



Rebecca Smyth
REAL ESTATE AGENT

GRAND COUNTY SELLER GUIDE

Selling Your Place in the Mountains

A clear plan for selling your Grand County home, with no surprises

Rebecca Smyth, REALTOR®
970-531-1268 · www.rebeccasmyth.com





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A WELCOME FROM REBECCA

Welcome. Let's get you sold.

“Selling your home is one of the biggest financial decisions you’ll make. My promise is simple: sharp pricing, strong marketing, and someone who treats your sale like it’s her own.”

I grew up in Grand County, and I’m raising my son here. Whether you’re a longtime local or an owner who has loved this place on weekends, I understand what you’re handing over. Grand County will miss you, and you’ve earned your next chapter.

“Rebecca came and took pictures, marketed the property with total professionalism, and was very attentive to all our needs. I would absolutely recommend Rebecca to help sell any property in the county.”

Nadine Kentfield, Granby seller (verified on RealSatisfied)

MEET YOUR AGENT

Rebecca Smyth, REALTOR®



I'm incredibly grateful to call Colorado home. My family moved to Grand County when I was one, and it has been home ever since.

Real estate, to me, is about more than transactions. It's about helping people find a place where they can slow down, reconnect, and create lifelong memories.

I'd be honored to help you sell your home and find your next chapter.



Grand County native

30+ years



Specialty

Resort homes, land,
luxury

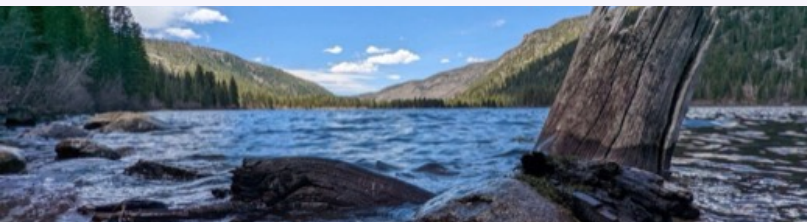
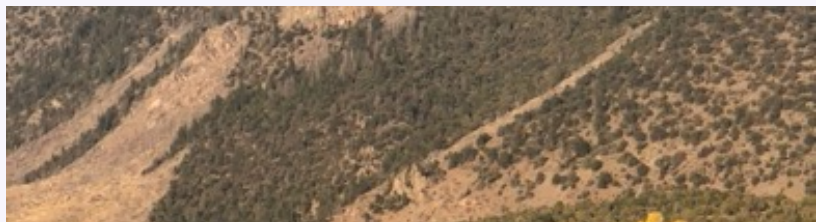


Every listing

Prepared to the same
luxury-grade
standard

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BY THE NUMBERS

Local roots. Team depth. National reach.

Rebecca

30+

YEARS IN GRAND COUNTY

50+

CLOSINGS SUPPORTED
BEFORE BECOMING AN
AGENT

8

TRANSACTIONS CLOSED
UNDER HER OWN LICENSE

Purple Mountain Group

192

HOMES CLOSED

\$94.6M

SALES VOLUME

2018

FOUNDED · 21 COUNTIES

Team totals from the Super Agents collaborative, all members combined.

eXp Realty

#1

TRANSACTION SIDES
NATIONWIDE (350,119)

81,000+

AGENTS IN 27 COUNTRIES

#1

LARGEST INDEPENDENT
BROKERAGE IN THE WORLD

RealTrends Verified 2025, based on 2024 data. Agent count from eXp Realty.

WHY REBECCA

One person. A team. A global brokerage.



Rebecca

One person who knows your home and your deadlines.



Purple Mountain Group

Thirteen agents for showing coverage and second opinions.



LUXURY

eXp Realty | Luxury

Global reach and a referral network. Rebecca holds the eXp Luxury certification.



