



Seller

handbook

FROM LISTED TO SOLD

ADAM LANG



RENE
Real Estate
NEGOTIATION EXPERT

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About Me

Stepping into real estate with integrity and passion, my name is Adam Lang and I'm an experienced Realtor here in Colorado who is committed to making the 'house to home' process seamless, positive, and cordial for everyone involved. Dedicated to helping my clients unlock their unique versions of success, I bring with me a strong understanding of the local CO buying, selling, and investing processes, along with the art of aggressive marketing. Even more, I enjoy leveraging that to not just position my clients for market excellence but do so all while ensuring they feel confident as they navigate through one of the most fundamental chapters of their lives.

As a lifelong resident of Colorado, I learned early on the instilled value of making meaningful connections and possessing a strong work ethic. With that as my base, it became the catalyst for me to earn a Marketing degree from The University of Colorado, study at UNSW in Sydney, Australia and attend the Semester at Sea program. Also displaying an entrepreneurial spirit, I have an 11+ year history of business ownership/development - building a startup into a brand with nearly \$1M in annual sales, 40+ employees, and over 25K customers across 5 locations in Colorado. More recently, I've been the Director of Marketing for a multifamily real estate portfolio, successfully growing it to nearly 2,000 apartments. Intertwining those experiences and networks to become a now seasoned agent with eXp Realty, I'm excited to identify new real estate opportunities, support beyond just the sale itself, and ultimately exceed my clients' expectations every time.

From top-tier listings to timesaving closings, nothing makes me happier than delivering my clients the 5-star services they deserve. Overall, I'm passionate about accentuating the Colorado real estate experience and demonstrate that by not just holding the role as an agent, but also a go-to mentor and friend along the way - all with a core goal to empower families with unbiased market insights so they can choose the best direction for themselves and their futures. That, along with keen negotiating skills and reputation for treating clients like family, is what can give you the confidence that your own journey (whether you are a CO long or short stayer) will be nothing shy of memorable, productive, and of course, successful.

In the end, your successes are my successes, and as a lifelong learner I am always staying updated with the current market trends. That said, when I'm not staking SOLD signs in the ground, you can frequently find me out skiing, traveling to sample new places and cultures, and spending time at our family cabin in Grand Lake.

MEET MY TEAM

ADAM LANG

REALTOR

As a 40+ year Denver native, I promise to work tirelessly to market and sell your home for top dollar in today's market. I'll keep you informed every step of the way and ensure that the selling process is as smooth and stress-free as possible. Your satisfaction is my top priority and I'm committed to delivering outstanding service throughout the entire transaction.



**ELI SCHMIDT AND
WILL GRIMES**

**MENTORS AND
ADDITIONAL SUPPORT**



ALLISON JOHNSON

**TRANSACTION
COORDINATOR**



**HAZEL UMACOB AND
JAIME LOYA**

**ASSISTANT AND FULL
TIME VIDEO EDITOR**

SELLER FAQs

HOW DO I DETERMINE THE RIGHT PRICE FOR MY HOME?

It's important to work with a real estate agent to determine the fair market value of your home based on factors such as location, size, condition, and recent sales in the area.

SHOULD I MAKE REPAIRS BEFORE LISTING MY HOME?

Yes, it's typically a good idea to make necessary repairs before listing your home. This can help maximize your sale price and make your home more attractive to potential buyers.

HOW LONG DOES IT TAKE TO SELL A HOME?

The time it takes to sell a home can vary depending on market conditions and other factors. On average, homes stay on the market for around 30-60 days, but this can be shorter or longer depending on the specific circumstances.

DO I NEED TO STAGE MY HOME FOR SHOWINGS?

Staging your home can help it look more appealing to potential buyers and can increase your chances of a quick sale. However, it's not always necessary and can depend on the specific market and type of home.

DO I HAVE TO PAY A REAL ESTATE AGENT TO SELL MY HOME?

