if your home is not priced right, it will stay on the market longer. If it is on the market too long, there is a good chance that inquiries and showings will start to slow down rapidly. When homes are on the market too long, it's seen as if there's something "wrong" with your home. Your home may eventually sell below market value due to delays, losing you money.

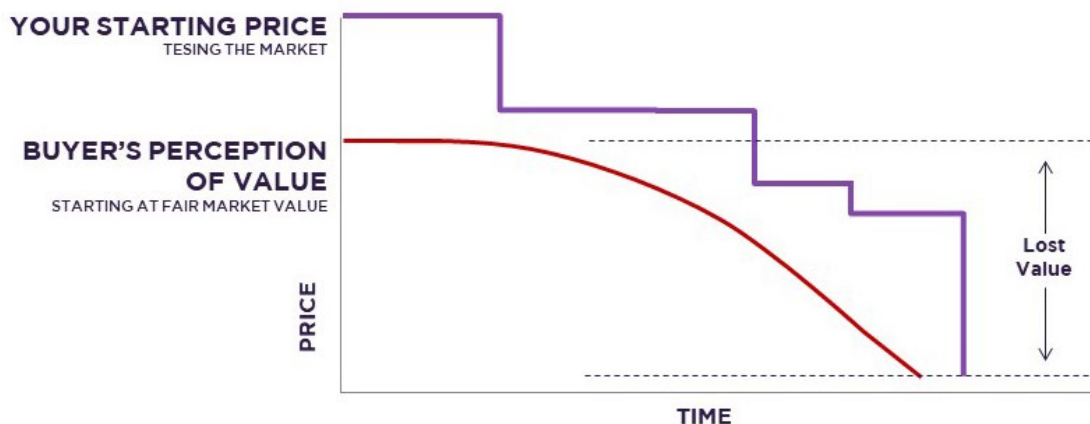
THE EXCITEMENT OF A "NEW ON MARKET" LISTING



THE PROBLEM WITH TESTING THE MARKET

A common mistake sellers make is pricing their home too high initially to "test the market". When a home is on the market too long, buyers typically feel that they should pay less for a home. At that point, you have to face the possibility of being forced to sell your home for less.

VALUE OF YOUR HOME VS. TESTING THE MARKET



FIXING UP YOUR HOME

GENERAL GUIDELINES TO CONTRIBUTORY VALUE

I am often asked which home upgrades add the most value to a home. Below is a chart that will give you a better idea of which upgrade projects are a better use of your money, and how much of the total cost you can expect to recover once your home is sold.

FEATURE ADDED	ESTIMATED COST	% RECOVERABLE
Add a Full Bath: <ul style="list-style-type: none"> to a 1^{1/2} bath home to a 2 bath home 	\$5,000 - \$35,000	80% 50%
Add a Half Bath: <ul style="list-style-type: none"> to a 1^{1/2} bath home 	\$5,000 - \$15,000	60%
Add a 2 Car Attached Garage	\$27,000+	Up to 50%
Add a Fireplace	\$2,000 - \$7,000	Up to 75%
Finish a Basement	\$3,000 - \$11,000+	Up to 15%
Enclose a Porch	\$8,500 to \$25,000	50% - 60%
Install: <ul style="list-style-type: none"> Central Air Room Units 	\$3,500 - \$7,000+ \$2,000 - \$4,000	Up to 75% 0% - 50%
Repaint A House	\$1,000 - \$5,000	30% - 80%
Install New Exterior Siding	\$2,000 - \$16,000	Up to 75%
Landscape Installation (from scratch)	\$5,000 - \$25,000+	40% - 60%
Add a Pool	\$15,000 - \$30,000	0% up to 40%
Add a Patio	\$2,000 - \$5,000	35% - 60%

(Source: Institute of Real Estate Appraisers/HomeAdvisor)



HOME PREP CHECKLIST

GET YOUR HOUSE READY FOR SALE

EXTERIOR

- ☐ Remove cars from driveway
- ☐ Close all windows
- ☐ Sweep walkways
- ☐ Pick up leaves, sticks, branches
- ☐ Put toys & bicycles away
- ☐ Store seasonal decor
- ☐ Stow garden tools & supplies
- ☐ Remove all hoses
- ☐ Straighten and arrange deck furniture
- ☐ Clean pool area

KITCHEN

- ☐ Remove magnets from refrigerator door
- ☐ Store food in cabinets
- ☐ De-clutter counters & stove
- ☐ Stow small appliances
- ☐ Hide soaps & cleaning items
- ☐ Hide dish towels & sponges
- ☐ Clear sink of dishes
- ☐ Put away draining rack
- ☐ Organize items on open shelves
- ☐ Place bowl of fruit on counter

