

Seller's

GUIDE



AMY OLIVER



COLDWELL BANKER

MOUNTAIN
PROPERTIES



SOLD.

From Start to Sold. All the details you need to successfully list and sell your home.



**COLDWELL
BANKER**

**MOUNTAIN
PROPERTIES**



I'M AMY OLIVER

Selling a home in Angel Fire is a little different than most markets - and that's part of what makes it so unique.

Many of the buyers drawn to this area are looking for more than just a property. They're looking for a place to relax, recharge, and enjoy the mountain lifestyle. Positioning your home to connect with those buyers is key.

My role is to guide you through the selling process with clarity, strategy, and a steady hand. From how your home is presented online to how we navigate pricing, negotiations, and timelines, every step is handled with intention.

I bring a background in technology and problem-solving into my real estate work, which means your home isn't just listed - it's positioned to be found and to stand out in today's online-driven market.

Just as important, I'm local. I understand the nuances of the Angel Fire market - how buyers evaluate homes here, what they prioritize, and how to highlight what makes your property compelling.

I provide a clear plan, consistent communication, and someone who will manage the details from start to finish.

Amy

SUCCESSFUL SELLING *Process*

1

CONSULTATION

- Discuss your needs
- Research CMAs
- Set a competitive list price

2

PREPARE TO LIST

- Deep clean & declutter
- Make needed repairs
- Stage home

3

PHOTOS

- Professional photo and video session

4

LISTING LAUNCH

- Online marketing
- Social media
- Signage
- Flyers

7

CONTINGENCY PERIOD

- Most offers require negotiating before and after inspections. I will negotiate on your behalf.

6

OFFER PRESENTATION

- Each offer is presented and we will discuss the benefits & risks of each offer

5

SHOWINGS

- Ensure home is ready and easily accessible for showings

8

CLOSING

Amy

OLIVER

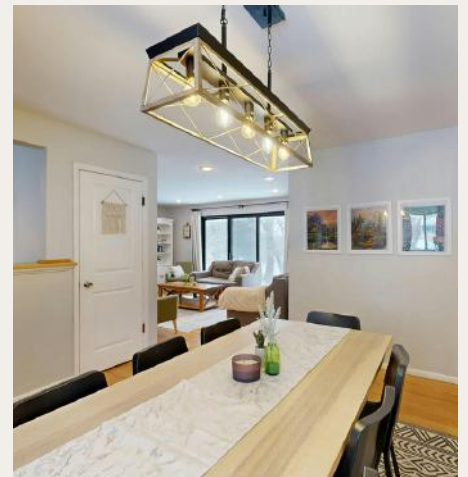
ASSOCIATE REAL ESTATE BROKER

LISTING *Consultation*

This is where we make a plan together. As your broker, I'm going to be asking you questions about your goals for selling your home and any questions or concerns you may have related to your sale.

I'll also be preparing materials for your review, including a market analysis to show you what is selling (and not selling) in your market area, whether it be Angel Fire or a surrounding area.

During your listing consultation, we'll make sure your goals align with market conditions and set a price your home correctly the first time. If your home is priced at fair market value, it will attract the largest number of potential buyers without lingering on the market.



A few things to think about...

What is your timeline?

What do you hope to net from your sale?

What concerns do you have about listing your home?

Preparing TO LIST

01 EXTERIOR

- Remove slash and pine needles
- Remove dying trees
- Apply firewise principles
- Clean interior and exterior windows
- A new coat of exterior paint or stain helps a home's curb appeal. It's a high-budget item, but if you can swing it... do it

02 KITCHEN

- Clear off all counters, including plants, paper towels, toasters, old hand towels
- Tidy pantry, drawers, cabinets
- Remove worn rugs

03 BEDROOMS

- Remove 30% of items in closets
- Remove all personal accessories
- Consider replacing bedding with neutral tones if possible
- Update dated lamps and light fixtures

04 BATHROOMS

- Replace outdated plumbing fixtures and lighting
- Remove all personal items
- Remove products from counters, showers, tubs
- Remove plungers and toilet scrubbers
- Remove rugs
- Replace towels with white towels

