

RE/MAX



Outstanding Agents

Outstanding Results.
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Bob Luhr

Home Sellers Guide

RE/MAX of Boulder, Inc.

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Each Office Independently Owned and Operated

How much is your home worth?

The three factors to consider when selling your home are location, condition and price. . . and they are all related.

1. **Location** - Your home's location and setting influence it's value. A home inside a quiet subdivision sells for more than the identical home on a busy street. Remote areas typically sell for less than close-in areas. Views, streams and trees usually enhance value. You obviously have no control over location.

2. **Condition** - New homes enjoy a marketing edge over resale homes because they are shiny and clean. And builders enhance their appeal by offering model homes (clean, bright, decorated in current colors and amenities) for buyers to examine.

Our goal is to make your home as close to a model home as possible. . .being sensitive to costs. You have nearly complete control over condition and you can increase value and decrease marketing time by being in the best possible condition.

3. **Pricing** - If IBM stock is trading between \$150 and \$160 a share, it does no good to insist on \$175. Likewise, your home must be priced within the appropriate range. You must actually "sell" your property twice: to a buyer and to an appraiser. The buyer can be more subjective but compares your property to what other sellers in the same price range offer. The appraiser is more objective and compares age, size and cost-identifiable features in your home against other properties that have sold.

I use my experience and knowledge of the market to recommend a listing price and likely sales price range.

EXTERIOR IMPROVEMENTS - MINIMAL OR NO COST

Rake leaves, mow lawn and keep edges neat. Lawn and flowers should be weeded regularly. Trees and shrubs should be pruned and trimmed.

Remove old lawn mowers, tractors, disabled autos, broken lawn ornaments, topless tables, armless lawn furniture and seatless chairs. They are reasons for buyers to make a U-turn.

Hoses should be coiled or placed inconspicuously when not in use, other garden equipment should be stored in some type of shelter when not being used.

A yard should be free of unnecessary clutter, a place should be provided for children's toys and equipment. All animal litter should be removed daily.

Fix the garage door so it opens and closes. House and garage doors should be free from finger marks. Wood surfaces should be kept painted, oiled or stained.

Porches, steps, verandas, balconies, patios and other extensions of the home must be uncluttered, clean and repaired.

Shades and awnings in good repair with colors unfaded will improve exterior house appearance.

Keep garbage cans deodorized and out of sight.

Walks and entrances should be well maintained and free from excess water, ice and snow. Put some crushed stone on driveways that turn muddy in the rain and fill in any pot holes.

Keep gates, fences, walls and outer buildings repaired and painted.

Outdoor furniture should be kept clean. Firewood should be stacked. Barbecue grill should be cleaned.

Metal accessories (door knobs, door knockers, lamps, etc.) should be cleaned and polished.

Attach the downspouts to the gutters and paint, if needed. Any loose roof shingles, tiles, etc. should be secured or repaired.

Paint the front, back, and side entrance doors. Nothing looks worse than a peeling door.

Air coolers should be stored neatly if not in use.

Paint all chimneys and replace broken brick or stone.

If the roof leaks, fix it! Remove any or all evidence of leakage by whatever means possible.

INTERIOR IMPROVEMENTS - MINIMAL OR NO COST

Wash all windows inside and out. Curtains and drapes should be fresh and attractive.

Open all drapes, pull up shades and let the light in.

Get all flies and bugs out of the light fixtures. Wash fixtures and bulbs.

Put higher watt bulbs in all fixtures for better lighting.

If you cannot get rid of stains in toilet bowl, buy a new one. This applies to all bathrooms, including the one in the basement that is seldom used.

Do whatever you can to keep pets out of the way for all showings.

Clean all rubbish out of all fireplaces.

Put two coats of off-white paint on the chartreuse, tangerine, purple or any dark colored walls. Also, if walls are dirty, one coat of white paint will work wonders.

Remove every bit of grease from the inside of the oven and the burner trays.

Fix the front doorbell, storm door and front entry. (First impressions are lasting.)

Shampoo the carpets or carpeting.

Put new washers in all dripping faucets.

Throw away the torn shower curtain and put up a new one.

Remove junk from the attic, basement, closets and tool shed and have a successful garage sale. Start packing now! Rent a storage locker!

Organize closets.

Turn off all blaring phonographs, stereos, and television sets while the house is being shown. Soft music is more desirable.

Water all dying plants or get rid of them.

Adjust all doors, including closets and windows so they can be opened and closed easily.

Dust, clean and scrub EVERYTHING - from attic to basement.

Replace broken tiles on walls or floors and repaste loose or dangling wallpaper.

Make the beds and keep all clothes out of sight.

Keep kitchen counter top and sink area clean and clear.

Secure all banisters and handrails.

Marketing Plan

My goal:

To assist you in selling your property at the best possible price, in a time frame that suits your particular situation AND to make the process as smooth and stress-free as possible.