DINING ROOM

- ☐ Straighten dining chairs
- ☐ Add centerpiece candles
- ☐ Set the table for dinner
- ☐ Add a vase of flowers
- ☐ Add a bottle of wine & glasses

MAIN AREAS

- ☐ Remove personal items & photos
- ☐ Remove all visible clutter
- ☐ Open shades/blinds
- ☐ Turn on all lights
- ☐ Check and replace burned out light bulbs
- ☐ Tidy up or put away all children's toys
- ☐ Empty waste baskets
- ☐ Hide pet dishes/toys/beds
- ☐ Vacuum carpets
- ☐ Sweep hard floors
- ☐ Remove newspapers & mail
- ☐ Display attractive books
- ☐ Turn off televisions

BEDROOMS

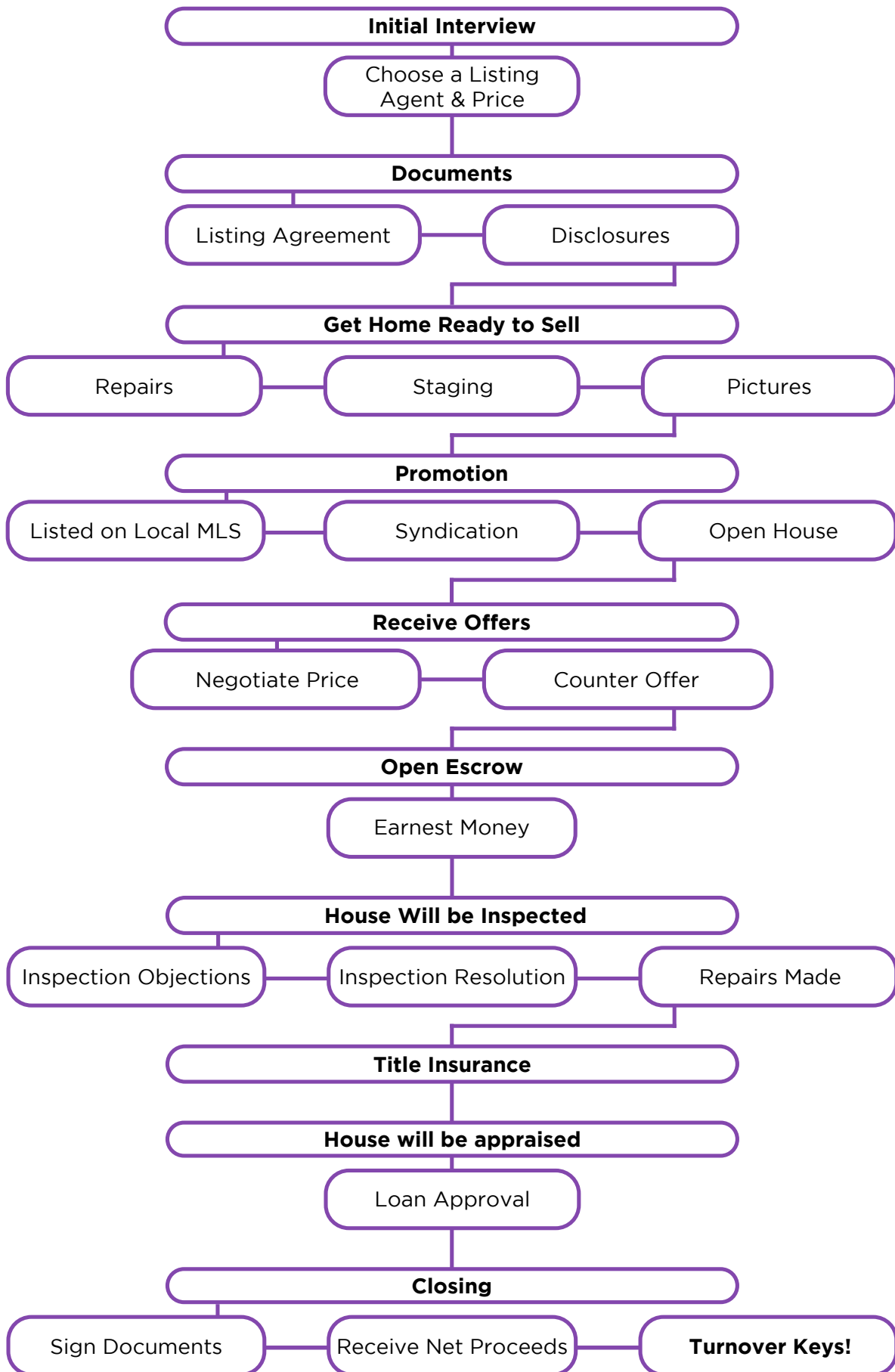
- ☐ Make the beds
- ☐ Arrange decorative pillows
- ☐ Put away clothing/shoes
- ☐ Clean under the bed
- ☐ Clear surfaces of clutter
- ☐ Hide children's toys

