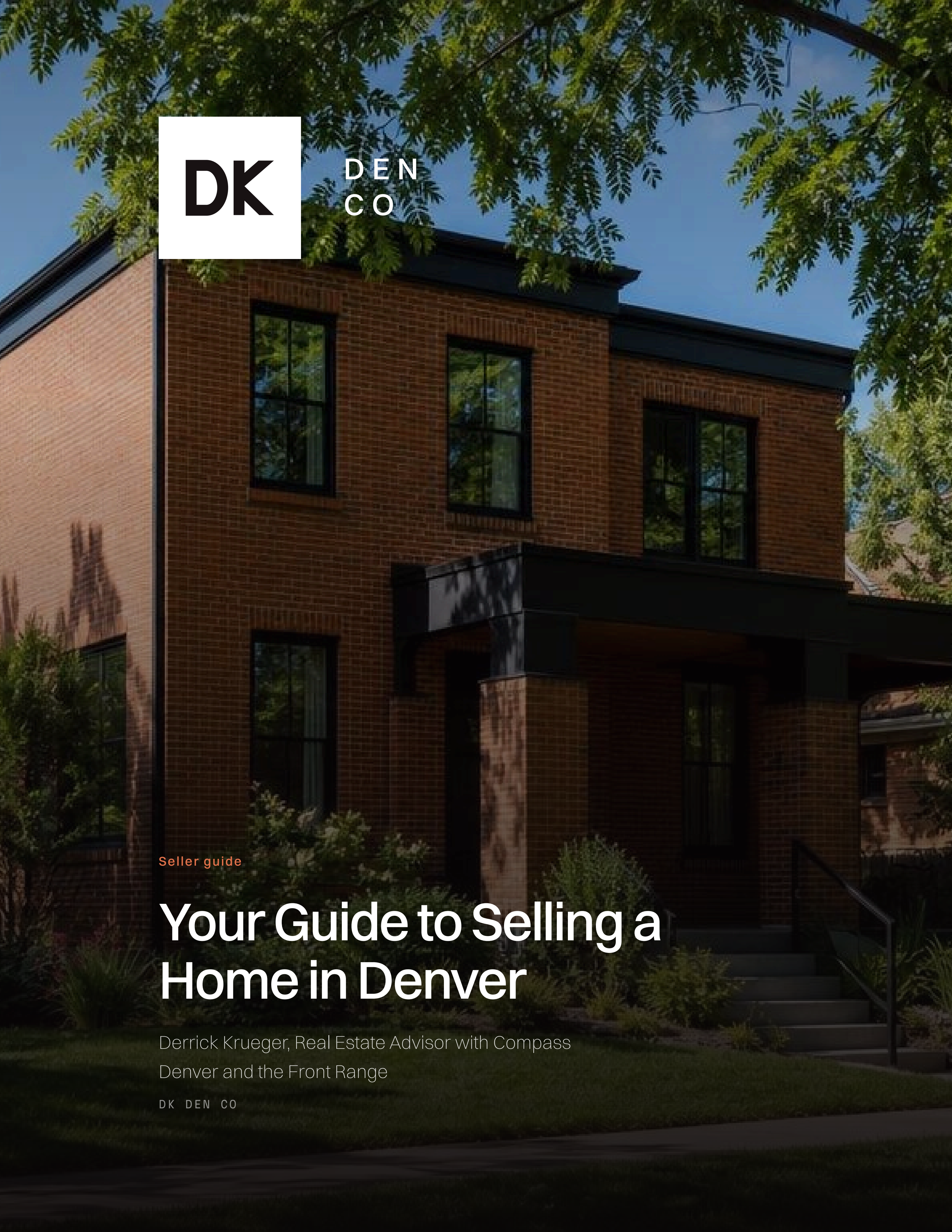


DK DEN CO

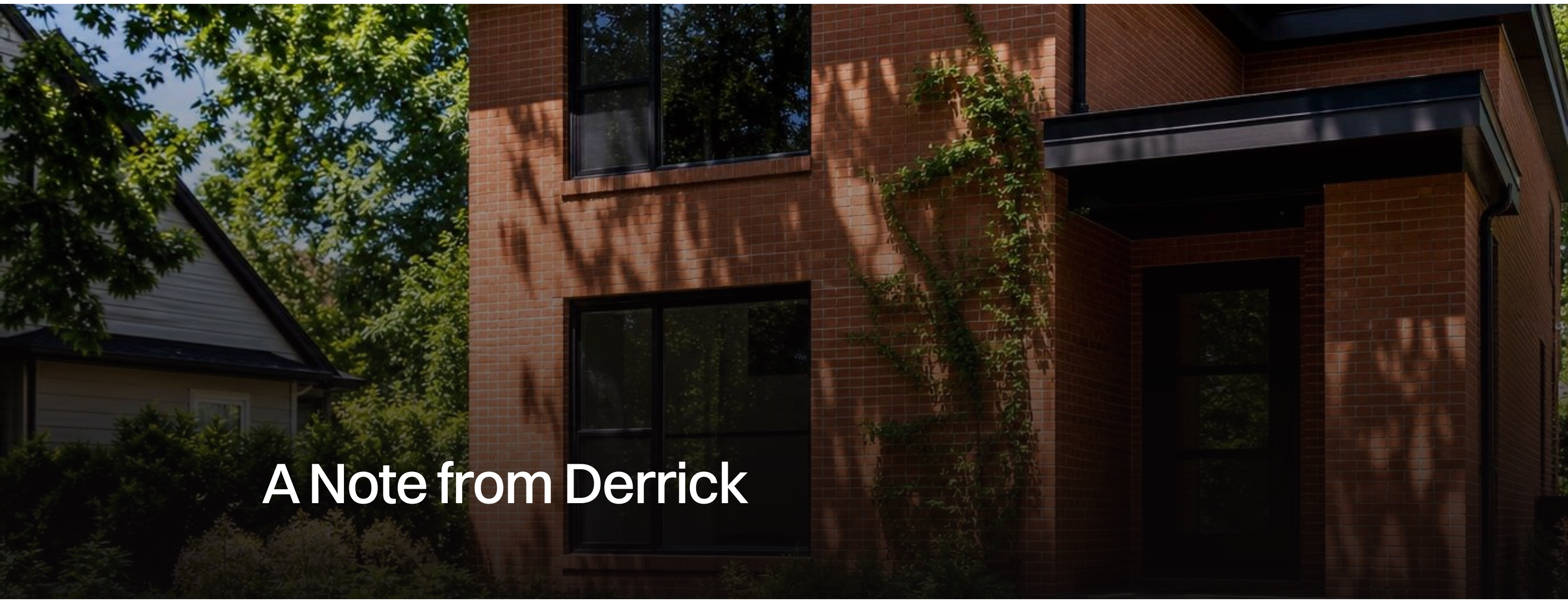
Seller guide

Your Guide to Selling a Home in Denver

Derrick Krueger, Real Estate Advisor with Compass
Denver and the Front Range

DK DEN CO

Contents



A Note from Derrick

Selling a home you have lived in is a bigger thing than the paperwork makes it look. You are closing out one part of your life and making room for the next one, and how the sale is handled decides whether you finish it confident or wondering what you left on the table.

I grew up in Butte, Montana, where a handshake still means something and people follow through on what they say. That is the standard I hold myself to. When I take on your home I am responsible for how it is priced, how it is presented, and how your position is protected the whole way through.

I wrote this guide so you'd know exactly how the process works, what decisions you'll face, and how we'll work through them together. You should feel in control of this process, not buried by it.

The aim is that your home is seen the way it should be, by the people most likely to want it.

Derrick Krueger

Real Estate Advisor with Compass

(303) 746-0355 · derrick.krueger@compass.com
derrickkrueger.com

Part 1

Before You List

Deciding When to Sell

Timing matters, though probably not in the way you would expect. The best time to sell is whenever your home is ready, the market is workable, and you are actually prepared to move. Those three things lining up matters far more than the month.

That said, here's what I've seen in the Denver market:

- **Spring (March through May)** tends to bring the largest buyer pool. A lot of buyers want to be settled before the school year starts, and homes show well with the longer daylight.
- **Summer** stays active, though buyer urgency can soften as vacations compete for attention.
- **Fall** can be surprisingly strategic. Inventory shrinks, which means less competition for well-prepared homes.
- **Winter** is quieter, but the buyers who are out looking in December and January tend to be the most serious.

So the question worth asking is whether the home is ready to be shown properly. If it is, the month matters a lot less than people think.