Yes, you will typically need to pay a commission to your real estate agent for their services in selling your home. The commission is usually a percentage of the sale price and can vary depending on the agent and market.

WHAT HAPPENS DURING THE CLOSING PROCESS?

The closing process involves finalizing the sale of your home and transferring ownership to the buyer. This typically involves signing various paperwork, paying closing costs, and transferring funds. My team and I will guide you through the entire process.

FOUR STAGES OF SELLING A HOME

PRELISTING

- Schedule an appointment
- Meet with Staging Consultant
- Discuss the best strategy for selling
- Property evaluation
- Complete market analysis
- Establish sales price
- Executed listing agreement

PREP FOR MARKET

- Marketing campaign started
- Professional photography taken
- Capture aerial drone footage and video tour content
- Submit to MLS
- Signs installed
- Property brochures delivered
- Direct mail campaign launched
- Email campaigns started
- Open House scheduled

ACTIVE ON MARKET

- Showings started
- Manage curb appeal
- House is kept ready to show
- Showing feedback shared
- Open Houses held
- Neighborhood marketing campaigns

OFFER AND CLOSING

- Offer(s) received
- Offer(s) negotiated
- Offer accepted
- Back-up offer(s) accepted
- Inspections & disclosures completed
- Appraisal completed
- Contingencies removed
- Property closes
- Refer friends to us!

A dimly lit dining room featuring a round table with a central vase of flowers, surrounded by modern chairs. Three wire-mesh pendant lights hang above the table. The background shows a dark wall and vertical blinds.

*your
current home*

PRICING YOUR HOME RIGHT

Pricing your home appropriately from the start is crucial to receive reasonable offers and sell your home in a timely manner. Pricing too high may cause buyers to assume something wrong with the property, while pricing too low may result in a quick sale and not at the best price point.



RECENT LISTINGS



5356 South Kendall St
Denver, CO 80123

Sold Price:

\$1,351,000

PROPERTY FEATURES:

- 4 bedrooms
- 4 bathrooms
- 3 car garage
- 3,500 Sq Ft
- Private Setting with water feature
- Hardwood Floors
- Central AC
- Stainless Steel Appliances



31 Lark Bunting Lane
Littleton, CO 80127

Sold Price:

\$1,590,000

PROPERTY FEATURES:

- 5 bedrooms
- 5 bathrooms
- 3 car garage
- 5,178 Sq Ft
- Custom Patio
- Expansive Lot
- Central AC
- Stainless Steel Appliances
- Open layout



9084 Puffin Court
Highlands Ranch, CO 80126

Sold Price:

\$1,100,000

PROPERTY FEATURES:

- 4 bedrooms
- 4 bathrooms
- 3 car garage
- 4,838 Sq Ft
- Open Backyard
- Hardwood Floors
- Central AC
- Stainless Steel Appliances
- Custom Finishes





Steps
to sold



ADAM SELLS DENVER

EIGHT STEPS

TO GETTING YOUR HOME SOLD

MARKET PREPARATION

POSSIBLE STAGING

PHOTO AND VIDEO

ONLINE AND PRINT MARKETING

SOCIAL MEDIA MARKETING

OPEN HOUSES

NETWORKING WITH AGENTS

REVERSE PROSPECTING

PREPARING YOUR HOME

FIRST IMPRESSIONS

The first thing that potential buyers will notice when they visit your home is the curb appeal. The exterior of your home should be well-maintained, with clean landscaping, a well-manicured lawn, and an attractive front door. Make sure that any visible repairs or touch-ups have been made to the outside of your home, including the roof, gutters, and windows.

CLEANLINESS

A clean home is a must when preparing your home for sale. Potential buyers will be looking at every detail of your home, so it's important to make sure that it is spotless. This includes everything from the floors to the ceiling, and everything in between. Pay attention to details like wiping down baseboards, cleaning out closets, and dusting light fixtures. Also, make sure that your home smells fresh and inviting.