BATHROOMS

- ☐ Make the bathrooms sparkle
- ☐ Hang fresh towels
- ☐ Clear counter of toiletries
- ☐ Clean mirrors
- ☐ Clean toilet and close lid
- ☐ Remove all items from tub & shower
- ☐ Open the shower curtain

THE HOME SELLING PROCESS

A QUICK REFERENCE ON HOW THE PROCESS WORKS



SHOWINGTIME SERVICES

MORE SHOWINGS • MORE FEEDBACK • MORE EFFICIENT

**ONE NUMBER.
ONE CALL.
MULTIPLE SHOWINGS.**

1

MOBILE APP

Manage your showings wherever you are! Take it on the road with our mobile app available for Apple and Android phones. Create appointments, and manage listings and showings from your mobile device.

2

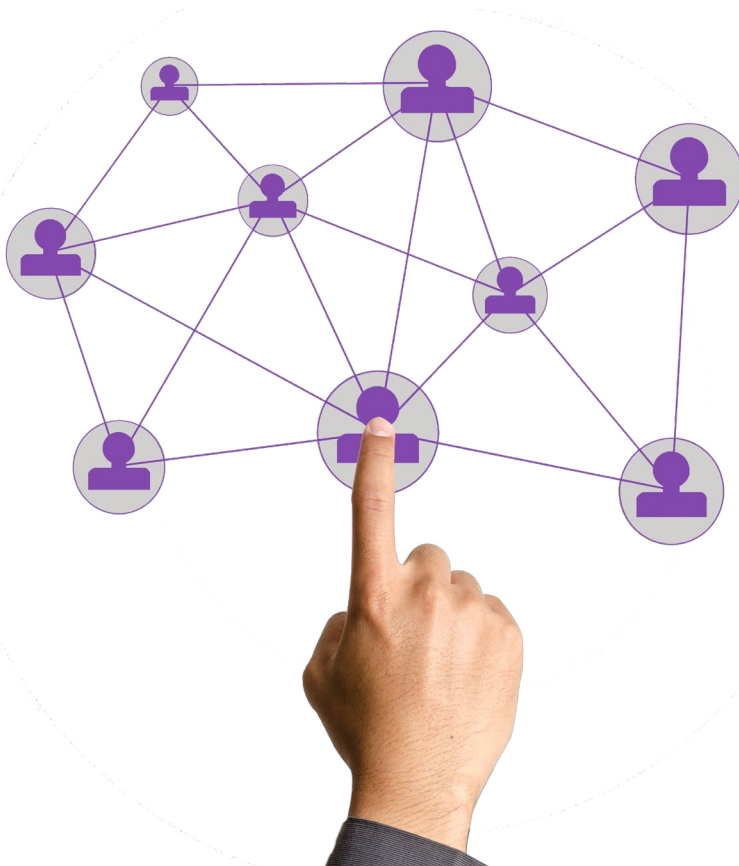
FAST SHOWING APPROVALS

Have the ease of approving showings right from your phone via a text message. Within seconds, you can approve or decline the showing.

3

BETTER FEEDBACK

Our customized feedback options allow you to get the feedback you need. You specify the questions regarding the feedback you want to know.



TOP REASONS TO USE:



- INCREASED EXPOSURE AND SHOWINGS ON YOUR PROPERTY
- ANSWERS EVERY SHOWING CALL
- 24/7 SCHEDULING ONLINE OR VIA PHONE
- NOTIFIES EVERYONE: CALL, TEXT & EMAIL
- AUTOMATIC FEEDBACK SYSTEM

EVALUATING AN OFFER

THERE ARE MANY FACTORS TO CONSIDER

An offer for your home will come in the form of a Contract to Buy and Sell Real Estate (CBS). This is a state approved form that is used to present an offer. It must be read thoroughly and reviewed before any decisions are made. The signed and accepted CBS is a legally binding contract. Below are items we need to pay close attention to:

PURCHASE PRICE – Be sure to factor in all the terms of the offer before getting excited or disappointed.

INCLUDED ITEMS – What is included? Fridge, washer & dryer, hot tub, furniture, artwork etc.

EXCLUDED ITEMS – What is excluded? Fridge, washer & dryer, hot tub, furniture, artwork etc.

WATER RIGHTS – Do they apply? Do you need to hire a water lawyer?

EARNEST MONEY – This is the initial deposit – the importance of this item is often overlooked.

