guiding you *home*

CONNER JORGENSEN'S SELLERS GUIDE

homes utah

Get to know

Conner Jorgensen

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COLDWELL BANKER REALTY

Husband, dad, Realtor®

Hey, I'm Conner! I am a Realtor® with Coldwell Banker Realty here in beautiful Salt Lake City, UT.

I live here in Salt Lake County with my beautiful wife and our two kids. I love being a dad and being motivated by my kid's energy. I try to focus that energy back into every aspect of my life including my job. I love helping buyer's and sellers in their homeownership journeys.

I graduated in 2022 from Utah Valley University with a B.S. in Marketing, Business Management, and Professional Sales.

I have worked as a real estate agent here in Utah for over 5 years and have loved every moment of it. If you don't know me yet, I can't wait to get to know you! If I know you already, I can't wait to work with you!

Conner is an award-winning Realtor from Salt Lake City, UT servicing Salt Lake County and surrounding areas. He is best known for receiving Coldwell Banker's International 30 Under 30 Award for 2023.

Get to know

The Support

Eric Hawker - Principal Broker

Eric is the Principal managing Broker over Coldwell Banker - Union Heights. Eric boast a proud 10 years experience managing teams and real estate agents.

eric.hawker@cbrealty.com

Jen Kimball - Transaction Coordinator

Jen is part of the Coldwell Banker Customer Experience Specialist team. Her role is to ensure paperwork is in order, and all parties receive proper copies. Jen may occasionally reach out to remind you of important deadlines.

clientexperienceut@cbrealty.com

Jessika Long - Licensed Support

Jessika is a licensed Realtor with Coldwell Banker and also a winner of Coldwell Banker's 30 Under 30. Jessika has a background in interior design and luxury real estate sales.

jessika.long@cbrealty.com

While you might not get a chance to meet everyone, there are dozens more people behind me offering support. With hundreds of years combined experience, rest assured you're getting the best of the best.

Check out what

My Clients Say

As Seen on Google Reviews

★★★★★

Seller in American Fork, UT

“Conner is the most professional Realtor I have met. He did so good explaining everything to us since it was our first time selling a home. He kept us in the loop constantly and I really enjoyed that he used modern technology to his advantage when needed (quick FaceTime meetings to discuss items). Our home sold in less than a week with a primary and backup offer and we truly didn’t have to do much once we had a contract. The pictures also turned out flawless. Thank you Conner for everything!”

Seller and buyer in Salt Lake City, UT

If you’re looking for a Realtor, Conner Jorgensen is the guy! Conner made the process smooth and less overwhelming than we expected it to be. As a young couple, buying and selling real estate in our current economy was a daunting idea. However, Conner eased all of our stress and concerns. Conner took the time to truly listen to our wants and needs, and made sure we felt heard. He was able to answer all of our questions whether they were dumb or complex. Conner was extremely flexible and generous with his time. Through the process, we gained our first home and someone we’ll consider a forever friend and favorite Realtor. We have worked with him, many of our loved ones have worked with him, and we would recommend anyone to choose him as their realtor.

Visit my Google Profile for a complete list of all my 5 star reviews!

Step 1

Know Your Value

Do you know what your home is worth? It's important to know your home's value in order to calculate your **equity.** You can find out your home's value by one of two ways:

Comparative Market Analysis (CMA)

A CMA is a tool used by real estate agents to determine the value of a home. An agent will find similar comparable properties that have sold recently and compare them to the subject property. CMA is a complex process that requires technical knowledge of the overall market and how various aspects of real estate impact property values. A CMA is offered as a free resource I provide to all my clients.

Appraisal

An appraisal is a non-biased valuation of a property performed by a licensed appraiser. An appraiser will use similar methods to an agent creating a CMA and often times use the same comparable properties. An appraiser might measure the property to get an accurate measurement of the land and square footage of the home. An appraisal on a single family home can cost anywhere from $300-$500.