05 FRONT ENTRY

- Sweep away all dirt and pine needles, power wash if needed
- Put a fresh coat of stain or paint on front door
- Add new welcome mat
- Update exterior light fixtures. This can quickly give a home an updated look
- Add something welcoming such as wreath or potted flowers
- In winter, arrange to keep front porch clear of snow pile-up

06 DECKS

- Sweep decks, power clean if needed
- Sweep away all pine needles
- Arrange deck furniture in welcoming format

07 THROUGHOUT

- Clean or replace carpet
- Apply a fresh coat of paint to interior. Use a neutral color if possible.
- If you can't paint the entire home, paint the trim. If wood trim, give it a good cleaning. This is a relatively simple thing to do and it helps give a home that wow factor.
- Clean lighting fixtures. Replace outdated fixtures.
- Replace all burned-out and dim bulbs. Ensure fixtures have matching bulbs in terms of color temperature (kelvin) and brightness (lumens)
- Replace or remove worn or dated window coverings

08 FINAL CLEAN

Prior to photos and videos we'll have a professional cleaning crew come in to give the home a good deep clean. I'll arrange for a periodic cleaning if the home remains on the market for a period of time. A deep clean communicates the home is well cared for and increases the home's value to buyers.

Stand Out IN THE ANGEL FIRE MARKET

Preparation is your competitive advantage

Here's something I see all the time in Angel Fire... Many homes hit the market "as-is." Since a lot of owners don't live here full-time, they don't always come back to prepare the home before listing.

Buyers notice. I hear it constantly during showings. Things like dim or burned-out light bulbs, worn finishes, or small deferred items can leave the impression that the home hasn't been well maintained.

The flip side? When a home is clean, updated, and clearly cared for, it really stands out.

In a market with more inventory, preparation isn't just helpful — it's one of the most effective ways to position your home ahead of the competition.



WHAT THE DATA SHOWS

According to the National Association of REALTORS®, homes that are properly prepared and staged can receive 1%-10% higher offers and often sell faster due to strong buyer interest.

I CAN HANDLE THIS FOR YOU

Most of my sellers are not in Angel Fire full-time.

I can coordinate the entire preparation process on your behalf, including:

- Scheduling professional cleaning
- Coordinating carpet cleaning and minor repairs
- Recommending simple, high-impact updates
- Overseeing vendors and checking the work
- Ensuring the home is fully ready for photos and showings

We'll decide together what makes sense for your home. My goal is to make this easy while positioning your property to stand out.

WHY PREPARATION WORKS

- ✓ Stand out in a market where many homes are sold as-is
- ✓ Creates a strong first impression in photos and online
- ✓ Signals pride of ownership to buyers
- ✓ Reduces objections during showings
- ✓ Helps buyers emotionally connect
- ✓ Positions your home as move-in ready

Professional Photography

Your first showing happens online

Today, almost every buyer starts their home search online — long before they ever step foot inside a property.

That means your home's first showing doesn't happen at the front door... it happens on a screen.

In fact, nearly all buyers begin their search online, and photos are the single most important factor in deciding which homes they want to see in person.

Buyers are scrolling through dozens — sometimes hundreds — of listings. The homes that capture attention are the ones that feel bright, clean, and inviting from the very first photo.

This is why professional photography isn't optional — it's one of the most important parts of your marketing strategy.