METHOD OF PAYMENT – Is this a cash sale, conventional mortgage or seller financing?

SPECIAL ASSESSMENTS – Are there any outstanding or upcoming HOA assessments?

POSSESSION – When will the buyer(s) take possession of the home?

SELLER DISCLOSURE – What info about the property is the buyer asking for?

DUE DILIGENCE CONDITION – What “outs” will the buyer have?

APPRAISAL CONDITION – Is the sale contingent on the home’s appraisal amount?

FINANCING CONDITION – Is the sale contingent on the buyer securing financing?

ADDITIONAL EARNEST MONEY – Will the buyer offer an additional deposit of earnest money?

ADDITIONAL ADDENDA – Are there any additional terms of addenda attached to the offer?

HOME WARRANTY – Is the buyer asking for a home warranty? Are they asking you to pay for it?

MEDIATION – If a dispute arises, how are you and the buyer directed to handle it?

SELLER DISCLOSURE DEADLINE – What is the deadline for you to provide all seller disclosures?

DUE DILIGENCE DEADLINE – What is the deadline date for the buyer to complete due diligence?

FINANCING & APPRAISAL DEADLINE – What is the deadline date for the buyer to cancel based on loan denial?

SETTLEMENT DEADLINE – What is the deadline date for you and the buyer to complete closing?

OBJECTION DEADLINE – How soon do you have to respond to the offer or counteroffer?

MULTIPLE OFFERS – Negotiate strategically if you receive multiple offers.

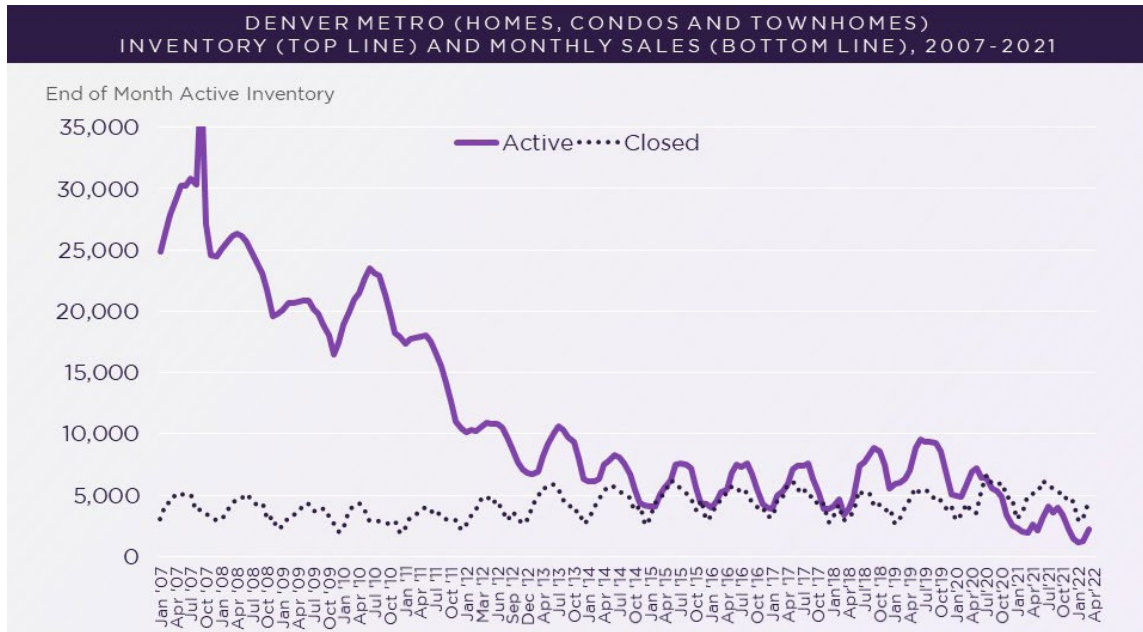


REAL ESTATE MARKET TRENDS

WHAT IS THE HISTORICAL CONTEXT?