Understanding Your Home's Value

Before we talk about a price, I want to understand what makes your home worth something. Recent sales tell us part of it. The rest is what a buyer notices in the first minute of walking through your front door.

I look at every property through two lenses: **how it feels and how it functions.** The numbers tell part of the story. The light, the character, the craftsmanship, the way a space actually lives day to day, those tell the rest.

Here's how I figure out where your home sits in the market:

- **What comparable homes actually sold for.** I pull recent sales, what is listed now, what is under contract, and what failed to sell in your area. That is the floor we build the price on.
- **Condition and presentation.** I walk your home the way a buyer will. Where does the eye land? What tells a story of quality and care? What might give someone pause?
- **Where the neighborhood is headed.** Is your area appreciating? Are there development projects, transit improvements, or school changes that affect how buyers see it?
- **The things that do not show up in a spreadsheet.** A garden that faces south. Original hardwood that has eighty years on it. A layout that works better than most houses at your price. Those are worth money, and they need to be pointed out to buyers.

You'll leave our pricing conversation understanding the full picture: the data behind the number, the reasoning, and the trade-offs at every price point.

Preparing Your Home

Buyers make up their minds fast, usually before they have finished the first room, and the rest of the walkthrough mostly confirms or softens that. So part of our early conversation is figuring out whether your home benefits from some preparation before it goes to market, and if so, what actually makes sense for your situation.

Every home is different, and every seller's circumstances are different. Some homes are ready to go as-is. Others benefit from a few targeted moves. Here's what I typically look at with you:

Small improvements that tend to pay for themselves. Fresh paint in the right colors, refinished floors, updated fixtures, tidied-up landscaping. None of it is mandatory. I will tell you what I think would actually help your house, and you decide what you want to do.

Staging. How a home is staged affects how buyers perceive its size, flow, and potential. Sometimes that means bringing in professional staging. Sometimes it just means rearranging and editing what you already have. We'll talk through what makes sense for your home and your budget.

The details. Clean windows, fresh grout, organized closets. These sound small, but they send a signal to buyers: this home has been cared for. Whether we tackle these things depends on where you are and what you're comfortable with.

The bottom line is that I'll always share my honest recommendation about what I think would help your home show its best. But you're the one making the decisions. We'll figure out the right approach together based on what works for you.

Compass Concierge: An Option Worth Knowing About

One program worth knowing about is **Compass Concierge.** Not every seller uses it, though in the right situation it makes a real difference.

Here's how it works: if we decide that certain improvements would help your home's market position, Compass can cover the upfront cost. You don't pay anything until your home sells.

What it can cover:

- Staging, painting, flooring
- Landscaping, decluttering, deep cleaning
- Kitchen and bathroom updates
- HVAC, roofing, electrical, plumbing
- Pest control, inspections, and 100+ other services

Some context on why sellers use it:

A home that is properly prepared before it goes on the market generally shows better and holds its price better than the same home listed as-is. How much difference it makes depends entirely on the house and what it needs, which is what we would work out together.

If you want to make improvements but would rather not write a check before the sale, this covers it. You repay the cost at closing, or at 12 months, whichever comes first. There is no interest and nothing else added on top.

It is entirely optional and plenty of homes do not need it. I would rather you know it exists and decide for yourself.

You can review the full program details and terms at compass.com/concierge.

Part 2

How Your Home Goes to Market

A Phased Approach

Compass gives us a three-phase launch, and I use it on most listings. Not every home uses all three phases, and we'll figure out which combination makes sense for yours. But the idea behind it is straightforward: build demand and validate pricing before your home enters the public market, so that when it does go public, it goes in with momentum instead of starting from zero.

Phase 1: Compass Private Exclusive

Your home is shared inside the Compass agent network and with their qualified buyers before it appears anywhere public.

What that means for you:

- **You can test pricing without risk.** We get real engagement data and agent feedback before committing to a public price. If we need to adjust, there's no record of a price reduction.
- **No days on market accumulate.** In real estate, days on market sends a signal. The longer a property sits publicly, the more buyers assume something is off. Private Exclusive generates interest without starting that clock.
- **You keep control.** Your photos and details stay inside the Compass network, so your home is not being discussed publicly or toured by people who are just curious.

- **You build early momentum.** When agents and serious buyers have already seen your home before the general public, it creates competitive tension for the official launch.