Once you determine what your home is worth, you can calculate your home's equity:

Home's Value - Mortgage Balance = Equity

Pre-Listing

"Buyers decide in the first 8 seconds of seeing a home if they're interested in buying it. Get out of your car, walk in their shoes and see what they see within the first 8 seconds."

-Barbara Corcoran

Step 2

Prep Your Home

Preparing your home before listing it for sale is essential for maximizing its appeal and potential value in the market. Good preparation ultimately leads to a smoother sales process and higher offers, underscoring the importance of proactive home preparation in real estate transactions.

By breaking down the prep into 4 categories, we can quickly evaluate what's most important. Use the chart below to identify area to focus your energy.

	Inside Repairs	Outside Repairs
Cosmetic		
Functional		

Pre-Listing Checklist

Clean

- [ ] Launder curtains
- [ ] Interior Doors
- [ ] Deep clean bathrooms and kitchen
- [ ] Wash walls
- [ ] Wash baseboards (use a magic eraser for this)
- [ ] Launder all sheets and bed linens
- [ ] Dust art and shelving
- [ ] Wash range hood
- [ ] Wash Fridge and Freezer inside and out
- [ ] Wash Window Ledges
- [ ] Dust all lighting
- [ ] Have carpets professionally cleaned
- [ ] Dust and wash all vent covers and air returns
- [ ] Wash all windows inside and out—you'll be amazed at how much brighter your whole house looks.
- [ ] Wash down kitchen cabinets
- [ ] Doorknobs
- [ ] Switch plates (these tend to gather fingerprints)

Tasks

- [ ] Make sure all bulbs work and replace where needed—they should all be the same color
- [ ] Replace Air filters
- [ ] Remove large family portraits on walls. (Smaller photos are usually fine). You can leave the wall bare or replace it with a mirror or other wall décor.)
- [ ] Lamps will help a room feel cozier! Before a showing, turn on EVERY light and lamp in the house.

Outside

- [ ] Clean out window wells
- [ ] Wash windows and screens
- [ ] Pressure wash deck/patio
- [ ] Pressure wash garage
- [ ] Lay a fresh doormat
- [ ] Weed garden beds and replace dead foliage
- [ ] Lay fresh mulch in garden beds
- [ ] Fresh flowers for planters

Declutter

- [ ] Bookcases so there's breathing room. Eliminate small knick knacks and focus on larger décor pieces and books.
- [ ] Clothes Closets. Remove clothing that no longer fits, you longer love or are worn out and donate. If closets still look overstuffed, pack away seasonal clothes in storage bins so closets appear more spacious.
- [ ] Organize and declutter pantry and fridge/freezer. Toss old food.
- [ ] Coat Closet. Weed out unnecessary items. Donate outerwear and bags to make closet appear more spacious
- [ ] Storage areas and closet. Just because you can (and do) pack it full, potential buyers will want to see how much space is available. If it's a storage area with shelves, be sure there is nothing left on the floor (that could signify there's not enough shelf space. If it's an open closet (like under the stairs)—shoot for half empty.
- [ ] Furnace room
- [ ] Linen Closet
- [ ] Playroom. Pack away large toys that are normally left out. Bag up stuffed animals and any toys that do not fit into a designated toy closet or storage system. This is a great time to purge toys. Surfaces. Counters. Dressers. Minimal is best.
- [ ] All Floor space—No excessive baskets, toys, books, hampers, or clutter.

Paint, Patch, Caulk

- [ ] If there are any cracks in the baseboards, re-caulk and touch up paint (fresh baseboards will make everything look cleaner.)
- [ ] Remove any spare nails/screws in walls, patch and paint
- [ ] Re-caulk countertops if needed
- [ ] Caulk built-in cabinetry if needed
- [ ] Touch up interior doors
- [ ] Touch up ceiling paint

Step 3

Listing Your Home

Listing your home to the public for sale is an extensive process that may feel overwhelming at times. Listing includes accommodating showings, holding broker and public open houses, and lots and lots of marketing. Hiring the right Realtor® will make this process as simple for you as the homeowner as possible. Full-service systems and thorough communication are what I have built my business upon.