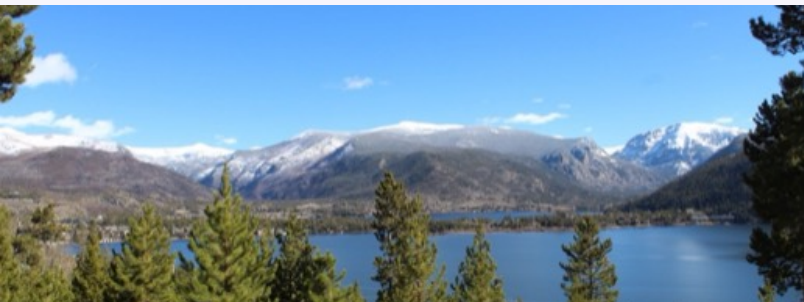
Reach beyond the local MLS

eXp's referral network and international feed put your listing in front of eXp agents worldwide. eXp Exclusives, powered by Zenlist, reaches eXp agents and their clients across the US and Canada.

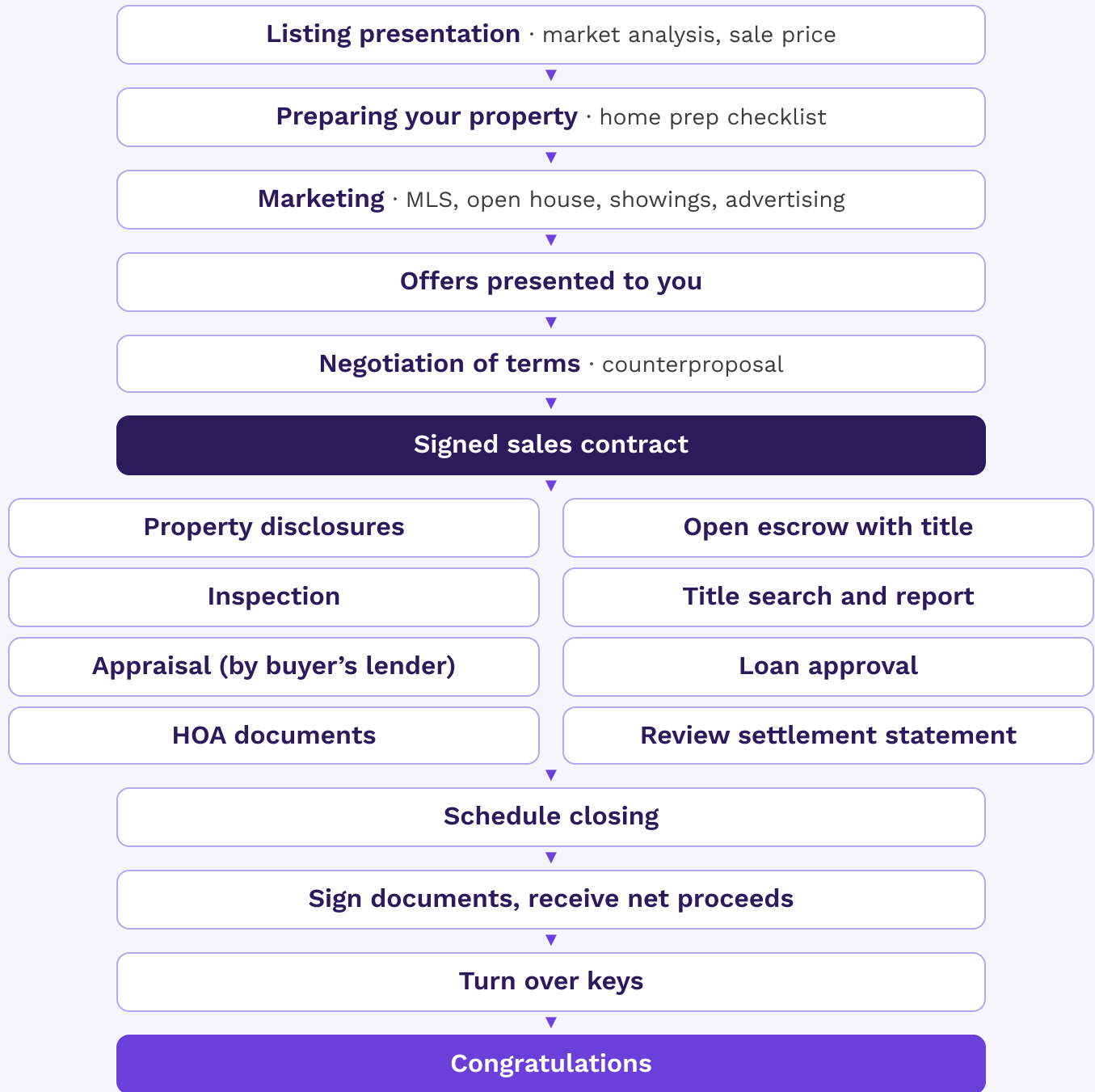
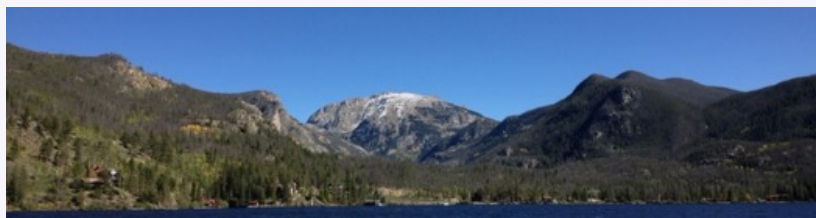


