

# RE/MAX<sup>®</sup> Masters MILLENNIUM



## EXCLUSIVE PROPOSAL

Prepare

Price

Present

Promote

FIRSTLY

# THANK YOU

FOR CONSIDERING US!

There are many brokers to choose from, but I would like to take the opportunity to tell you why listing with me will be your best choice. I use systems with the latest technology to get the most exposure for your property, generate leads from that exposure, and communicate those leads to start a conversation about your home. Because I use this system, your property will be viewed and listed more often, resulting in a quicker sale at a higher price.

**Mike Dovel, CRP**

Director of Relocation

# STEPS FOR SUCCESS

.....	
<b>ABOUT ME</b>	<b>4</b>
.....	
<b>CLIENT TESTIMONIALS</b>	<b>5</b>
.....	
<b>PREVIOUS LISTINGS</b>	<b>6</b>
.....	
<b>ABOUT US</b>	<b>7</b>
.....	
<b>ABOUT YOU</b>	<b>8</b>
.....	
<b>PRICING YOUR HOME</b>	<b>9</b>
.....	
<b>AVOIDING COMMON MISTAKES</b>	<b>10</b>
.....	
<b>COMPARING MARKET PRICES</b>	<b>11</b>
.....	
<b>PRESENTING YOUR HOME</b>	<b>12-13</b>
.....	
<b>PROMOTING YOUR HOME</b>	<b>14-15</b>
.....	
<b>TIPS FOR SUCCESSFUL SHOWINGS</b>	<b>16</b>
.....	
<b>EVALUATING AN OFFER</b>	<b>17</b>
.....	
<b>CLOSING YOUR HOME</b>	<b>18</b>
.....	
<b>THANK YOU!</b>	<b>19</b>

## ABOUT

# MIKE DOVEL

---

Mike Dovel's greatest skill is listening to his clients and doing what they ask him to do. Through knowledge and experience gained over the last 40-plus years, he has helped hundreds of clients achieve their goals. Mike has specialized in corporate relocation for almost 30 years and has helped many families move to and from the Denver metro area. Along with his experienced team, he offers a wide array of services to assist with individuals or groups.

Mike is a member of the RE/MAX Hall of Fame and garnered the prestigious RE/MAX Lifetime Achievement Award. He has been a member of the Denver Board of Realtors' (now the Denver Metro Association of Realtors) Million Dollar Roundtable from 1988-2019, a distinction that recognizes superior sales production. Mike earned the CRP designation through Worldwide ERC, an organization that is committed to connecting and educating workforce mobility professionals throughout the world since 1964. He was recognized in 2017 for having maintained his CRP designation for a quarter century, a distinction that very few CRP designees have accomplished.



1992 - PRESENT



CLIENT

# TESTIMONIALS

---



*Mike Dovel did an outstanding job of finding the right home in the right place at the right price. Michael listened to what my needs and desires were and he provided a great sampling of homes that would meet my expectations. He responded to feedback on things I did not like and adjusted his inventory selection accordingly.*

- Rick M.



*Mike Dovel is our go-to realtor. My wife and I started our long-term relationship with Mike in 1985 when he helped us sell our first house by arranging a mortgage for our renter. Other realtors wouldn't take on the challenge. Mike did and he got the transaction done.*

- Jerry and Karen W.



*Mike was extremely professional, very knowledgeable and cooperative. We listed my property at a sales price a bit higher than I thought I could get, but he was very confident that the market would allow for this value. I could not believe it, but I received a cash offer for the sales price the first day the home was available for showing! I was thrilled and the process went extremely smooth.*

- Ann and Mike S.

PREVIOUS

# LISTINGS

1824 E IDA AVE



9550 KENDRICK WAY



# RE/MAX<sup>®</sup> Masters MILLENNIUM

## OUR STORY

We are a team of dedicated real estate professionals who are passionate about our industry. We are advisors, facilitators, experts, advocates and friends who strive diligently to help clients fulfill their goals by tailoring our services to fit the individual needs of every client.

### RE/MAX<sup>®</sup> Masters MILLENNIUM

2013-2019

#1 Single Office RE/MAX Franchise in USA

2017

#1 Single Office RE/MAX Franchise in the World  
Based on Volume



**TELL US**

# ABOUT YOU...

Why did you fall in love with this house in the first place?  
What are your favorite features?  
How soon do you need to move?  
Are there any challenges your anticipating?  
What are you looking for in an agent?  
Who do you think would be the ideal buyer?

