

SELLING YOUR HOME

Getting the best possible price for your Pagosa Springs home



JIM SMITH REALTY

PAGOSA SPRINGS . . . "The Colorado You've Always Dreamed Of"



MARKETING YOUR HOME

The Jim Smith Realty Marketing Program



Jim Smith Realty is the oldest and one of the largest real estate firms in Pagosa Springs. We have led the way in new and creative methods to market real estate for the past 31 years and continue to be on the cutting edge when it comes to new marketing strategies. This is the reason we have remained the #1 real estate firm in number of transactions each year.

PHYSICAL LOCATION: Our conveniently located downtown office provides us the opportunity to reach much of the foot traffic exploring Pagosa. We're just across the river from the world-renowned hot springs and have an abundance of walk-in traffic. We feature attractive flyers in our front windows, sponsor community events and venues, and have a "Listing Showcase" flyer available at our office for those shoppers who want a little more info. We welcome all visitors, buyers and sellers to our office and greet them with a smile.

THE BROKERS: (Yes, there really is a Jim Smith and he still works six days a week to make this the best firm around.) All of our Brokers are experienced in all aspects of the business and most have been Realtors for at least 10 years, some well over 30 years! We also have a very knowledgeable support staff and we are all working for you.

PRINT: For more than 25 years, Jim Smith Realty has partnered with The Pagosa Magazine to feature each and every JSR real estate listings in a large format magazine, reaching up to 40,000 readers each year, distributed all over town, (more than 50 distribution points!), and via subscription online. This colorful and highly praised guide appeals to all visitors and those planning on re-locating, as well as locals. Part of the success of the Pagosa Magazine stems from the independent nature of real estate shoppers who love to get a good grasp on the market while driving

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around following our detailed maps. We also give everyone a glimpse of the market, allowing each customer to more fully understand the real estate process.

SIGNAGE: An attractive sign will be placed on your property. This assures easy identification to the

hundreds of DIY buyers who prefer to shop on their own before approaching a Realtor. We see so many buyers coming to our office exclusively because they see our signs all over town.

WEB: Jim Smith Realty was the first real estate company in Pagosa Springs to use full power of the internet to market Pagosa homes and properties. Our sites receive tens of thousands of hits and countless inquiries per month from potential buyers. Our custom crafted website, JimSmithRealty.com, has been meticulously tailored over many years to provide the most up-to-the-minute real estate data and most complete search parameters. We constantly update and invest in our website, making it the go-to site for Pagosa real estate searchers. We're always looking for innovative and exciting ways to market our properties. Facebook, ThePagosaMagazine.com, Pagosa.com, PagosaCountry.com, PagosaData.com and PagosaSprings.com all provide our buyers and sellers with a wealth of information about Pagosa County

PHOTOS: We contract with a professional real estate photographer to provide top-quality images of each home listing. In addition, we can create a "virtual tour" of your home, keeping interest in your listing high while minimizing the inconvenience to you, as a homeowner. Additional options include video walk-throughs, twilight photo shoots, Google Earth

imaging, interactive floorplans, full production videos, drone stills and video, 3D Homes, Video Walkthroughs and YouTube videos of your tour. We do our best to make your listing shine.

MLS: Your property will also be included in our computerized Multiple Listing Service for

maximum exposure to every Pagosa Area real estate buyer through the 100+ members of the Pagosa Area Association of REALTORS® and CREN (our regional MLS). Listings are also syndicated to Realtor.com, and many other real estate information sites like Zillow.com, Trulia.com, etc.

PRINT ADVERTISING: Although we feature every listing in The Pagosa Magazine, we also reach out to relevant markets through advertisements in The Dining Guide, The PLPOA Newsletter, The Pagosa Springs SUN and its related publications. Occasionally we'll market exceptional properties in such publications as Texas Monthly and other high-end magazines. We also stay visible with postcard campaigns and regular mailings.