Below are a list of these systems;

- Professional photo and video
- Digital marketing
- Physical and print marketing
- Broker and public open houses
- Facilitate showings
- Weekly reports

These systems are designed to be full-service, meaning you can be as involved or uninvolved as you would like in the sale of your home. Understand that no matter your involvement, I will be working diligently behind the scenes to get your home sold for the terms you desire.

The following pages break down my systems so you know what to expect going into this process.

Listing Systems Explained

Professional Photo and Video

First impressions are everything. Beautiful and creative media is essential to selling your home for top dollar. Sorry Tim Cook, iPhone photos aren't going to cut it. So how do we go about doing this? MEDIA DAY!

Once your home is in tip-top shape and we're ready to list, we will choose a day (usually 2-4 days before we list and go LIVE) to shoot all of our content! I hire professional photographers and videographers to come in and shoot all of our content. Photos usually only take 45 minutes or so. Once photos are done, video is next! Filming takes a bit longer, but shouldn't take longer than 1-2 hours. Usually, we'll be in and out in under 3 hours. These photos will be used for all of our marketing for both print and digital assets.

Digital marketing

Welcome to the 21st century of home selling! Your property is about to become a social media star. We're talking Facebook, Instagram, YouTube – the works. But that's just the beginning. I create stunning virtual tours that let buyers explore your home from their couch (pajamas optional). I use targeted online ads to reach buyers who are looking for exactly what we're offering.

Physical and print Marketing

Get ready to see your home everywhere! We're talking old school meets new school. I create eye-catching flyers and brochures that showcase your home's best features. These aren't your grandma's real estate flyers – they're sleek, professional, and designed to make buyers fall in love at first sight.

I strategically place these materials in high-traffic areas and distribute them to my extensive network of agents and potential buyers. Don't be surprised if your neighbors mention they got a letter in the mail from me as well!

Broker and Public Open Houses

It's showtime! I host two types of open houses to maximize exposure. First, I invite local real estate agents for a broker's open house. This is like a VIP premiere for your home – we want every agent in town talking about your property. A sort of exclusive look! Next, I'll throw open the doors to the public. I'll create a welcoming atmosphere that lets potential buyers imagine themselves living in your space. Don't worry about the details – I'll handle everything from signage to refreshments. Your job? Sit back and let the buyer's come to us.

Facilitate Showings

We will decide together on how to handle showings. We can set parameters as to the hours and days that showings are allowed, and how to notify you in advance. Homes show best when the homeowner is not present, but if this is not possible, we will work together to create the best experience for the buyer that also fits your lifestyle.

I use an electronic lockbox that allows buyers' agents to access your house key. These boxes also notify me any time they are opened, and who opened it, so no agent is accessing your home without my knowledge. If you have pets in the home that need to be tended to during showings, we will work out the best way to handle them. Furthermore, I will do my best to get feedback from each showing and pass that information back to you.

Weekly Reports

No one likes being left in the dark, right? That's why I provide detailed weekly reports to keep you informed about all the action. I'll break down the number of showings, feedback from potential buyers, and any other important news from that week. I'll also update you on the status of my marketing efforts and any market changes that might affect your sale. Think of it as your personal real estate newscast – minus the weather segment. My reports are designed to give you peace of mind and keep you in the loop of what's happening throughout your home-selling journey.

Step 4
Under Contract

CONGRATULATIONS! You received an offer and accepted! You're under contract! Now the fun begins! There are four major deadlines in the Real Estate Purchase Contract that you very likely had also when you purchased your home.

Seller's Disclosure Deadline

Before our listing goes LIVE, I will have you complete Sellers Property Condition Disclosures (SPCDs). These disclosures are for you to disclose all material defects of the property to your new buyers so they're aware of any issues before they purchase. Make sure to be thorough. You may be held accountable for defects you knowingly withheld. All parties need to sign the executed SPCDs before this deadline.
This deadline typically occurs 1 week after going under contract.