eXp Solutions

Trusted vendors and tools, including America's Preferred Home Warranty and Utility Connect.



The home selling flow chart



WHAT YOU GET WITH ME

What a full-service Realtor does



Prices your home

I study similar homes that are listed or recently sold, plus area stats and neighboring values, in a Comparative Market Analysis (CMA) that prices your home well from day one.



Takes the pictures

A professional photographer and drone photography show buyers what to love. Staging isn't required, but some sellers find it helps.



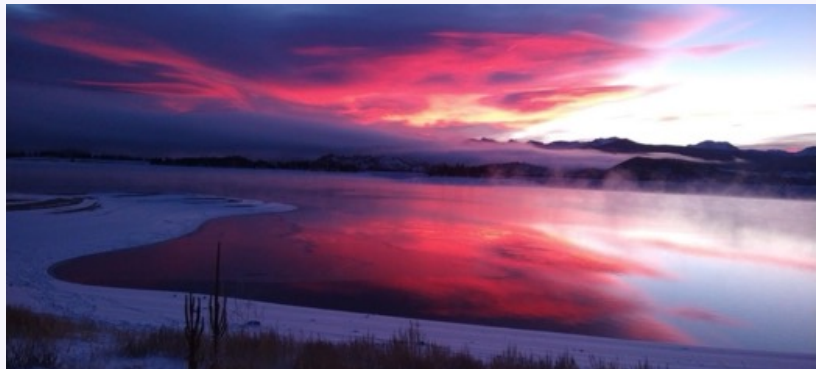
Lists on the MLS

Your home goes on the MLS, then shows up on Zillow and Realtor.com, with a description that gets across what photos can't.



Markets your home

Signs, flyers, online and print marketing. The next page lists exactly what you get.



Every listing gets all of this



**Professional
photography**



Drone photography



Video walk-through



Virtual tour



**Your own property
website**



**Open houses (not for
land)**



Paid ads



Magazine advertising



**IDX feed to the major
real estate sites**



**Global exposure
through eXp**

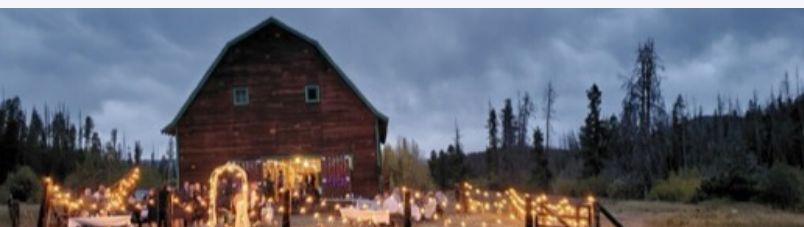
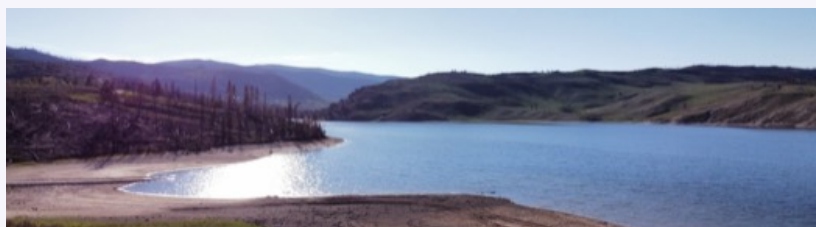


