

Preparing to Sell Your Home

11385 Kearney Way · Thornton, Colorado 80233

Prepared exclusively for **Michael & Ashley O'Brien**

Presented by Tom Johnson

Your Castle Real Estate
Homes for Heroes Affiliate · Air Force
Veteran · VA Real Estate Specialist

*"Your home deserves more than a sign
in the yard. It deserves a strategy."*



TODAY'S MEETING

Our Agenda

Here's what we'll cover together during today's consultation.



Introductions & Goals

Getting to know each other, understanding your priorities, timeline, and what a successful sale looks like for your family.



Property & Market Review

Walking through the home's condition, strengths, square footage details, and current Denver Metro market conditions.



Marketing Strategy

Photography, virtual staging, your dedicated property website, MLS exposure, social media, and our full digital campaign.



Timeline & Next Steps

Mapping out the road to market, showing strategy, communication plan, and opening the floor for your questions.

📄 Pricing and comparable sales analysis will be covered in a separate CMA presentation.

YOUR AGENT

About Tom Johnson

A decorated Air Force veteran and seasoned real estate professional with over a decade of full-time experience serving Colorado homeowners.



21-Year Air Force Veteran

Discipline, integrity, and mission-focused execution — values that translate directly into how I serve my clients.



MBA in Finance • CRS Designation

Advanced financial acumen combined with the Certified Residential Specialist designation — held by fewer than 3% of Realtors nationwide.



Homes for Heroes Affiliate

Proud to give back to veterans, first responders, teachers, and healthcare workers through the Homes for Heroes program.



VA Loan & Denver Metro Specialist

Deep expertise in VA financing and the nuances of the Denver Metro market — full-time Realtor since 2010.



MY COMMITMENT TO YOU

What You Can Expect

From our first conversation to the closing table, here is my promise to Michael and Ashley.



Honest Communication

Straightforward, transparent guidance — always. No sugarcoating, no surprises.



Strategic Pricing

Data-driven recommendations designed to position your home competitively from day one.



Aggressive Marketing

A comprehensive, multi-platform campaign built to generate maximum buyer exposure.



Skilled Negotiation

I fight for your interests at every turn — from first offer through final signatures.



Prompt Responsiveness

You will always be able to reach me. Timely responses are a non-negotiable standard.



Smooth Transaction

Meticulous attention to detail from contract to close — so nothing falls through the cracks.

LET'S TALK

Understanding Your Goals

Every seller's situation is unique. Before we talk strategy, I want to make sure I fully understand what success looks like for **Michael and Ashley**. There are no wrong answers — just an honest conversation.



Desired Timeline

When do you need or want to be moved? Is there flexibility, or is there a firm target date driving the decision?



Moving Plans

Are you moving locally, relocating out of state, or transitioning to a new purchase? How are the two transactions connected?



Top Priorities

Is the highest possible price the primary goal, or is speed and certainty of closing equally important to you?



Concerns & Expectations

What worries you most about the selling process? What would make this experience a true success in your eyes?

PROPERTY ASSESSMENT

Property Review

Before we price or market your home, we need to look at it through the eyes of a buyer. A thoughtful property review helps us identify what to highlight, what to address, and how to position the home for maximum impact.

What We'll Evaluate Together

- Overall condition and presentation
- Strengths and standout features
- Recommended improvements or repairs
- Items that help — or hurt — buyer perception
- Curb appeal and first impressions
- Seller questions and concerns

Our Approach

This review is not about criticism — it's about strategy. Buyers make emotional decisions based on what they see and feel in the first few minutes. Small, targeted improvements can meaningfully impact both the speed and the price of your sale.

We will prioritize changes that deliver the highest return on investment, so you're not over-spending before you move.

IMPORTANT CONTEXT

Square Footage & Appraisal Review

Different sources often report different square footage numbers. Here's why — and how we'll address it.

Previous Appraisal

The prior appraisal represents a licensed appraiser's measured and documented calculation of the home's livable square footage at the time it was completed.

County Records

County assessor records may reflect a different number due to different measurement standards, permitted additions, or data entry discrepancies over time.

MLS & Marketing

We will use accurate, defensible square footage in all marketing materials. Misrepresenting square footage can create legal and appraisal issues at closing.

 Buyers, lenders, and appraisers may each reference different numbers. Our strategy is full transparency — so there are no surprises during the transaction.

YOUR MARKETING PLAN

Marketing Designed to Generate Maximum Exposure

Your home will be marketed across every major platform buyers use — digital, social, and professional networks.