---

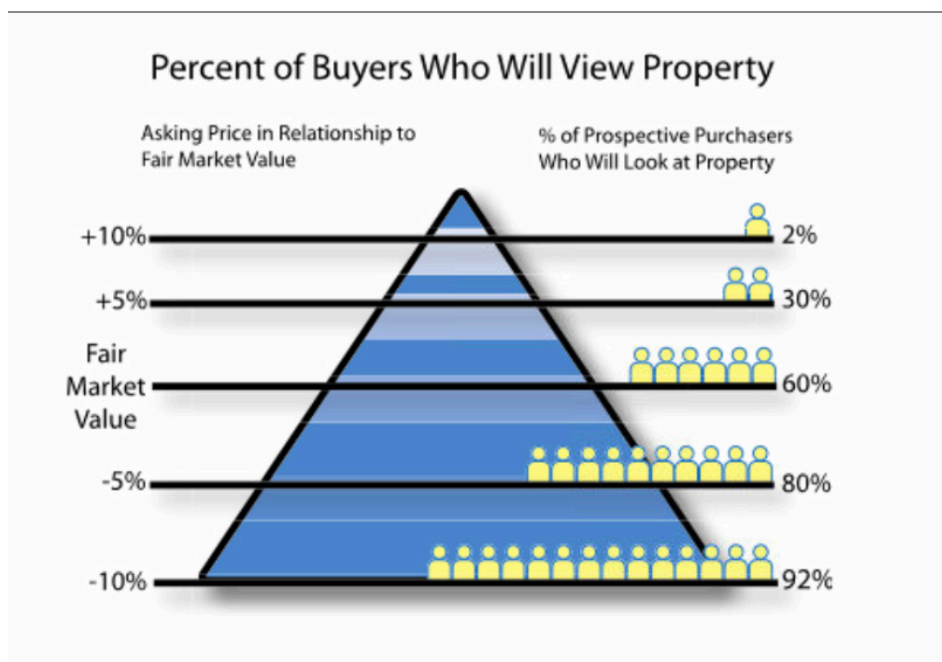




The first 2-3 weeks on the market is crucial!



Pricing your home at "Fair Market Value" you will see good activity and a good amount of buyer interest.

