

A GUIDE TO
SELLING YOUR
COLORADO HOME



kw
KELLERWILLIAMS.

TG **THAYER
GROUP**
COLORADO'S PREMIER REAL ESTATE TEAM



DEAR VALUED CLIENT,

Thank you so much for your consideration of The Thayer Group for the sale of your home. Within this guide, you will find not only how important we feel you are to us as a client, but also how important the real estate business is to us as a whole, and why we feel we are the best choice for you to list your home.

We dedicate ourselves to our real estate business full time - which means that our focus is on you, your home, and the real estate market every day. Again, thank you for your consideration, we look forward to being able to work with you and your family soon!

Steve, Susan, and Cooper Thayer



TEAM LEADERSHIP



SUSAN THAYER, REALTOR®

Broker Associate/Owner

Experience and Community Involvement

- Owner - Keller Williams Action Realty LLC, 2011-present
- Broker Associate - Keller Williams Action Realty LLC, 2017-present
- Agent Leadership Council - Keller Williams Action Realty LLC, 2023-present
- Denver Metro Association of Realtors Market Trends Committee, Vice Chair, 2022-present
- Castle Rock Adventist Hospital Board of Trustees, 2021-present
- President, Castle View High School PTO, 2018-2023
- DCS Montessori School Accountability Committee, 2007-2009
- Leadership Douglas County Graduate, Class of 2010

Castle Rock Chamber of Commerce

- Small Businessperson of the Year, 2022
- Volunteer of the Year, 2012
- Member, Board of Directors, 2009-2011
- Citizen of the Year Nominee, 2010

Education

- Colorado Real Estate Licensing Program - Kaplan Professional Schools, Denver, CO
- B.A. in Psychology - University of Colorado Boulder



COOPER THAYER, REALTOR®

Broker Associate

Experience and Community Involvement

- Broker Associate - Keller Williams Action Realty LLC, 2019-present
- Denver Metro Association of Realtors Board of Directors, 2024-present
- Colorado Association of Realtors Media Spokesperson, 2022-present
- Colorado Association of Realtors Legislative Policy Committee, Chair, Business & Taxation Subcommittee, 2023-present
- Castle Rock Board of Adjustment, 2022-2023
- Owner, Colorado Aerial Specialists, 2015-present
- Graduate, Youth Leadership Douglas County, Class of 2018

Education

- Colorado Real Estate Licensing Program - Kaplan Professional Schools, Denver, CO
- B.S. in Business Administration with Emphasis in Finance and Real Estate - University of Colorado Boulder

STEVE THAYER, REALTOR®

Managing Broker/Owner

Real Estate Experience

- Managing Broker/Owner, Keller Williams Action Realty LLC, 2011-present
- Broker Associate, RE/MAX Southeast, 2008-2011

Professional Awards and Involvement

- National Association of Realtors Board of Directors, 2020-present
- Denver Metro Association of Realtors Realtor of the Year, 2021
- Denver Metro Association of Realtors Chairman of the Board, 2017-2018
- Denver Metro Association of Realtors Board of Directors, 2016-2019
- Douglas Elbert Realtor Association Realtor of the Year, 2015
- 5280 Magazine Five Star Real Estate Agent, 2013-present
- Keller Williams Platinum Agent, 2013, 2016-present
- Keller Williams Quadruple Gold Agent, 2015
- Keller Williams Triple Gold Agent, 2014
- RE/MAX Southeast "Rookie of the Year" 2008/2009

Community Involvement

- Castle Rock Public Safety Commission, 2020-present
- President, Meadows Metro District 1 Board of Directors, 2011-2025
- Montessori Educational Foundation, Board of Directors, 2011-2013
- Leadership Douglas County Graduate, Class of 2004
- Castle Rock Parks & Recreation Commissioner, 1999-2004
- Co-Chair, Castle Rock Liquor License Authority, 2000-2001