Listings with professional photos receive significantly more online views

High quality images help buyers decide what homes to visit

Video and virtual tours help out-of-town buyers engage with your home

INTERESTING FACTS

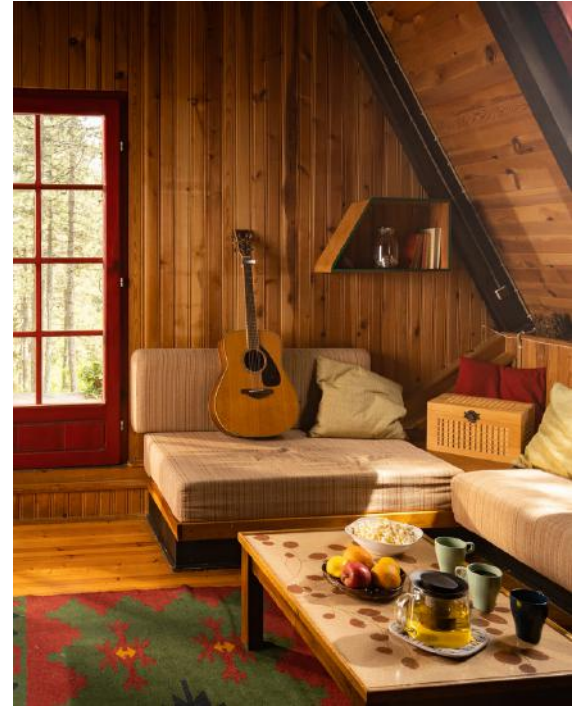
NO MATTER THE PRICE POINT

*I invest in professional photography
for every home listing*

Whether it's \$200,000 or \$2,000,000, every property receives:

- ✓ Professional photography
- ✓ Video walkthrough
- ✓ Aerial (drone) photography
- ✓ Virtual tour experience

Your home deserves to be presented at its absolute best — and today's buyers expect it.



Why High-Quality Visuals Matter

- ✓ Listings with professional photos receive significantly more online views
- ✓ High-quality images help buyers decide which homes to visit
- ✓ Better photos lead to more showings — and stronger offers
- ✓ Video and virtual tours help out-of-town buyers engage with your home
- ✓ Aerial photography highlights setting, lot, and surroundings



REFRESH AND *Refurbish*

Exclusively by Coldwell Banker Mountain Properties

Buyers are consistently drawn to homes that feel “move-in ready”, and they’re often willing to pay a premium for that convenience. A home Refreshed & Refurbished by Coldwell Banker Mountain Properties shows better and often helps homes sell faster and can improve overall marketability and price.

In our market, many buyers are searching for a vacation home - a place to relax, not take on a list of projects. They want to spend their time enjoying the mountains, not working on the house. Homes that are “move-in ready” make it easy for them to say yes.

As a Certified Refresh & Refurbish Broker, I will:

- Secure up to \$30,000, interest free, to make your home show ready
- Contact my network of trusted, professional contractors
- Coordinate the entire process so you don’t have to manage contractors or timelines
- Complete with staging and final decorator touches



Client Testimonial

”

The Refresh & Refurbish Program is ingenious! Not only did they front me the money interest free to make the proper improvement and repairs, but also my REALTOR® did everything from start to finish and oversaw what needed to be done all the way through getting it on the market. It was the most stress free home selling experience ever. Job well done for sure!!!

-Rebecca

Over 100 homes* refreshed and refurbished with \$2 Million funded!

*company wide

Listing YOUR HOME

How I launch your home to the market

When your home hits the market, the first few days matter the most.

This is when your listing gets the highest level of attention online, and when we want to create the strongest possible first impression.

My launch strategy is designed to maximize that moment, combining high-quality presentation with targeted exposure across the platforms where today's buyers are actually searching.



GETTING YOUR HOME *Found*

Strategic Online Positioning

Your listing doesn't just get entered into the MLS - it's built intentionally.

The MLS is the engine that feeds Zillow, Realtor.com, Homes.com, and hundreds of other websites. How your listing is structured there directly impacts how it appears and how easily buyers find it.

I study how buyers search online (including how AI-powered search is evolving), and I write and structure your listing to perform well in those environments.

That includes:

- Writing property descriptions designed to match how buyers search
- Structuring content to appear in search results and AI-generated answers
- Ordering photos so the most important features are seen first
- Creating a strong "first impression" within the first few images

Many listings simply get uploaded. I build yours to be found — and to stand out.

Ongoing Social Media Exposure

Social media isn't a one-time post, it's an ongoing strategy.

I promote your home consistently throughout the listing period, not just when it first hits the market.

