GUIDE TO SELLING YOUR HOME

WH REALTY COMPANY



LOOKING TO SELL YOUR HOME?

YOU'VE COME TO THE RIGHT PLACE.



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The Real Estate Shark didn't come from a branding meeting—it came from my clients. I have been competitive for my whole life, and growing up involved in team sports shaped the way I approach business today: work hard, communicate, adapt quickly, and persevere. My first clients started calling me "The Real Estate Shark," and the name stuck because it reflected exactly how I represented them—fiercely, strategically, and with their goals at the center of every decision.

Born and raised in Colorado, real estate has been part of my life for more than a decade. Starting in Property Management and working my way from Leasing Agent to Regional Property Manager, directly managing more than 3,000 units ranging from affordable housing to luxury communities. That experience gave me a deep understanding of homes, repairs, renovations, value, and the decisions that can impact a seller's bottom line. In addition to experience, I believe in continuing education. Currently, I hold the following certifications: Pricing Strategy Advisor (PSA), Commitment to Excellence (C2EX), Graduate, REALTOR® Institute (GRI), E-Pro, and Certified Staging Advisor (CSA).

As a Colorado native who has lived throughout Summit, Douglas, Denver, Larimer, and Weld counties, I bring both professional expertise and firsthand knowledge of Colorado's diverse communities and markets. My job is to understand your home and its strengths, as well as your individual needs, and to create the most effective strategy to achieve your goals.

I believe we attract into our lives what we put into the universe, and some of my greatest sense of accomplishment comes from helping people through major decisions and transitions in their lives. Outside of real estate, I love giving back through volunteering in my community. When I'm not negotiating on your behalf, I'm raising my beautiful teenage daughter, hanging out with our black lab, or at my happy place — the lake with a drink in hand.

At WH Realty Company, we are committed to YOU. Our REALTORS® and staff care about people first and foremost, always. Honored to serve the best clients in the world, our team of trusted REALTORS® works tirelessly to provide exceptional experiences that are exclusive to WH Realty Company. As your trusted leaders, it is our responsibility to provide knowledgeable, transparent, and consistent communication throughout your listing experience. While the rollercoaster of emotions of Real Estate is very real, we hope this resource guide will empower you with knowledge and confidence. Covering the entire process from start to finish, this guide is created with you in mind.

FROM THE BROKER OWNER

-Brandi Wright





COMMITTED TO EXCELLENCE

At WH Realty Company, we believe true leadership in real estate starts with a genuine commitment to people—not just transactions. Our REALTORS® lead with integrity, empathy, and a dedication to doing what's right every time. We guide our clients through every step of the process with care and clarity, ensuring they feel confident and supported.

To deliver exceptional service, we continuously invest in ongoing education. From the latest contract law and state regulations to emerging technology, our team stays ahead of the curve—so you're always informed when it matters most.

PROFESSIONAL BY DESIGN

Your goals are our mission. WH Realty Company is dedicated to delivering results that align with your vision. We listen first, act with purpose, and stay fiercely loyal to your best interests—regardless of financial outcome. Every client experience is tailored, intentional, and rooted in trust.

LEADERS YOU CAN COUNT ON

Professionalism is our promise. At WH Realty Company, we prioritize transparent, timely communication—especially when it's hard or inconvenient. Our REALTORS® are not only dependable and respectful, but also relentless in pursuing the best outcomes for our clients. With confidence, knowledge, and a solutions-first mindset, we're proud to lead the way for YOU.

TRUSTING YOUR REAL ESTATE NEEDS TO A WH REALTY COMPANY REALTOR®

LOYALTY

OBEDIENCE

CONFIDENTIALITY

DISCLOSURES

ACCOUNTABILITY

REASONABLE CARE

REAL ESTATE LICENSEES ARE NOT THE SAME

At WH Realty Company, every one of our professionals is a proud, licensed member of the National Association of REALTORS®—a distinction that matters. As REALTORS®, we uphold a strict Code of Ethics and the highest standards of professionalism, adding an additional Code of Ethics commitment beyond state licensure.

So, why choose a REALTOR®? Because when it comes to buying or selling real estate, integrity, accountability, and expert guidance make all the difference.

STRICT CODE OF ETHICS

Held to a higher standard. The National Association of REALTORS® enforces a strict Code of Ethics, ensuring every client receives honest, ethical treatment throughout the transaction. With a REALTOR®, professionalism isn't optional—it's a promise.

REAL WORLD EXPERIENCE THAT MATTERS

Selling a home isn't something most people do often—and laws, market trends, and regulations evolve. REALTORS® bring the advantage of real-time, in-depth experience, often managing hundreds of transactions throughout their careers. That insight means smoother negotiations and better results.

YOUR EXPERT GUIDE IN REAL ESTATE

Choosing to work with a REALTOR® means more than just hiring a licensed professional—it means partnering with someone who brings integrity, expertise, and stability to your real estate journey. At WH Realty Company, our REALTORS® offer far more than transactional support—they deliver confidence in every step.

THE VALUE OF A REALTOR

With WH Realty Company, you're not just getting a service—you're gaining a trusted partner. From our ethical foundation to our transaction expertise, we're here to protect your interests, reduce stress, and maximize value. That's the power of working with a REALTOR®.

YOUR ROCK DURING EMOTIONAL MOMENTS

The Importance of your rock, YOUR REALTOR®. For many people, a home is more than just a physical structure – it's the biggest investment they'll ever make. That's why having an unbiased third party to guide you through the process is crucial. When buying or selling a home, there are several factors to consider, and a REALTOR® can provide invaluable knowledge and expertise that may end up saving you a considerable amount of money – or even prevent a costly mistake. With the complex nature of real estate transactions, having a REALTOR® on your side can make all the difference.

