



Your Home. Expertly Marketed.

A Complete Seller's Guide



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Market Overview



Pricing Strategy



Professional Photography



Multi-Channel Marketing



Showings & Open Houses



Negotiation & Closing

Our Meeting Agenda

Here's what we'll cover together today

01



Discovery

Understand your goals, timeline, and needs for selling.

02



Home Assessment

Walk through your home to identify strengths and opportunities.

03



Marketing Strategy

Review exactly how I'll attract the right buyers to your home.

04



Home Valuation

Design a competitive pricing strategy based on current market data.

05



Listing Agreement

Review and sign the paperwork to get your home on the market.

Why Work With Koby Reed?

Results that speak for themselves

My Commitment to You

- ✓ Full-time, dedicated agent focused exclusively on your results.
- ✓ Deep knowledge of the Colorado Front Range — from Arvada to Denver and beyond.
- ✓ Communication on your schedule: phone, text, or email, always prompt.
- ✓ Transaction coordination handled so nothing slips through the cracks.
- ✓ A business built on referrals — your satisfaction is my reputation.
- ✓ RE/MAX Alliance network giving your home global exposure.

101.7%

of Asking Price Achieved

vs. 98.25% market avg

14

Average Days to Sell

vs. 30 days market avg

RE/MAX

Alliance Network

Global reach, local expertise

A 3.45% difference in sale price means ~\$15,500 more to you on a \$450,000 home.

Colorado Market Snapshot

What the numbers mean for your sale

~2–3

Months

of Housing Inventory

97%+

of Buyers

Start Their Search Online

1st 30

Days

are Your Golden Window

6 months = balanced market — this is a seller's market

Your online presentation is critical to attracting buyers

Buyers and agents are most active right after you list

With Colorado's limited inventory and strong demand, well-prepared and correctly priced homes are selling quickly — often with multiple offers. Let's position yours to win.

How We Get Results

The 3 P's of a Successful Home Sale

Preparation



- ✓ Professional photography & video
- ✓ Home staging guidance
- ✓ Pre-listing walkthrough
- ✓ Curb appeal recommendations

Pricing



- ✓ Comparative market analysis
- ✓ Strategic list price
- ✓ Price-to-location matrix
- ✓ First 30-day window strategy

Promotion



- ✓ MLS + 400+ syndicated sites
- ✓ Social media ad campaigns
- ✓ Email to buyer database
- ✓ Open house campaign

Where all three come together — magic happens.

Pricing Strategy

Getting it right from day one

The market — not us — ultimately determines value. Our job is to position your home to attract maximum interest and the strongest offers from day one.



Location

The single most important value driver. We price to reflect your neighborhood's real demand.



Condition

Move-in ready homes command premium prices. We'll identify easy wins before listing.



Competition

Buyers compare your home to similar listings. We analyze what's competing for their attention.



Timing

The first 30 days are your prime window. Sharp initial pricing generates the most showings.

Price vs. Location Matrix

Location →		Poor	Average	Excellent
Price	High	❌ Overpriced → No Showings	⚠️ Low-Ball Offers	✅ Attracts Multiple Offers
	Mid	⚠️ Slow to Sell	✅ Fair Offers	✅✅ Strong Offers
	Low	✅ Sells Quickly	✅✅ Good Activity	🔥 Bidding War

Overpriced homes sit on the market and attract low-ball offers — or none at all. We price to generate competition.

Preparation: Staging & Photography

First impressions sell homes

Why Staging Matters

15 sec

Time buyers take to form an impression of your home

2×

Faster — staged homes sell in roughly half the time

Top ROI

Declutter, paint, and curb appeal deliver the best return

What Can We Change?

Location: Cannot change

Amenities: ✓ CAN improve

Size: Difficult to change

Condition: ✓ CAN improve

Professional Photography

High-quality photos are the #1 driver of online traffic to your listing. Online traffic turns into showings. Showings turn into offers.



