

**RE/MAX**



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Bob Luhr

# Home Sellers Guide

**RE/MAX** of Boulder, Inc.

Office: (303) 449-7000

Direct: (303) 441-5628

Toll Free: (800) 825-7000

Fax: (303) 449-8554

E-Mail: [bobluhr@comcast.net](mailto:bobluhr@comcast.net)



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.

# PLANNING TO SELL A Homeowner's Checklist

**So you're planning to sell your home.**

As you prepare to begin showing your home to prospective buyers, you might consider taking some of the steps listed here.

Potential buyers often welcome a home that is clean, neat, uncluttered, in good repair, light, airy, fragrant, and quiet.

*Here are a few tips that can help you get your home ready to show.*

**Clean everything.** Cleanliness signals to a buyer that the home has been well cared for and is most likely in good repair. A messy or dirty home will cause prospective buyers to notice every flaw.

**Unclutter your home before you show it.** Have a garage sale. Empty closets. Donate what you can't sell. The less "stuff" in and around a home, the roomier it will seem.

**Let the light in.** Raise the shades. Open the blinds. Pull back the curtains. Put brighter bulbs in all the lamps (but not bright enough to cause a glare). Bright, open rooms feel larger and more inviting. Dark rooms feel small and gloomy.

**Let fresh air in.** Get rid of odors that may be unfamiliar or unpleasant. People are most often offended by odors from tobacco, pets, cooking, and musty or sour laundry. Fresh flowers and potpourri can be used to your advantage. Other smells that attract positive attention include fresh baked bread or cinnamon.

**Fix anything that is broken.** This includes plumbing, electrical systems and switches, windows, squeaky floorboards, TV antennas, screens, doors, and fences; if it can't be fixed, replace it or get rid of it. A buyer might make a much lower offer if your house is in disrepair and will probably still insist that everything be fixed before taking occupancy. You're better off if you leave potential buyers no reason to offer less than you are asking.

**Send pets away** or secure them away from the house when prospective buyers are coming. You never know if people will be annoyed or intimidated, or even allergic to them.

**Send the kids to Grandma's** or take them on a walk around the block. Children can be noisy and distracting to someone interested in looking at a home.

**Paint.** There's nothing that improves the value of a home more than a few cans of paint. And it's so often easier to paint a room than it is to scrub it. Stick with neutral colors.

**Keep the noise down.** Silence is a restful sound that offends no one. Turn off the TV and radio. Soft instrumental music is fine, but avoid vocals.

**Get your home ready to sell! Check out the checklist on the following pages.**



# This Checklist Will Help You Get Your Home Ready to Show

## EXTERIOR

Replace, repair, and/or paint any damaged:

- Plaster
- Wood siding
- Trim
- Rain gutters
- Shutters
- Doors
- Window frames
- Glazing
- Screens
- Hardware
- Fences/gates
- Outdoor lighting

Clean/wash:

- Siding
- Windows
- Screen
- Outdoor BBQ
- AC unit
- Pool/spa
- Clean around service areas/trash cans
- Haul away rubbish
- Straighten woodpile
- Repair leaky faucets
- Clean up pet droppings
- Paint or varnish doors

- Make sure doorbell/knocker works
- Paint or replace street numbers on house
- Make sure septic tank is odor free
- Clean oil stains from driveway/street
- Patch/reseal driveway

Put 100-watt light bulbs in:

- Porch lights
- Carport
- Garage

## LANDSCAPING

- Mow/edge lawn regularly
- Aerate/feed lawn
- Overseed bare spots in lawn
- Water lawn regularly
- Remove/replace dead plants
- Prune overgrown/diseased/damaged shrubs
- Prune or remove shrubs/trees blocking window view

- Stake up any sagging trees
- Keep flower beds free of weeds
- Trim around base of walls and fences
- Replace any broken stepping stones
- Adjust any sprinkler system
- Install fences or shrubs to hide any unsightly views

Repair or remove any broken or damaged landscape accessories such as:

- Fences
- Walls
- Gazebos
- Fountains
- Trellises or planters

## ALL ROOMS

Clean especially around:

- Doors
- Windows
- Light switches
- Baseboards
- Chair rails
- Wash lace curtains and have draperies cleaned
- Remove or pull back dark curtains
- Lubricate window slides (soap for wood silicon or a candle stump for metal)
- Lubricate doors if necessary
- Clean ceiling light fixtures
- Check for cobwebs in all corners
- Fix any scratches in wooden floors
- Replace worn/broken flooring

- Remove or replace worn carpet
- Use area rugs where needed
- Empty wastebaskets
- Make the beds
- Fluff the pillows



**First American**  
**Title Insurance Company**

# This Checklist Will Help You Get Your Home Ready to Show

## KITCHEN

### Clean/wash:

- Keep dishes and food out of sight
- Clean appliances
- Clean range hood, including light bulbs
- Clean behind appliances
- Keep floor clean
- Clean light fixtures
- Make sure all electrical outlets work
- Eliminate cooking odors
- Deodorize garbage disposal, dishwasher, and refrigerator
- Repair faucets
- Put fresh shelf paper in cabinets
- Organize cupboards
- Clean under sink
- Replace garbage disposal gasket to reduce noise

## BATHROOMS

### Keep them spotlessly clean:

- Shine mirrors
- Keep wastebaskets empty/clean
- Clean out cabinets and remove nonessentials
- Keep fresh, clean towels on towel racks
- Clean shower door - if sliding door, keep track well lubricated
- Remove soap residue, mildew and mold from sink/tub/shower
- Remove stains from porcelain sink/tub/toilet
- Replace shower curtain
- Clean tile grout
- Make sure toilet flushes properly; replace mechanism if necessary
- Clean exhaust fan, heater; replace if broken or noisy

## CLOSETS

- Keep closets clean and free of clutter
- Throw out or pack away nonessentials
- Adjust/repair sliding doors
- Lubricate sliding door hardware
- Paint, if needed

## LAUNDRY AREA

- Clean out area behind washer/dryer
- Eliminate any mildew odors

## BASEMENT

- Eliminate any signs of dampness
- Check for and eliminate cracks

## HEATING/AIR CONDITIONING UNIT

- Vacuum
- Replace filter
- Clean intake vent
- Remove any stored items

## GARAGE/CARPORT/SHED

- Install 100-watt light bulbs
- Keep area clean/uncluttered
- Hang up/put away tools
- Clear away any cobwebs
- Remove oil/paint stains from floor
- Adjust tension rod to eliminate sag from overhead garage door
- Lubricate/adjust/repair garage door opener
- Paint if needed



## 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](http://www.REALTOR.com), the nation's largest real estate website as well as other sites such as [www.remax.com](http://www.remax.com), [www.boulderco.com](http://www.boulderco.com), [www.ColoProperty.com](http://www.ColoProperty.com), and [www.Zillow.com](http://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).

### **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 you 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):		(800) 895-4999
Longmont Electric Utility:		(303) 651-8664
CenturyLink (Local Telephone Service):		(800) 244-1111
Newspaper:	Daily Camera	(303) 442-1202
	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 (Comcast)	(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 St. Vrain Valley	(303) 447-1010 (303) 776-6200
Hospitals:	Boulder Community Avista (Louisville) Longmont United	(303) 440-2723 (303) 673-1000 (303) 651-5111
RTD (Bus):	Boulder Longmont	(303) 299-6000 (303) 776-4141
Taxicabs:	Boulder Longmont	(303) 442-2277 (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