OPEN HOUSES AND CARAVAN: Getting real estate shoppers and other local agents into your home via open houses and our weekly "caravan" can help keep your home fresh in the minds of buyers and sellers alike. Additionally, we can set up "LIVE WALKTHROUGHS" and "On Demand Video Open Houses!"

We have designed marketing programs to give you the best opportunity of selling quickly and for the best price. Our programs are designed to show off and sell your property to thousands of interested buyers using proven strategies that work.



SHOWCASING YOUR HOME

Creating the first impression that will last forever

FIRST IMPRESSIONS CAN HELP MAKE THE SALE! Here are some tips on how to get your home to shine, and what you can do to your property to make it look its best. Remember, to sell successfully, you have to look at your home like a buyer.



FIRST IMPRESSIONS ARE THE MOST LASTING: When a prospect comes to look at your home, the first impression (curb appeal) is vital. Your front lawn and other landscaping should be neatly trimmed and mowed. Make certain that your yard is free of refuse and leaves. If necessary, paint your house. This can do more for sales appeal than any other factor. If you decide against painting, at least consider painting front shutters and window frames. The walk should be swept, and in winter, free of ice and snow. The front door must be clean and fresh looking. Repaint the front door if necessary, and repair broken outdoor steps. Make sure the doorbell is in working order. Consider putting flowers outside the front door. Inspect the roof and gutters -- any missing shingles to replace? Bikes, wagons and skateboards should not be out in the front.

DECORATING FOR QUICKER SALE: Faded walls and worn woodwork will reduce the appeal of your home. Why describe how your house could look when you can show how it looks with just a reasonable amount of redecoration. A minor investment in paint and wallpaper will pay bigger dividends to you in a better price and quicker sale. Check ceilings for leak stains. Fix the cause of the damage, repair the ceiling and paint the damaged area. If painting and redecorating, stick to conventional white and easy-to-work-

with neutrals. If you have a fireplace, clean it out and lay some logs in it to make it look inviting.

LET THE SUNSHINE IN: Open the drapes and curtains, which will make the rooms appear larger. Clean the windows so that a prospect can see how bright and cheerful your home is and make sure all windows will open and close. Dark and dreary rooms do not appeal to most home buyers. Replace all burned out light bulbs, or switch to brighter bulbs, and be certain every light switch is in working order.

DON'T BE A DRIP: Fix leaky faucets -- dripping water suggests faulty or worn out plumbing (major plumbing bills). Discolored, rust-stained sinks are also warning signs and should be properly cleaned. If sinks or bathtubs drain too slowly, unclog them.

LITTLE THINGS MEAN A LOT: Loose door knobs or cabinet pulls, sticking doors and drawers, wobbly hinges, stuck windows, doors or sliders -- all are easily repaired negative factors. Take a few minutes to check and repair all these seemingly minor flaws because they do detract from the value of your house.

SAFETY FIRST: Keep stairways and corridors clean and clear of clutter. Neatness makes a room look larger. While your home is on the market, restrict toys to kids' rooms.

TOP TO BOTTOM: Let prospects see the full value of your attic, basement, garage and other utility or storage spaces by removing junk, cartons and other articles. Make



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sure there is plenty of light on the stairs to the basement and repair any cracks in the floor. Neatly stack cartons against walls to make the space look larger. If the storage spaces are dark and dreary, a coat of light colored paint or extra lighting can do wonders. Vacuum garage floors and rafters.

CRAWL SPACES: Consider a pre-inspection, especially if you have a crawl space. Mold and moisture can kill a deal -- you may want to consider encapsulation.

BIG CLOSETS: We all love closets and you can make them look even bigger by having them clean, neat and well-organized. Get rid of old clothes and cartons that take away from the spacious look.

BATHROOMS SELL HOMES: Make bathrooms sparkle. Clean stained sinks and bowls, repair any damaged or discolored caulking around bathtubs and showers, be sure towels and area rugs are bright and sparkling. Make certain all light fixtures and bulbs work -- whiter temperature bulbs are great for bathrooms, while the softer yellow bulbs work better in most other rooms. Keep an unobtrusive solid deodorizer in the bathroom area.