Castle Rock Chamber of Commerce

- Member, Board of Directors, 2004-2009, 2020-present
- Member, Executive Team, 2025-present
- Small Businessperson of the Year, 2022
- Government Issues Committee, 2014-2020
- Citizen of the Year Nominee, 2010
- Volunteer of the Year, 2009
- Chairman, Board of Directors, 2007-2008
- Co-Chair, Artfest, 2006-2013

Education

- Colorado Real Estate Licensing Program - Kaplan Professional Schools, Denver, CO
- Certificate in Negotiation Mastery - Harvard Business School Online
- M.Ed. in Sports Management - University of Georgia
- B.A. in Economics with Concentration in Journalism - University of Connecticut



WHAT DOES IT MEAN TO SELL YOUR HOME WITH THE THAYER GROUP?

98%

98% of top producers are
REALTORS®

2X

REALTORS® list and sell
twice as many properties as
non-realtors® (“licensees”)

From Realtor® vs Licensee Performance Metrics Study, University of Denver

TOP 1%

The Thayer Group has ranked in the top 1%
of all **REALTORS®** both locally and nationally

Proud Members of



THE THAYER GROUP
AVERAGE SOLD PRICE
VS LISTING PRICE

101.9%

COMPARED TO 100.12% MLS AVERAGE

(That's an extra \$12,762 on our average listing!)

THE THAYER GROUP
AVG. TRANSACTIONS
PER YEAR

54



HIGH TECH & HIGH TOUCH MARKETING

It all comes together with
our complete marketing system.

- Strategic positioning in pricing
- Massive consumer exposure
- Professional home staging consultation
- Professional photography
- Yard sign
- Featured listing on websites
- ShowingTime® showing service
- Optional open houses
- Social media strategy
- Strategic online presence
- Broker-to-broker marketing
- Just listed mail campaign
- Monthly e-newsletter to 4,000+ contacts
- Professional aerial photography
- Listing in multiple MLS systems*
- Reverse MLS prospecting*

** where applicable*



THE SELLING PROCESS



PROCESS STEPS:



WE
prepare the
home for listing
(staging, cleaning,
repairs, etc.)



WE
take
professional
photos



WE
finalize
price



WE
list home
on the MLS



WE
launch marketing
campaign (internet,
print, broker to
broker, mail, etc.)



WE
receive
offer(s)



WE
put home
under contract



WE
coordinate
home inspection



WE
coordinate
home appraisal



WE
negotiate
inspection
items



WE
coordinate
closing date
and time



WE
coordinate
final walkthrough





STAGED
HOMES SPEND

88%

LESS TIME ON THE
MARKET AND SELL FOR

17%

MORE THAN
UNSTAGED HOMES

SOURCE: THE INTERNATIONAL ASSOCIATION OF HOME STAGING PROFESSIONALS®



WE will provide a walk-through consultation with a staging expert so that you can best prepare your home for the market effectively, efficiently, and quickly.

WHY KELLER WILLIAMS?



CULTURE

KW is an ethically-based company culture focused on doing the right thing for the customer. The company always puts the needs of its agents and clients first. This is the foundation from which we build our business.

TECHNOLOGY

Our proprietary tech platform, KW Command, has provided us the opportunity to give the best customer experience to our clients.

TRAINING

Keller Williams has the best training available to agents in the world. This ensures the sale of your purchase of your home will be conducted professionally and skillfully.

