

Sean J. Gilliland

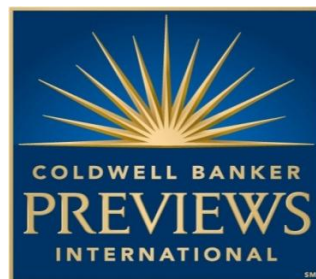


Pre-Listing Package

Sean@DenverRealEstateMoguls.com

www.DenverRealEstateMoguls.com

720-284-4411



My Mission Statement and Guarantee

I will provide the best service possible for every client I represent. I will never tell a client what they want to hear if it is not reality. I will never enter into a client relationship where I know what is expected of me cannot be done in good faith. I will never enter into an agreement with a seller who is unrealistic in regards to the proper pricing. When hired to sell a client's home, I will always make recommendations that can assist their homes value or help reduce marketing time even if it means telling them things they may not want to hear. I acknowledge that I may periodically lose business because I am truthful with my clients and my competitors will tell them what they want to hear to temporarily get their business. I will always remember that to have a winning relationship for my clients, we must always have a mutual goal.

I will never lose sight that my honesty, loyalty, understanding, accountability and creativity are what make so very different from the real estate masses. My services will always be made available to the public.

I will always treat all parties honestly and fairly and I will always offer my properties without regard to race, color, creed, religion, sex, ancestry, national origin, handicap or family status. I will always promote the best interest of my client. I will obtain the best price for my client, and I will always disclose to my client all facts that may affect or influence their decisions.

I assure you that during my real estate career I will always strive for excellence and I make a commitment to forego a portion of my life in exchange for continued education so that I may better serve my clients.

I share this with you because I believe it is important for you to know how I feel about the real estate industry and how I feel about working for my clients.

Thank you for this opportunity. Sean J. Gilliland



Pricing Your Home

Setting the proper asking price for your home is the single biggest factor that will determine the success or failure of your home sale.

The consequences of making the wrong decision are painful. If you price your home too low, you will literally give away thousands of dollars that could have been in your pocket.

Price it too high, and your home will sit for months, developing the reputation of a problem property (everyone will think that there is something wrong with it).

Failure to understand market conditions and properly price your home can cost you a bundle or cause your home not to sell....preventing you from achieving your goal.

I Won't Let This Happen To You!

Utilizing the latest computer technology and my in depth knowledge of the market, I will analyze current market conditions in combination with your personal time requirements to identify the correct price range for your home.

You can't afford any "guesswork" in this critical step

Benefits of Proper Pricing

FASTER SALE: The proper price gets a faster sale, which means you save on mortgage payments, insurance, and other carrying costs.

LESS INCONVENIENCE: As you know, it takes a lot of time and energy to prepare your home for showings, keep the property clean, makes arrangements for children, and to generally alter your lifestyle. Proper pricing shortens market time.

INCREASED SALESPERSON RESPONSE: When salespeople are excited about a property and its price, they make special efforts to contact all their potential buyers and show the property whenever possible.

EXPOSURE TO MORE PROSPECTS: Pricing at market value will open your home up to more people who can afford it.

BETTER RESPONSE TO ADVERTISING: Buyer inquiry calls are more readily converted into showing appointments when the price is not a deterrent.

HIGHER OFFERS: When a property is priced right, buyers are much less likely to make a low offer, for fear of losing out on a great deal.

MORE MONEY TO SELLERS: When a property is priced right. The excitement of the market produces a higher sales price in less time. You NET more due to the higher sales price and lower carrying costs.

DANGERS OF OVERPRICING

Many potential **buyers won't even look**, thinking it's out of their range.

Those buyers who do look are **shopping by comparison**, and looking at your home may convince them to make a bid on different property.

Since an **appraisal is often required** in financing a property, it's futile to price a property for more than it's worth.

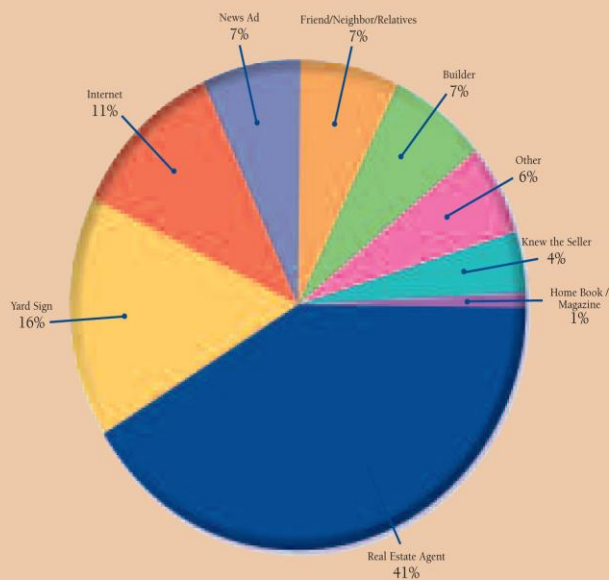
Properties left on the market for extended periods of time usually **become "shopworn"**, causing many to believe something's amiss.