Flyers



Social media

Plus a feature on the Purple Mountain Group website, and Facebook and Instagram promotion where I'm active.



Signs and pricing strategy



Professional signage

eXp and Purple Mountain Group signs help your home stand out on the street.



Follow-up after showings

I follow up with the agent after every showing, so we hear what buyers say.

How I price your home



Market conditions

Buyer demand, days on market, and how fast comparable homes move.



Seasonal demand

Timing your listing to when serious buyers are looking.



Similar sold properties

What comparable homes actually closed for. The foundation of an accurate price.



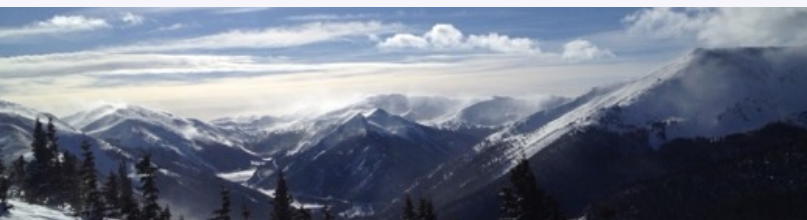
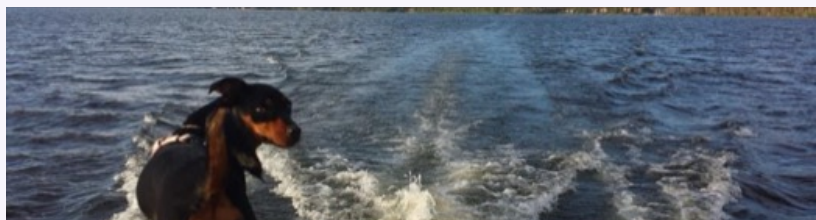
Buyer demand

How much interest exists for homes like yours, right now.



Interest rates

Current financing costs directly affect what buyers can comfortably offer.



THE MARKET RIGHT NOW

Selling in Grand County today

305

HOMES FOR SALE
(280 A YEAR AGO)

10.5

MONTHS OF SUPPLY

-14%

MEDIAN ASKING PRICE VS.
LAST YEAR

121

AVG. DAYS ON MARKET, SEPT.

97.6%

SOLD VS. FINAL LIST PRICE,
SEPT.

43

HOMES SOLD IN SEPT.

- Roughly six months of supply is generally considered balanced. At 10.5 months, buyers have more choice and more leverage right now.
- Over 12 months, homes sold for about 94.5% of their original asking price, on average. Buyers are negotiating.
- Sales haven't stopped: 350 homes sold in the last 12 months, against 346 the 12 months before.

Source: FlexMLS, Grand County, all residential (including luxury and acreage), 12 months through Sept. 2026, pulled Oct. 21, 2026.

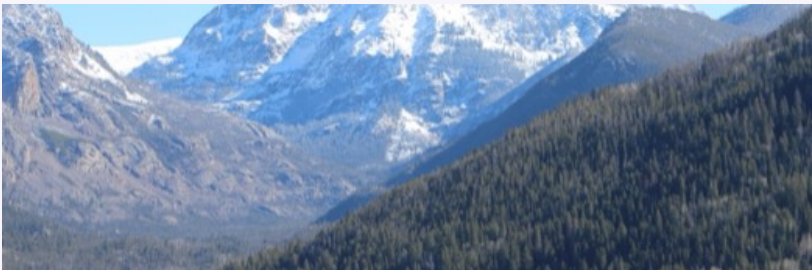
Four moves in this market

- 1 Price for today**
Asking prices have come down. A home priced off last year's comps tends to sit.
- 2 Show it at its best**
With this much choice, condition and presentation set your home apart.
- 3 Know your timeline**
Average days on market is 121. Plan for a few months, not a few weeks.
- 4 Know your town**
Months of supply differs across the county.