INVENTORY LEVELS AND SALES

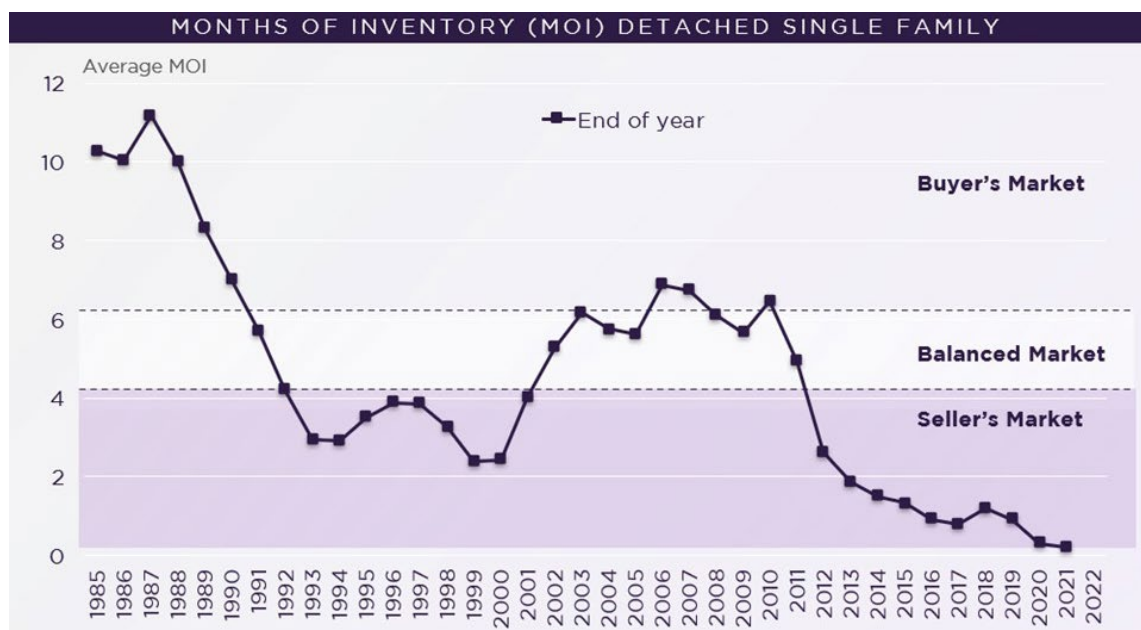
Inventory levels of homes and condos available for purchase had been growing in 2019, but dropped again throughout 2020. Throughout 2021, the sold properties have been greater than total available homes for sale in each respective quarter. Inventory is at a NEW record low! We think we're at the bottom and inventory will grow.



Data Source: Denver Metro Association of Realtors: DMAR Market Trends Reports 2020 (11 County Metro Area)

MONTHS OF INVENTORY (M.O.I.)

We have been through tight inventory in the past (1993-2000). MOI in Q1 ended at just 0.4 – nearly non-existent! We haven't seen one full month of inventory in over 15 months.



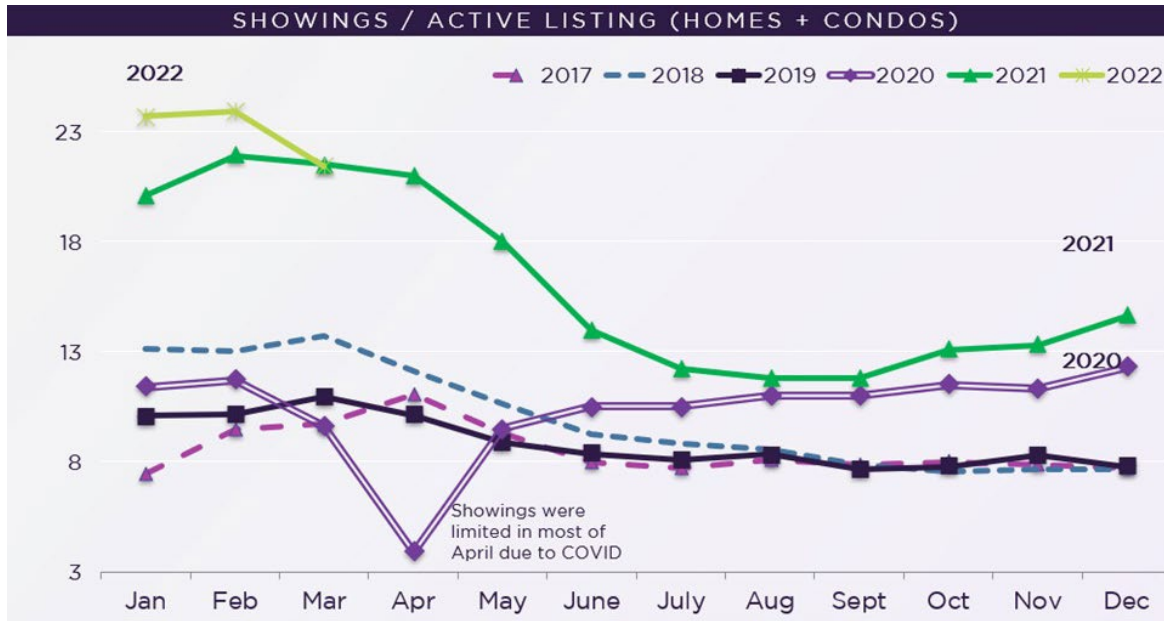
Data Source: Recolorado.com; Your Castle Real Estate Analysis