Overpricing tends to **dampen the other salesperson's attitude**, making it less likely to be shown.

Overpricing **lengthens marketing time**, and invariably results in a **lower selling price** than would have been otherwise obtained.

**Houses sell quickly and
usually for the most money
when they are priced properly
in the beginning.**

WHERE DO BUYERS COME FROM?

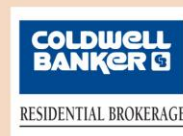


Source: The 2003 National Association of Realtors® Profile of Home Buyers and Sellers.

One of the greatest benefits we can offer home sellers is bringing the most qualified buyers to your home.

Marketing real estate takes a lot more than a yard sign and classified advertising. It takes networking and maximum exposure to the real estate community.

Understanding where buyers really come from allows Coldwell Banker Residential Brokerage professionals to successfully focus your marketing efforts.



MARKETING STRATEGIES

Marketing your residence requires an expert with discretion, contacts and extensive experience and knowledge in selling Real Estate.

Upon placing your property with us at Denver Real Estate Moguls, Coldwell Banker Devonshire, we will:

- ✓ **CUSTOMER SERVICE:** Keeping you informed throughout the entire process; showings, inquiries, advertising and overall activity.
- ✓ Place your property on the Multiple Listing Service(s).
- ✓ Place a professional sign in your yard with an attached rider.
- ✓ Arrange professional high-quality photography for your home and arrange a professional virtual tour design for your property.
- ✓ Design and prepare a full-color elegant property brochure.
- ✓ Hand-distribute your property brochure to your neighborhood and surrounding areas.
- ✓ Distribute your brochure to the top 150 agents and top 50 Real Estate offices in the Denver Metro area.
- ✓ Showcase your property, with multiple photos, through our direct marketing websites & toll free #s (English & Spanish) and through specific websites such as; Metrolist- (www.myls.com), www.realtor.com, www.coldwellbanker.com, www.coloradohomes.com, www.todd Crosbie.com, www.craigslist.com, www.trulia.com, www.googlebase.com, www.newyorktimes.com, www.Devonshirehomes.com www.zillow.com, www.aol.com, www.coldwellbankerpreviews.com www.homefinder.com www.homes.com www.nytimes.com www.frontdoor.com www.ihf.com, www.obeo.com yahoo real estate, E-flyers, etc. generating as much exposure and viewings possible.
- ✓ Secure prospective purchasers for our exceptional residences through distribution of our exclusive Coldwell Banker Devonshire/Todd L. Crosbie & Associates Mailers.
- ✓ Expose your property to thousands of Coldwell Banker Sales Professionals and other Real Estate Professionals, via networking events, established relationships, office relationships (Devonshire #1 office in Colorado) and our proprietary intranet site.
- ✓ Place your home on Coldwell Banker Devonshire's tour or virtual tour exposing your home to the very best and active in the market.
- ✓ Increase interest through the use of Coldwell Bankers affiliation with Cendant Mobility Services, the largest Relocation Network in the world.
- ✓ Create prospect awareness for the properties in all price ranges through one of the largest Broker Referral Networks in the North America.
- ✓ Present your property to past, present and future clients. Expose your property to many prospects through our direct marketing and Buyer Profile System.
- ✓ Make our Mortgage, Title and Insurance Services available to you and your buyer, through our affiliated companies and joint ventures.
- ✓ Assurance that you receive the proper discounts available to you, i.e. Title Discounts.
- ✓ Professional and experienced Contract Review, recommendations, document preparation and explanations, inspection resolution and negotiation.
- ✓ Professional help in staging your home to receive the very best curb appeal.
- ✓ Open houses held to generate the most interest and exposure available.

List to Sales Ratio

How close will your home sell to asking price?

According to the Real Estate Board, homes are selling on average for 94% of the asking price. However, our clients' homes sell on average for 98.6%.

This means...

Real Estate Board Average	94%
----------------------------------	------------

Denver Real Estate Moguls	98.2%
----------------------------------	--------------

...Your home will sell for more with our team (on average you will net 4.6% more)

Days on Market

How fast will your home sell?

According to the Denver Real Estate Board , homes are selling on average in 101 days. However, our clients' homes sell on average in 83 days. **This means...**

Denver Real Estate Board Average	101 days
---	-----------------

Denver Real Estate Moguls	83 days
----------------------------------	----------------

...Your home will sell faster with our team!