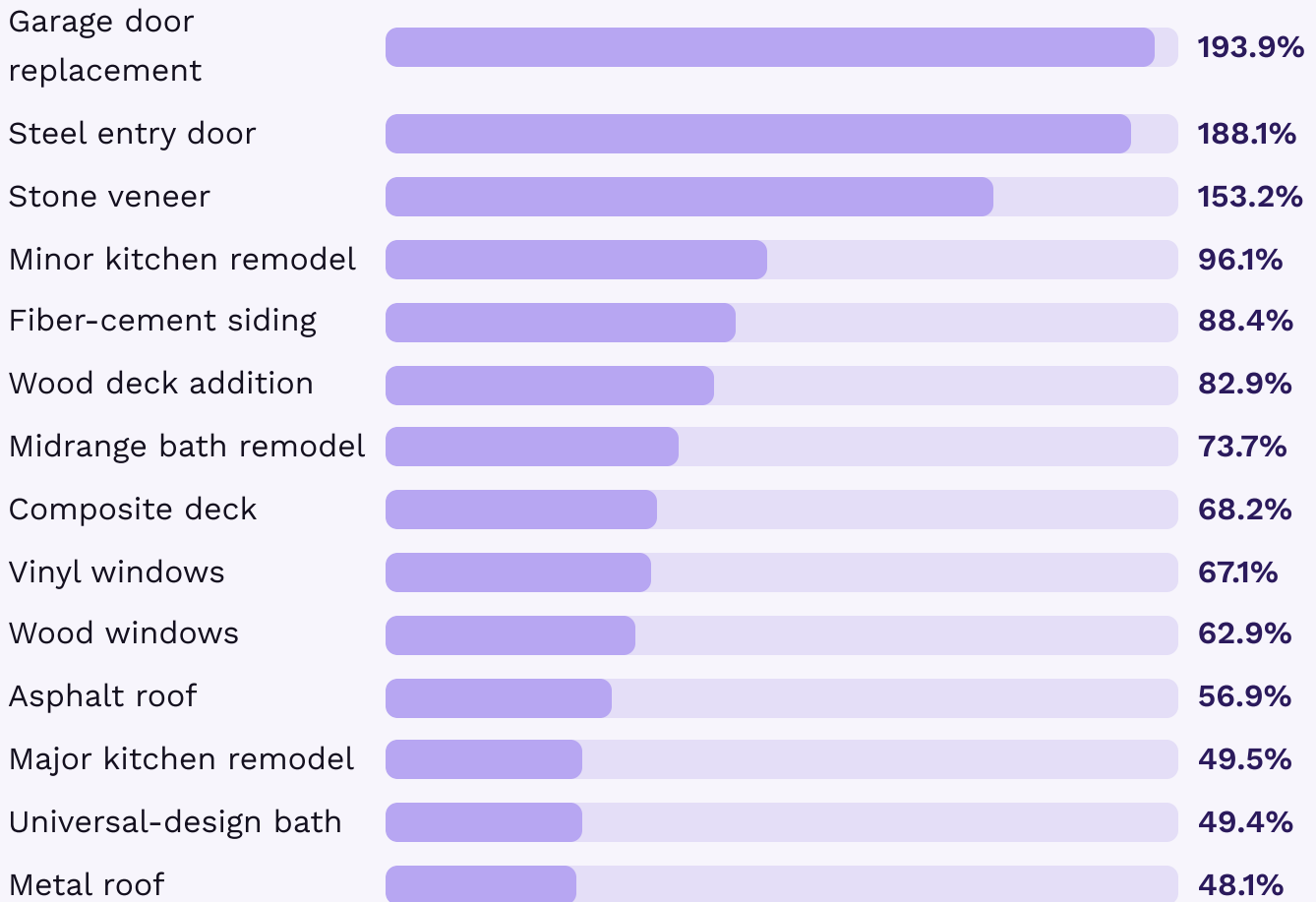
Months of supply = homes for sale divided by average monthly sales over 12 months. Town counts are small; a direction only.