PROFIT-SHARING

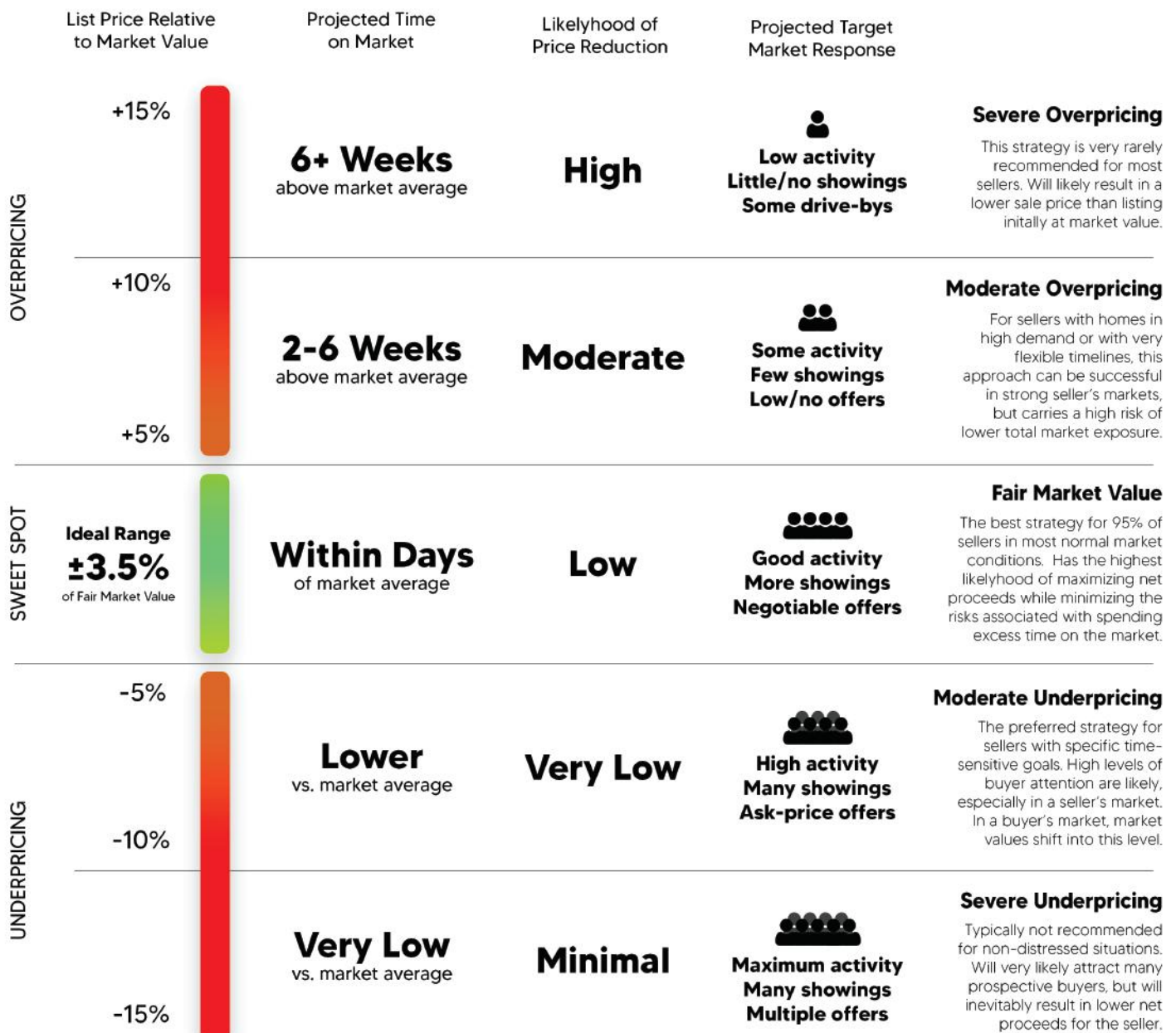
KW is a profit-sharing company. We know that the better each individual agent does, the better we all do. This ensures we are all working together for you.

Keller Williams is the largest real estate company in the world by agent count.

PRICING YOUR LISTING

It is crucial to price your property at a competitive market value to attract maximum attention from prospective buyers.