LISTING CONSULTATION





SELLING PROCESS
Snapshot



LISTING CONSULTATION

SETTING THE TIMEFRAME

UPGRADES & REPAIRS

MARKET CONDITIONS

MAXIMUM EXPOSURE & PRICING

PRE-LISTING PREP

LIVE ON MLS/ SHOWINGS BEGIN

OFFER RECEIVED

TIME TO NEGOTIATE

UNDER CONTRACT

INSPECTION

APPRAISAL + PACKET

LOAN MONITORING

FINAL WALK-THROUGH

CLOSING DAY!

LISTING CONSULTATION
Setting the Timeframe

GETTING YOU WHERE YOU WANT TO BE - ON TIME

We understand that timing is everything. Whether you're aligning a move-in date, coordinating with a job relocation, or preparing for your next purchase, our agents are here to keep your timeline on track. By factoring in local market trends, average days on market, and the standard 30-day closing period, we help you plan with precision. Your WH Realty Company agent will guide you on the ideal time to list your property and set a strategic target for going under contract—ensuring a smooth, timely transition with no unnecessary delays.





CLOSING TIMEFRAME

Timing your sale correctly is key to a smooth real estate transaction. On average, homes go under contract within 30 days of being listed—often faster in a competitive market. From there, most buyers require financing, which typically takes up to 30 days to reach closing. To keep your timeline on track, your recommended list date will be built backward from your goal, using current market time plus the expected contract-to-close period. This proactive approach helps prevent last-minute delays and ensures everything aligns with your move-out and move-in goals. We don't just list your home—we manage your timeline with precision.

LISTING CONSULTATION

Upgrades & Repairs

When it comes to pricing your home, one of the first decisions you'll need to make is whether to list it in its current condition or invest in improvements beforehand. The answer depends on two key factors: speed and return on investment (ROI).
Buyers are more likely to act quickly—and even enter bidding situations—when a home is move-in ready. On the other hand, properties needing significant repairs can be harder to sell, as many buyers struggle to visualize the potential.

Think of it like a first date: a great first impression matters. Strategic updates and thoughtful presentation can significantly increase your home's appeal and perceived value. Your WH Realty Company REALTOR® will help you evaluate what improvements (if any) are worth making and guide you toward a pricing strategy that aligns with your goals and timeline.