- Just Listed announcement
- Ongoing posts highlighting features of the home
- Short-form video and reels
- Targeted ad boosts to key feeder markets (Texas and Oklahoma)

This keeps your listing in front of buyers over time - not just for a few days.



Keeping it IN FRONT OF BUYERS

Targeted Email & Broker Outreach

At launch, your property is introduced directly to active buyers and agents:

- Email to my buyer database
- Announcement to local Angel Fire brokers
- Exposure within my brokerage

While public “Coming Soon” marketing is restricted in Angel Fire, I am able to share new listings internally within our brokerage network prior to going live - giving your home early visibility to a large pool of potential buyers.

Dedicated Property Website

Every listing I take, regardless of price point, receives its own professional single-property website.

This creates a clean, focused experience where buyers can view photos, details, and information about your home without distractions from competing listings.

It also becomes the central hub for all marketing - from social media to QR codes to email campaigns.



On-Site Marketing

Signage is still an important part of exposure, especially in a drive-through market like Angel Fire.

In addition to traditional signage, I include a QR code rider that links directly to your property’s website, allowing buyers to instantly access photos and details from their phone.

Print & In-Home Marketing

Even in a digital world, printed materials still play an important role:

- High-quality flyers inside the home
- Property information sheets for buyers to take with them
- Direct mail outreach

These materials help buyers remember your home — and share it with others after their showing.



After listing YOUR HOME

*Many Angel Fire homes are shown without showing-prep.
My approach is to ensure yours is always ready.*



Caring for Your Home During the Showing Process

Once your home is on the market, it's not just about getting showings — it's about making sure every showing creates the best possible experience for buyers.

Since most of my sellers are not in Angel Fire full-time, I take an active role in caring for your home and making sure it is always ready to show at its best.

What I Do for My Sellers

- Personally check on your home periodically
- Light touch-ups (sweeping entry, general tidiness)
- Coordinate snow removal and exterior upkeep
- Ensure the home is secure and in good condition
- Act as your local point of contact while you're away

Before Every Showing

Before a scheduled showing, I go to the home to make sure it is fully show-ready.

- Lights on throughout the home
- Temperature adjusted for comfort in winter
- Window coverings opened for natural light
- Quick check for odors or anything out of place
- Overall presentation refreshed

A well-prepared home simply shows better and creates a more positive impression for buyers.

After Every Showing

After each showing, I return to the property to ensure everything is secure and in order.

- Doors and windows checked and locked
- Lights adjusted as needed
- Home left in clean, presentable condition
- Any issues identified and addressed quickly



Small details matter. A home that feels warm, well-lit, and cared for creates a completely different experience than one that feels cold or overlooked.

Offers

The best offer isn't always the highest number — it's the one that gives you the best overall outcome.

CONTINGENCIES

The fewer contingencies on an offer the better. Shorter time periods are also valuable.

ALL CASH BUYER

A cash offer is usually more appealing than a finance offer as the seller doesn't need to worry about the bank approving the loan and the contingencies needed by the bank.

PRE-APPROVAL

Assures a home seller that the buyer can get the loan they need.

OFFER PRICE

Of course, price matters — but it's important to look at the full picture. A higher offer may include concessions such as closing costs, repairs, or buyer broker compensation, all of which affect your net proceeds.

My role is to help you evaluate each offer based on what you actually walk away with, not just the headline price.



BUYER BROKER COMPENSATION

With recent industry changes, buyer broker compensation is no longer assumed or advertised in the MLS. Instead, buyers now include any request for their broker's compensation as part of their purchase offer.

This means you may see requests for buyer broker compensation within an offer, and it will be one of several terms to consider — along with price, contingencies, and closing timeline.

Contract TO CLOSING



Contingency PERIOD

Our New Mexico purchase agreements include a number of built-in contingencies that must be satisfied for the transaction to move forward.

I will guide you through each step, keep you informed, and make sure all deadlines are met along the way.