Buyer's Due Diligence Deadline

Buyers need an opportunity to thoroughly evaluate their potential purchase. During this time, buyers can conduct inspections, review property documents, and assess the neighborhood. It's their chance to ensure the property meets their expectations and requirements. If they uncover any deal-breakers, buyers can renegotiate the price, or ask for things to be repaired. If we can't agree to terms, buyers can cancel the contract and recover their earnest money. While it can feel intense, remember that a well-maintained home typically sails through this period smoothly.
This deadline typically occurs 2 weeks after going under contract.

Financing and Appraisal Deadline

The Seller Financing and Appraisal Deadline is a crucial checkpoint in the Utah REPC, serving two important purposes. First, if seller financing is involved, this is when all terms must be ironed out and agreed upon. It's the deadline for buyers and sellers to finalize any owner-financing arrangements, ensuring everyone's on the same page financially.

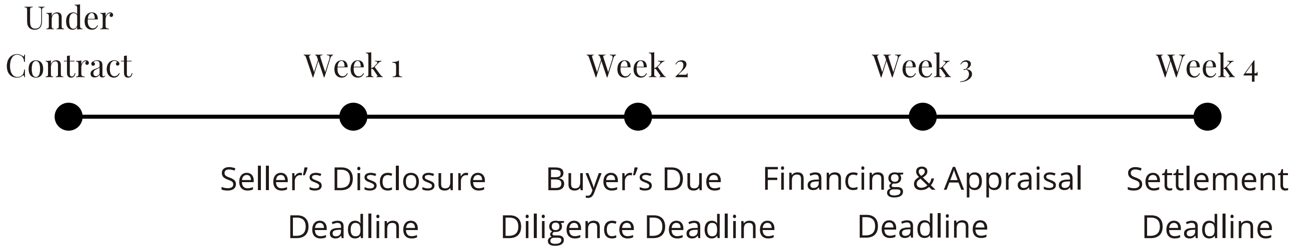
Second, it's the cutoff for the appraisal process. By this date, the buyer needs to have the property appraised and decide if they're comfortable with the valuation. If the appraisal comes in low, it's time for some quick decision-making. Buyers can try to renegotiate, stick with the original terms, or walk away if the seller isn't willing to budge. It's a pivotal moment that can make or break the deal, so both parties need to be prepared and ready to act.
This deadline typically occurs 3 weeks after going under contract.

Settlement Deadline

The Settlement Deadline is the finish line of your real estate transaction. It's the day when all the i's get dotted, t's get crossed, and keys change hands. By this date, all conditions of the contract must be met, funds transferred, and documents signed. Buyers will complete their final walk-through to ensure the property is in the agreed-upon condition. Then, it's time to make it official at the closing table. Deeds are recorded, loans are funded, and congratulations are in order - you've officially sold your home!

This deadline keeps everyone on track and motivated to wrap things up. It's crucial to stay on top of all required tasks leading up to this day to ensure a smooth, on-time closing. After all, nobody wants last-minute surprises when the moving trucks are already packed!
This deadline typically occurs 4 weeks after going under contract.

An Estimated Timeline



Step 5 SOLD!

CONGRATULATIONS! Your home is now sold! After the sale closes, the title company distribute the funds. They'll pay off any mortgages, liens, and closing costs first. The leftover money, called net proceeds, will be wired to your bank account.

How long it takes to see that money can vary. Usually, it's a few hours to a couple of business days, depending on the title company and your bank. If you close later in the day, you might have to wait until the next business day.

Make sure your banking info is correct and that you send in any needed documents quickly to avoid delays.

NOTE:

Before we go under contract, we should have a general idea of what your net proceeds are going to be. The title company may be able to provide an Estimated Net Sheet that can get you a general idea of what your net proceeds will be.