

MADISON

& CO. PROPERTIES



YOUR SELLER
RESOURCE GUIDE

YOUR GUIDE TO SELLING REAL ESTATE



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Madison & Company Properties is a premier real estate firm in the Denver Front Range. Our company is comprised of a group of experienced and knowledgeable real estate brokers and staff members who provide our clients with the highest level of personal service and expert advice. Whether you are buying, selling, or investing, the team at Madison & Company Properties is available to provide expertise in all your real estate property transactions.

We are committed to providing our buyers with an outstanding experience. As your trusted advisors, it is our responsibility to give the highest and best services while you purchase a new home. We pride ourselves on talented and experienced brokers who have a passion for real estate and will represent you with the highest quality and morals

MADISON & CO. PROPERTIES

Your Boutique Real Estate Agency



COMMITTED

At Madison & Company Properties, we are committed to providing our clients with an outstanding real estate experience. We pride ourselves on being experts in the Denver real estate market, and we are dedicated to passing our knowledge along to you. Whether you are an experienced investor or a first-time buyer, the agents of Madison & Company Properties are here to provide you with the best service possible.

TRUSTED

Integrity is our core value at Madison & Company Properties. We know there are many real estate companies to choose from, and we take your trust in us very seriously. Buying or selling a home is one of the most important decisions you can make in your life. Our experienced and trustworthy agents at Madison & Company Properties are here to guide you through the process every step of the way.

CONNECTED

Madison & Company Properties has four strategically located offices for convenience and to better serve our clients and REALTORS®.

CHERRY CREEK NORTH

201 Milwaukee Street, Suite G
Denver, CO 80206

GREENWOOD VILLAGE

5975 S. Quebec Street, Suite 100
Greenwood Village, CO 80111

EVERGREEN

1193 Bergen Parkway, Suite O/P
Evergreen, CO 80439

ESTES PARK

Satellite Office



Every Madison agent is fully committed to providing you with the highest quality of service. As REALTORS® we have fiduciary duties which are as follows:

- Loyalty
- Confidentiality
- Accountability
- Obedience
- Disclosures
- Reasonable Care

OUR NUMBERS SPEAK FOR THEMSELVES

\$850,434,721



Total Sales
Volume Closed

IN 2023

\$677,637



Average Closed Price
for Madison Agents

IN 2023

\$5,451,504



Average Closed Volume
for Madison Agents

IN 2023



YOU'RE IN GOOD
HANDS WITH A
MADISON REALTOR®

LOYALTY

OBEDIENCE

CONFIDENTIALITY

DISCLOSURES

ACCOUNTABILITY

REASONABLE CARE

ALL REAL ESTATE LICENSEES ARE NOT THE SAME.

All of our Madison agents are required to be licensed members of the National Association of REALTORS®, which holds its members to a strict code of ethics and professional standards. So why use a REALTOR® vs an agent?

Strict Code of Ethics

Every REALTOR® must adhere to a strict code of ethics, which is based on professionalism and protection of the public. As a REALTORS® client, you can expect honest and ethical treatment in all transaction-related matters.

Up-To-Date Experience

Most people sell only a few homes in a lifetime, usually with quite a few years in between each sale. Even if you've done it before, laws and regulations change. REALTORS® handle hundreds of transactions over the course of their career.

An Expert Guide

Selling a home usually requires dozens of forms, reports, disclosures, and other technical documents. A knowledgeable expert will help you prepare the best deal and avoid delays or costly mistakes. There's also a lot of jargon involved, so you'll want to work with a professional who can speak the language.

Your Rock During Emotional Moments

A home is so much more than four walls and a roof. For most people, property represents the biggest purchase they'll ever make. Having a concerned, but objective, third party helps you stay focused on the issues most important to you. There are many factors to consider when buying or selling a home and a REALTOR® can offer invaluable insight - insight that may save you a great deal of money - or save you from a terrible mistake. Real estate transactions can be complex; a REALTOR® can make a difference.