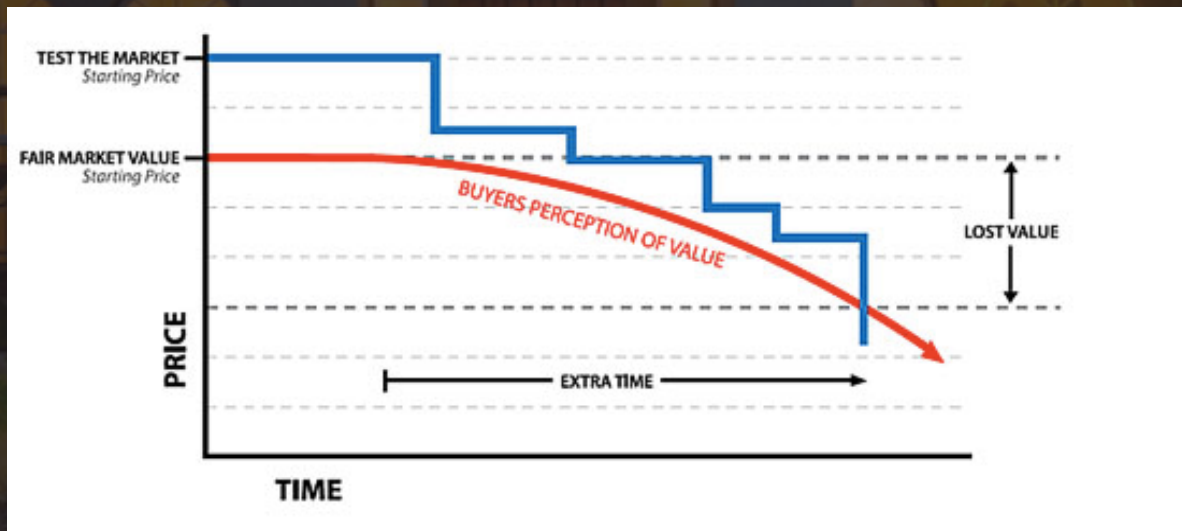


PRICE

WHY "TESTING THE MARKET" IS A

# COMMON MISTAKE

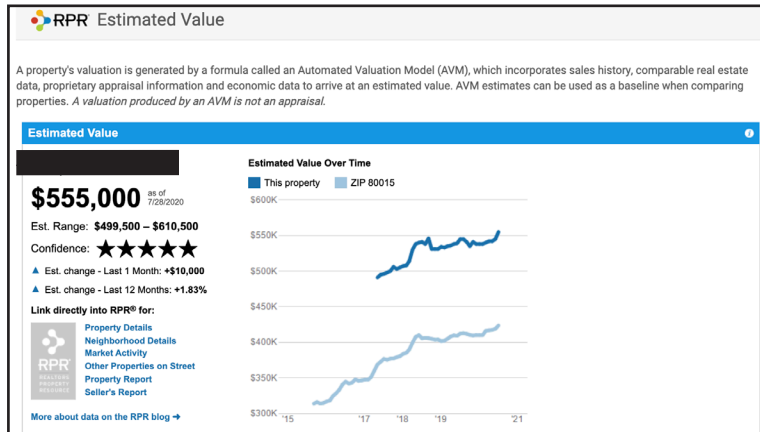
THAT YOU SHOULD AVOID...



THE LONGER YOUR HOUSE IS ON THE MARKET, THE "NEW LISTING EXCITEMENT" WEARS OFF AND THE LESS INTEREST IT GENERATES AMONG BUYERS.

YOUR FIRST OFFER IS OFTEN YOUR BEST OFFER!

# GETTING YOU THE BEST POSSIBLE PRICE:

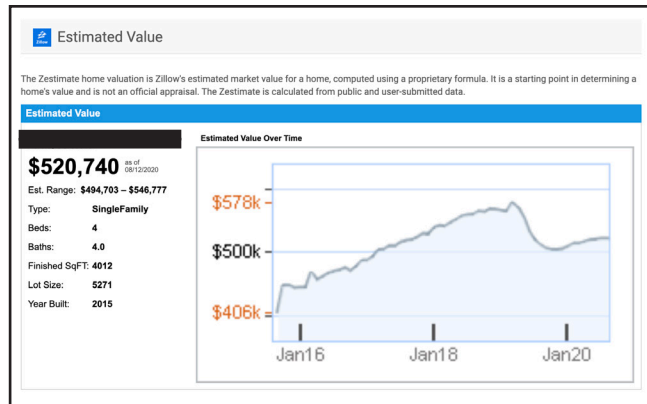
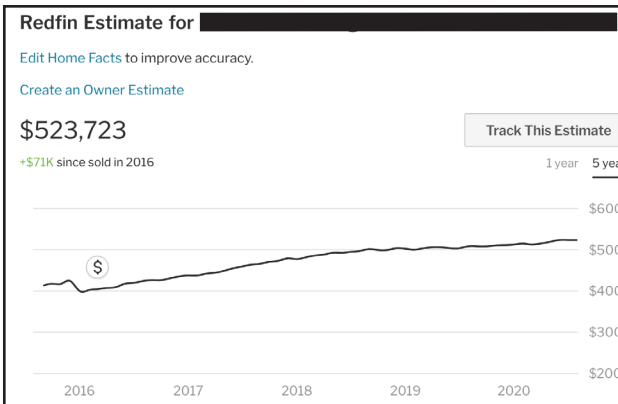


## Average Calculated Values

Homendo calculates average values based on actual sold, under contract and active listings from the MLS. These average values can be used as a baseline when comparing properties. *A valuation produced by an average value calculation is not an appraisal.*

### Average Values based on MLS data (realtime)

	Average Price (Number of Properties)			
	Last 12 months	Last 9 months	Last 6 months	Last 3 months
Area 1 (< 1 mile)	\$512,236 (7)	\$511,000 (5)	\$515,000 (3)	\$525,000 (2)
Area 2 (1-2 miles)	\$504,226 (23)	\$510,091 (18)	\$505,404 (12)	\$514,356 (8)
Area 3 (2-3 miles)	\$509,865 (68)	\$517,070 (53)	\$518,537 (38)	\$542,876 (21)
Area 4 (3-5 miles)	\$527,927 (143)	\$527,122 (109)	\$527,529 (78)	\$533,382 (44)



Be Ready to Buy. How Much Can You Borrow?