REPAIRS

Before putting your home on the market, it's important to make any necessary repairs. Potential buyers will be looking for a home that is move-in ready, so it's important to fix any issues that might turn them off. This includes things like leaky faucets, broken tiles, and malfunctioning appliances. It's also important to address any major structural issues, like a cracked foundation or a leaky roof, before putting your home on the market.

STAGING YOUR HOME

The first thing that potential buyers will notice when they visit your home is its curb appeal. The exterior of your home should be well-maintained, with clean landscaping, a well-manicured lawn, and an attractive front door. Make sure that any visible repairs or touch-ups have been made to the outside of your home, including the roof, gutters, and windows.

83%

of buyers' agents said staging a home made it easier for a buyer to visualize the property as a future home

67%

of top agents say that home staging helps a seller fetch more money for their house resale

40%

of top buyers agents cited that a home staging had an effect on their clients' view of the home

PROS OF STAGING

- Staging makes the listing photos look phenomenal, attracting more buyers into the home
- Staging allows buyers to envision themselves living in your home
- Staging has been proven to get a higher price in a shorter time

CONS OF STAGING

- Staging can take time to set up and take down after selling
- Staging can be costly when hiring a professional stager company
- If done poorly, staging may not be in the buyers' taste

SELLING TIPS

MAXIMIZE CURB APPEAL

HOME EXTERIOR

- Power wash the siding and windows
- Inspect the roof and make repairs as needed
- Repair cracks in the driveway and sidewalks
- Sweep walkways, patio, decks, steps and porches
- Repair and repaint fences, decks, windows, shutters and screen doors
- Clean and repair the gutters and downspouts

YARD MAINTENANCE

- Mow, water and fertilize the lawn
- Trim shrubs and trees and rake the leaves
- Remove fallen limbs
- Clean out flower beds and plant seasonal flowers
- Add fresh mulch to garden beds

FINAL TOUCHES

- Add a doormat to your entrance
- Add potted plants around doorway
- Clean hardware on front door, outside lighting and fixtures
- Add visible house numbers

MAKE YOUR HOME SPARKLE

FRESHEN & CLEAN

- Paint interior walls neutral colors
- Repair cracks and holes in the walls
- Clean hardwood floors, carpeting and windows
- Clean light fixtures and ceiling fans
- Clean bathroom tub/shower, sink, fixtures and walls
- Clean kitchen sink, cabinets, ceiling and appliances
- Clean out and organize closets and storage spaces

DECLUTTER

- Remove excess and oversized furniture
- Remove extra appliances and decorations from countertops in kitchens, bathrooms and dressers
- Remove mail, magazines and newspapers from all surfaces

DEPERSONALIZE

- Remove family photos, personal collections and medications
- Remove toys and pet items
- Clear refrigerator completely of messages, photos and magnets

PROFESSIONAL PHOTOGRAPHY

I recognize the importance of professional photography and videography and utilize the services of experienced professionals to capture stunning visuals that highlight the best features of each property. These visuals are used in various marketing materials, such as online listings, a custom website, paid social media advertising, print advertisements and brochures. These are all designed to attract the attention of potential buyers.



HOMES WITH PROFESSIONAL PHOTOGRAPHY...

Sell 32% faster than homes with amateur photography

Have up to a 50% higher asking price per square foot

Get 403% more inquiries when paired with listing videos



ADAM SELLS DENVER

BUY SELL INVEST

ONLINE MARKETING

INTERNET LISTING SITES LIKE ZILLOW

A CUSTOM WEBSITE

YOUTUBE

TARGETED ONLINE CAMPAIGNS

TARGETED EMAIL CAMPAIGNS

REVERSE PROSPECTING

GOOGLE SEO

PAID SOCIAL MEDIA CAMPAIGNS

CUSTOM VIDEO WALK THRU TOURS

CUSTOM AERIAL DRONE VIDEOS

AND MUCH MORE!