LIST OF REPAIRS/UPGRADES TO CONSIDER

_____ Replace Carpet

_____ Repaint Interior Walls

_____ Replace Dead Grass

_____ Upgrade to Smart Home Devices

_____ Replace Dated Hardware

_____ Minor Bath Refresh

_____ Minor Kitchen Refresh

_____ Replace Dated Lighting Fixtures

_____ Install Landscape Improvements

_____ Add Covered Patio Space

_____ Add Outdoor Living Features

_____ Refinish Stained Bathtubs

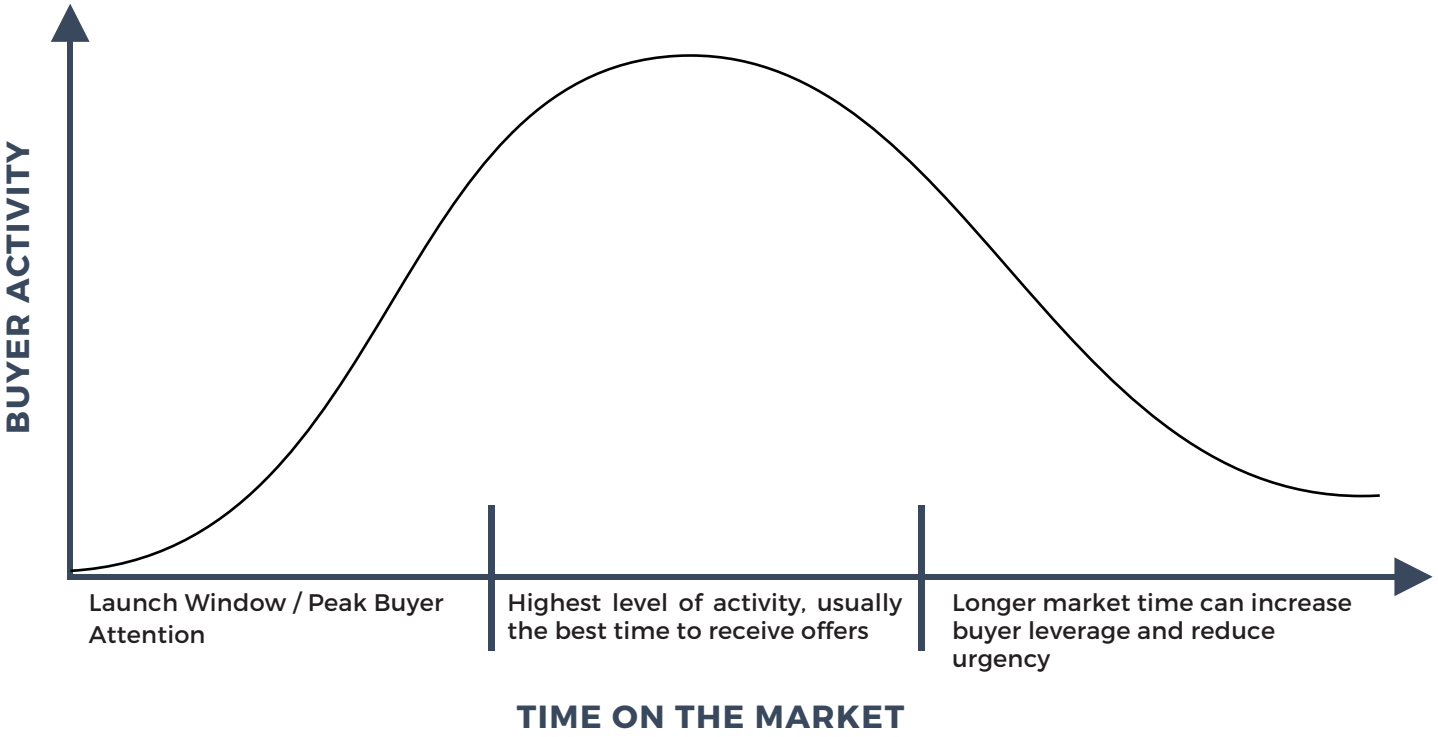
_____ Replace Outlet/Light Covers

_____ Add Ceiling Fans

LISTING CONSULTATION
Market Conditions

APPRECIATING	FLAT	DEPRECIATING
High demand, low inventory supports rising values	Inventory and demand are balanced; values may be stable or move slowly	Low demand, high inventory puts downward pressure on value

PRICING
It's all about timing



Source: ListingsUp

LISTING CONSULTATION

Maximum Exposure

WH Realty Company knows that effective marketing is the key to attracting the right buyer—quickly and confidently. That's why we take a comprehensive, results-driven approach to promoting your property across every relevant platform.

From high-quality print materials to targeted digital campaigns, social media exposure, and strategic listing placement, our experienced brokers are fully equipped to maximize your home's visibility. We tailor our marketing strategy to highlight your home's best features and ensure it stands out in today's competitive market.

With WH Realty Company, your home gets more than just exposure—it gets the attention it deserves.

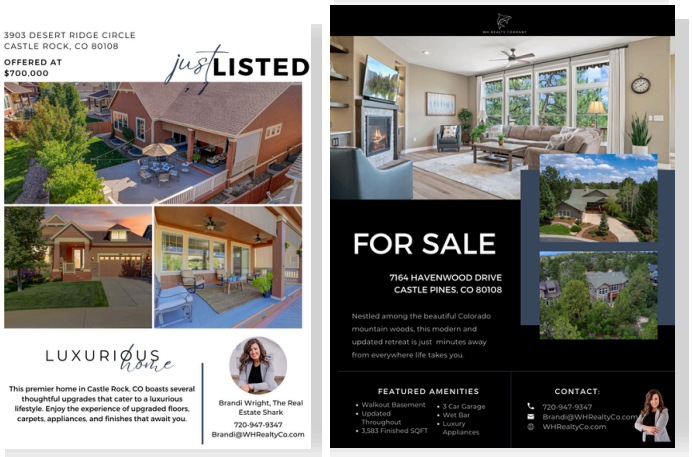
DIGITAL MARKETING

- eFlyers
- Matterport 3D
- 360 Digital Floor Plans
- Professional property video / social video
- Professional Photography



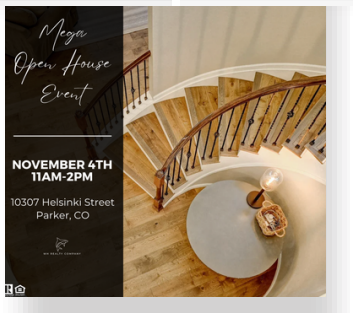
SOCIAL MEDIA

- Paid Facebook and Instagram Ads
- Facebook & Instagram Posts
- Facebook & Instagram Stories
- Facebook Marketplace Posts



FULL SERVICE PROPERTY MARKETING

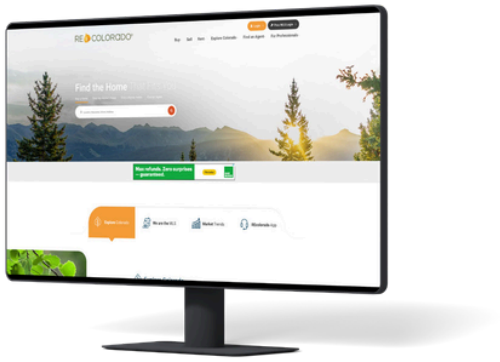
- Brochures
- Flyers
- Just Listed / Sold Postcards
- Open Houses



LISTING CONSULTATION

Maximum Exposure

RE COLORADO®
Start your journey home



MAXIMUM EXPOSURE

REcolorado—Colorado's largest broker-to-broker network—is the most accurate and up-to-date platform available to both agents and buyers. At WH Realty Company, we leverage this powerful system to ensure your property is seen by the right audience at the right time. Through our complete IDX (Internet Data Exchange) feed, your listing is automatically shared across multiple high-traffic real estate websites. This includes homes for sale, under contract, and recently sold—giving buyers a full picture of the market and increasing your home's visibility. With WH Realty Company, your listing isn't just online—it's everywhere it needs to be.

TRUSTED

Homebuyers can count on receiving the most accurate and current home information available.

STATEWIDE MARKETING

We have implemented a comprehensive marketing campaign across the state to draw in potential homebuyers to our listings.

HELPFUL RESOURCES

Providing Professional Information for Agents, and Homebuyer/Seller Resources for Consumers.

STATS 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.

IRES MLS ColoProperty.com® realtor.com

Homes.com nextdoor

THIRD-PARTY SITE SYNDICATION

Listing your home on the MLS does more than just alert local agents—it automatically syndicates your property to top third-party real estate websites like REALTOR.com, Homes.com, Nextdoor.com, and many more. This expands online visibility and creates more opportunities for buyer engagement.

Many of these platforms also feature enhanced tools like virtual tours, interactive maps, and neighborhood insights—giving potential buyers a comprehensive view of your property before they even step through the door.