Est. **\$553,000**

4 beds, 2,619 sq ft, 5,249 sqft lot

Realtor.com

View up to 3 home estimates

Get Up To 4 Free Moving Quotes

Refi Rates

**Property Overview** [Redacted] This property was last sold for \$452,920 in 2016 and currently has an estimated value of \$553,000. The \$553,000 estimated value is 10.62% greater than the median listing price of \$499,900 for the Copperleaf area.

Read More >

- 10.62% More expensive than nearby properties
- \$100.08K Since last sold in 2016
- \$2,531 Rental Estimate

PRESENT

---

**TO HELP YOU PREPARE YOUR HOUSE  
FOR THE MARKET**



**WE WILL  
PROVIDE**

**HOUSE CLEANING**

**STAGING**

**PROFESSIONAL PHOTOS & 3D TOUR**

# THE IMPORTANCE OF PRESENTING YOUR HOME



**AT NO ADDITIONAL COST TO YOU, OUR PROFESSIONAL CLEANERS WILL TAKE GREAT CARE IN MAKING YOUR HOUSE SHINE ITS BRIGHTEST!**

**STAGING YOUR HOME HELPS MAXIMIZE SPACE AND ENSURES ITS BEST FEATURES STAND OUT TO BUYERS. THIS WILL INCREASE THE VALUE OF YOUR HOME AND ATTRACT MORE BUYERS READY TO SECURE AN OFFER.**