THAYER GROUP STRATEGIC PRICING MODEL™



APPROXIMATE CLOSING COSTS



- Staging, cleaning, and preparing the home (approximately \$1000-\$1500 in staging, cleaning, and painting fees)
- 3% Listing Brokerage Commission
- HOA Transfer Fees, if applicable (average \$250-\$500)
- Title Insurance (Negotiable item, but the Seller typically pays this. Cost depends on the property sales price.)
- Approximately \$1000-\$5000 on average to cover most home inspection issues, as either repair or credits at closing. (This can be higher if major structural, environmental, or mechanical issues are revealed, or much lower if the house is completely renovated.)
- Any final utility pay-offs
- Wire fees at closing
- Your mortgage pay-off
- Title and other closing fees
- Moving costs

EXAMPLE PROPERTY:

\$600,000 Sale Price

\$1,000 Staging/Cleaning/Painting

\$18,000 Listing Broker Commission

\$2,500 Inspection Items

\$2,200 Title Insurance

\$300 HOA Transfer Fee

\$375 Miscellaneous Closing Fees

(Closing Service Fee, HOA doc fees, wire fee, release tracking fee, etc.)

TOTAL: \$24,375

NET: \$575,625 to Seller

Buyer co-op compensation is not included in this estimate, as it is optional, negotiable, and exclusively decided by the Seller at their sole discretion.

Please note: All information is approximate and shall be used for educational purposes only. "Listing Broker Commissions" based on statistical averages of The Thayer Group's historical, personal transactions. Also at closing, the Seller will have to pay any unpaid property taxes up to the day of closing, and may have funds held back to pay their final water bill. These are not closing costs but affect cash at closing. This closing cost list is an approximation and your final closing costs are determined by your lender and title company. Closing costs will vary between transactions. This is purely a demonstrative guide for reference purposes and not exact amounts.



A FEW THAYER GROUP SUCCESS STORIES



2794 Oakland Dr
Sedalia
\$650,000 list price
\$888,000 sale price
3 days



5117 Tuscany Pl
Highlands Ranch
\$995,000 list price
\$1,328,000 sale price
5 days



9750 Falcon Roost Pt
Parker
\$1,965,000 list price
\$2,265,000 sale price
3 days



3041 Starling Ct
Castle Rock
\$1,150,000 list price
\$1,300,000 sale price
4 days



983 Oakwood Dr
Castle Rock
\$539,900 list price
\$615,000 sale price
3 days



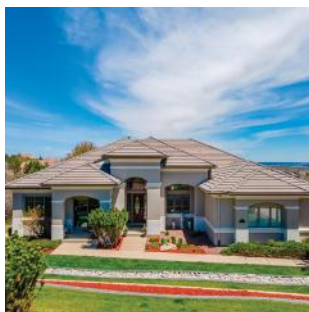
3944 Shane Valley Tr
Castle Rock
\$450,000 list price
\$506,000 sale price
2 days



3418 Fantasy Pl
Castle Rock
\$685,000 list price
\$765,000 sale price
3 days



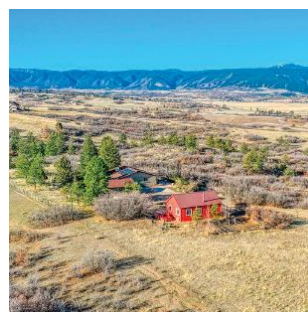
4476 S Lincoln St
Englewood
\$475,000 list price
\$541,000 sale price
4 days



5865 Granite Way
Castle Rock
\$1,265,000 list price
\$1,400,000 sale price
2 days



3650 Shadow Cir
Castle Rock
\$490,000 list price
\$540,000 sale price
1 day



2974 Oakland Dr
Sedalia
\$800,000 list price
\$905,000 sale price
4 days



2868 Black Canyon Way
Castle Rock
\$589,900 list price
\$620,000 sale price
2 days

"Days" refers to days on market, the time between listing activation and Under Contract status.