At WH Realty Company, we leverage this powerful network to ensure your listing gets the attention it deserves—where today's buyers are looking.

LISTING CONSULTATION

Why Pricing Matters

Setting the right initial list price is one of the most important decisions a seller can make in today's real estate market. The price you choose directly impacts how long your home will sit on the market—and what it ultimately sells for.

Overpricing can reduce early buyer engagement, increase days on market, and lead to later price reductions—often after the strongest launch window has passed. First impressions matter, and pricing correctly from the beginning creates momentum, attracts qualified buyers, and leads to stronger offers.

At WH Realty Company, we utilize advanced tools and up-to-the-minute data to help you determine an accurate and competitive price. Our clients receive real-time updates on Denver Metro market trends, including hyper-local activity in their specific neighborhood.

When it comes to navigating pricing strategy, a skilled REALTOR® is your greatest asset. With our experience, insight, and market expertise, WH Realty Company is here to guide you with confidence every step of the way.

THE COMPARATIVE MARKET ANALYSIS (CMA)

Thinking about what your home might sell for—or how long it could take to find the right buyer? Your trusted WH Realty Company REALTOR® is here to guide you with expert insights and data-driven strategy. One of the most effective tools we use is a Comparative Market Analysis (CMA). This in-depth evaluation considers the key variables that influence market value and marketability—such as location, size, condition, recent sales, active competition, and overall market trends. With a CMA in hand, you'll have a clear picture of your home's position in the current market, helping you price strategically and move forward with confidence.

COMPARABLE PROPERTY DATA

We use recent closed sales to anchor value, active/pending listings to understand today's competition, and expired/withdrawn listings to identify where the market rejected a prior price or strategy.

MARKET CONDITIONS & COMPETITION

Buyer demand doesn't exist in a vacuum—it's shaped by several key factors. Economic outlook, interest rates, seasonal trends, and the number of competing homes on the market all play a role in how your property performs. At WH Realty Company, we analyze these shifting conditions to help you time your sale strategically and position your home to stand out. Understanding the competition and broader market trends ensures you make informed decisions—and stay one step ahead.

MORTGAGE CONDITIONS & OUTLOOK

The size of your potential buyer pool is directly affected by mortgage interest rates. As rates rise, affordability decreases—shrinking the number of qualified buyers. When rates drop, more buyers enter the market, increasing competition and driving demand. At WH Realty Company, we stay on top of mortgage trends and economic forecasts to help you time your listing strategically.

LOCATION

When it comes to real estate, location truly is everything. Proximity to top-rated schools, parks, shopping centers, and public transportation can significantly influence your home's listing price and overall market appeal. Buyers place a premium on convenience and lifestyle, which means homes in desirable areas often attract more attention—and stronger offers. At WH Realty Company, we help you highlight the location advantages of your property to maximize its market value and buyer interest.

LISTING CONSULTATION

Why Pricing Matters

Fair market value is ultimately shaped by what a buyer is willing to pay and what a seller is willing to accept—based on current market conditions, available alternatives, and overall competition.

Buyers commonly compare competing homes across five core factors. These are the same criteria most sellers likely considered when purchasing their own home—and they remain just as important today.

Understanding these factors helps your WH Realty Company REALTOR® position your property effectively, attract the right buyers, and achieve a strong sale in any market.