Professional HDR Photography & Drone

Cinematic-quality images and aerial photography that stop buyers mid-scroll.



Floor Plans & Virtual Staging

Accurate floor plans and professionally staged virtual images for every key room.



MLS + Zillow + Realtor.com

Maximum syndication to the top real estate search platforms buyers use daily.



Social Media & Google Ads

Targeted Facebook, Instagram, and Google campaigns driving qualified buyers directly to your listing.



Email & Broker Networking

Direct outreach to top buyer's agents and a curated email campaign to our active buyer database.



QR Code, Text Capture & Follow-Up

Instant lead capture technology with systematic buyer follow-up to convert interest into showings.

FIRST IMPRESSIONS START ONLINE

Professional Photography

Over **95% of buyers** begin their home search online. The quality of your listing photos determines whether a buyer clicks — or keeps scrolling. We invest in photography that creates genuine emotional appeal and makes your home look its absolute best.



HDR Interior Photography

High dynamic range imaging captures true colors, depth, and light — making every room feel bright, spacious, and inviting.



Drone & Aerial Photography

Breathtaking aerial views showcase your lot, neighborhood, and proximity to parks, schools, and amenities buyers care about.



Detailed Floor Plans

Accurate, professionally rendered floor plans help buyers understand the layout and flow of the home before they ever visit in person.

VACANT HOME ADVANTAGE

Helping Buyers Imagine Living Here

Since the home is currently vacant, professionally staged virtual images help buyers visualize furniture placement, room function, and lifestyle — dramatically increasing emotional connection and time on listing.



Living Room — Before

An empty room can feel cold and difficult for buyers to scale. They struggle to imagine how they would actually use the space.



Living Room — After

Virtually staged with curated, modern furnishings — the same room now feels warm, inviting, and move-in ready.