REAL ESTATE MARKET TRENDS

HOME SHOWING TRENDS

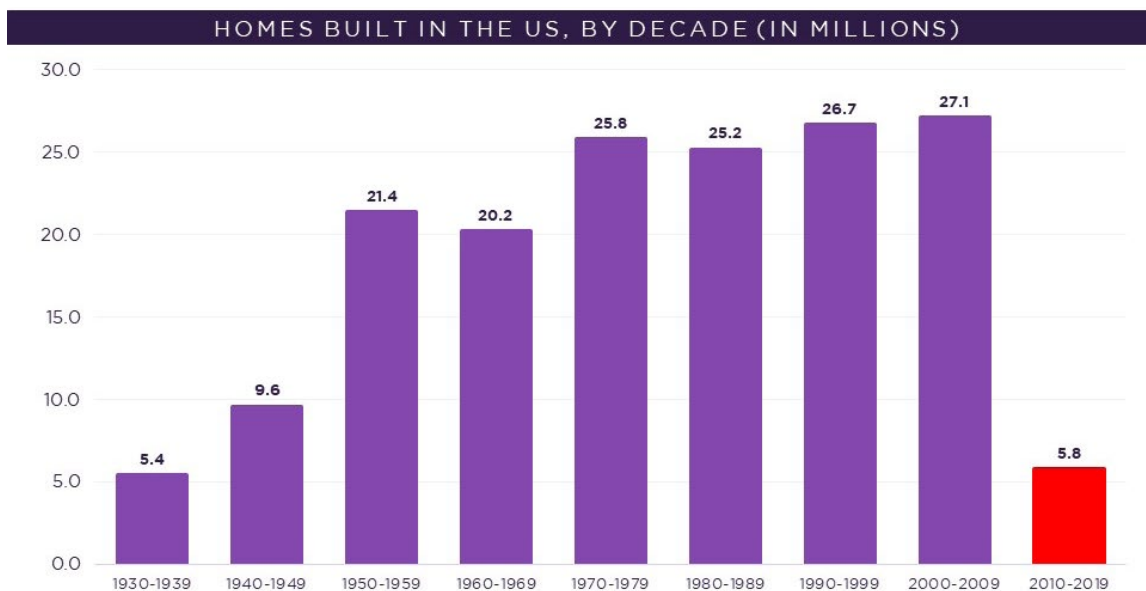
SHOWING TRENDS IN THE CURRENT MARKET

2021 ended with a surprising leap in trends, with numbers being well above previous years. Listing agents are thrilled with December's outcome and look forward to a new year! Buyer's agents need to continue to fight to get clients under contract.



HOME BUILDS IN THE UNITED STATES

Why is the inventory so low? Denver has experienced strong population growth in the past decade, but almost no additional inventory from new home builders. Builders are limited by high costs for land, water taps, labor, and materials. We don't anticipate a boom in construction. As a result, inventories could remain low for several years.



Data Source: Keeping Current Matters, Robert Frick, NFCU

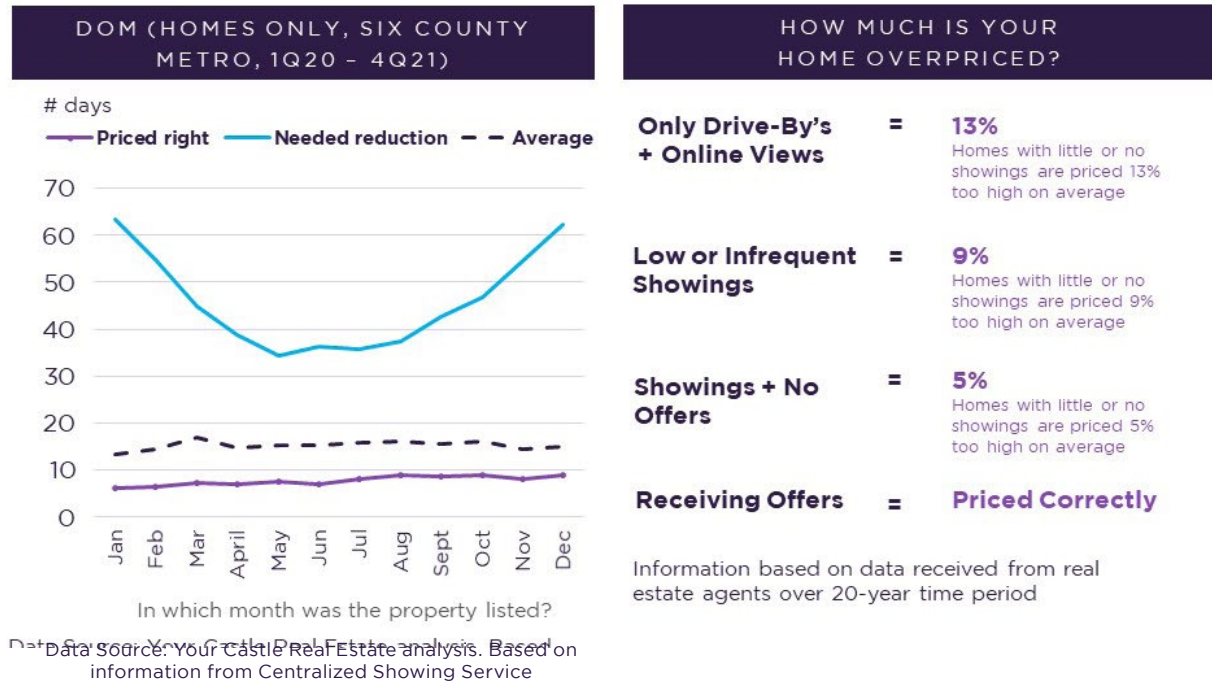
Source: ReColorado and ShowingTime, D.M.A.R. reporting region.