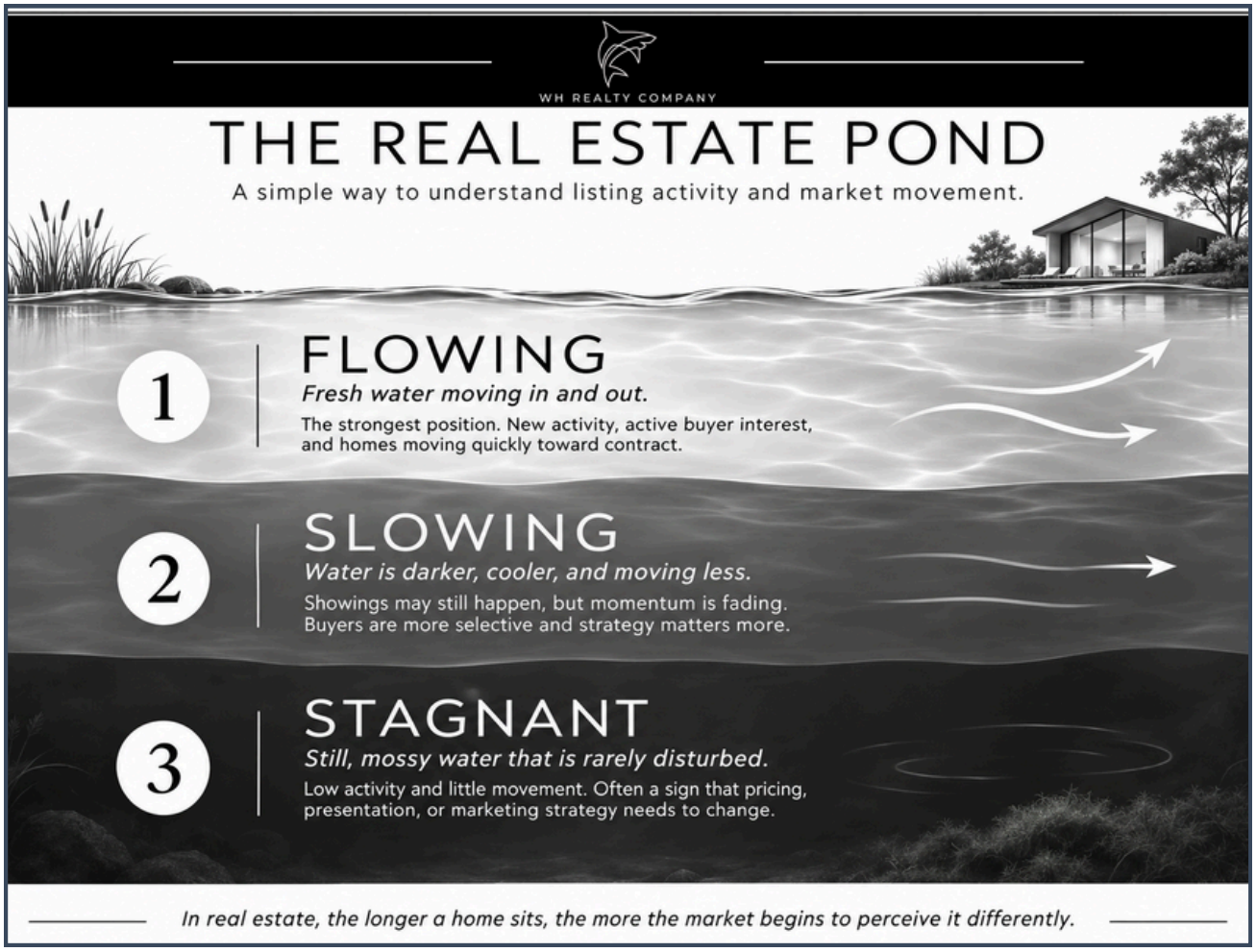
SIZE

LOCATION

AMENITIES

CONDITION

PRICE



PRE-MARKET PREPARATION



PRE-MARKET PREPARATION

Pre-Listing & Photos

PREPARING FOR A POWERFUL FIRST IMPRESSION

Presentation is everything when your home hits the market. A well-prepared interior helps buyers see the full potential of your property, connect emotionally, and picture themselves living there. Here's how to ensure your home stands out:

1. Deep Clean from Top to Bottom
A spotless home sets the tone for quality and care. Shine appliances, shampoo carpets, polish floors, and thoroughly clean windows—inside and out. Don't forget overlooked areas like light fixtures.

2. Declutter and Depersonalize
Maximize the sense of space by removing unnecessary items from countertops, closets, and storage areas. Temporarily relocate off-season clothing or excess furniture to create a clean, open feel. Take down personal photos and overly specific décor—this helps buyers envision their own life in the space.

3. Eliminate Odors
Buyers notice smells instantly—so aim for a fresh, neutral scent. Pet odors, strong spices, mustiness, or overpowering candles can be major turn-offs. Focus on clean, neutral air. Ventilate, change HVAC filters, clean soft surfaces, and avoid using fragrance to mask odors.

4. Tackle Repairs and Touch-Ups
Small fixes speak volumes. Even minor issues can raise red flags for buyers.

- Tighten loose knobs and hinges
- Repair sticky doors and windows
- Replace burnt-out bulbs and damaged screens
- Fix leaky faucets
- Re-grout or caulk bathrooms
- If your home has bold accent walls or worn trim, consider a fresh coat of neutral paint to appeal to a wider audience and brighten each room.

5. Consider Staging
If your home is vacant—or lacks cohesive flow—professional staging can make a powerful emotional impact. WH Realty Company offers expert guidance and access to professional stagers who can help create a welcoming, high-end feel. In NAR's 2025 Profile of Home Staging, 29% of real estate professionals reported that staging increased the dollar value offered by 1%–10%, and nearly half of sellers' agents reported a reduction in market time.

6. Create a "Home Highlights Sheet" or "What We Love About This Home"
Set your home apart by creating a "What We Love About the Home" info sheet. Highlight special features, favorite spaces, and even your go-to local restaurants or coffee shops. This thoughtful gesture creates a deeper connection with buyers and adds a warm, memorable element to their showing experience. Your WH Realty Company agent can help craft this piece with you.

PRE-MARKET PREPARATION

Pre-Listing & Photos

CURB APPEAL THAT CAPTURES ATTENTION

First impressions start at the curb—and in today's competitive market, your home's exterior needs to shine. Before buyers even step inside, the outside of your property should reflect the care, quality, and appeal of what's waiting beyond the front door. Here's how to make it count:

1. Refresh the Landscape

- Trim shrubs and trees
- Weed flower and rock beds
- Mow the lawn and edge borders
- Rake leaves and remove debris
- Plant seasonal flowers in beds or pots for added color and charm

2. Ensure Clean, Safe Walkways

- Sweep paths and entry areas
- In snow conditions, shovel walkways and apply ice melt to prevent slip hazards
- Fill and seal cracks in concrete; address any uneven or damaged areas

3. Enhance Visual Appeal

- Power wash driveways, sidewalks, porches, and siding where needed
- Touch up exterior paint, especially around entryways and trim
- Apply a fresh coat of paint to the front door for a bold, welcoming pop
- Replace outdated or weathered light fixtures with modern options
- Keep the garage door closed and hide trash bins from view
- Remove cars from the driveway and street when possible
- Swap out personalized doormats and signage for a simple, neutral welcome mat
- Take down monogrammed items, "No Soliciting" stickers, or overly specific décor

4. Create a Tidy, Inviting Outdoor Space

- Straighten any leaning mailboxes, gutters, or planters
- Rejuvenate mulch beds and refresh rock beds where dirt is exposed
- Repair dead lawn patches—especially pet-damaged areas—with new sod or seed
- Water and maintain landscaping regularly during the listing period
- Always remove pet waste from front and back yards

5. Add Seasonal Charm (When Appropriate)

If you're listing during the holidays, tasteful, well-placed decorations can add warmth and charm without overwhelming the home's features.