Marketing Plan:

1. **Pre-Title Commitment.** We will order (at our expense) a pre-title commitment to reduce your risk of title problems at closing.
2. **Staging.** We will assist you with preparing your property for sale.
3. **Pricing.** We will assist you in pricing your home based upon a competitive market analysis. This will help you to set a fair price for your home so that it will sell within your preferred time frame.
4. **RE/MAX of Boulder Marketing System.** We will enter your home into the RE/MAX marketing/information system.
5. **Relocation Program.** Information on your home will be placed in the RE/MAX relocation packages that go to major employers. This will increase your exposure to relocating buyers. Typically, 1 in 4 buyers is from out of town.
6. **For Sale Yard Sign.** We will place a RE/MAX of Boulder sign on your property.
7. **Lock Box.** A lock box will be placed on your property to increase showing activity and provide you with the security of knowing who has been to your home.
8. **Multiple Listing Service (MLS).** We will enter your home's information into the MLS, giving your home exposure to 2,500 Realtors in Boulder, Broomfield, Larimer, and Weld counties.
9. **Internet.** Information on your home will be entered into www.REALTOR.com, the nation's largest real estate website as well as other sites such as www.remax.com, www.boulderco.com, www.ColoProperty.com, and www.Zillow.com.

10. **Color Fliers.** A color flier will be prepared for your home, which will be available to visiting agents and buyers at the property and in our office lobby.
11. **Buyer/Realtor Survey.** We will contact all agents who show your property for their feedback. This feedback will be e-mailed to you weekly.
12. **Real Estate Guide.** We will advertise your home regularly in the Real Estate Guide, a Friday insert in the Daily Camera.
13. **Weekly Contact.** I will contact you regularly to give you an update on the market and answer any questions you may have.
14. **RE/MAX of Boulder Tour.** Agents from the RE/MAX of Boulder office will tour your home, once it is listed for sale.
15. **Open House.** We will advertise and conduct an Open House, if convenient for you, the Seller.

SELLERS CLOSING INFORMATION

Water/Sewer

At the closing of your home, the water and sewer will be adjusted by the Title Company on the settlement sheet. No action is needed. An escrow account will be held to pay the final water bill and the refund will be sent to your new address.

Homeowners Dues

No action is needed. The Title Company will prorate the homeowner's dues and/or any maintenance fees.

Gas/Electric

Contact Xcel Energy and request a final reading on the gas and electric. Have your final bill sent to your new address. Please make sure that we have your new address as well. (Buyers will need to call Xcel Energy with information regarding their place of employment and social security number). The Xcel Energy phone number is (303) 623-1234.

Insurance

Sellers, please contact your homeowners insurance agent to cancel your insurance effective the day all of your possessions are removed, or the day after closing, whichever is later. Have your insurance agent refund any premium directly to your at your new address.

Sellers are responsible for final telephone bills, trash bills, newspaper delivery, milk delivery and cable TV cancellations.

Remember to change your address with the Post Office.

We will contact you as to the time and day for the signing of final papers. If you have any additional questions, please do not hesitate to call me at the office at (303) 441-5628.

HELPFUL PHONE NUMBERS

Xcel Energy (Gas & Electricity):		(303) 623-1234
Longmont Electric Utility:		(303) 651-8664
Qwest (Local Telephone Service):		(800) 244-1111
Newspaper:	Daily Camera	(303) 442-1202
	Rocky Mountain News	(303) 892-5000
	The Denver Post	(303) 832-3232
	Longmont Times Call	(303) 776-2244
Post Office:	Boulder	(303) 938-1100
	Louisville	(303) 666-6100
	Lafayette	(303) 665-6464
	Longmont	(303) 776-2135
Cable TV:	Boulder (AT & T Broadband)	(303) 930-2000
	Louisville, Lafayette, Superior	(303) 443-5005
	Longmont (Comcast)	(303) 776-6600
Trash:	BFI	(303) 287-8043
	Western Disposal	(303) 444-2037
	Gerbitz Rubbish Removal	(303) 443-9482
	Longmont	(303) 651-8664
Water:	Boulder	(303) 441-3260
	Louisville	(303) 666-6565
	Lafayette	(303) 665-5588
	Gunbarrel/Niwot	(303) 443-2036
	Longmont	(303) 651-8664
Drivers License Bureau:		
	Boulder	(303) 442-3006
	Longmont	(303) 776-4073
Motor Vehicle Division:		
	Boulder	(303) 441-3510
	Louisville	(303) 666-4080
	Longmont	(303) 678-6120

Schools:	Boulder Valley	(303) 447-1010
	St. Vrain Valley	(303) 776-6200
Hospitals:	Boulder Community	(303) 440-2723
	Avista (Louisville)	(303) 673-1000
	Longmont United	(303) 651-5111
RTD (Bus):	Boulder	(303) 299-6000
	Longmont	(303) 776-4141
Taxicabs:	Boulder	(303) 442-2277
	Longmont	(303) 776-3066

CHECKLIST FOR MOVING

BEFORE YOU LEAVE:

Address Change

- Post Office: Give forwarding address, 4 to 6 weeks.
- Charge Accounts, Credit Cards.
- Subscriptions: Notice Required 6 to 8 weeks.
- Friends and Relatives.