REAL ESTATE MARKET TRENDS

WILL MY DEAL CLOSE?

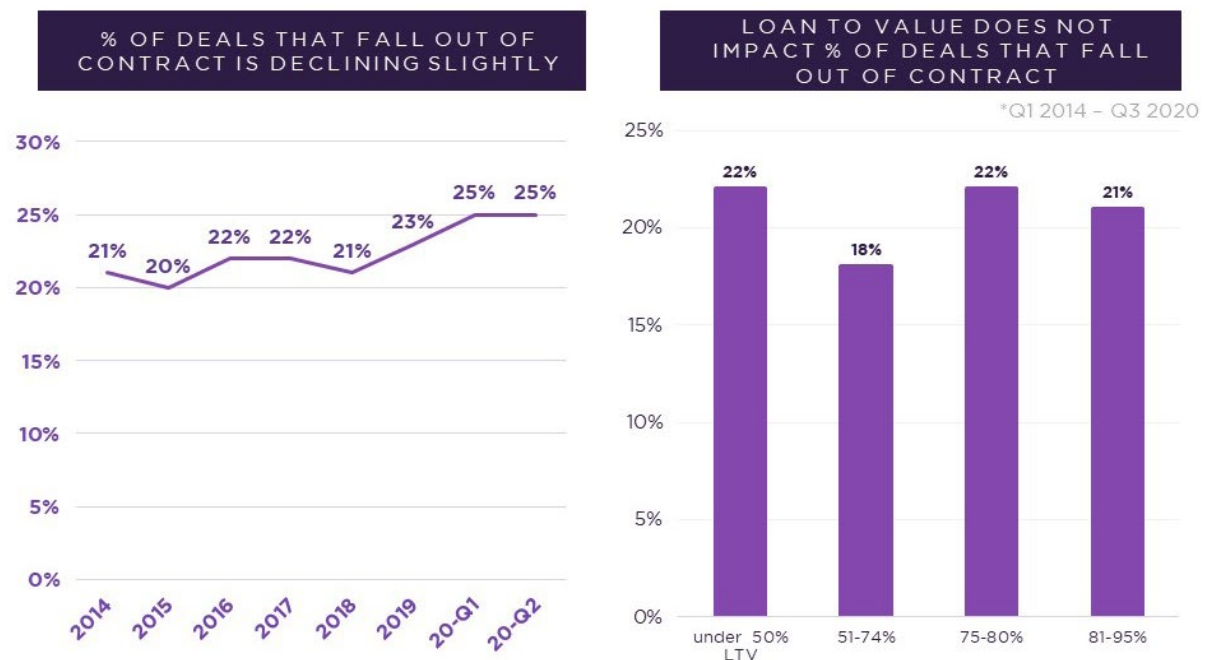
THE DANGERS OF OVERPRICING

Answer: Answer: Over the past 24 months, homes that were priced right at initial listing (e.g., did not require a price reduction) sold in just eight (8) DOM! Mispriced homes (that required a reduction) needed 46 DOM, or over FIVE times as long to get under contract.



DEALS THAT FALL OUT OF CONTRACT

The percentage of homes that fall out of contract has remained steady around 18-25%.