OUR CLIENTS' SATISFACTION IS OUR #1 GOAL



We recently made a move from Southern California to Castle Rock CO. Our Lender set us up with Steve and Susan Thayer of the Thayer Group. Even though we were not positive we were going to make the move, Steve and Susan spent three days driving us around in the snow looking at homes. When we made the decision to actually commit and move, Steve and Susan spent another two days with us and found us our dream home. They were fantastic throughout the process, and after we closed as well. It's not easy to find and buy a home from 1200 miles away, and the Thayer's made the process seamless for us. We highly recommend The Thayer group for all your Real Estate needs!

Kevin & Dawn S. | Buyers, Castle Rock

The Thayer Group were wonderful in helping me sell my mother's home. The house as dated, so it needed some work to show as well as possible. Steve and Cooper were immensely helpful in deciding what should be done versus what could be done to make the home attractive to a buyer. They saved us so much time and money just to get it ready for sale. During the negotiations on an offer they again saved all parties time and money working on what were realistic fixes based on inspection related issues. In the end, I did what was reasonable as the seller and the buyers got a nice home. Steve and Cooper made it a win-win for both the buyers and seller.

Harley B. | Seller, Highlands Ranch

"Thayer Group are the absolute best Realtors I've used in over 45 years of buying homes. Steve is personable, extremely knowledgeable and never stops service. During the purchase, Steve was on top of every step, minimizing the work I needed to do to conclude the deal. Even 9 months after closing, Steve sent me a package of all the info I'd need to file taxes. Absolutely stunning service."

Leonard B. | Buyer, Colorado Springs

"I had yet to have a good experience buying a home/working with a Realtor until I worked with the Thayer Group. Steve & Susan were fantastic. I bought at the height of craziness in early '22 when properties were being scooped in hours. Having Steve & Susan as a team meant I got early appointments for showings & never missed an opportunity. They welcome you like family & keep in touch with regular events like ice skating & pies during the holidays. I highly recommend them to everyone. You won't be disappointed."

Greg R. | Buyer, Castle Rock

"Steve and his team were an absolute pleasure to work with during the sale of our house. From the very beginning, Steve made us feel comfortable and confident in his abilities as a real estate professional, even when we outlined that we had to sell under a tight time constraint at the start of the winter. He approached the situation by bringing both his extensive experience and metrics/trends that would drive our decision-making. He was always available to answer our questions and address any concerns we had, and he went above and beyond to make sure the entire process was smooth and stress-free."

Rob & Meghan B. | Seller, Colorado Springs

"We really enjoyed working with the Thayers! As first time home buyers, we had a lot of questions about the process and were generally indecisive. They were extremely patient with us in a difficult market and went above and beyond to make sure we got our dream home. We really felt like they were on our team and had our best interests in mind. Thank you to the Thayers - we will use them in the future for any real estate needs!"

John H. & Danielle L. | Buyers, Littleton



CLOSING FOR A CAUSE



Throughout the year, we support our local schools and charitable organizations. Then, at the end of each year on Colorado Gives Day, we take a percentage of our annual profit and pick several charitable organizations to donate to. For the past 3 years, we have been able to **increase our charitable donations by more than 200%**.

GIVING BACK TO OUR COMMUNITY

Thayer Group Scholarship

Since 2019, we have awarded a \$1,000 scholarship to an outstanding graduate of Castle View High School. As strong supporters of small business, we require our scholarship applicants to have had a job for a minimum of 90 consecutive days during their 4 years in High School and write an essay on why small businesses are important in the community. In 2022, our lending partner, Vlad Bogomolov of Fairway Independent Mortgage, joined us and matched our award making the total scholarship \$2,000! Recipients may use their scholarship towards any kind of post secondary education - college, community college, university, trade school, etc.