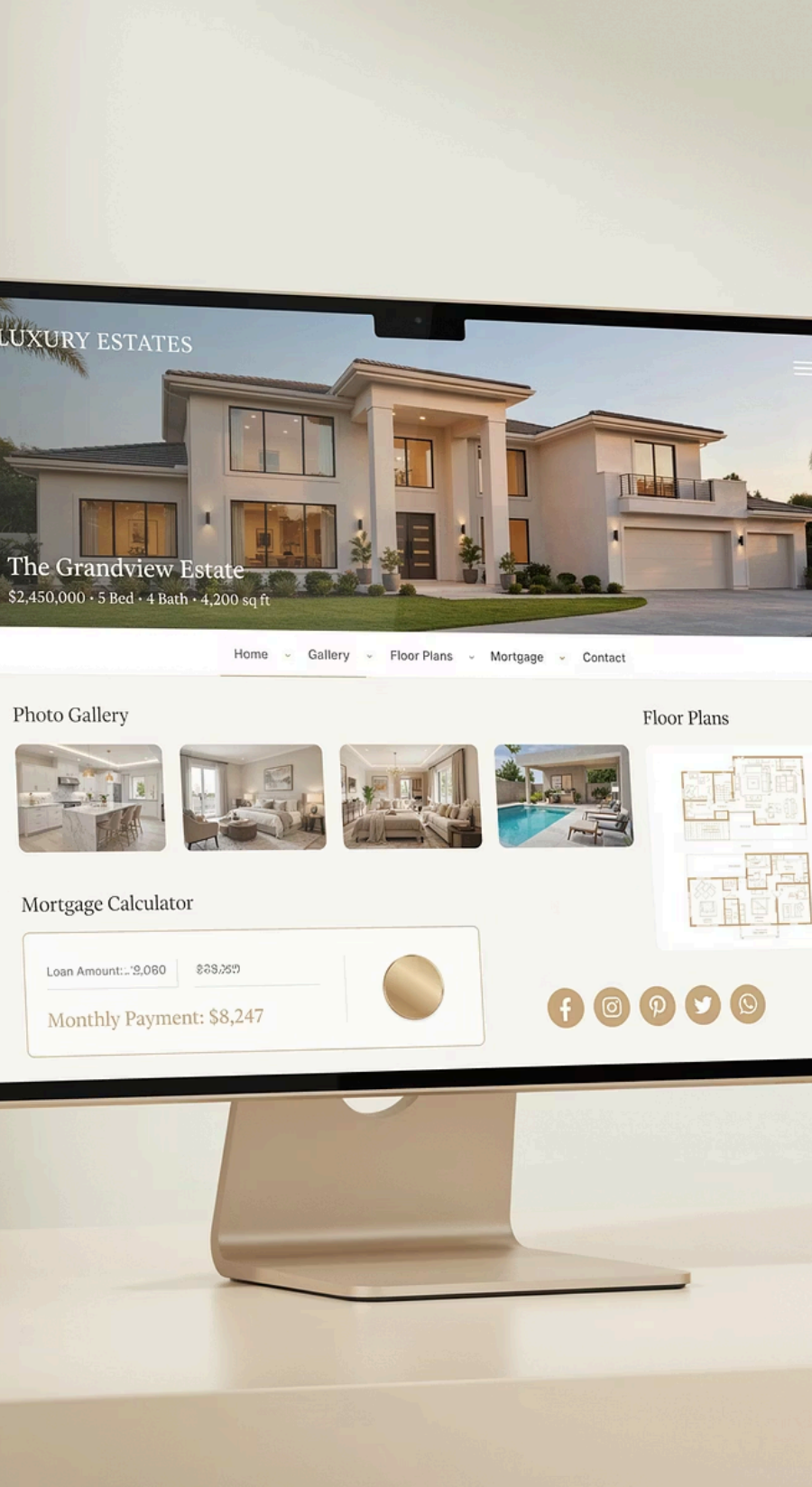
Primary Bedroom — Before

Without furniture, buyers lose all sense of proportion, functionality, and the lifestyle the room could deliver.



Primary Bedroom — After

Professionally staged to feel like a retreat — buyers can immediately picture themselves waking up here every morning.



YOUR HOME'S DIGITAL HUB

Dedicated Property Website

www.11385KearneyWay.com

Your home will have its own custom website — a polished, standalone destination that buyers, agents, and social media followers can visit instantly. Designed to impress and built to convert interest into showings.

Full Photo Gallery

All professional and drone photos in a beautiful, scrollable gallery experience.

Floor Plans & Details

Property information, room dimensions, and neighborhood highlights in one place.

Mortgage Calculator

Built-in calculator lets buyers instantly estimate their monthly payment — reducing hesitation.

QR Code & Social Sharing

Easy sharing on Facebook, Instagram, and text — plus a scannable QR code for all print materials.

SHOWINGS & SECURITY

Your Showing Strategy

A well-managed showing process protects your home, your privacy, and your time — while making it as easy as possible for qualified buyers to see the property.

How Showings Are Managed

- Easy online and phone scheduling through a professional showing service
- Real-time notifications sent to you the moment a showing is booked
- Confirmed licensed agents only — verified before access is granted
- Attempted Feedback collected from every showing
- Flexible scheduling to accommodate your lifestyle

Keeping You Informed

You will never be left wondering who has been in your home or what buyers thought. Every showing generates a notification, and feedback is compiled and shared with you regularly so we can adjust strategy as needed.

Security

A coded lockbox with access tracking ensures that only authorized, verified agents can enter — and every entry is logged for your peace of mind.

STAYING CONNECTED

You'll Never Wonder What's Happening.

Proactive, consistent communication is one of the most important things I deliver. You will always know where things stand.

Market Updates

A summary of new listings, price changes, and sales activity in your neighborhood every week — so you stay informed on the competitive landscape.

Showing Feedback Reports

After every showing, I collect and share buyer feedback, if provided, including what they loved and any concerns raised so we can make informed decisions.

Marketing Performance Reports

Online views, click-through rates, social media reach, and listing engagement metrics — so you can see exactly how your home is performing digitally.