With the right exterior presentation, buyers will fall in love before they even walk through the door. Your WH Realty Company agent can provide personalized curb appeal recommendations to help your home make a lasting impression.

PRE-MARKET PREPARATION

Paperwork Launching Your Listing

LAUNCH YOUR LISTING

Before your home can officially hit the market, several key documents must be completed. Some relate to your partnership with WH Realty Company, while others involve important disclosures about your property.

Having a clear understanding of your listing terms, pricing strategy, and property condition ensures a smooth, compliant, and successful launch. Your WH Realty Company REALTOR® will guide you through each step of the paperwork process to make sure nothing is overlooked.

- Listing Agreement – Outlines the terms between you and your REALTOR®, including list price, brokerage compensation, contract duration, marketing terms, and other seller-authorized terms. *Brokerage compensation is negotiable and is not set by law.**
- Seller's Property Disclosure – Completed by the seller based on the seller's current actual knowledge and used to disclose known property conditions and issues.
- Lead-Based Paint Disclosure – Required for homes built before 1978, this informs buyers of any known lead-based paint hazards.
- Inclusions & Exclusions Form – Specifies which items (like appliances or fixtures) are included or excluded from the sale.
- Square Footage Disclosure – Identifies the source of the advertised square footage and, when broker-measured, the measurement method and limitations

PHOTOS

Before your home hits the market, your WH Realty Company broker will schedule a professional photo shoot. Using advanced technology, we capture your home's best features to ensure it stands out and attracts serious buyers from the start.

MARKETING

Once professional photos are ready—typically within 24–48 hours—your WH Realty Company broker gets to work. We craft high-impact print and digital marketing materials designed to showcase your home and drive results.

SIGN

A professionally designed WH Realty Company sign will be placed in your yard to boost visibility. It features your REALTOR's direct contact info, making it easy for interested buyers to contact your agent quickly. *When permitted and authorized. **

MLS

Once your home is fully prepped, it's listed on REcolorado— Colorado's largest broker-to-broker network. This is where buyers actively search, view details, and schedule showings. From there, the showing activity begins, and your home officially hits the market!

LISTING LIVE ON THE MLS



LISTING LIVE ON THE MLS

Showing Scheduling & Feedback

SHOWING REQUESTS

Showing Requests Made Simple

Once your home is listed, agents and buyers can schedule showings through trusted services like ShowingTime and BrokerBay—platforms used by WH Realty Company for a seamless experience.

- Showings can be requested 24/7
- You'll receive instant notifications with the option to approve, decline, or reschedule—all from your mobile device

It's a streamlined, flexible way to keep your showings organized and stress-free.





SHOWING FEEDBACK

After each showing, your WH Realty Company REALTOR® will request feedback from the buyer's agent through ShowingTime. This feedback provides valuable insight into how your home is being perceived and can help us adjust strategy if needed to attract the right offer.

VIRTUAL TOUR

Virtual tours give buyers an immersive experience of your home—right from their screen. Created by the same photographer who captures your listing photos, this tool enhances your property's online presence and keeps buyers engaged longer.

Even better? It provides valuable insights for you and your WH Realty Company agent, such as:

- How many people viewed your listing
- How long they stayed on your property website
- Which photos drew the most attention

It's a smart way to track engagement—and fine-tune your marketing strategy.

LISTING LIVE ON THE MLS

Prepare for Showings Like a Pro

INSIDE THE HOME

General Cleaning

- Sweep hardwood and tile floors
- Mop with a light, pleasant-scented cleaner
- Vacuum all carpeted areas
- Wipe down surfaces
- Dust furniture, shelves, and baseboards as needed

Kitchen & Appliances

- Shine all appliances
- Check the fridge for spoiled food and wipe down spills
- Ensure the pantry is clean and organized
- Clear countertops of small appliances and personal items

Bathrooms

- Clean toilets, sinks, and tubs
- Wipe down counters and mirrors
- Tidy up and remove personal items

Living Areas & Bedrooms

- Make all beds neatly
- Fluff pillows and fold throw blankets
- Remove shoes and clutter from floors
- Push in all chairs
- Organize closets and make sure laundry baskets aren't overflowing
- Remove clothes from floors

Lighting & Atmosphere

- Open blinds to let in natural light
- Turn on all lights throughout the home
- Set a neutral background with music—Pandora's Yacht Rock Radio is a great option
- TVs may be left on ESPN or a family-friendly movie with the volume muted (avoid news channels)

Extras That Make a Difference

- Set out bottled water or light snacks for guests
- Ensure the thermostat is set to a comfortable temperature:
  - Summer: 68–74°F
  - Winter: 65–71°F
- Remove or secure valuables, personal medications, and jewelry
- Hide pet bowls, litter boxes, and remove all pets during showings
- Avoid strong scents; if needed, use a subtle plug-in like Glade French Vanilla—used by many model homes

A well-prepared home feels inviting, spacious, and easy to imagine living in.

OUTSIDE THE HOME

Your home's exterior sets the tone before buyers even walk through the door. Use this quick checklist to ensure your outdoor spaces are neat, safe, and welcoming:

- Mow the lawn and trim any overgrown shrubs
- Remove fallen leaves and yard debris
- Hide trash bins out of sight
- Pick up toys, pet items, and any miscellaneous clutter
- Check for and remove pet waste in both front and back yards
- Close the garage door
- Turn on all exterior lights, front and back
- Vacuum or shake out the front doormat
- Blow off the front entry with a leaf blower
- Remove any packages from the front door area
- Eliminate any trip or fall hazards on walkways
- Winter Tip: Clear snow and ice from walkways and apply ice melt for safety

A clean, tidy exterior makes buyers feel confident and welcome from the start—and sets the stage for a successful showing.