SELLING PROCESS



SELLING PROCESS

Snapshot



INSIDE YOUR HOME

- Clean the house thoroughly. Keep it that way while selling. Shine the appliances, vacuum or shampoo the carpet, and polish the floors. Get dust, flies, and moths out of light fixtures. Clean the windows outside / inside.
 - Remove clutter from your home. Keep your kitchen spotless. Remove unnecessary items from the countertops.
 - Move clothes out of your closets so they do not appear full or busting at the seams. Remove extra furniture and pictures from the room.
 - Remove personal items that are conspicuous. You want to show off the house, not yourself. These tips will visually expand the rooms in your home.
 - Get rid of offensive odors. Eliminate the smell of dogs, cats, kids, spicy food, etc. Odors are always noticed and difficult to explain away.
 - Fix or repair items that are not in perfect working order. Oftentimes an inexpensive repair job will leave questions in a buyer's mind. Some quick fixes could include:
 - Tighten and repair loose knobs, sticky doors, and windows.
 - Repair light switches that do not work.
 - Repair caulking and grout in the bathroom. Fix leaky faucets.
Replace burned-out light bulbs.
 - Consider repainting - a fresh coat of neutral paint enhances the decorating detail of a home. Paint or touch up all interior trim.
 - While your house is being shown, leave. Take a walk - leave the clients with the agent. Don't interfere with the agent as this could possibly hurt the selling opportunity.
 - If the house is somewhat vacant, staging appropriately can create a dramatic emotional statement. Your Madison agent can offer recommendations and arrange for professional staging companies to stage your home. The National Association of REALTORS® states that 32% of buyers' agents believe staged homes increase the dollar value buyers are willing to offer by 1-5% compared to similar homes that were not staged.
-

OUTSIDE YOUR HOME

- First impressions are crucial. Clean the front yard: trim the shrubs, weed the flower beds, mow the lawn, rake the leaves, and sweep the walkways.
 - Plant some flowers in flower beds or pots that are in season to liven up the appearance.
 - Straighten the mailbox, gutters, planters, or things that sag or tilt.
 - Close the garage door. Hide the garbage cans. Remove extra cars.
-

SELLING PROCESS

Why Pricing is So Important

Setting the correct initial list price is one of the most important decisions that home sellers make in today's market. The initial list price will impact both the amount of time a property takes to sell and the final sale price. Research shows that when a house is overpriced upon the first day of its listing, and subsequently requires price reductions, it will take up to three times longer to sell that house in the Denver market compared to a house that's priced right from the start.

Sellers will benefit from the professional advice of a REALTOR® when it comes to effectively pricing a property and understanding today's market trends. A knowledgeable and skilled REALTOR® will offer expertise and guide customers through today's complicated process.

At Madison & Company Properties, we have developed specialized tools to help you properly price your property. We can give you up-to-the-minute information about the Denver Metro real estate market, including specifics about what is happening in your neighborhood.



THE COMPARATIVE MARKET ANALYSIS (CMA)

How much is your home worth? Should you ask for more? How long will it take to sell? Your Madison REALTOR® can provide the answers to these and many other questions by completing a Comparative Market Analysis (CMA), which takes into account all the variables that may affect the value and marketability of your home.

COMPARABLE PROPERTY DATA

Research of similar homes currently on the market, as well as recent sales and expired listings, help determine your home's fair market value.

MARKET CONDITIONS & COMPETITION

Economic outlook and seasonal trends, as well as the number of competitive homes on the market, can affect demand for your home.