I'll be straight with you. In this market, pricing and preparation decide the outcome. Let's talk about your home's numbers.



What a project pays back

Share of the cost you get back at resale. National averages, 2024 Cost vs. Value report.



Not Grand County figures. Ask me before you spend money on any project.



SCHEDULING, SOLVED

Showing requests, simplified

Your home is set up on ShowingTime, so requesting, confirming, and getting feedback on showings is simple.



No more phone tag

Buyer agents request a showing online, 24/7. It goes straight to me and to you.



Simple workflow

A buyer agent clicks “Schedule a Showing.” You’re notified by email, text, or push, and can approve or decline.



Feedback after every showing

You hear what buyers thought, so we adjust price and presentation with real information.



Get your house ready for sale

Exterior

- ☐ Remove cars from the driveway
- ☐ Shovel and sand walks in winter
- ☐ Sweep walkways, clear spiderwebs
- ☐ Stack firewood neatly
- ☐ Secure trash from wildlife
- ☐ Put away toys, bikes, and gear
- ☐ Tidy the deck and store the grill
- ☐ Make the address easy to see from the road

Main areas

- ☐ Remove personal items and photos
- ☐ Clear all visible clutter
- ☐ Open the curtains to show the views
- ☐ Lights on, bulbs replaced
- ☐ Heat on, house feels warm
- ☐ Ready the wood stove or fireplace
- ☐ Vacuum and sweep
- ☐ Tidy the mudroom and gear area

Inside the home

Kitchen

- ☐ Remove magnets from the fridge
- ☐ Store food in cabinets
- ☐ Clear counters and stove
- ☐ Stow small appliances
- ☐ Hide cleaning supplies
- ☐ Clear the sink

Bedrooms

- ☐ Make the beds
- ☐ Arrange decorative pillows

- ☐ Put away clothes and shoes
- ☐ Clear surfaces and extra furniture

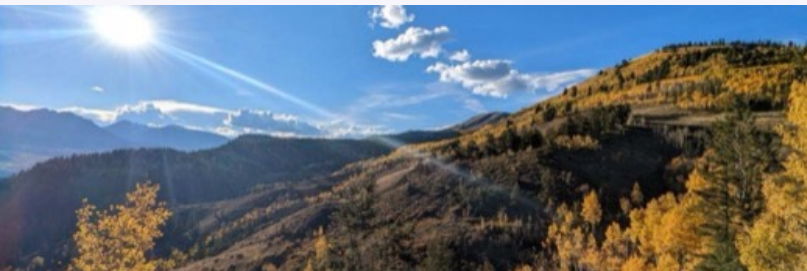
Bathrooms

- ☐ Make them sparkle
- ☐ Fresh towels
- ☐ Clear counters of toiletries
- ☐ Clean mirrors
- ☐ Close the toilet lid
- ☐ Empty the tub and shower

Dining room

- ☐ Straighten the chairs

It's so peaceful and quiet, surrounded by trees and mountain views. Let the home show that.



