



Dwell 719
Live Well. Dream Well. Love Well. Dwell.



THE
CUTTING EDGE,
REALTORS®

*Home
Selling
Guide*



PAUL & ANDREA KOHLMAN

REALTORS®, Broker Associate

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A DIFFERENT *Model*



Married with 4 kids,
2 grand-daughters
and 2 dogs



Paul is an award
winning photographer



Andrea served on the
Women's Council of
Realtors Board



We love to hike, ATV,
remodel, travel and
hang with family



Not huge fans of talking
about ourselves

Service

Over 95% of business by Referral

Integrity

Education vs. Sales
A Coach and a Teammate

Knowledge

Paul has a construction and marketing
background and is a negotiation
specialist. Andrea is an
accredited stager.

Reputation



5 STAR RATING ★★★★★



5 STAR RATING ★★★★★



5 STAR RATING ★★★★★

MARKETING PLAN

Key Objectives

LEVELS OF *Service*



PRICING

Your home priced at market value.



TIMING

Selling your home in the desired time period.



CONVENIENCE

Selling your home with the least amount of inconvenience.

Basic Core



- Market Analysis
- Yard Sign
- MLS
- Website Syndication
- Showing Appointments
- Settlement Services

Different



- HDR Photography
- Full-Color Flyers
- Custom Web Page
- 3D Virtual Tour
- Drone Photography

Custom

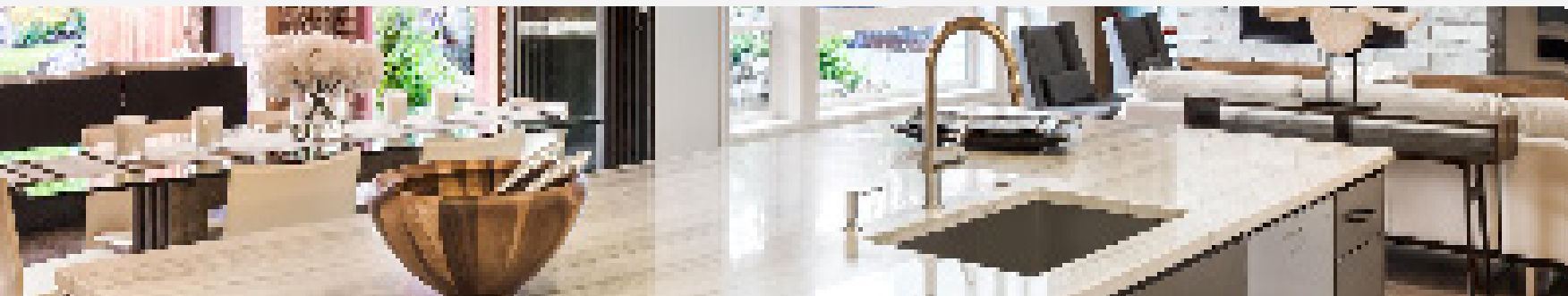


- Professional Video
- Targeted Advertising
- Staging Consult
- Floor Plan Rendering
- Featured on 2 local websites

Convenience



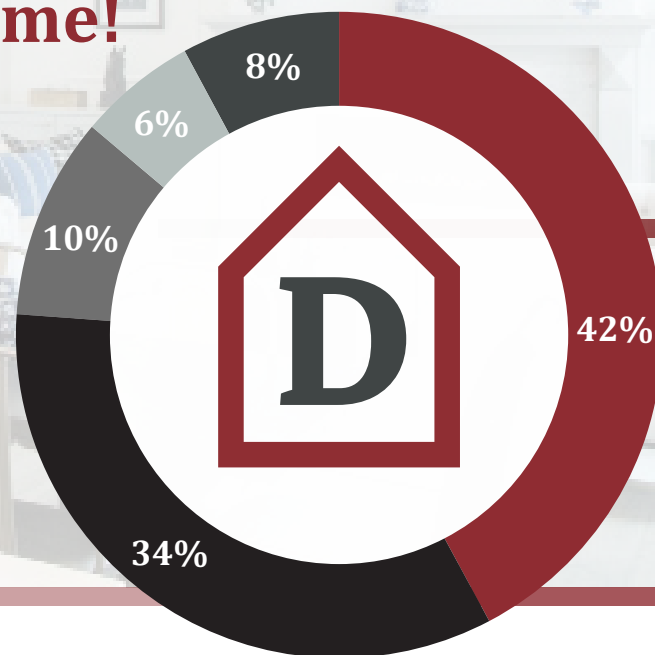
- House Cleaning
- Showing Texts
- Staging Included
- Transaction Coordinator
- Proactive Updates



94% of home buyers and sellers use the internet to search for their home!