SOCIAL MEDIA MARKETING

PAID ADVERTISING

We will regularly be posting and running paid ads with professional photos, videos, and stories to expose your listing to as many people as possible.

RETARGETING ADS

We run retargeted ad campaigns to ensure your listing shows up in front of any buyers that have previously shown interest in the home.

LIVE CAMPAIGNS

During Open Houses and other times, we will be featuring LIVE social feeds to create "virtual open house" opportunities for viewers to see the home in real-time.



OPEN HOUSES



**WE LOVE
SHOWCASING
YOUR HOME
WITH AN
OPEN HOUSE**

Open houses and showings are valuable tools for selling a property because they increase exposure, allow buyers to visualize themselves in the home, build excitement with a sense of urgency, and provide valuable feedback to improve the property's appeal. These provide buyers the opportunity to view the property in person and get a better sense of whether it is the right fit for them.

TIPS FOR AN EFFECTIVE OPEN HOUSE:

- Clean and declutter to create a spacious and inviting atmosphere
- Make necessary repairs or touch-ups to improve the overall condition of the home
- Add fresh flowers or plants for a welcoming touch
- Remove personal items and valuables for security
- Provide refreshments to make visitors feel comfortable.

PRINT MARKETING

To promote my current listings, I use print marketing across various channels. This marketing strategy emphasizes the tangible nature of print, providing potential buyers with physical materials to hold and examine. By combining both print and digital marketing methods, we can reach a wider audience and increase the likelihood of finding the perfect buyer for your property.

PRINT COLLATERAL

1

Property
Flyers &
Brochure

2

Custom
Property
Postcards

3

Custom
Door
Hangers

4

Open House
Resources
for Buyers

5

Custom For
Sale Sign

SHOWING YOUR HOME

STEP 1:

A SHOWING HAS
BEEN REQUESTED

STEP 2:

YOU APPROVE OR
DISAPPROVE

STEP 3:

HOME IS PREPARED
FOR THE SHOWING

STEP 4:

IF OCCUPIED, YOU
LEAVE UNTIL THE
SHOWING IS
COMPLETED

STEP 5:

FEEDBACK IS
RECEIVED

STEP 6:

REVIEW FEEDBACK
OR POTENTIAL
OFFER WITH YOU

SHOWING CHECKLIST

Clean and declutter the entire house, including closets, cabinets, and drawers.

Make any necessary repairs, such as fixing leaks, replacing broken fixtures, or repairing damaged walls or floors.

Repaint walls in neutral colors if necessary.

Mow the lawn and trim bushes and hedges.

Deep clean all surfaces, including floors, walls, windows, mirrors, and appliances.

Add potted plants or flowers for curb appeal.

Clean the gutters and downspouts.

Clean or pressure wash the exterior of the house.

Sweep and tidy up the yard and outdoor living spaces.

Ensure that the roof is in good condition.

Make any necessary arrangements for pets or children during the showing.

Make sure that the house is easy to access and that potential buyers can find it easily.

Clear off kitchen and bathroom counters, leaving only necessary items.

Remove family photos, religious or political items, and any other items that may be considered offensive or controversial.

Stage the house with attractive furniture and decor.

Make sure all appliances are in good working order and clean.

Provide a detailed list of updates and renovations to your real estate agent.

Remove any pet odors and stains.

Replace any burnt-out light bulbs.

Provide a list of features and benefits of the house to the real estate agent.

Clean and organize the garage or storage areas.

Make sure that the house is well-lit both inside and outside.

Be flexible and willing to work with potential buyers to make the sale happen.

Leave the house during the showing to give potential buyers privacy.

SHOWING FEEDBACK

GETTING FEEDBACK

Not every home seller asks potential buyers for feedback about their house, but they should, and the most important question to ask following a showing is *"What specifically did your clients like/dislike about the home?"* Many sellers hesitate, either because they don't know what they're looking for or are afraid to receive feedback.