Evaluating an offer

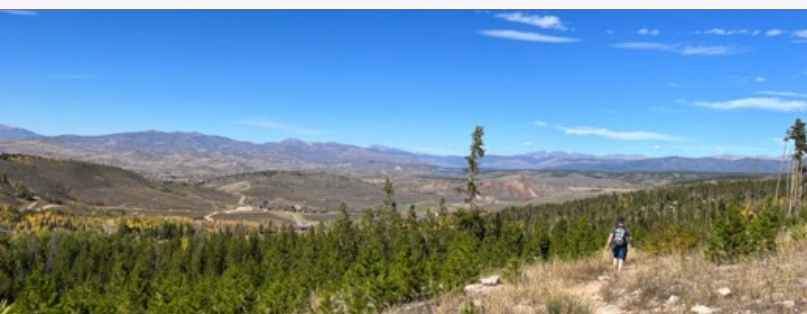
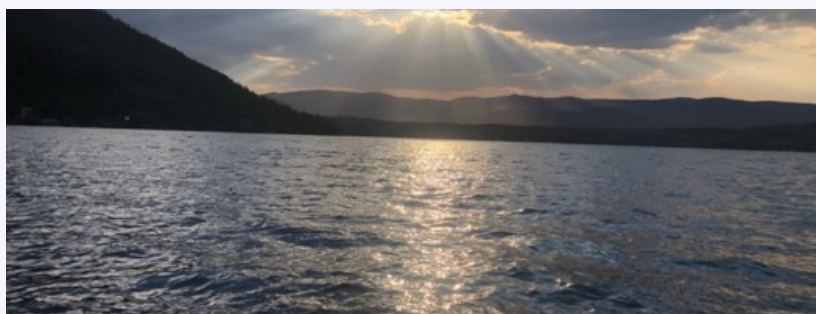
An offer comes as a Contract to Buy and Sell Real Estate, a state-approved form. Once signed and accepted, it is legally binding. We'll review these items together:

Purchase price	Factor in all the terms before getting excited or disappointed.
Included and excluded items	Fridge, washer and dryer, hot tub, furniture, art.
Water rights and well	Do they apply? Would you need a water rights attorney?
Earnest money	The initial deposit. Its importance is often overlooked.
Method of payment	Cash, conventional mortgage, or seller financing?
Special assessments	Any outstanding or upcoming HOA assessments?
Possession	When will the buyer take possession?
Seller disclosure	What information is the buyer asking for?
Due diligence condition	What "outs" will the buyer have?
Appraisal and financing conditions	Is the sale contingent on appraisal or financing?

Evaluating an offer

Additional earnest money	Will the buyer add to the deposit?
Additional addenda	Any extra terms attached?
Home warranty	Is the buyer asking you to pay for one?
Mediation	How will a dispute be handled?
Disclosure deadline	When you must provide all seller disclosures.
Due diligence deadline	When the buyer must complete due diligence.
Financing and appraisal deadline	When the buyer can cancel based on loan denial.
Settlement deadline	When you and the buyer must close.
Objection deadline	How soon you must respond to an offer or counteroffer.
Multiple offers	Negotiate strategically if you receive more than one.

Source: Zillow.



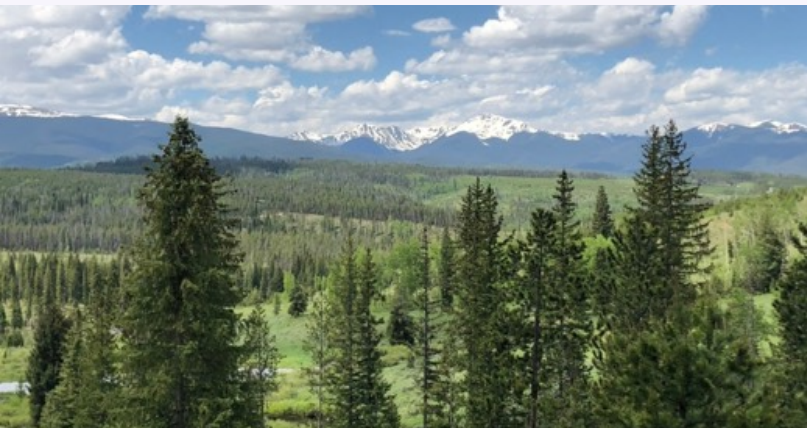
DEDICATED SELLER'S AGENT

Why do I need an agent?

Choosing the agent who represents **your** best interests is one of the most important decisions of the process. Most agents work as a Transaction Broker, facilitating the deal without advocating for either party.