42% Internet
34% Real Estate Agent
10% Yard Sign/Open House
6% Friend, Relative, Or Neighbor
8% Other

*Source: National Association of REALTORS®,
Profile of Home Buyers and Sellers, 2014



WEBSITE Syndication

Syndication commonly refers to the process a broker takes to advertise their listings on third-party non-MLS websites.

Google

Zillow

realtor.com

YAHOO!
REAL ESTATE

hotpads.

bing

redfin.com

Estatelly

trulia

DEDICATED Webpage

Your page links to all other Websites through the Virtual Tour so everyone can find it.

Facebook TARGET MARKETING

According to the Pew Research Center, over 80% of adult Americans are on Facebook. Of those users, over 80% are on there daily. Facebook now has as similar traffic statistics as Google.



765 Herbglan Court, Colorado Springs, CO, 80906

NEW SEARCH

SOLD

4670 Limestone Road, Monument, Colorado 80132-8256
Sold Date 4/20/2020
Listing ID 3303410
\$755,000

This beautiful home is located in highly desirable Red Rocks Ranch - one of the most picturesque areas to live along the Front Range. This premium elevated location offers stunning panoramic views & the 1.19 acre lot offers privacy with quick access to I25 and to town. This 4 Bedroom (with home office on main), 3-1/2 Bath, 3720 Sq Ft home has been impeccably upgraded including hewn beamed vaulted ceiling, massive paneled gas log fireplace in Great Room, custom hardwood cabinets, new granite counters, stainless appliances, and walk-in pantry in Kitchen, upgraded paneled Bathrooms, new carpet & fresh paint throughout. The Great Room boasts hand-hewn beams & a door to a balcony. Walk out from your breakfast nook to the expansive covered deck. Sip coffee while enjoying gorgeous 180-degree views of mountains, trees & rock formations. The gas fire pit on the deck is protected from wind & is the perfect place to relax & view the stars. Upstairs, you'll find the Master (with door to Juliet balcony) & newly remodeled spa-like Ensuite. There is also a secondary bedroom & full bath. In the basement, you'll find 2 more bedrooms, a full bath & inviting family room with fireplace. It walks out to the back yard. The laundry room, unfinished area & closets provide ample storage. Coupled with an enlarged newly paved driveway, fire-mitigated yards, new stone retaining wall landscaping & a new 3-car heated garage, you simply will not find a more ideal place to live (or greater value for the money). The commute into Colorado Springs & Denver is very easy via I-25 and, if you enjoy nature, the Pike National Forest, Santa Fe Trail & Spruce Mountain hiking areas are at your doorstep. This home is ideally located in the Award-winning Lewis Palmer School District.

3B. Welcome Home!
4 Bedrooms 4 Total Baths 3,720 SqFt 1.190 Acres

Listing Agent
Paul and Andrea Kuhlman
525 N Tejon St.
Colorado Springs, CO 80903
Email: paul@dwel719.com

HELPFUL TOOLS

- Get Directions
- Schedule a Tour
- Printable Flyer

SIMILAR LISTINGS

\$630,000
5 Bedrooms, 3 Total Baths, 3,305 SqFt, 0.930 Acres, 1 photo
18055 Pike View Way, Monument, Colorado

\$650,000
5 Bedrooms, 4 Total Baths, 4,052 SqFt, 0.180 Acres, 50 photos
577 Sabor Creek Drive, Monument, Colorado

HIGHLIGHTS

Bedrooms Total Baths

PROFESSIONAL *Photography*

D

Did you know you only have about 1-3 minutes to capture the attention of the Buyer?

HDReal® combines the art of photography with artificial intelligence and the science of visual marketing. The result is consistently stunning images proven to sell real estate faster and for more money.



3D *Tours*

With a 3D virtual tour, prospective leads can do their own walkthrough of your properties from anywhere, anytime, generating higher engagement and interest.