COMMON CONTINGENCIES

01 *Title Commitment*

05 *Insurance*

02 *Inspection*

06 *Survey*

03 *Appraisal*

07 *Septic Inspection*

04 *Financing*

08 *HOA Disclosure*

Closing THE SALE

WHAT TO EXPECT

Closing is the point in the transaction when the buyer, seller, and all participating parties have fulfilled their legal obligations to one another. The title company will prepare documents for closing, perform the closing, & make sure all payoffs are completed.

In Angel Fire, most closing are handled remotely.

Your Costs

SELLER COMMONLY PAYS:

- Closing fees to Title company
- Mortgage balance
- Any claims against your property
- Unpaid assessments on your property
- Real estate broker commission
- Title Search
- Title insurance policy
- Property taxes (prorated)
- Septic inspection
- HOA/COA disclosure certificate

Your Credits

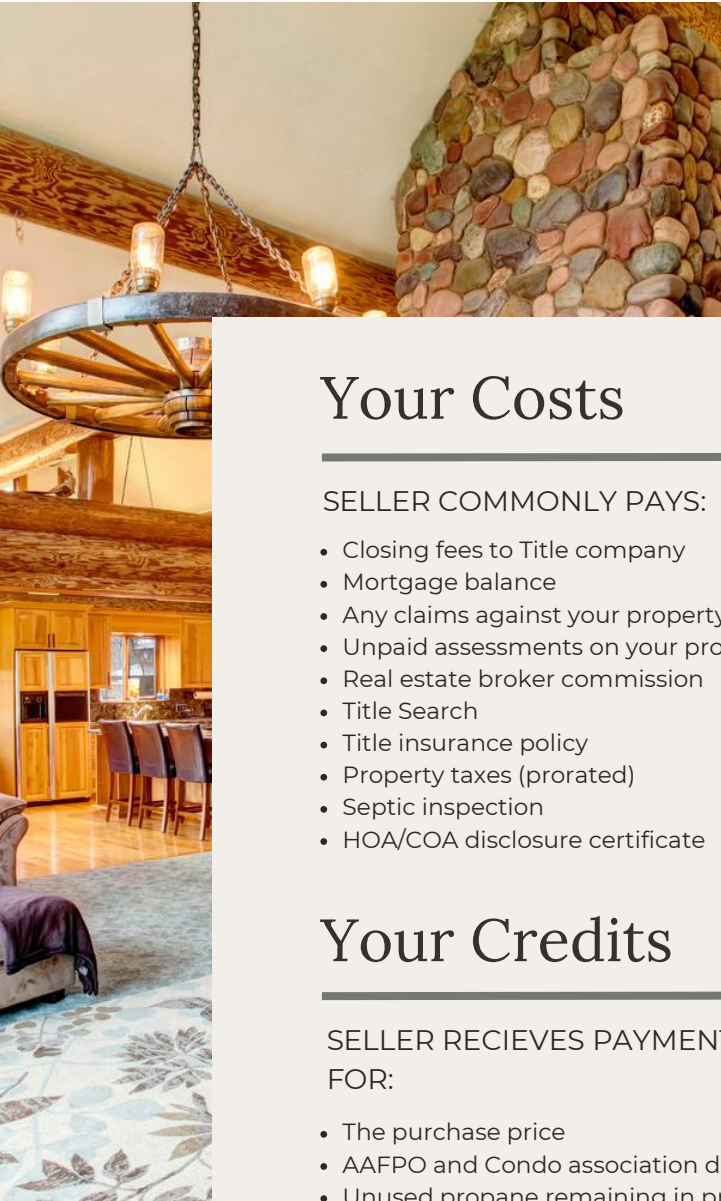
SELLER RECIEVES PAYMENT FOR:

- The purchase price
- AAFPO and Condo association dues (prorated)
- Unused propane remaining in propane tank

Possession

BUYER NORMALLY TAKES POSSESSION:

- When the Seller receives funding and the transaction is recorded with Colfax county, typically one day after closing
- Seller is expected to have personal belonging, debris and garbage removed before buyer walkthrough






from listed to
SOLD

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