COMMISSIONS EXPLAINED

A BREAKDOWN OF BROKER ASSOCIATE COMMISSIONS



A HOUSE IS SOLD

COMMISSION TOTAL

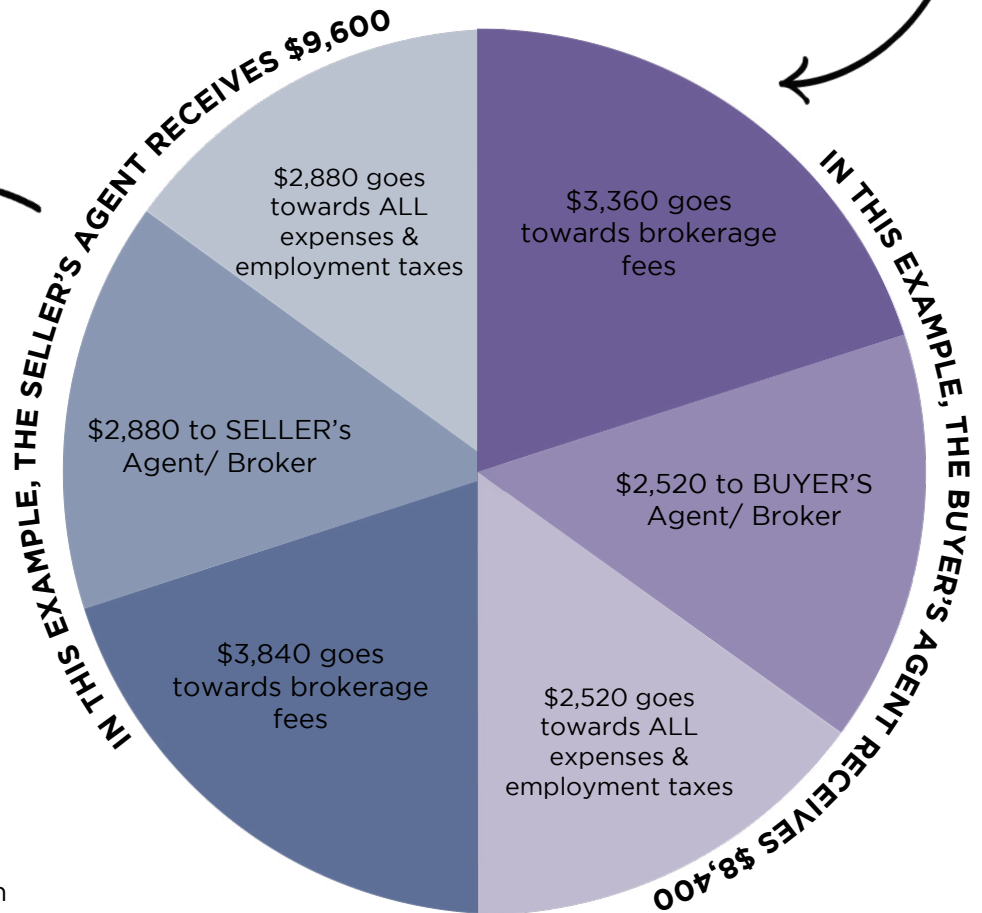
As an example, the commission could be \$18,000, and is split between the buyer and seller brokerages.

SEE PIE CHART TO UNDERSTAND HOW IT WORKS.



REAL ESTATE AGENT EXPENSES

- Training
- National Realtor® Dues*
- License fees
- MLS Dues
- Electronics
- Photography
- Internet
- Signs and lock boxes
- Staging expenses
- Self employment taxes
- Insurance
- Vehicle maintenance
- Gas / vehicle maintenance
- Printing / promotional materials
- Office supplies
- Thank you gifts
- NO benefits - sick days, paid vacation
- the list goes on...



WHY WORK WITH A BROKER ASSOCIATE?

Training and Expertise
Guidance
Experience
Negotiation Skills
Market Knowledge
And MORE!

THE ROLE OF A BROKER ASSOCIATE...

A broker associate is there from the beginning of a transaction until the closing to make sure you meet deadlines, negotiate and get the best deal for you.

Basically, their job is to get their seller the most amount of money for their home and a buyer the most amount of home for their money.



THREE TYPES OF RELATIONSHIPS

WORKING FOR YOU AS A SELLER'S AGENT

There are three types of representation relationships between parties in a real estate transaction:

SELLER'S AGENT A seller's agent (or listing agent) works solely on behalf of the seller to promote the interests of the seller with the utmost good faith, loyalty and fidelity. The agent negotiates on behalf of, and acts as an advocate, for the seller.

BUYER'S AGENT A buyer's agent works solely on behalf of the buyer to promote the interests of the buyer with the utmost good faith, loyalty and fidelity. The agent negotiates on behalf of, and acts as an advocate for, the buyer.

TRANSACTION BROKER A transaction broker assists the buyer or seller or both throughout a real estate transaction without being an agent or advocate for any of the parties.



THANK YOU!