-  Sell at a 4-9% higher sales price.
-  Decrease time on market by up to 31%.
-  90% of buyers would be more compelled by a listing with a 3D tour.
-  Attract more qualified prospects by giving viewers the most complete representation of your property, filtering out those the property may not be right for while also attracting leads that are genuinely interested in your property.

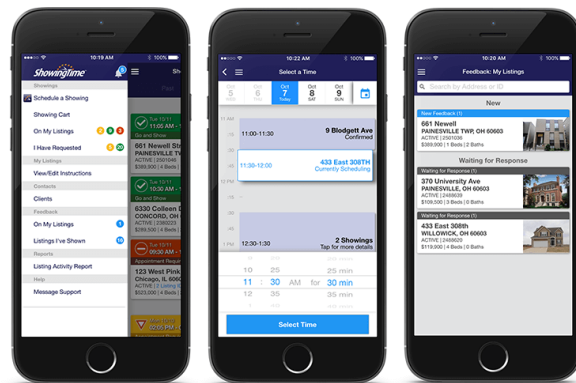
Using professional photography can give your listing 60% more attention than listings featuring amateur photos.

SHOWING Feedback

Showing and
selling your
home with
your
convenience
in mind.

Receive
feedback
from every
showing!

ShowingTime®



Feedback Received for

5907 Spurwood Drive Colorado Springs, CO 80918
\$574,900 | UNDER CONTRACT - SHOWING | MLS# 8793533

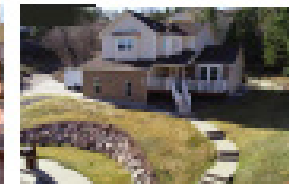
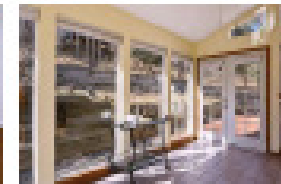
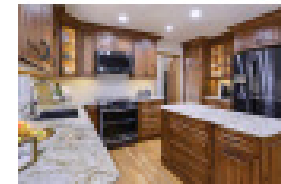
1. Is your client interested in this listing?
Somewhat
2. Please rate your overall experience at this showing.
Good
3. Your (and your client's) opinion of the price:
Just right
4. Please rate this listing (5=Best; 1=Worst):
4
5. COMMENTS / RECOMMENDATIONS:
We considered an offer, but my clients are looking for a little more privacy from neighbors. Thank you for the opportunity to show it.

Appointment Details



Showing
Sun, November 8, 2020
12:00 PM - 12:30 PM

FOR SALE
\$529,900



5330 Settlers Way, Colorado Springs, CO 80919

4 Bed | 4 Bath | 3,544 Sq Ft

This lovely 4 bedroom, 4 bath home is tucked into the coveted Pinecliff neighborhood - just minutes from I25, yet in the foothills! Situated on a 1/4 acre in a cul-de-sac w/ side-load 2 car garage, guests are greeted by a proud, well-maintained exterior & large composite deck. Enter inside to warm hardwood floors throughout the main level. The living room & dining have French doors that can remain private or open to kitchen & entry. Off the entry is an updated powder bath & further is the dream kitchen. The kitchen opens to a breakfast nook with bay window & a step down leads you to the large family room w/ gas fireplace. Follow the French Doors out to the bright sunroom - watch the wildlife! Or step out to more deck space & enjoy nature! Upstairs is a large loft, perfect for playroom or home office, 2 bedrooms, laundry & full bath. The Master Bedroom Ensuite is upstairs too, w/ private balcony, vaulted ceiling, dual vanity, walk-in closet, & jetted soaking tub!



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**FULL
COLOR
Flyers**

SELLING *Process*

SELLING PROCESS | PREPARATION



- 🏠 Listing Appointment
- 🏠 Strategic Pricing
- 🏠 Home Repairs
- 🏠 Staging
- 🏠 Cleaning
- 🏠 Pictures

SELLING PROCESS | INVESTIGATION



- 🏠 Submit Earnest Money
- 🏠 Home Inspection
- 🏠 Negotiate Repairs
- 🏠 Title Insurance
- 🏠 Covenants & HOA Docs
- 🏠 Appraisal
- 🏠 Loan Conditions

SELLING PROCESS | CELEBRATION



- 🏠 Receive Loan Approval
- 🏠 Check Settlement Statement
- 🏠 Verify Repairs are Complete
- 🏠 Final Walk-Through
- 🏠 Closing
- 🏠 Celebrate!