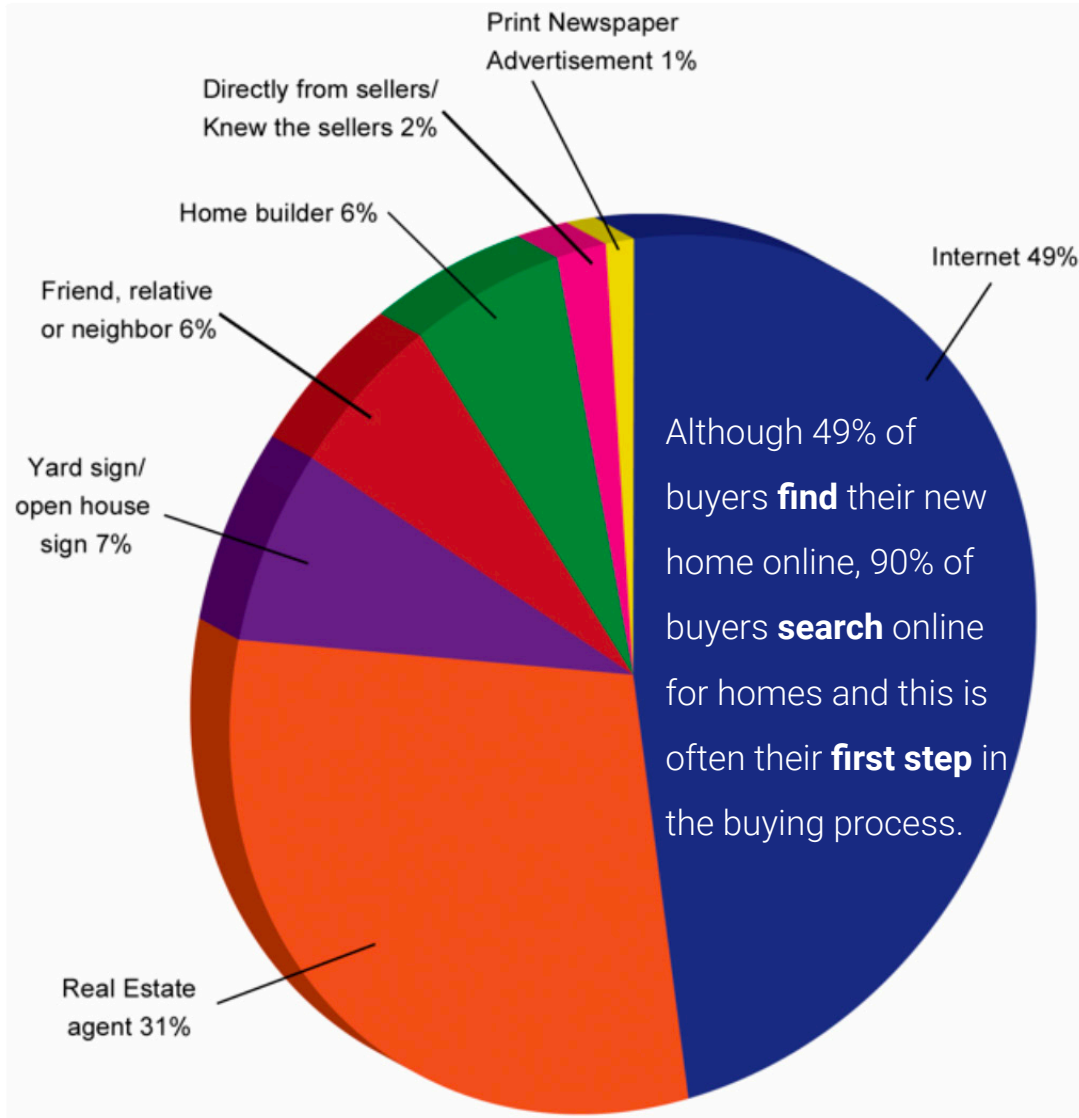


**IT COMES AS NO SURPRISE THAT PHOTOGRAPHY IS KEY IN THE LISTING AND MARKETING OF YOUR HOME. OUR PHOTOGRAPHERS WILL MAKE YOUR HOUSE LOOK EXTRAORDINARY.**

# TIME TO HIT THE MARKET...

## DEVELOP MARKETING STRATEGY

### Where buyers find the home they purchase



The combination of our professional photographers, online marketing, printed brochures, yard signs, team of experts, support services and state-of-the-art technology, your house will look its best and reach all potential buyers!

# WITH OUR PARTNERS, TECHNOLOGY AND MARKETING EXPERTS, YOUR LISTING WILL BE DISPLAYED ACROSS HUNDREDS OF PLATFORMS

- Your property will go to all major National Internet Real Estate websites including Craigslist, Homes.com, Google, MLS, Realtor.com, Tulia, YouTube, Zillow and more.
- Video is the #1 form of media used in content strategy, overtaking blogs, infographics and pictures.
- 51% of home shoppers read general home information on mobile devices.
- 81% of older millennials, 80% of younger millennials and 78% of generation X found their home on a mobile device compared to 68% of younger boomers.



# TIPS FOR SUCCESSFUL SHOWINGS

---

- KEEP YOUR HOUSE IN PRISTINE CONDITION, REDUCE CLUTTER, TAKE DOWN FAMILY PHOTOS, PAY ATTENTION TO SCENTS
- TRY TO BE FLEXIBLE WITH SHOWINGS, MAKE PROPERTY AVAILABLE TO SHOW 7 DAYS A WEEK
- BEST TO LEAVE DURING SHOWINGS, TAKE YOUR PETS WITH YOU IF POSSIBLE
- BE VERY CAUTIOUS WHEN TALKING TO BUYERS, ANYTHING YOU SAY CAN AND WILL BE HELD AGAINST YOU AND WEAKENING YOUR NEGOTIATING POSITION, I AM A TRAINED PROFESSIONAL, TRUST ME TO DO THE TALKING FOR YOU
- IF BUYERS APPROACH WITHOUT AN AGENT, CALL US IMMEDIATELY AND DO NOT LET THEM INSIDE WITHOUT AN ESCORT KEEP ALL VALUABLES SAFELY SECURED

# MAINTAIN COMPETITIVE POSITIONING

---

- MONITOR AREA LISTINGS AND SALES INFO TO MAINTAIN COMPETITIVE EDGE
- FOLLOW UP WITH SHOWING AGENTS BY EMAIL AND/OR PHONE TO OBTAIN FEEDBACK AND COUNTER OBJECTIONS
- NOTIFY AREA BROKERS WITH PROSPECT MATCHES
- MAINTAIN CLIENT COMMUNICATION WITH DAILY OR WEEKLY SHOWING REPORTS
- DISCUSS SHOWING ACTIVITY AND FEEDBACK WITH OTHER BROKERS
- SUGGEST COURSES OF ACTION TO OVERCOME OBJECTIONS