Here is what the Colorado Exclusive Right to Sell Contract says: the Seller's Agent works solely on behalf of the seller to promote the seller's interests with the utmost good faith, loyalty, and fidelity, negotiating on behalf of, and acting as an advocate for, the seller. The seller's agent must disclose to potential buyers all adverse material facts actually known about the property. A separate written listing agreement sets forth the duties and obligations of the broker and the seller.

Work with an agent who represents your best interests.



How commissions work

Commission is negotiable. It always has been.

Listing fees are negotiable, and offers of compensation can't be advertised on the MLS. I'm glad to go over my fee, and how buyer-agent compensation works, with you in your personalized report.

What an agent's commission pays for

Training and licensing

REALTOR® and MLS dues

Photography and marketing

Signs and lockboxes

Insurance

Self-employment taxes

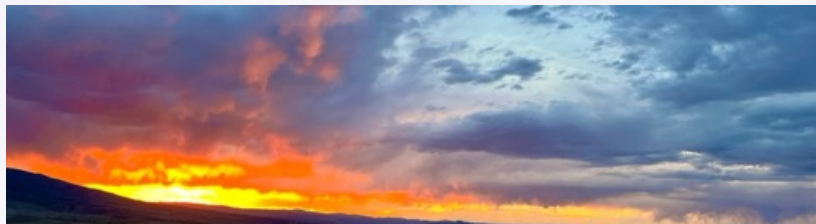
Vehicle and fuel

Printing and promotion

Technology

No benefits or paid time off

A broker associate is there from the start of a transaction to closing, making sure you meet deadlines, negotiate, and get the best deal. Buyer agent compensation is on page 22.



Homework for sellers

- ☐ An extra key for the lockbox
- ☐ Lien holders and banks, with contact information and loan numbers
- ☐ Receipts, warranties, and manuals
- ☐ Past appraisals, surveys, blueprints, improvement location certificates, permits
- ☐ Anything not in county records: easements, liens, leases
- ☐ Water rights, wells, well permits, and well tests
- ☐ Septic information and tests
- ☐ Snow removal and road maintenance agreements
- ☐ Propane or oil supplier, and a recent winter fuel cost
- ☐ HOA contacts, by-laws, budget, covenants, and any rental rules
- ☐ Fire-mitigation or defensible-space work, with receipts
- ☐ Open house dates that work for you

Social Security numbers go directly to the title company for payoff information. I do not keep SSNs on file. Before showings, secure valuables, personal information, and prescription drugs.

Thank you for this opportunity to help you sell your home with the least amount of surprises and the best experience.

How buyer agents can be compensated

Colorado's approach to how Buyer Agents are compensated continues to evolve. Compensation available to buyer brokers can take multiple forms, including but not limited to:

- **Fixed-fee commission:** paid directly by consumers.
- **Seller concession:** a concession offered from the seller toward buyer broker compensation.
- **Portion of listing compensation:** a portion of the listing broker's compensation may be allocated to the buyer's broker.

Changes to be aware of

- **MLS changes:** listing brokers should inform sellers that offers of compensation will no longer be advertised on an MLS.
- **Offers:** this does not prevent offers of cooperative compensation off the MLS, nor prevent sellers from offering buyer concessions on the MLS (e.g., toward buyer closing costs).
- **Negotiations:** compensation continues to be fully negotiable, and should always be negotiated between agents, their clients, and the parties to the contract.
- **Benefits and costs:** the listing broker will explain the benefits and costs of the marketing options available for your listing, and how potential buyers might respond, including any buyer costs the listing broker or seller may offer to cover.

REMEMBER

All fees to Buyer Agents and Listing Agents have always been negotiable between all parties involved in a transaction, and remain fully negotiable today.



Rebecca Smyth
REAL ESTATE AGENT

LET'S GET YOUR HOME SOLD

Let's talk about your home's numbers.

Rebecca Smyth, REALTOR®

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rebeccasmythrealestate@gmail.com

Request your personalized home report



LUXURY



Equal Housing Opportunity. General information, not legal, tax, or financial advice. Market data: FlexMLS, deemed reliable but not guaranteed.