This phase works especially well for homes still being prepared, properties where privacy matters, and any situation where you want real data before going public.

Phase 2: Compass Coming Soon

Your home is listed publicly on Compass.com with full details. Buyers can see it, inquire, and schedule tours before it goes live on the MLS and sites like Zillow and Redfin.

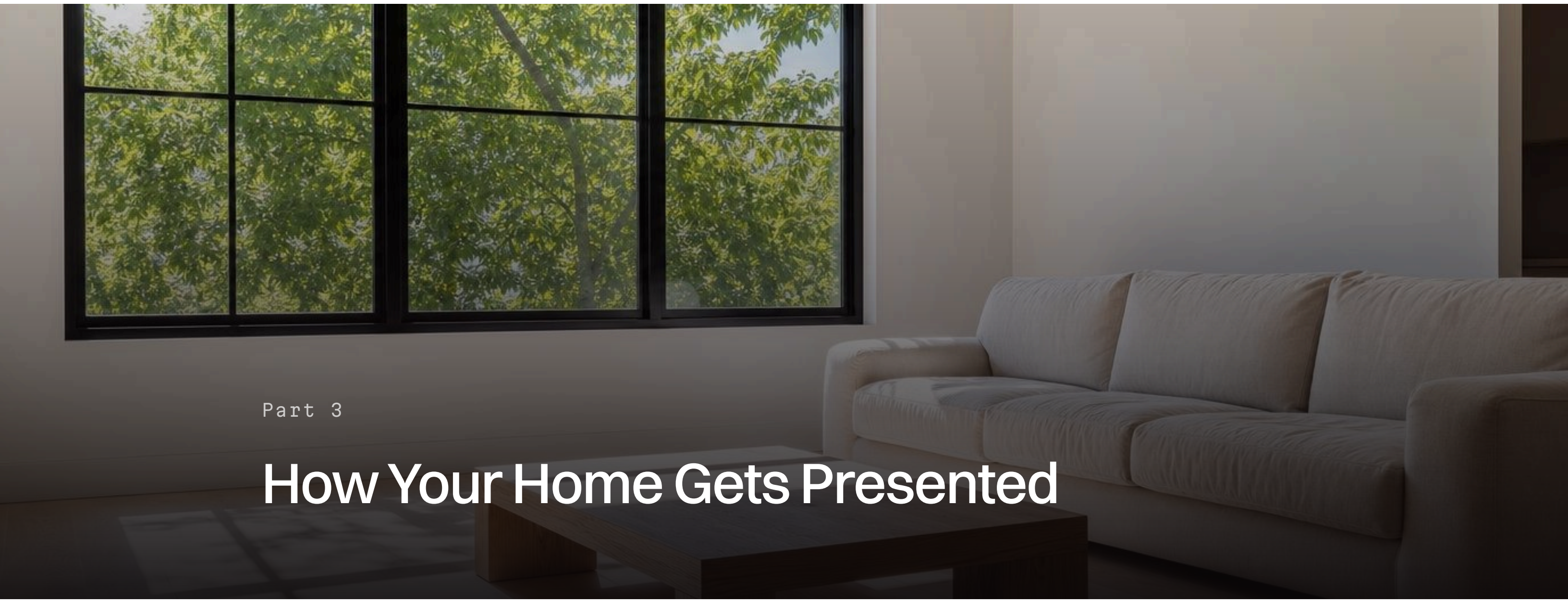
What that means for you:

- Your home reaches a broader audience beyond the agent network
- You generate early interest that creates urgency heading into the full launch
- You still accumulate no MLS days on market
- By the time you hit the wider market, there's already a list of interested buyers waiting

Phase 3: Full MLS Launch

Your home goes live on the MLS, which pushes it out to Zillow, Redfin, Realtor.com and hundreds of agent sites.

By this point we have tested the price, built some early interest, and learned what buyers think. Your home goes public with that behind it instead of starting cold.



Part 3

How Your Home Gets Presented

What I Bring to Every Listing

When I take on your listing, here's what I put into it. The specifics might vary depending on your home and your situation, but this is the standard I hold myself to.

Photography that does your home justice. High-quality images that capture the best light, the best angles, and the real feel of each room. Your photos are the first thing buyers see. They're the single most important piece of marketing your home has.

Video and virtual tours when they make sense. For properties where the layout, the views, or the setting can't be fully captured in photos, video tells the story better.