MORTGAGE CONDITIONS & OUTLOOK

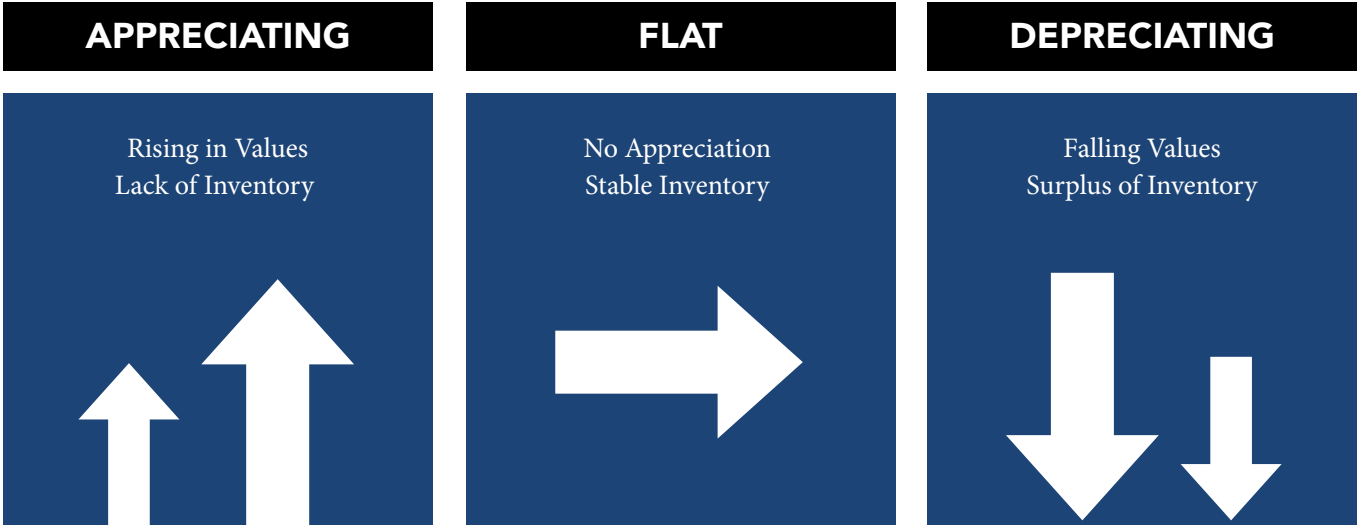
Interest rates and anticipated movement up or down affect the size of your prospect pool.

LOCATION

Proximity to schools, parks, shopping, and transit can play a significant role in determining your listing price.