UNDER CONTRACT





UNDER CONTRACT
Seller Checklist

SELLER CHECKLIST: PREP FOR A SMOOTH TRANSACTION

Once your home goes under contract, buyers, lenders, and title companies may request various documents and details. Having everything ready up front ensures a smoother, faster closing process. Here's what to gather:

Property & Appliance Records

- Manuals and warranties for all appliances
- Invoices and proof of payment for home improvements or repairs (major and minor)
- Permits for renovations or additions
- Previous floor plans, surveys, or blueprints

Access & Security

- All keys, garage remotes, and community passes
- Consider resetting garage and door codes to a generic access code
- Instructions for alarm systems, smart home devices, or tech integrations

Financial & Utility Info

- A list of utility providers and average monthly costs (summer vs. winter)
- Your most recent mortgage loan statement (if applicable)
- Leases or contracts for items you plan to transfer (e.g., solar panels, water softeners)

HOA / Metro District Communities

- Contact info for the HOA or Metro District (phone, email, website)
- Check for any listing-related restrictions or policies
- Provide known details on assessments, certification letters, or HOA covenants



UNDER CONTRACT
Contract Procedures

OFFER ACCEPTED
1

Your home is under contract! Now begins the next phase of the transaction, which involves several key steps and critical deadlines. You'll need to keep track of important milestones, including title review deadline, due diligence period, inspections (including ILCs or surveys, if applicable), appraisal, loan approval, and conditions. The work you completed during the pre-listing phase—gathering documents and preparing the property—will now help streamline this process and minimize delays. Most under-contract periods last between 30 to 60 days, depending on the buyer's financing and contract terms. Your WH Realty Company REALTOR® will help manage every detail to ensure a smooth path to closing.

INSPECTION
2

The home inspection is a vital part of the buying process. Once under contract, the buyer typically hires an inspector to perform a detailed evaluation of the property. The buyer's agent will coordinate the appointment, which usually takes 1 to 5 hours, depending on the home's size and the scope of inspections. Sellers should plan to be away during this time to allow the inspector and buyers to move through the property freely. After the inspection, the buyer's agent may submit an inspection objection outlining any requested repairs or concerns. From there, the seller has the opportunity to respond with an inspection resolution, which may include agreed-upon repairs, replacements, or credits. Your WH Realty Company REALTOR® will guide you through the negotiation and help ensure a balanced and fair outcome.

APPRAISAL
3

When a buyer is financing the purchase, their lender will require an appraisal to confirm the home's value and determine how much they're willing to lend.
Your WH Realty Company REALTOR® will meet the appraiser at the property and present supporting data—such as comparable sales, recent showings, and offer activity—to help justify the agreed-upon price. The appraised value may come in at, above, or below the contract price. If it comes in low, your agent will guide you through your options, which may include negotiations or adjustments. Once the appraisal is complete and loan conditions are met, you'll be one step closer to closing day.

LOAN MONITORING- CLEAR TO CLOSE
4

Monitoring the buyer's loan progress is key to staying on track for closing. Your WH Realty Company REALTOR® will keep a close eye on important contract deadlines related to loan approval and buyer financing terms. If the buyer is unsatisfied with the loan conditions, they may choose to terminate the contract or request an extension—both of which could impact the closing timeline. Staying informed and proactive helps prevent delays and keeps the transaction moving smoothly toward a clear to close.

CLOSING





CLOSING
Seller's Estimated Net Sheet

CLOSING COSTS, WHAT TO EXPECT

When selling your home, it's important to understand the various costs that may be deducted from your final proceeds. While the buyer typically covers the cost of their loan and inspections, sellers are responsible for a separate set of expenses related to the transaction. These are often referred to as seller-side closing costs.
Typical Seller Closing Costs May Include:

- Real Estate Commission: Listing brokerage compensation: negotiated in the listing agreement and not set by law.
- Title Insurance (Owner's Policy): Unless otherwise negotiated in the contract, this is paid for the buyer's title insurance policy, which protects the buyer's ownership rights.
- Title Company Fees: These may include settlement fees, document preparation, wire fees, and notary services.
- Recording Fees: Costs associated with recording the deed with the county.
- HOA Transfer Fees & Document Fees: If your home is in a homeowners association or metro district, there may be administrative fees for transferring ownership and providing community documents.
- Tax Prorations: You may need to credit the buyer for property taxes accrued up to the closing date.
- Concessions (if agreed upon): This can include agreed-upon buyer credits, home warranty coverage, or repairs negotiated during the inspection period.
- Loan Payoff & Related Fees: If you have a mortgage on the home, you'll see a payoff amount and possibly a small reconveyance or lien release fee.

These amounts can vary depending on your specific sale, the terms of your contract, and the service providers involved. While these figures are estimates, being prepared allows for better financial planning and fewer surprises.
Your WH Realty Company REALTOR® will provide a net proceeds estimate early in the process and update it as needed, giving you a clear picture of what you'll walk away with at closing. We're here to ensure transparency, accuracy, and peace of mind every step of the way.