A listing description that sounds like your actual house. The bedroom count and the square footage are in there, and so is what the place is like to be in.

Strategic pricing. The price itself is a marketing tool. How we position your home relative to the market affects who sees it, who tours it, and who ultimately competes for it.

Staging guidance. Whether we're working with your existing furniture or bringing in professionals, your home will be presented in a way that helps buyers see themselves living there.

Getting in Front of the Right Buyers

A listing on the MLS will not find its own buyer. Here is how yours reaches the people most likely to want it:

- Through **the Compass agent network**, your listing reaches agents and their active buyers around the country
- **Targeted digital advertising** puts your home in front of qualified buyers in your price range and market
- **Social media** extends visibility through relevant channels
- **My own network** of buyers, agents, and industry professionals across Denver
- **Open houses** when they make sense for your property and situation

How we weight each channel depends on your home. A downtown loft and a house in Wash Park reach different buyers through different paths. I pay attention to that.

Part 4

Showings, Offers, and Negotiation

Living in Your Home While It's on the Market

If you're staying in the home during the listing period, here's what that looks like:

Keeping it show-ready. I'll share a simple 15-minute pre-showing routine that works well: beds made, counters cleared, lights on, pets handled, personal items tucked away. It sounds like a lot at first, but it becomes second nature pretty quickly.

We'll work around your life. We can set specific showing windows or keep things flexible depending on what works for you and what the market demands.

You'll hear what buyers think. After every showing I get feedback from the buyer's agent and pass it straight on to you. If three buyers in a row mention the same thing, that is something we can act on.

Living in a home while it is being shown is genuinely inconvenient, and I will not pretend otherwise. I will make it as manageable as I can.

Evaluating Offers

When offers come in, price is just one piece. Here's what I'm looking at:

- **Price and terms.** What are they actually offering, and what's attached?
- **How strong is the financing?** Pre-approval status, loan type, down payment. A higher number from a weaker buyer isn't always the better offer.
- **Contingencies.** Inspection, appraisal, financing, sale of buyer's home. Each one is a potential off-ramp. We need to understand the risk that comes with each.
- **Timeline.** Does the closing date work with your plans? Is the buyer flexible?
- **Earnest money.** The size of the deposit says something about how committed the buyer is.
- **Escalation clauses and appraisal gap coverage.** In competitive situations, these can be what separates a good offer from a great one.

I will go through every offer with you and tell you what I think. The decision is yours, and my job is to make sure you have what you need to make it.

Negotiation

I negotiate the same way I do everything else: prepared, steady, and honest. Every conversation with the other side is grounded in data and guided by your interests.

A few things I believe about negotiation:

Staying level-headed protects your position, even when the other side does not.

Relationships matter. The buyer's agent's willingness to collaborate can be the difference between a deal that closes smoothly and one that falls apart over something minor. I protect that relationship because it protects you.

Knowing when to hold and when to move. There's a time for firmness and a time for flexibility. Experience is what teaches you the difference.

If we receive multiple offers, I'll walk you through evaluating, countering, and selecting the strongest path forward.

Part 5

Under Contract to Closing

The Inspection Period

Once you accept an offer, the buyer schedules inspections. Here's what to expect:

Common inspections in Denver:

- General home inspection
- Sewer scope (standard, especially in older neighborhoods)
- Radon testing (common throughout Colorado)
- Roof, HVAC, or structural inspections as the property warrants

What happens next. The buyer may come back with requests for repairs, credits, or price adjustments. I will go through each request with you and we will work out what is reasonable, what is worth negotiating, and what is worth pushing back on. Some requests are fair and some are not, and the line moves depending on how much you want this particular buyer.

The Appraisal

If the buyer is financing, their lender will order an appraisal to verify the home's value supports the loan amount.

- If it comes back at or above the contract price, we keep moving.

- If it comes in low, we have options: challenge it with more recent sales, renegotiate the price, have the buyer cover the difference, or use appraisal gap coverage if it was part of the offer.

I prepare for this before it happens. By building a strong case for your home's value from day one, with recent sales, documentation of the work you have done, and clear market context, we give the appraiser every reason to support the contract price.

Title, Escrow, and Final Steps

The title company handles the transfer of ownership, manages escrow, and makes sure the title is clean. You'll give required documentation and disclosures, and I'll keep the timeline on track.