WAKE UP YOUR BEDROOMS: Keep bedrooms bright and cheerful. After your home is shown, you can always close the drapes. Remove excess furniture.

PUT SPARKY OUTSIDE: They may be our best friends,

but not when a home is being shown. Keep all pets out of the way and not underfoot. Consider putting their food and water bowls in the garage or out of sight during a showing.

TAKE A WALK: Try to arrange to be away from your home if at all possible. It may be as simple as taking a walk, but most buyers are more comfortable if they are with their agent only, without someone looking on.

BE IT EVER SO HUMBLE: There is no place like your home. You live in it, so don't apologize for the appearance of your house. If something out of the ordinary should happen to mess up the appearance, inform your agent when they call you to set up the showing.

IN CONCLUSION: Selling your house is one of the most important financial transactions you will make. Like everyone else, you want to sell it for as much as you can get and as fast as possible. We feel the same way and want to help you. These tips to get your home to smile a welcome are provided to you at no cost or obligation. They are intended to assist you in avoiding the pitfalls that many other homeowners have encountered in the past.

We are real estate professionals. Buying and selling houses is our daily work and we are specially trained and experienced in this field. Your Jim Smith Realty agent may have additional suggestions that are specific to your home. A happy house is a SOLD house.



THE EXTERIOR

Simple tips that will help your home sell

LAWN

The yard should be neatly mowed, raked and weeded.

TREES/SHRUBS

Prune and shape trees and shrubs to compliment the property.

FLOWERS

Weed any flower beds and consider adding seasonal flowers.

SIDEWALKS AND DRIVEWAYS

Sweep and wash to remove debris, dirt and stains. Repair and patch cracks.

PAINT

Check the home for any needed maintenance just as a buyer would. Repaint or touch up as necessary. If you have wood siding, tighten any screws and apply a fresh coat of stain. You can't find a better investment when you're selling your house than a good paint job. Don't let the outside turn buyers off before the inside can attract them.

DOORS/WINDOWS

All doors and windows should be in good working order. Clean and paint doors if necessary, wash all windows and replace any broken or cracked windowpanes. Screens should be free of any tears or holes. Inspect all locks to be sure they are functioning properly.



ROOFS AND CHIMNEYS

Check for look for missing shingles. On propanel roofs, make sure all screws are tightened. Hire a chimney sweep if you have a wood stove, to make sure your chimney is safe and clean.

SNOW REMOVAL

If you're away from your home and selling it during a Pagosa winter, be sure to arrange for snow removal so that your home is accessible to potential buyers.



THE INTERIOR

Making your home even more beautiful

ATMOSPHERE

When placing yourself in the potential buyer's shoes, you will want to consider the overall atmosphere of your home. Keep color, lighting and smell in mind as you go through the home. Create an atmosphere within your home as one of shelter, a place that is safe and warm and in good condition. Invest in a short term storage unit to help eliminate clutter if necessary.

SMELL

A clean-smelling house creates a positive image in the buyer's mind. Be aware of odors from cooking, smoking and pets that may have adverse affects on potential buyers. Air fresheners and candles can turn off buyers occasionally, and may make it appear that you have to use them to hide a persistent bad odor. Use a fabric freshener on sofas, and get carpets shampooed for a good-smelling home.

COLOR

Be cautious when selecting colors if you're replacing carpet or repainting. The key is to promote your home to the largest segment of the buying market. Stay with neutral colors -- let the new owners create their own color scheme.

LIGHTING

Take advantage of natural light as much as possible by cleaning windows, opening shades and drapes, etc. Be sure that all fixtures are clean and have functioning bulbs. Warm, yellowish light is preferable in most rooms, while white bright light is best for bathrooms and closets. Increase the wattage of bulbs in the basement and garage areas.



WALLS

Check for peeling paint and loose wallpaper. Consider replacing "loud" or bold colors with neutrals. Repair any cracks in drywall or plaster.