Bank

- Transfer funds, arrange check cashing in new city.
- Arrange credit references.

Insurance

- Notify company of new locations for coverages: Life, Health, Fire and Auto.

Utility Companies

- Gas, light, water, telephone, fuel, and garbage.
- Get refunds on any deposits made.

Delivery Services

- Laundry, newspaper, changeover of services.

Medical, Dental, Prescription Histories

- Ask doctor and dentist for referrals, transfer needed prescriptions, eyeglasses, X-rays.
Obtain birth records, medical records, etc.

Pets

- Inquire about regulations for licenses, vaccinations, tags, etc.

AND DON'T FORGET TO:

- ___ Empty freezer: plan use of foods.
- ___ Defrost freezer and clean refrigerator. Place charcoal to dispel odors.
- ___ Have appliances serviced for moving.
- ___ Remember arrangements for TV and cable.
- ___ Clean rugs or clothing before moving and have them moving wrapped.
- ___ Check with your Moving Counselor: insurance coverage, packing and unpacking labor, arrival day, various shipping papers, method and time of expected payment.
- ___ Plan for special care needs of infants or pets.
- ___ Check with the Agriculture dept. of new state to see if they have any restrictions on plants.

ON MOVING DAY:

- ___ Carry enough cash or travelers checks to cover cost of moving services and expenses until you make banking connections in new city.
- ___ Carry jewelry and documents yourself; or use registered mail.
- ___ Plan for transporting pets: they are poor traveling companions if they are unhappy.
- ___ Let close friends or relatives know route and schedule you will travel including overnight stops: use him or her as message headquarters.
- ___ Double check closets, drawers and shelves to make sure they are empty.
- ___ Leave old keys, garage door openers, broiler pans, landscape/house plans and instruction manuals needed by new owner in the home on kitchen counter.

AT YOUR NEW ADDRESS:

- ___ Obtain certified check or cashier's check necessary for closing Real Estate Transaction (Check escrow/title company for details).
- ___ Check on service of telephone, gas, electricity, water and garbage.
- ___ Check pilot light on water heater, furnace and stove. Have appliances checked.
- ___ Ask mailman for mail he may be holding for your arrival.
- ___ Have new address recorded on driver's license.
- ___ Visit city offices and register for voting.
- ___ Register car within 5 days after arrival in state or a penalty may have to be paid when getting new license plates.
- ___ Obtain inspection sticker and transfer motor club membership.
- ___ Apply for state driver's license.
- ___ Register family in your new place of worship.
- ___ Register children in school.
- ___ Arrange for medical services: Doctor, Dentist, Veterinarian, etc.

***Bob provides Service Evaluations after closing in all of his transactions.
This is what some of his satisfied Sellers are saying:***

"Bob, thanks for the very professional services you provided in the sale of our home. You made the sale a very easy process and, fortunately for us, very expeditious. You kept us informed of all proceedings and were there to help answer any questions as they came up. You prepared us very well for the closing by providing all the financial information we would need well in advance of signing any papers. We appreciate all that you did. It was very thorough."

We will gladly recommend you to others.

***Carl & Susan Maciolek
7973 Grasmere Drive***

"We found Bob to be very professional with a good sense for negotiating. Our home sold very quickly and he assisted us in setting its price accurately. Bob handled difficult negotiations well and was very organized. We will recommend him to friends and neighbors."

***Mark and Cathy Green
2955 Heidelberg***

"Bob, we were very happy with your handling of the sale of our house. We will recommend you to our friends/associates."

***Scott Molina and Erin Baker
960 7th Street***

"Very competent, efficient, and friendly. Great service! I have already recommended you to friends."

***Judith Bea
500 Euclid Avenue***

"Exceptional service in the sale of our property at 848 9th Street!"

***Joan Stevens
St. Louis, MO***

"Bob's services were far superior to any other Realtor we've worked with in the past with special emphasis on his excellent communications skills. We found the written activity summaries to be very helpful. Bob was most encouraging throughout the marketing period."

***Larry and Ruby Earnshaw
7358 Park Circle***

"Very efficient, personable and professional!"

*Thair and Sheila Warmack
Santa Rosa, CA*

"Great service provider..."

*Joe and Lisa Piper
1177 Cascade Avenue*

"Nice guy - never met him in person. The sale of our property was handled very professionally."

*Dr. and Mrs. Jeffery MacDonald
2030 Riverside Lane*

"Excellent Service!!"

*Eric and Amy Wang
985 Gilbert Street*

Some background information on Bob Luhr

- B.S./M.S. Industrial Engineering
University of Illinois at Urbana
- Boulder resident since 1975
- Former IBM Engineer/Programmer (19 years)
- New construction experience on three personal residences
- CRS (Certified Residential Specialist) and GRI (Graduate REALTOR Institute) designations
- Eagle Scout
- Long-time council member and trip leader for Colorado Mountain Club
- Married with two children