# EVALUATE

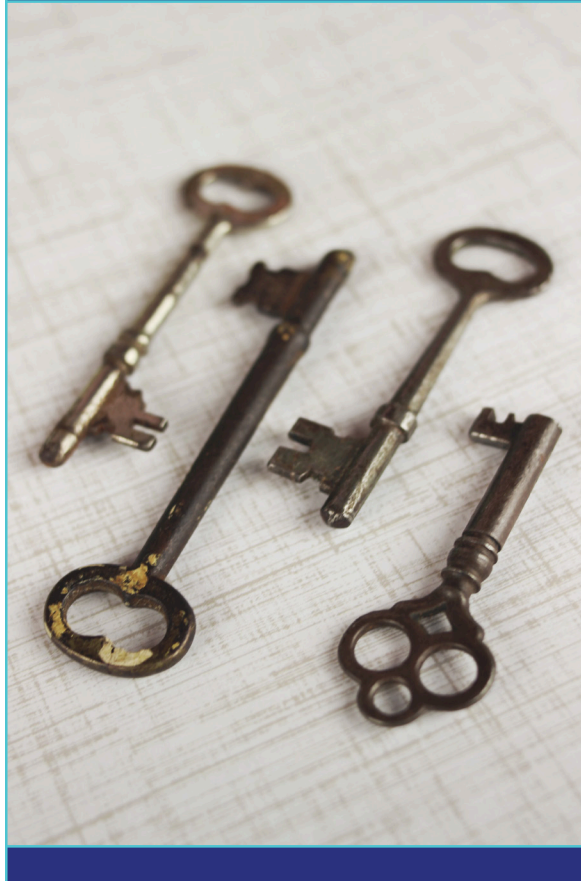
## THE OFFER

**The Real Estate Purchase Contract (REPC) is a legally binding contract that must be carefully reviewed.**

### Some items to consider...

- \* Price
  - \* Included items
  - \* Excluded items
  - \* Earnest money
- \* Special assessments
- \* Due diligence condition
  - \* Appraisal condition
  - \* Financing condition
- \* Additional earnest money
  - \* Additional addenda
  - \* Home warranty
  - \* Inspection period
- \* Loan commitment period
  - \* Closing date
  - \* Response deadline
  - \* Multiple Offers

**ALL PROPERLY EXECUTED DOCUMENTS; THE CONTRACT, ADDENDUM, AND ALL DISCLOSURES, MUST BE TURNED IN TO CONSULTANT FOR THEIR SIGNATURE BEFORE WE CAN BE UNDER CONTRACT.**



# CLOSING

---

## YOUR HOME

### **JUST A FEW THINGS TO NOTE BEFORE THE TRANSACTION IS FINALIZED**

- **PROVIDING SELLER'S DISCLOSURES, INFORMATION RELATING TO YOUR HOME TO OTHER BROKER/BUYER**
- **ALL DOCUMENTS, CONTRACT, ALL ADDENDUMS, AND ALL DISCLOSURES (FROM RELOCATION MANAGEMENT COMPANY AND MANDATED FOR COLORADO), MUST BE EXECUTED AND PROVIDED IN ENTIRETY TO THE RMC CONSULTANT FOR SIGNATURES BEFORE THE PROPERTY CAN BE OFFICIALLY ACCEPTED AND PLACED UNDER CONTRACT.**
- **BUYER'S INSPECTION PERIOD**
- **BUYER'S RIGHT TO CANCEL OR RESOLVE OBJECTIONS**
- **REMAINING CONTINGENCIES AND FINANCING**
- **SETTLEMENT (CLOSING)**

**We both have the same goal:**

To sell your house quickly and for the best possible price!

---

**THANK YOU**

**FOR YOUR CONSIDERATION**



**MIKE DOVEL, CRP**

303-888-6489

[coloradorelocate.com](http://coloradorelocate.com)

[mike@coloradorelocate.com](mailto:mike@coloradorelocate.com)

**I am available 7 days a week, feel free to call, text or email me anytime!**

Presented by:

**MIKE DOVEL, CRP**  
**DIRECTOR OF RELOCATION**

303-888-6489

[mike@coloradorelocate.com](mailto:mike@coloradorelocate.com)



**YOUR COLORADO RELOCATION CONNECTION**

**RE/MAX<sup>®</sup> Masters**  
**MILLENNIUM**

\*Each Office Independently Owned and Operated