FLOORS

Clean all wall-to-wall carpeting and area rugs. A professional shampoo is a small investment that can pay off big! Clean and polish hardwood floors, tile and other surfaces. Refinish wood floors if they are badly stained, scarred or unattractive.

CLOSETS

Empty closets of off-season clothing and pack for the move. Leave as few items on the shelves and floor as possible, which will give the appearance that your home has ample storage space.

FURNITURE

If you haven't already, try to arrange the furniture to give the room as spacious a feeling as possible. Consider removing furniture from rooms that are crowded. Dispose of unneeded items and store large furniture off-site if necessary.

WOODWORK

Clean and polish all woodwork. Pay particular attention to the kitchen and bathroom cabinets.



THE INTERIOR

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BATHROOMS: CLEANLINESS IS THE KEY!

Make sure that all surfaces are spotless and remove non-skid decals that may be in poor condition in your tub. Replace worn or dirty shower curtains, clean and repair caulking, and be sure to store all personal care items out of site. Repair leaking faucets and clean off any hard water deposits. Clear countertops, clean and organize drawers and cabinets, and be sure the throw rugs are laundered. Consider bringing our your “fancy” soaps and towels. Add a houseplant for color and freshness.

FIREPLACE

Sweep and clean the fireplace. Even gas fireplaces need to be cleaned! Place a few logs on the grate to create an attractive appearance. You may want to have a fire going during winter and early spring showings to create atmosphere.

APPLIANCES AND LIGHT FIXTURES

Clean, bright, sparkling and shiny appliances make a big difference! Remove all magnets and photos from your refrigerator, leaving a clean surface. Make sure all lampshades are dusted and bulbs are functional.

DINING ROOM

Consider adding flowers or setting the table with an attractive arrangement. This small touch can make a dining room more homey and appealing.



KITCHEN

Avoid clutter in the kitchen. Store small kitchen appliances whenever possible to maximize the appearance of work space. Clean and organize storage space and pantry. Sinks, cabinets, appliances and countertops should be clean and fresh. Move that sponge and dish soap out of view!

BASEMENT OR ATTIC

Clean and organized are key -- with fewer items in storage areas, buyers will be able to get a feel for the space. Remove and dispose of any items that will not be moved with you. Pack other items neatly in boxes for the move.

GARAGE

Sweep and wash the floor to remove dirt and stains. Organize tools, garden equipment, skis bicycles, etc.



PRICING YOUR HOME

Some pricing issues that may help you and your agent decide

THE BENEFITS OF COMPETITIVE PRICING

MORE ENTHUSIASM

Both real estate agents and buyers are excited by a competitively priced house. Salespeople like to talk about and show these houses to their clients. Buyers want to get a good deal for their money.

FASTER SALE

Competitively priced homes sell much faster than overpriced homes. Rarely will a house with a competitive price end up an expired listing.

ULTIMATELY HIGHER PRICE

A house that sells in the first 30 days will bring the highest sales price and that amount will decline as time passes.

MOVE TO YOUR NEW HOME SOONER!

Eight out of ten homebuyers sold their previous house before purchasing another home. Your Jim Smith Realty agent can usually market and sell your home in a shorter time period, which allows you to purchase another home and move in a reasonable amount of time.



More buyers will make a reasonable offer on a competitive price than a lowball offer on a property that's overpriced.

THE DANGERS OF OVERPRICING

APPRAISAL WOES

The buyer's lender needs to make sure the appraisal meets your selling price -- if not, the deal could fall through.

MINIMIZED OFFERS

An overpriced house discourages prospective buyers from making offers, since the difference between the asking price and the market price is substantial.

DECLINED ENTHUSIASM

Real estate agents will spend less time showing property that is overpriced, and may lose interest. This leads to a decline in showings.

LESS QUALIFIED BUYER EXPOSURE

Overpriced homes often fail to attract qualified buyers.

SIGNS, SIGNS...

Prospects who learn about the house from the sign may get turned off if it's overpriced.

FINANCING PROBLEMS

Financial institutions and mortgage companies finance only a percentage of the real value of the home. If the house is overpriced, they usually will finance a lower percentage, thus reducing the available financing.