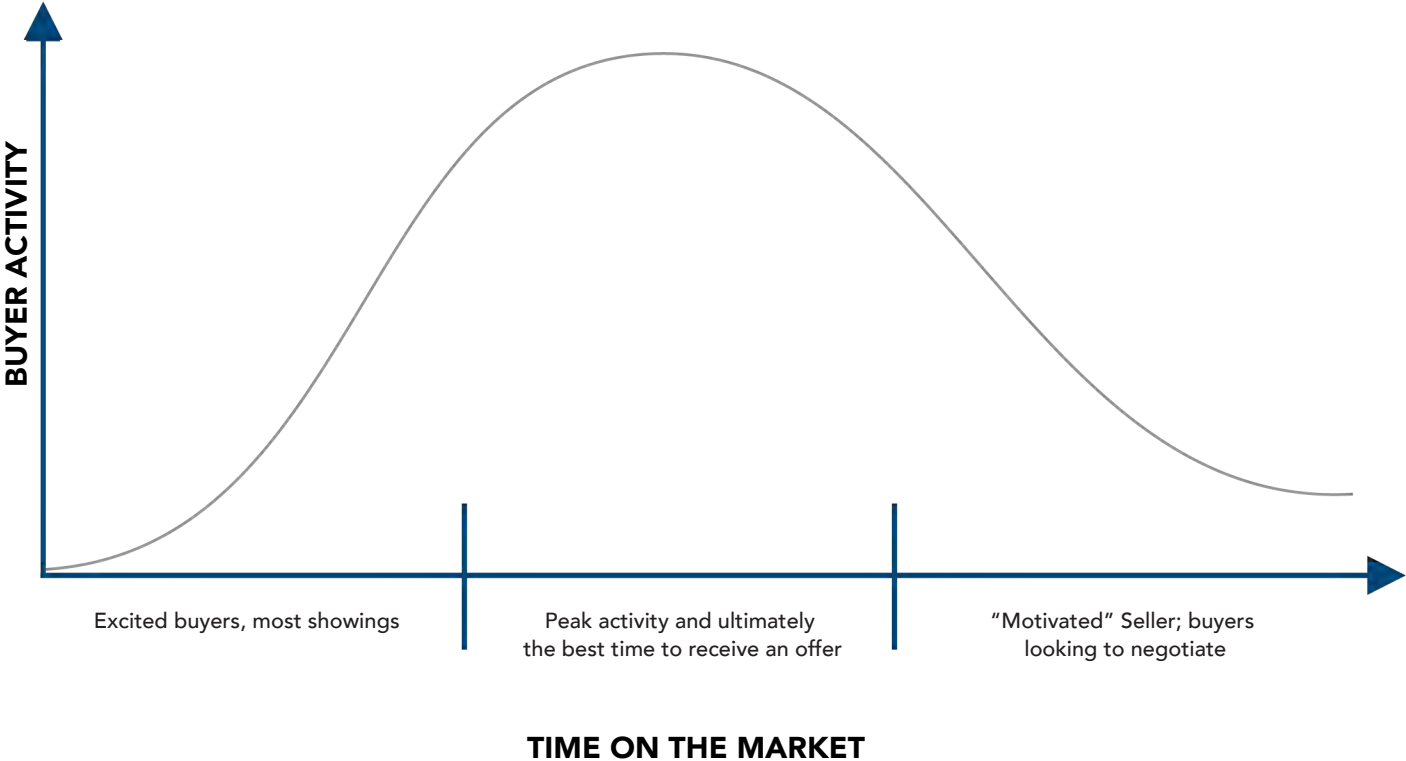
SELLING PROCESS

Market Conditions



PRICE IT RIGHT

It's all about timing



Source: Listings up

SELLING PROCESS

Getting Your Home Ready to Hit the Market

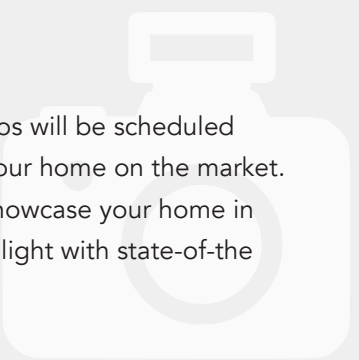
PAPERWORK

When listing your home, there are a few documents that need to be completed before your home goes on the market. Some of these documents are between you and your Madison REALTOR®, others are disclosures you will need to fill out in regard to the condition of your home. It is imperative to have a clear understanding of listing terms, price, and condition of your home for potential buyers. A few of these documents are listed below:

- Listing Agreement
- Square Footage Disclosure
- Seller's Property Disclosure
- Lead-Based Paint (if applicable)
- Closing Instructions
- Source of Water
- Definitions of Working Relationships
- Wire Fraud


1. PHOTOS

Professional photos will be scheduled prior to putting your home on the market. The photos will showcase your home in the best possible light with state-of-the-art technology



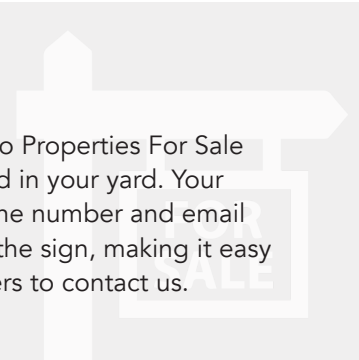
2. MARKETING

We will usually receive the photos within 24 hours. From there we send photos to our in-house marketing team who can create professional print & digital materials.




3. SIGN

Our Madison & Co Properties For Sale sign will be placed in your yard. Your REALTORS® phone number and email are displayed on the sign, making it easy for potential buyers to contact us.



4. MLS / RECOLORADO

The last step is getting your home on the MLS where agents and buyers are able to view your home and set up showings. Then, showings begin!



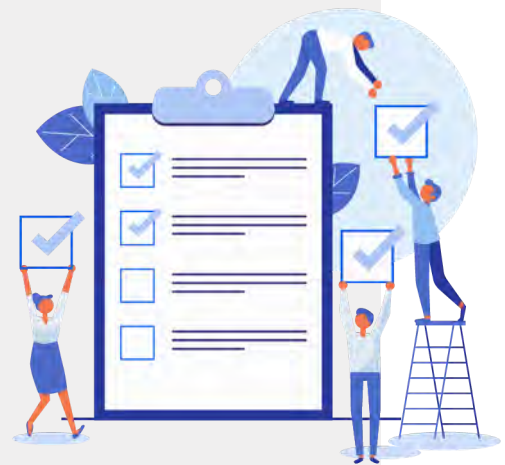
Once you go under contract on your home, it is very important to have information regarding your home ready to go in case the buyer or lender requests it. We have included a list of items that buyers, lenders, and title companies might request during this phase of selling your home.