Professional photographer hired for every listing



HDR photography to showcase rooms at their best



Photos syndicated to 400+ home search sites



Optimized for both desktop and mobile search

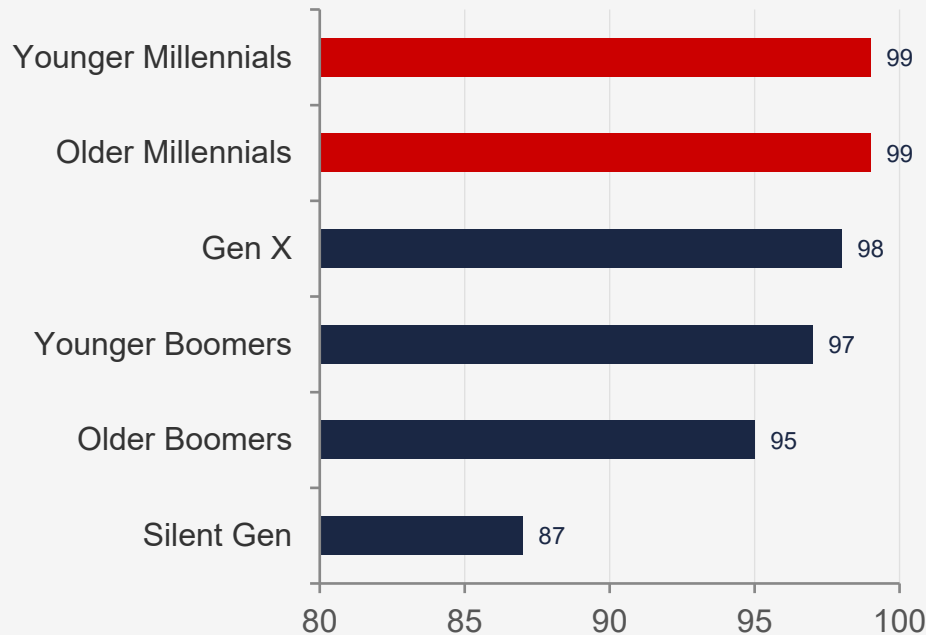


Property tour video uploaded to YouTube & social

Where Buyers Search — We're There

Your home will be everywhere buyers look

% of Buyers Who Search Online



Platforms We Use:

Zillow	271M+ monthly visitors
Realtor.com	142M+ monthly visitors
Trulia	47M+ monthly visitors
REColorado MLS	Local Colorado primary MLS
Facebook Ads	Targeted to active real estate buyers
Instagram	Visual campaigns to engaged buyers
YouTube	Property tour video — 21+ min avg visit
Google Ads	Display ads to active searchers

Your Property Marketing Plan

A proven system that gets results

	RE/MAX For Sale yard sign installed	Day 1		Photos & videos posted to Facebook & Instagram	Weekly
	Property listed on REColorado MLS	Day 1		Showing feedback collected & shared with you	Weekly
	Listing syndicated to 400+ home search sites	Day 1		Marketing metrics evaluated & campaign optimized	Weekly
	Professional photos & video completed	Day 1		Facebook & Instagram paid ad campaigns	Ongoing
	New listing email to buyer database	Day 1		YouTube ad campaign to active searchers	Ongoing
	Property landing page published	Day 1		Google Display Ads to active real estate buyers	Ongoing
	Open house campaign & event	First 2 Wks		Agent network outreach & co-op marketing	Ongoing
	Neighborhood postcard mail drop	First 2 Wks		Price & strategy review with you	As Needed

Showings, Open Houses & Feedback

Converting interest into offers



Private Showings

- ✓ Listed with a professional showing service for easy scheduling
- ✓ You'll receive instant notification of every showing request
- ✓ I personally follow up with each buyer's agent for feedback within 24 hours
- ✓ Feedback reports shared with you regularly so we stay informed



Open House Strategy

- ✓ Proven open house system designed to attract serious, motivated buyers
- ✓ Marketed on all platforms before and during the event
- ✓ Held in the first two weeks to capture early listing momentum
- ✓ I'm present to answer questions and qualify interested buyers



Your Responsibilities

- ✓ Please vacate the property during all showings — buyers are more honest without the owner present
- ✓ Keep the home clean, clutter-free, and show-ready at all times
- ✓ Hide valuables and medications before each showing
- ✓ Never discuss price, terms, or motivation with buyers or their agents

The Home Selling Process

From listing to closing — I manage every step for you



Hire Me

Day 1



Prepare Home

1–2 Weeks



Showings & Offers

Weeks 2–6



Close & Celebrate!

~30–45 Days



Assess Value

Day 1–2



Market Aggressively

Week 2



Negotiate Offers

As Offers Come

From Offer to Closing

I protect your interests every step of the way

What I Do For You

- ✓ All potential buyers pre-qualified before you accept an offer
- ✓ Every offer presented and fully explained to you
- ✓ Expert negotiation on price, terms, inspection items, and contingencies
- ✓ Transaction coordinator ensures all deadlines are met
- ✓ I review every document for accuracy before you sign
- ✓ Coordinate with buyer's agent, title company, and lender
- ✓ Present for closing to advocate for you if any issues arise

At Closing, You'll Sign:

- ▶ Settlement statement
- ▶ Deed transfer document
- ▶ Seller's disclosure confirmation
- ▶ Any applicable transfer tax declarations

Typical Colorado Timeline

Accepted offer → inspection:	5–10 days
Inspection → appraisal:	1–2 weeks
Appraisal → clear to close:	1–2 weeks
Total: offer to closing:	30–45 days

My Communication Commitment

You'll never be left wondering what's happening



Always Reachable

Phone, text, or email — your choice. I respond promptly, every time.



Weekly Updates

You'll receive regular marketing reports, showing counts, and market feedback.



Showing Feedback

I follow up with every buyer's agent within 24 hours and share their feedback with you.



Market Updates

I monitor competing listings and alert you to changes that could affect your strategy.



Honest Advice

My goal is your best outcome — I'll always tell you what you need to hear, not just what you want to hear.



Proactive Updates

From listing day to closing day, you'll always know exactly where things stand.

Let's Get Started.

Your home. Expertly marketed. Maximum results.

1

Review & sign the listing agreement

2

Schedule professional photography

3

Finalize list price & go live on MLS

4

Launch the full marketing campaign



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