Buyer feedback is essential. Without it, we won't know what we're doing right or what could be improved.

I am always in direct contact with buyers' agents and ask for feedback on every one of my listings immediately after every showing.

QUESTIONS WE WILL ASK

1. What was your overall impression?
2. How does this home compare with others you have toured?
3. What do you like most?
4. What do you like least?
5. What's your opinion of the price?
6. Do your clients see themselves living here?
7. Will you be submitting an offer?





the offer &

closing

NEGOTIATING THE OFFER

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NEGOTIATION EXPERT

Did you know that negotiation can take place at three different times during the purchase contract process? Firstly, when submitting the initial offer, price and terms can be negotiated. Secondly, during the buyer's inspection contingency period, there is another chance to negotiate. Finally, negotiations can take place during the buyer's appraisal contingency. To ensure a smooth process, it is crucial to have a skilled and experienced professional working on your behalf. I am one of only a small group of agents in Colorado who is certified as a Real Estate Negotiation Expert. I will always use these skills to advocate for you.

THE OFFER

Once you have received an offer, there are several critical tasks that you need to complete. It's essential to disclose and comply with all the terms of the contract. Once you have accepted the contract, the escrow process will begin. However, there's no need to be concerned – we'll be there every step of the way to guide you. I have a dedicated Transaction Coordinator (Allison Johnson) who makes this entire process MUCH more organized and successful.



DISCLOSURES

When selling a property, it's important to provide buyers with all the relevant information they need to make an informed decision. In our state, sellers are legally required to disclose specific information to buyers through what is called a "Sellers Disclosure Form". It's important to keep in mind that failing to provide the mandated disclosures can result in substantial penalties.

INSPECTIONS

It's crucial to comprehend the contingencies that come with offers received. For instance, inspection contingencies typically take anywhere from 7-14 days to complete. It's important to know your obligations and options during this period. **This is one of the parts of the process where having an expert negotiator will be incredibly valuable.** We'll stay in contact with you to ensure that all of these deadlines are met.

FINANCING / APPRAISALS

Having a competent agent by your side is essential to avoid complications when selling a home. I will help you review all offers and ensure that the buyers making them have undergone full underwriting and approval.

CLOSING

My goal is to help coach you through the entire transaction and ensure that any questions or concerns have been immediately addressed. Along with my transaction coordinator, we are here to guide you every step of the way.

THE OFFER PROCESS

AFTER YOU RECEIVE AN OFFER

We'll meet and review your offer together. Once the details are thoroughly reviewed and understood, you will have three options:

1 - ACCEPT THE OFFER AS WRITTEN

2 - DECLINE THE OFFER

If you feel the offer isn't close enough to your expectations to further negotiate this offer.

3 - COUNTER OFFER

If you agree to most of the offer but want to change a few details, we can counter the buyer with the new terms.

You can negotiate back and forth as many times as needed until you reach an agreement or someone chooses to walk away.

ONCE AN OFFER IS ACCEPTED BY BOTH PARTIES, YOU ARE OFFICIALLY UNDER CONTRACT.



FINAL STEPS

FACILITATE THE INSPECTION

Ordering inspections before closing on a home is very common and crucial for buyers to avoid potential complications, and ensure the home is in good condition. General inspections (and commonly Radon tests) should be completed, and any issues will be brought up to address before finalizing the sale.

ORDER THE APPRAISAL

If the buyers are receiving a loan to purchase the home, they will be required to order an appraisal before closing on the home. This is for the bank to ensure the home is priced correctly and to avoid any surprises during the final stages of closing. However, it is not always needed - especially if the buyers are presenting a cash offer.

NEGOTIATE FINAL OFFER

When negotiating the final terms of the contract to purchase the property, it's crucial that the seller's agent (myself) is educated on current market and property conditions, can establish a sense of urgency with the buyers, and build a cohesive relationship with the other party. This will allow us to arrive at favorable and acceptable terms for both parties involved. Flexibility and compromise are key to reaching a mutually beneficial agreement with potential buyers.