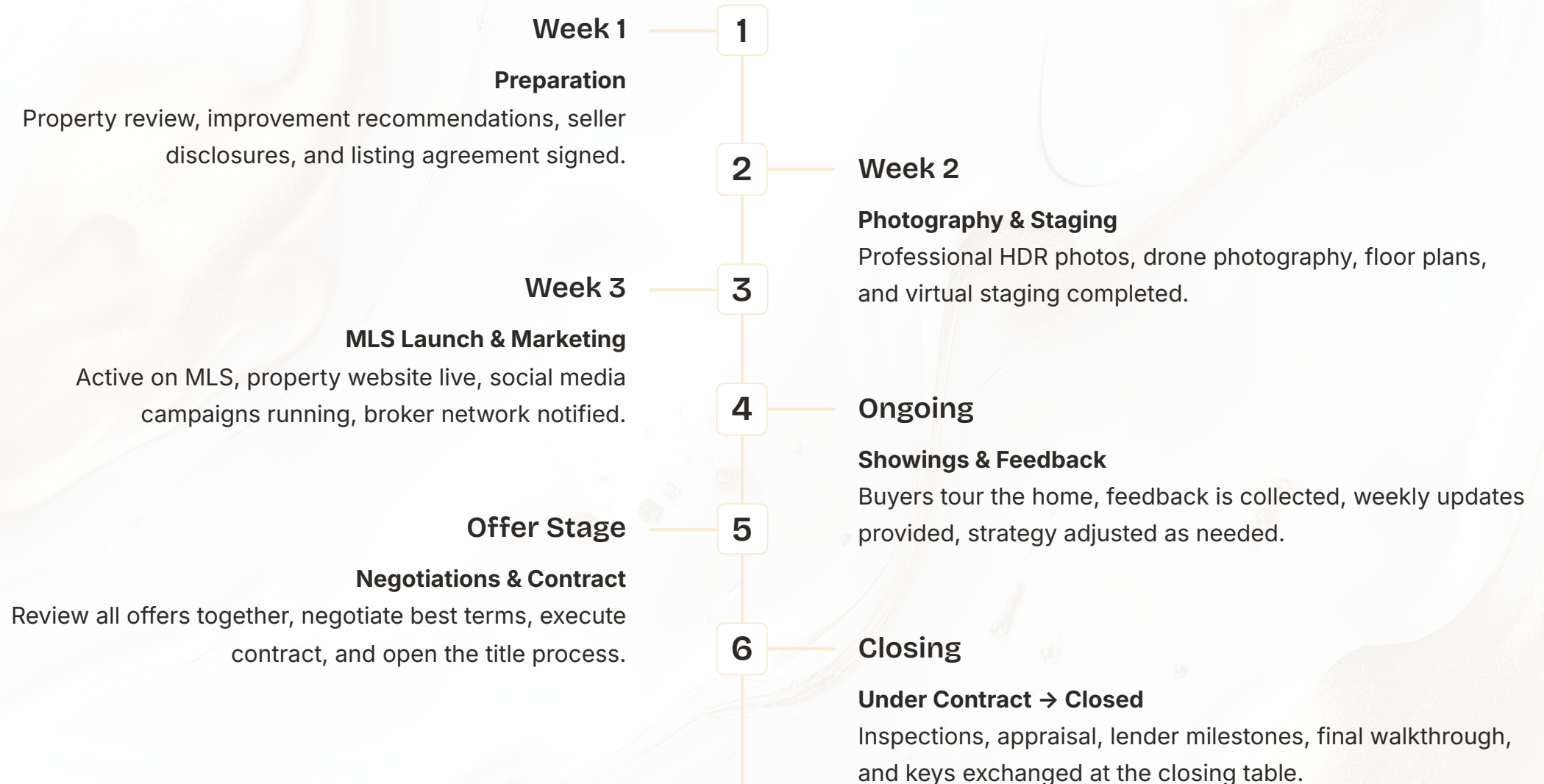
Fast Response Guarantee

Whether it's a question, an offer, or an urgent update — I respond promptly. You will never feel like you're chasing down your agent.

ROAD TO CLOSING

Your Timeline to Market

A clear plan of action from today through closing day — every step executed with precision and care.



THE FIRST IMPRESSION ADVANTAGE

Why Presentation Matters

In today's market, your home is being judged online before a single buyer walks through the door. The quality of your presentation directly impacts how many buyers show up — and how strong their offers are.

95%

Start Online

Of all buyers begin their home search on the internet before contacting an agent.

8 sec

First Impression

Buyers form a lasting opinion of a home within seconds of seeing the first listing photo.

3–5%

Higher Price

Professionally marketed homes statistically sell for more than those with standard photography.

Virtual staging is especially powerful for vacant homes — it allows buyers to emotionally connect with the space and visualize their life there, leveling the playing field against occupied, furnished competition.

Questions?

This is your time. Ask anything — no question is too big or too small.

Michael & Ashley, I'm here to make sure you feel fully confident and informed before we move forward. Let's make sure we've covered everything that matters to you.

THANK YOU

Michael & Ashley,

Thank you sincerely for the opportunity to discuss the sale of your home at **11385 Kearney Way**. I don't take your trust lightly — and I am committed to earning it every single day through results, communication, and dedication to your goals.

I look forward to working together and helping you achieve a successful, stress-free sale.

Tom Johnson

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Air Force Veteran · VA Real Estate Specialist

☆ TOP-PRODUCING COLORADO REALTOR

👤 HOMES FOR HEROES

🏠 VA LOAN SPECIALIST