Seller's Report

We will contact you each week with a seller's report. Items included:

Market Activity in your area.

1. New Listings in your area. Your competition.
2. New sold homes in your area. Reality, what buyers are willing to pay.
3. Expired listings. These represent mispriced properties.

Showing Activity

We will discuss any activity and showings that your home has had, which includes other brokers comments.

CONTRACT & NEGOTIATION

When an offer is presented on your home, you will have three basic choices in deciding how to respond.

- 1. Accept the offer.**
- 2. Reject the offer.**
- 3. Make a counter offer (called a “counterproposal”).**

Together we will thoroughly analyze the offer, and discuss its strengths and weaknesses. After studying the entire contract, I will give you my recommendation, and then you will decide how to respond.

This is where a professional, competent agent can be worth their weight in gold, because having the right wording or contingency clause in the contract can mean the difference between a smooth transaction and a messy court battle.

Being intricately familiar with real estate contracts, I know how to protect your best interests. My experience in contract negotiation will benefit you.

Keeping you informed throughout your entire transaction

***Closings should as simple as...
“sign here!”
I help make the home buying
process a little easier...***

*When you get to the closing table with Sean J. Gilliland
I make sure the “i’s” are dotted and the “t’s” are crossed –
to ensure an accurate and efficient
Closing...anytime...anywhere.*

- | | |
|---------------------------------|-------------------------------------|
| ♦ Residential title insurance | ♦ Ownership and encumbrance reports |
| ♦ Commercial title insurance | ♦ Lien and judgment searches |
| ♦ Real Estate closings | ♦ Copies of public record documents |
| ♦ Escrow of funds & documents | ♦ Builder title services |
| ♦ Title searches & examinations | ♦ Lender title services |

Stewart Title Agency will earn your confidence by providing the most accurate, expert and reliable services that clients expect from Colorado’s leading title insurance company.



About Sean J. Gilliland

Dedicated to Customer Service with a worldly outlook.

As a Real Estate Agent, I provide a level of service you will find unparalleled. Your priorities and needs are my priorities and needs. This means taking time to understand your needs and then putting my knowledge, local expertise and marketing abilities together, to work for you. Together we will meet all your goals and surpass all your customer service expectations.

I have a diverse background which includes: Real Estate & investing, teaching and being an entrepreneur. I have finished 6th this year & 7th last year in CB Colorado Partnerships throughout the entire state of Colorado. I was named a “five star real estate agent” by 5280 magazine in 2010. I speak Spanish as a second language which I have found to be very helpful in my real estate career. I opened up Denver Real Estate Moguls Property Management in 2007 which has been a very successful part of the overall mission of Denver Real Estate Moguls.

I have been selling and buying houses since 1997 and have managed a portfolio of investment properties. I specialize in buyers and sellers looking for homes in the more well-established neighborhoods in metropolitan Denver. I am an active board member to the 4th district of CHUN (Capitol Hill United Neighborhoods), and the zoning committee representative for the 4th district.

I received my B.S. in business in Finance with an economics minor. I have extensively studied Spanish for years including 8 months at the University of Granada in Granada, Spain where I became bilingual. I am certified as a TEFL professor and has taught English as a foreign language for many years. Martial arts have also played a major role in my life. I studied under 9th degree black belt Grand Master Sun Duk Choi for over 10 years and taught underneath him for 6 years. During the years of being a student and a teacher I have developed an indomitable spirit and ability to persevere. I currently study under 9th Degree Grand Master Kim in Denver, Colorado.

Known for my professionalism, dedication to customer service, organizational skills and an ability to get things done, I keep my clients informed with each and every aspect of their transaction. Together with strong negotiating experience, a background in Finance & Marketing and an ability to really listen is why my clients are repeat clients or referrals.

Sean J. Gilliland

Care, Experience, Dedication & Knowledge

These are the reasons you should work exclusively with ***Sean J. Gilliland*** to purchase a home.

- ❖ I dedicate myself to Customer service
- ❖ I offer specialized representation services to fulfill all your needs
- ❖ *Your satisfaction is my #1 goal*
- ❖ I care about your families' needs
- ❖ 24 Hour Accessibility. 720-284-4411

My business is based on referrals from past clients and friends. This gives me more time to concentrate on the exceptional customer service provided to all of my clients.

I will provide you expertise, guidance, professionalism, and knowledge throughout your home purchasing experience

Contact me today

Mobile 720-284-4411

Sean@denverRealEstateMoguls.com

www.DenverRealEstateMoguls.com

Direct 303-758-7611

DEVONSHIRE OFFICE

Coldwell Banker Residential Brokerage, Inc.