Seller disclosure. Colorado requires you to disclose defects you know about. I will go through the form with you carefully, because being thorough here is what protects you later.

A note on wire fraud. This affects sellers too. Never wire funds or share banking information based on email instructions alone. Always verify through a known, confirmed phone number. If anything feels off, stop and call me.

Closing Day

You'll sign the transfer documents, hand over the keys, and receive your proceeds. Usually takes about an hour. I'll be there.

What to have ready:

- All keys, garage remotes, and access codes
- Final utility readings transferred or scheduled
- Any warranties, manuals, or documentation for appliances and systems
- The home in the condition specified in the contract (broom-clean is standard in Colorado)

Part 6

After the Sale

Your Next Move

Whether you are buying next, relocating, or just moving on, I can help with what comes after the sale.

If you're buying in Denver, I can handle both sides and coordinate the timing so you're never stuck between two closings without a plan.

If you're moving out of state, I'll connect you with agents I actually trust. If I send you to someone, it is because I would use them myself.

What Comes After

Selling your home doesn't end our relationship. If anything, it's where many of my best relationships start. I'm here for questions about your new place, contractor recommendations, market updates, or the move you're thinking about a few years from now.

The best part of this work is when someone I have worked with sends me a friend or a sibling or a colleague. That is how I would rather grow this.

Part 7

Questions I Hear Often

"How do you figure out the right listing price?"

A combination of data and perspective. I put together a detailed market analysis looking at recent sales, active and pending listings, and current trends. But I also look at the things that make your home distinct: the quality of the design, the light, the flow, the finishes, where the neighborhood is headed. The price needs to reflect both what the market says and what makes your home yours.

"What makes your approach different?"

I use a structured three-phase marketing strategy that builds demand before your home goes public. That means by the time buyers see your listing on Zillow, there's already interest, pricing validation, and competitive tension working in your favor. I also bring a design-forward perspective to everything from photography to listing copy to staging. I see what makes a home special, and I know how to communicate it. And through the Compass network, your home gets in front of agents and buyers well beyond Denver.

"How much will I actually walk away with?"

I will put together your estimated net proceeds before you list, so you know what the number looks like at a few different sale prices rather than finding out at closing.

"How long will it take?"

It depends on price point, condition, location, and where the market is. I'll give you an honest assessment based on current data during our first conversation. What I can tell you is that every home I list is priced thoughtfully, presented well, and actively marketed from day one.

"Do I need to move out before listing?"

Not necessarily. A lot of sellers stay in their homes during the listing period. We'll set up a showing routine that works with your life. That said, vacant homes are often easier to show and stage. We'll figure out what makes sense for you.

"What if my home needs work first?"

That's one of the situations where the Compass Concierge program can be a good fit. It covers a wide range of improvements with nothing due upfront. We'd talk through what actually makes sense for your home and your goals, and you'd decide what feels right. Some sellers use it, some don't need it. It's just good to know it's there.

"What if we don't get offers?"

We adjust. That's the whole advantage of the phased approach. If the Private Exclusive phase tells us our pricing is off, we adjust before the public market ever sees the listing. If we are live and the traffic is slow, I look at what the numbers are telling us, change the approach, and tell you plainly what is going on. A listing that is not moving gets attention, not patience.

Your Selling Roadmap

1. Schedule a conversation with me
2. I walk your home and put together a market analysis
3. We determine pricing strategy together
4. Prepare the home: improvements, staging, photography
5. Phase 1: Compass Private Exclusive
6. Phase 2: Coming Soon on Compass.com
7. Phase 3: Full MLS and public launch

8. Showings, buyer feedback, and strategy adjustments
9. Receive and evaluate offers
10. Accept an offer and go under contract
11. Navigate inspections, appraisal, and contingencies
12. Close and receive your proceeds

Let's Talk

The right move changes everything. Whether you're ready to list or just starting to think about what's possible, I'd love to walk through your home and have a conversation about it.

Whatever you decide to do, you will get a straight read on what your home is worth and what it would take to sell it.

Derrick Krueger
Real Estate Advisor with Compass
(303) 746-0355 · derrick.krueger@compass.com · @derrickatcompass
derrickkrueger.com

DEN
CO

Derrick Krueger
Real Estate Advisor, Compass

(303) 746-0355 · derrick.krueger@compass.com · @derrickatcompass
derrickkrueger.com