SELLER CHECKLIST

- Gather all manuals for appliances
- Receipts of work done to the home - including all major & minor renovations
- Start to locate all keys & garage door openers
- Any previous floor plans or surveys
- A list of utility providers & the average cost per month for summer/winter months
- Any alarm or smart technology instructions

HOA Communities:

- Check with the HOA to see if there are any restrictions or policies when listing your property
- If you have any known information regarding assessments, certification letters, or HOA covenants, please have those available



KEEP YOUR BELONGINGS SAFE...

Make sure to take down or put away anything of importance or value, as people will be walking through your home without you there.

LISTING AGENT

A real estate agent who works exclusively on behalf of the seller to promote their interests with utmost good faith, loyalty, and fidelity. The listing agent negotiates on behalf of and acts as an advocate for the seller, and must disclose all known adverse material facts about the property to potential buyers. A separate written listing agreement is required that outlines the duties and obligations of the agent and the seller.

BUYER'S AGENT

A real estate agent who works exclusively on behalf of the buyer(s) to promote their interests with utmost good faith, loyalty, and fidelity. The buyer's agent negotiates on behalf of and acts as an advocate for the buyer(s), and must disclose all known adverse material facts to potential sellers, including the buyer's financial ability to perform the terms of the transaction and whether the buyer(s) intend to occupy the property. A separate written buyer agency agreement is required that outlines the duties and obligations of the agent and the buyer(s).

TRANSACTION-BROKER

A real estate agent who assists both the buyer and seller throughout the real estate transaction. The transaction broker performs the terms of any written or oral agreement, fully informs all parties, and presents all offers. They help the parties with any contracts, including the closing of the transaction, without acting as an agent or advocate for any party. The transaction broker must use reasonable skill and care in the performance of any oral or written agreement and disclose all adverse material facts that they know about the property or a buyer's financial ability to perform the terms of the transaction, including whether the buyer intends to occupy the property.

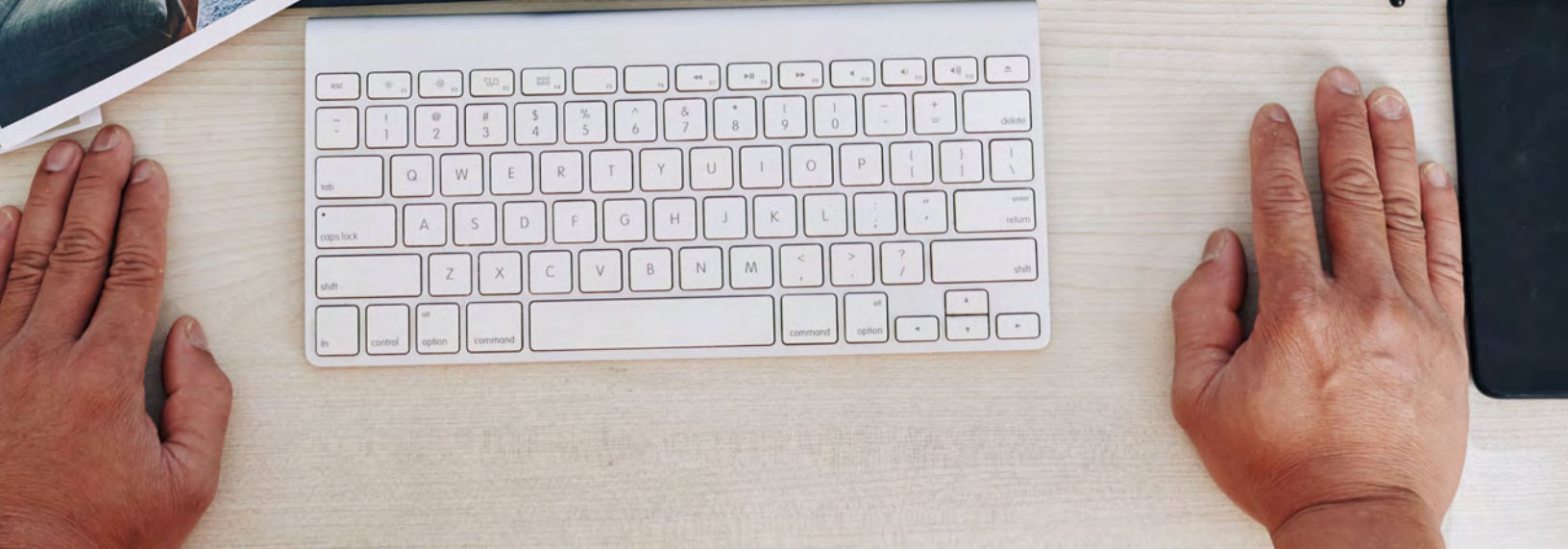
CUSTOMER

A party to a real estate transaction with whom the broker has no brokerage relationship because they have not engaged the broker as either their agent or transaction broker.