Commissions	Percentage of sales price, negotiated by the Seller and Listing Agent
Title Insurance (estimate only)	Sliding scale based on sales price and ownership time $150,000 : $1,351 $500,000 : $1,998 $750,000 : $2,493 $1,000,000 : $2,993
Improvement Location Certificate	$500 - $1,000
Water Escrow	$250-$1,000 w/remaining balance refunded to seller
Prorated Real Estate Taxes	For current year not yet paid, pro-rated to sale date
Prorated Utilities & Assessments	For expenses incurred, but not paid, up to the date of closing
Recording Fees	$10-$100
HOA/Metro District Dues, Transfer Fee & Reserves	Per the contract and as assessed by the HOA/Metro District
HOA Document Retrieval	$100-$175
Title Closing Fee	$200-$400

WH Realty Company makes no guarantees regarding the accuracy, completeness, or reliability of the information provided. All figures are intended for illustrative purposes only and should be considered estimates—not exact amounts. For a detailed and personalized breakdown of fees and costs specific to your transaction, please consult directly with your WH Realty Company REALTOR®.

NOW TO THE CLOSING TABLE!

Closing day is the final step in your home-selling journey—and it's one worth preparing for. While the signing process itself typically takes about an hour, the day can be physically and emotionally demanding. Between coordinating your move and finalizing the transaction, it's a good idea to take the day off work, if possible. Expect a mix of emotions—relief, excitement, maybe even a bit of exhaustion. Give yourself the space to soak it all in, celebrate the milestone, and take a well-earned moment to breathe.

Your WH Realty Company REALTOR® will be right by your side to ensure everything goes smoothly, so you can close with confidence and peace of mind.

DAY OF CLOSING

As you prepare to close on your home, having everything in order will help ensure a seamless and stress-free experience. Here's what you'll need to bring or have ready on closing day:

- Wiring instructions for the account where you'd like your proceeds deposited
- All keys and codes to the property
- Garage remotes and community access passes
- Alarm system instructions and codes, if applicable
- A valid government-issued photo ID (such as a driver's license or passport)
- Seller Questionnaire completed

Once closing is complete and your mortgage balance and any seller costs are paid, you'll receive your net proceeds. Double-check this list in advance so you can head to the closing table with confidence and peace of mind.

Important Notice: Protect Yourself From Wire Fraud:
Wire fraud is a growing threat in real estate transactions. To protect yourself, only rely on wiring instructions received through secure and verified channels—such as in-person conversations, phone calls you initiate, or secure courier services. Please note: Your WH Realty Company agent will never send you wiring instructions. If you receive an email claiming to provide this information on our behalf, it is likely a phishing scam. Do not respond, click any links, or take any action. Contact your REALTOR® immediately if you receive anything suspicious.

THE TERMS

Understanding Brokerage Relationships

When navigating a real estate transaction, it's important to understand the different roles a real estate professional may take on. Each role comes with specific responsibilities and legal obligations. Here's a breakdown:

LISTING AGENT

Works solely on behalf of the seller to promote the seller's interests with the utmost good faith, loyalty, and fidelity, while also disclosing adverse material facts actually known about the property to prospective buyers as required by licensee law.

BUYER'S AGENT

A Buyer's Agent exclusively represents the buyer and works solely on behalf of the buyer to promote the buyer's interests with the utmost good faith, loyalty, and fidelity. They must also disclose whether the buyer intends to occupy the home and whether they can financially meet the terms of the agreement. A written Buyer Agency Agreement is required to define this relationship.

TRANSACTION-BROKER

A transaction broker may assist the buyer, the seller, or both without acting as an agent or advocate for either party. They help facilitate the transaction, present offers, assist with contracts, and ensure both sides are informed. While they don't advocate for either party, they are still held to a high standard of care and are required to disclose all known adverse material facts about the property and the buyer's ability to complete the transaction.

CUSTOMER

If a real estate professional has not been hired by a party as an agent or a transaction broker, they do not owe fiduciary duties to that party. A customer is a party with whom the broker has no brokerage relationship because the party has not engaged or employed the broker as an agent or transaction broker.



LATENT VS MATERIAL DEFECT

Protect Yourself with Proper Disclosure

ADVERSE MATERIAL DEFECT

An adverse material defect is any issue with the property that could significantly affect its value, safety, or desirability. If a seller fails to disclose such issues and the agent is aware of them, the agent is legally obligated to disclose those defects to potential buyers.
Examples include:

- Roof leaks
- Plumbing or electrical problems
- Structural damage
- Storm-related or pest-related damage

Colorado law generally does not treat psychologically stigmatizing events—such as a homicide or suicide at the property—as material facts requiring disclosure. If a buyer asks about a sensitive topic, your broker will guide you on a lawful response and protection of confidential information.

LATENT DEFECT

Latent describes whether a condition is hidden; 'material' describes how significant it is. A condition can be both.
Examples include:

- A leaking pipe hidden behind drywall
- Foundation cracks in a sealed crawlspace
- Faulty wiring not evident from surface inspection

A latent defect is a hidden condition that is not readily discoverable by ordinary observation. Seller knowledge is a separate question: if you actually know of a latent adverse material fact, disclose it.

SELLER'S PROPERTY DISCLOSURE

Completing the Seller's Property Disclosure accurately and honestly is essential. Take the time to include:

- Any issues discovered during your ownership
- Any repairs made (even from years past)
- Any relevant documentation or inspections

Full transparency helps avoid legal complications down the road and builds trust with buyers. If you learn of a new adverse material fact after completing the disclosure, tell your broker promptly so it can be disclosed in writing as required.

WHEN YOUR AGENT MUST DISCLOSE

If a seller fails to disclose a material defect and the agent has actual knowledge of it, the agent is legally obligated to inform the buyer. This ensures compliance with real estate law and protects the integrity of the transaction.

Your WH Realty Company REALTOR® will help guide you through this process, ensuring that all necessary disclosures are properly completed and documented—so you can move forward with confidence and peace of mind.

WH REALTY COMPANY

At WH Realty Company, we're committed to protecting what you've built while helping you confidently move toward what's next.

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GUIDED BY STRATEGY
FIERCELY COMMITTED TO YOU

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