WASTE OF ADVERTISING

A house that is unrealistically priced fails to get normal advertising response. This reduced the effectiveness of advertising and results in the loss of advertising dollars.

LESS FOR THE SELLER

Eventually, market interest in overpriced property completely declines. When this happens, the sellers become desperate and would sell at any price. In the meantime, they must bear the maintenance and holding costs. The result is that the sellers get much less than what they could have if the house was priced correctly in the first place.

WHAT DID THEY THINK?

The importance of feedback from other agents who have showed your home

After each and every showing of your home, we contact the potential buyer's agent to receive feedback. We do this for several reasons:

1. To jog the agent's memory about the house so that we may be able to get a second showing.
2. To answer any questions or concerns the buyer expressed so the house will be reconsidered.
3. To get the impression of the buyers or agents so that we might better market your house.

Don't expect agents to give a full critique of your home. If they showed 15 homes, they honestly may not remember it in detail. Also, if we don't hear back from an agent, it means the buyers are not interested.

Most importantly, please try to remember that the feedback ***isn't personal***, and isn't directed at you or your decorating style. People just like different things!

SELLER'S GOAL: To be the nicest house in the price range.

1. If your house is not being shown, it means that the agents think the price is too high for that neighborhood, condition, or size.

RECOMMENDATION: Significant price adjustment

2. If your house is being shown, but we are not getting any offers, it means the buyers may be finding nicer homes for the money.

RECOMMENDATION: Moderate price adjustment

3. If your house is in the running, but the buyers buy something else, or if the buyers view the house a second time but buy something else, it means that the price is close.

RECOMMENDATION: Maintain price, or consider a minor price adjustment.



SELLING YOUR HOME

The main reasons that a home sells

- LOCATION
- PRICE
- CONDITION
- AGENT

LOCATION

You have no control over the location of your home, but its location helps to determine its value. For example, a home close to Pagosa and Pagosa Lakes will generally sell faster than one located farther from town. Part of the location of your home includes roads -- a home on a paved road may sell easier than one on a gravel or unmaintained road.

PRICE AND CONDITION

The right price can only be determined by a well-researched market evaluation. As a home seller, your Jim Smith Realty agent will have prepared “comps,” a comparison of homes that have recently been listed or sold in your area that have similar characteristics to your home. Some agents use a “price per square foot” method to help determine your selling price. You are emotionally attached to your home, while your agent is not.

Trust them to help you determine the best selling price for your home in the particular market.

Your home's condition is vital to its sale. A clean well-maintained home enjoys a competitive edge over all the other homes on the market. You'll sell faster and get a higher price if you use the tips we've provided and “stage” your home to enhance its appeal. Your experienced Jim Smith Realty agent will have advice specific to your home.

AGENT

Your Jim Smith Realty REALTOR® Advises you on market conditions, pricing, staging recommendations, contracting, financing, title work, appraising and closing activities. Just as you insist on an experienced well-prepared doctor to treat your family, you want an agent with a proven track record, who does his or her homework, representing you in the sale of your home. Your Jim Smith Realty agent will put the force of the Jim Smith Realty marketing plan into play.



SELLER'S CHECKLIST

What to do when your home is under contract

CONGRATULATIONS! WE'RE ON OUR WAY TO THE FINAL CLOSING FOR YOUR HOME.

In order to get to closing, it requires a team effort combining you and the Jim Smith Realty team. Please review this information closely so that you know what to expect between now and when we sit at the closing table.

1. SHOULD WE CONTINUE TO LET AGENTS SHOW THE HOUSE?

Until we have completed the inspection and know that hurdle has been crossed, please allow agents to show the house. Tell them "we are working on a contract" and keep their card or name and number. If they continue to ask you questions, ask them to call us. We may put up a "Sale Pending" sign AFTER we have successfully negotiated the inspection and if there are no problems with the purchaser's loan.

2. WHEN DO YOU REMOVE THE LOCKBOX?

Not until the inspection and appraisal are completed. We will keep the key in our file until closing.