MARKETING





MARKETING

Strategic

Marketing your home is the most important part of attracting the appropriate buyer. These are the steps we take to ensure your home is tastefully marketed - whether it is through print, digital, or any other media outlet. Madison & Company Properties has a full-service, in-house marketing team prepared and ready to tackle all your marketing needs.

DIGITAL MARKETING

- Property Email Blasts
- Facebook & Instagram Paid Advertising
- Social Media Videos
- eFlyers



SOCIAL MEDIA

- Facebook & Instagram Posts
- Facebook & Instagram Stories



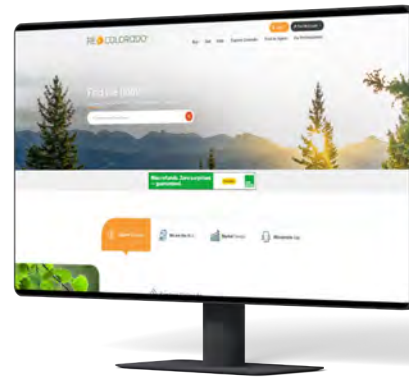
FULL SERVICE PROPERTY MARKETING

- Brochures
- Flyers
- Just Listed / Sold Postcards
- Door Knockers



GLOBAL REACH





WHERE CAN BUYERS VIEW MY HOME?

REcolorado, Colorado's MLS (multiple listing service) database, is the most accurate and up-to-date platform for agents and buyers to search for properties. Madison & Company Properties has a full IDX feed to a multitude of websites that display homes for sale, under contract, and sold. This allows your home to get as much exposure as possible.

TRUSTED

Home shoppers receive the most reliable and up-to-date home information.

STATEWIDE AD CAMPAIGN

We have a statewide ad campaign in place to bring homebuyers to REcolorado.com to search for homes

HELPFUL RESOURCES

Professional information for agents, plus home buyer and seller information for consumers.

#'S TO KNOW

3,000 LEADS

from REcolorado.com, on average every month, sent directly to subscribers.

23 MILLION

visitors annually to REcolorado.com.

34 MILLION

page views annually on REcolorado.com.



THIRD-PARTY SITE SYNDICATION

By listing your home on the MLS, your property will also be syndicated to third-party sites such as REALTOR.com, Homes.com, Nextdoor.com, and more! The syndication expands the reach of your home, increasing inquiries and showings, and improving the chances of finding the right buyer. Some of these sites offer additional resources such as virtual tours and neighborhood information, giving buyers more information on your listing.



MADISON
LUXURY
PROPERTIES



ALL MADISON & COMPANY LISTINGS AT \$1,500,000+ QUALIFY FOR MADISON'S LUXURY PROGRAM



- Custom single property website for your listing with unique URL (ex: 12345MainStreet.com)
- Enhanced syndication to LuxuryRealEstate.com and other international listing websites
- Elevated print marketing options
- Social media campaign paid for by Madison & Company
- Room-by-room showing presentation (print & digital options)
- Feature in e-newsletter to the top 8,000 agents in Denver
- Feature on Madison's public Facebook & Instagram pages
- Custom digital brochure / slideshow video

ON THE MARKET & CLOSINGS





ON THE MARKET

Active Listings

SHOWINGS

Once we list your home, agents and their buyers gain access by calling into a showing service. At Madison & Company Properties, we use ShowingTime and BrokerBay. These full-service showing databases are the quickest and most efficient way to get buyers in your home.

- Showings can be set 24 hours a day, 7 days a week
- Showing requests can be sent to your smartphone; giving you the control to approve or decline showings



SHOWING FEEDBACK

Through ShowingTime and BrokerBay, your Madison REALTOR® sends out an email immediately after the showing to receive feedback from the buyer's agent. The feedback is imperative, especially if you are curious as to why your home is not selling as quickly as you may have imagined.