Satisfaction

The #1 fear for most Sellers is getting stuck in a Listing Contract with a “bad agent”.



If you are not absolutely delighted with our service you may terminate our listing agreement at any time with NO financial obligation to you.



We only ask that if there is something that we’re not doing to meet or exceed your expectations you let us know right away.

Communication

National studies show lack of communication to be the #1 complaint about Realtors.

PRO-ACTIVE GUARENTEE



We guarantee to return all calls and emails promptly. We will give you weekly updates. You will be set up for automatic feedback for all showings via email.



For any week that we fail to update you we will take \$200 off of our commission.



ORGANIZE

- ☐ Start going through your closets, drawers and cabinets and analyze what can be thrown away
- ☐ Get estimates from three moving companies, make sure they have insurance
- ☐ Gather all legal documentation into one box and maintain in an accessible and safe place. Documents should include vehicle titles, registration documents and licensing, birth certificates, wills, deeds, stock, legal, medical, and insurance records
- ☐ Start Packing away items you don't use every day
- ☐ Deep Clean the house (see cleaning checklist)
- ☐ Meet with the stager for final staging recommendations

CHANGE OF ADDRESS & NOTIFICATIONS

- ☐ Complete a change of address card at the U.S. Postal Service and at the following placed you do business: • accountants • attorneys • banks • credit card companies • former employers • insurance agents • IRS/Social Security Admin • periodicals • stockbrokers
- ☐ Contact all utility companies (cable, gas, electric, phone, refuge collection, water, etc.) to arrange for disconnect, final billing and connection at your new address Arrange to have children's school records transferred
- ☐ Cancel newspaper delivery
- ☐ Contact insurance companies (auto, homeowner's, medical and life) to arrange for coverage in your new location
- ☐ Notify the Department of Motor Vehicles of your new address
- ☐ Cancel voter registration; re-register once you've settled into your new home

THE HOME STRETCH!

- ☐ Defrost refrigerators and freezers
- ☐ Make sure all of your inspection repairs are complete
- ☐ Pack first night items, including: alarm clocks, change of clothes, flashlight, phone, sheets, toiletries and towels
- ☐ Contact your home owner's insurance company and let them know your day of closing
- ☐ Keep medications, financial information and valuable items with you!
- ☐ Your home needs to be left in clean condition, vacuumed, mopped, all cabinets and counters wiped clean, cleaned appliances and all trash and debris removed from inside and outside of the property

PACKING Tips

There are a lot of little things you can do when packing to help save yourself from a lot of stress. Here's just a few!

PACK A MOVING SURVIVAL KIT

- ☐ Asprin
- ☐ Paper cups and plates, plastic utensils
- ☐ Coffee, filters, and coffee maker
- ☐ Paper towels, toilet paper, soap

PACKING HACKS

- ☐ Keep jewelry, important papers or medications with you
- ☐ Pack plates vertically so they're less likely to break, make sure you wrap them well
- ☐ Label boxes as you pack them with content and desired room location
- ☐ Don't take clothes off their hangers. Move them in bunches in garbage bags still on the hangers. Easy and way cheaper than wardrobe boxes
- ☐ Leave lamps, china and artwork or breakables for movers to pack
- ☐ Color code each box according to room so you can identify what needs to go where in a glance
- ☐ Pack heavy items in small boxes
- ☐ Cut triangles in boxes about 1/3 of the way down to create handles for easy carrying
- ☐ Do not over-stuff boxes; leave some extra room at the top
- ☐ Remember to mark boxes with breakables as fragile. Whether you've hired movers or are doing it yourself, you don't want someone to be too rough with those boxes
- ☐ Tape cords underneath all electrical appliances
- ☐ Add some padding to your boxes. Plastic grocery bags are great for cushioning your breakables. Don't leave room at the top without padding because otherwise they may get crushed
- ☐ Wrap breakables in newspaper, bubble wrap, clothes or towel
- ☐ Use RED packing tape for critical boxes you want to unpack first
- ☐ Put plastic wrap over drawers so you don't have to empty out their contents

Thank You!

Selling your home is a big deal and we take the task very seriously. Thank you for considering us to help you!

- Paul & Andrea



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