Past Recipients:



Isaac B.
Class of 2021
Fort Hayes State
\$1,000



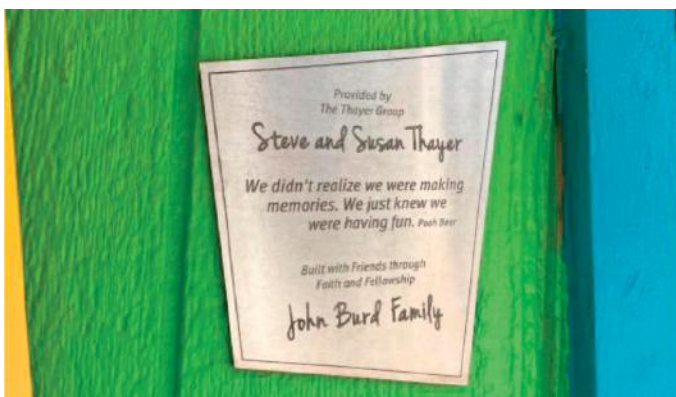
Zach W.
Class of 2022
University of Wyoming
\$2,000



Ariana E.
Class of 2023
Montana State University
\$2,000



Tessa B.
Class of 2024
Marquette University
\$2,000



Castle Rock Adventist Hospital Healing Garden

The Thayer Group donated the funds to construct the playhouse at the Community Healing Garden, which opened in June 2018. This very special outdoor space, located between the Briscoe and Alexander medical buildings, is a peaceful respite for our patients, families, physicians, staff and community. The majestic year-around fountain and plaza is often a welcomed reprieve for families with loved ones in the hospital or waiting for surgery outcomes. Our "built with love" colorful little playhouse provides children a fun place to get some fresh air and use up a little energy while they are waiting for their appointments or for new siblings to be born.

FREQUENTLY ASKED QUESTIONS

How does a REALTOR® differ from a Real Estate Agent?

A REALTOR® is a licensed Real Estate Agent that also belongs to the National Association of Realtors. REALTORS® must adhere to the Realtor Code of Ethics which is based on professionalism, serving the interests of clients, and protecting the public. All members of The Thayer Group are proud REALTORS®.

How quickly can you get my house on the market?

We can get it on the market as quickly as you need us to! The only things we need to do to prepare is arrange photographs, staging (optional) and take measurements, which is only a few days on our end.

What do I need to do to prepare my home to sell?

We highly recommend a deep cleaning, painting any areas that need refreshing (both inside and out), cleaning windows, HVAC, and carpets, and making any “general” repairs necessary.

How long will it take to sell my house?

It depends on the price, location, condition, and current market. Most homes average 45 days on the market in typical market conditions, but this can be higher or lower. We will discuss the current state of the market and other factors specific to your home with you when you are ready to sell!

Should I be present when potential buyers come see my home?

It is standard for sellers and their pets to leave their homes during showings. All potential buyers will be accompanied by a licensed real estate professional at their showings. This also applies to home inspections; the seller is asked to vacate the home during inspections.

What do I need to know about appraisals?

The buyer’s lender will require an appraisal. As part of our service, we will communicate with the appraiser, providing comparable sales and other information regarding the property to assist in their valuation. Our goal is to reach an appraised value at or above the contract price.

Once I accept a contract, how long does it take for my house to close?

Most contracts will be 30-45 days. This can vary based on the terms within the contract.

What items in my house are “included” in the sale automatically?

Most contracts include all “fixtures”, which means attached or permanent items such as appliances, window coverings, light fixtures, vanity mirrors, furniture that is permanently installed in place, etc. Any items can be included or excluded from the sale if desired.

Will I be able to move out of my home after closing?

In a standard transaction, the home is turned over to the buyer at closing. If seller occupancy is needed beyond that, a Post-Closing Occupancy Agreement (PCOA) or “rent-back” can be negotiated in the contract.

Are there any up-front fees to selling?

We do not charge any fees to list your home! The only money you will spend before listing is on cleaning, repairs, or anything you need to do to get your home ready for the market. We only receive a commission when the transaction has successfully closed.

For more details on any questions you may have, contact us anytime, we are happy to help!





www.TheThayerGroup.com
Keller Williams Action Realty
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