VIRTUAL TOUR

Another option to gain insight on your home is through the virtual tour that is created by the photographer that took the photos of your home.

- How many people clicked on your listing?
 - How long have people stayed on your property website?
 - Which photos are most popular?
-

OFFER ACCEPTED

Now that you have decided on an offer, it is time to start the under contract process. There are a few dates and deadlines to be aware of - title deadline, due diligence, inspection (including ILC's and surveys), appraisal, and loan conditions. Remember where we asked you to gather documents for your pre-listing preparation? This is where those may come in handy and help move this process along a little more smoothly. The under contract process can take anywhere from 30, 45, to 60 days.

1

INSPECTION

One of the most crucial steps in buying a home is performing an inspection. The buyers elect to do this if they so choose. The buyer's agent will set up a day and time that works for you to have the inspector perform a full inspection of your home. It is best not to be present during this time. It should take anywhere from 1-5 hours, depending on the size of your home and how many inspections the buyer is requesting. After inspection, the buyer's agent will send an inspection objection requesting specific repairs or replacements, if needed. At this time you can decide which items you agree to fix, repair, or replace (if any) on the inspection resolution. *Remember, inspection items should be left to things that affect health and safety.*

2

APPRAISAL

An appraisal will be required by the lender if the buyer is obtaining a loan. The appraisal is to determine at which amount the bank will provide a loan. It is your agent's responsibility to meet the appraiser at your home to show where they came up with the listing price. This can be explained by providing a list of comparable properties that sold for a similar amount, a list of showings and offers that were received, etc. The appraisal could come in low, high, or at value. Your Madison agent will guide you through this process if the appraisal comes in low. After the appraisal, wait for the loan conditions deadline and then you are that much closer to the closing table.

3

LOAN MONITORING

Your loan needs to be satisfactory to you and there are a couple of dates in the contract that pertain to your review and acceptance of your loan and its terms. You need to be familiar with these dates and what they mean so make sure to review these dates with your REALTOR®. If you are not satisfied with the terms of your loan and you are within the deadlines of your contract, you may be able to terminate or extend the dates to allow you time to get more clarity.

4

PRE-CLOSING

Seller's Estimated Net Sheet

NOW TO THE CLOSING TABLE!

As the seller, you may be responsible for the following estimated expenses associated with the sale of your home. These are estimates so please consult your Madison REALTOR® for a more accurate breakdown of costs.

Agent's Commission	Percentage of sales price
Madison Client Transaction Fee	\$395 per transaction
Title Insurance (approximate)	Sliding Scale based on sales price \$150,000 : \$1,351 \$500,000 : \$1,998 \$750,000 : \$2,493 \$1,000,000 : \$2,993
Improvement Location Certificate (ILC) (Prices vary depending on lot size)	\$500 - \$1,000
Water Escrow	\$250 - \$1,000 with balance refunded to seller
Prorated Real Estate Taxes	For current taxes not yet paid, pro-rated to sale date and any due paid in arrears
Prorated Utilities & Assessment	For expenses incurred, but not paid, up to the date of closing
Recording Fees	\$10 - \$100
Homeowners Association Fees	Per the contract and as assessed by the HOA
HOA document Retrieval	\$100 - \$175
Release Tracking Fee	\$30 per release
Title Closing Fee	\$300 - \$500

Disclaimer: Madison does not guarantee the accuracy, adequacy, or completeness of any information herein, figures are used as examples or estimates only. For a detailed list of estimated fees pertaining to your transaction, talk with your REALTOR®.

DAY OF CLOSING

Don't forget the wiring instructions for the bank that you wish your proceeds to be deposited into, all keys to the property, and garage door openers. You will receive any proceeds earned from the sale once your mortgage balance and closing costs have been paid off.

CAUTION: We strongly recommend only relying on wiring instructions that come from a more secure source such as in-person communication, a phone call that you initiated, or through secure mail or package services. Your Madison & Company agent will NEVER PROVIDE YOU WIRING INSTRUCTIONS. If you receive an e-mail providing wiring instructions that purports to come from us, it is a fraudulent e-mail.



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