3. WHAT ABOUT THE INSPECTION?

Most inspections are quite lengthy, lasting from 1.5 hours to 3 hours. It may be best if you were away from the home, but if you do stay during the inspection, please do not follow them around or attempt to influence their decision. The inspector will provide a report in due time, and the buyer's agent will send a list of requested repairs. You may then decide whether to address the repairs or adjust the price accordingly.



4. WHEN DO I TURN OFF THE UTILITIES?

If you are giving possession after closing, arrange for the meters to be read the day you are vacating the property. If you plan to move out prior to closing, the meters should be read the day of closing. Do not turn the utilities off prior to closing, as the purchaser has the right to check the systems of the house up through the day of closing.

5. WALK-THROUGH

The purchasers are entitled to a final inspection of your property. This is typically conducted just prior to closing in order to assure them that any agreed-upon inspection items have been addressed. We will notify you of the time of the walk-through when we are advised by the buyer's agent.

6. WHAT DO I BRING TO SIGNING?

Bring any receipts for repairs that were made as a result of the inspection report, unless these have been forwarded to the escrow company already. If your septic was pumped, please provide a copy of the paid receipt. If possible, provide these to the Jim Smith Realty office in person or via email. Things go much smoother if the escrow company has these items before signing.

7. WHO ATTENDS THE SIGNING?

Whoever is on the warranty deed will be required to sign. If someone is unable to be present, a specific power of attorney will be required. Make these arrangements with the escrow company at least two weeks in advance. If the parties



SELLER'S CHECKLIST

What to do when your home is under contract

are out of town, arrangements can be made to overnight the documents.

8. CLOSING

Closing is when the escrow company verifies that all parties have signed the documents, verified funds and gets the clearance from the buyer's lending institution that funds can be disbursed. This can be anytime during the day that the transaction is scheduled to close. Be prepared to give possession as soon as you receive the phone call from our office or the escrow company, unless prior arrangements have been made.

9. KEYS

Leave all keys and instruction booklets in a kitchen drawer. We will, after closing, give the purchaser's agent the key we have in the office.

10. MISCELLANEOUS

Cancel your existing homeowner's insurance after the closing with instructions for your refund check to be mailed to your new address. If you have an escrow account, most mortgage companies forward you the balance within 30 days of receiving the payoff. The escrow company will answer any questions about transfer of monies. Please contact our transaction coordinator or office manager for their phone number and a contact name.



THANK YOU

For trusting Jim Smith Realty with your sale.



Anita Bowles

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Let's Go Find YOUR Dream!

Anita Bowles grew up in Beaumont, Texas. She developed her good work ethic very young. Her first job was age 13 where she worked in a retail clothing department store at the nearby mall. As Anita grew, so did her character and work ethic.

Anita was fortunate and found her true passion for Real Estate in 1993, in Tucson, Arizona. She first started working for Century 21. However, when she walked her buyers through the entire process of their new home construction, Anita actually felt their excitement and each time realized that she was helping a family follow their dreams which in turn helped Anita follow her dreams.

She began working for National Builders Richmond Homes, and Pulte Homes and even a private family home builder, Fulton Homes, for the next 12 years and was able to assist many families in that time to find and build their dream home! She assisted her buyers in every step of the process from building layout, loan processing, working with the design center and all the paperwork involved to the final closing. To see families enjoying their homes was incredibly fulfilling and Anita continues to have that same emotion with EVERY family she works with even to this day!

In her free time, Anita enjoys many outdoor activities with her family. She and her two children and her husband try to spend that quality time together at every opportunity. The activities include snowshoeing, skiing, running, kayaking and mountain climbing.

Anita was her daughter's Girl Scout leader for over five years and has held many a bake sale for several fund-raising clubs, including the ski club both of her children are involved in.

Buying and selling a home can be stressful time in any person's life. It's time to let Anita climb those mountains for you. She's waiting to assist you in following your dreams and taking the stress out of the process for you.

Let's go find YOUR dream!



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