SCHEDULING YOUR MOVE

AFTER SIGNING

Start by decluttering and packing up your belongings and donate or throw away anything you don't need, create an inventory of anything valuable that you plan to move, and, finally, you'll want to get estimates from moving companies for your specific needs.

4 WEEKS TO MOVE

- Schedule movers/moving truck
- Buy/find packing materials
- Start packing

3 WEEKS TO MOVE

- Buyer's lender will arrange appraisal
- Title work will be completed
- Keep packing

2 WEEKS TO MOVE

- We will facilitate scheduling a time for you to close and sign the final documents
- Contact utility companies (water, electric, cable)
- Change address: mailing, subscriptions, etc.
- Minimize grocery shopping
- Keep on packing

1 WEEK TO MOVE

- Buyer will complete their final walkthrough
- Finish packing
- Clean
- Pack essentials for a few nights in new home
- Confirm delivery date with the moving company.

WHAT TO BRING TO CLOSING

- Photo identification
- House keys and garage door openers
- Any necessary documentation related to the sale (e.g. deed, mortgage payoff statement, home inspection report)
- Any agreed-upon repairs or updates completed prior to closing
- Proof of homeowner's insurance for the closing date



why you should

hire



ADAM SELLS DENVER

BUY SELL INVEST

MY PROMISE TO YOU

Choosing Adam as your real estate professional means you'll have a dedicated and experienced team working to help sell your property for the best price in the shortest period of time. We will always provide personalized service, expert advice, and a commitment to your satisfaction.

- ✓ HONEST AND TRANSPARENT THROUGH ENTIRE PROCESS
- ✓ GREAT COMMUNICATION AND RESPONSIVENESS
- ✓ PROFESSIONAL AND DEDICATED TO MY CLIENTS
- ✓ DILIGENT WITH AN UNMATCHED ATTENTION TO DETAIL



- ✓ CERTIFIED REAL ESTATE NEGOTIATION EXPERT.
- ✓ 15+ YEARS OF HIGH LEVEL MARKETING EXPERIENCE.
- ✓ EXPERIENCE IN LUXURY HOME CONSTRUCTION,
DEVELOPMENT, AND MULTI-FAMILY APARTMENTS.

RENE

Real Estate
NEGOTIATION EXPERT



SUCCESS STORIES



ADAM HAS HANDLED TWO PURCHASES FOR US. WE REALLY APPRECIATED HIS ATTENTION TO DETAIL, HARD WORK AND ESPECIALLY HIS UPBEAT CAN-DO PERSONALITY. HIGHLY RECOMMEND.

- DOUG L.



WHEN WE DECIDED TO PUT OUR LONG-TERM HOME ON THE MARKET IN MID-2023, IT MARKED THE FIRST TIME WE HAD A NEED FOR A REALTOR IN OVER 30 YEARS. ADAM LANG EXCEEDED OUR EXPECTATIONS WITH TIMELY, PROFESSIONAL, AND DILIGENT SERVICE. HIS MARKET ANALYSIS WAS SPOT ON; HIS MARKETING EFFORTS WERE EXHAUSTING AND CREATIVE. WITH HIS SUPPORT, WE ULTIMATELY CLOSED THE DEAL IN A VERY CHALLENGING MARKET. WE HIGHLY RECOMMEND AND ENDORSE ADAM LANG FOR ANYONE'S REAL ESTATE NEEDS.

- DEB AND DICK K.



ADAM LANG HAS DETERMINATION, DRIVE, PERSEVERANCE, LIKABILITY, CONTACTS, SOLID SUPPORT, COMMITMENT, AND MORE - ALL THINGS WE WANT IN OUR REALTORS. GIVE HIM A TRY AND SEE FOR YOURSELF!

- NANCE M.



Thank You!

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