

SELLER'S *Guide*



ALISHA COLLINS
REAL ESTATE TEAM



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TEAM LEAD & VISIONARY

01



Alisha Collins, the dynamic leader of the Casper Power House Team at eXp Realty, is Wyoming's top Realtor, steering the state's #1 mega team with over two decades of unparalleled expertise. With 25 years in Casper and over 45 in Wyoming, she blends deep local insight with innovative strategies to make real estate dreams a reality with smooth, successful sales. Her visionary leadership empowers a stellar team, fostering a culture of excellence and client-first service that transforms real estate journeys.

When not crafting winning deals or creating captivating content, Alisha is riding her beloved horses, cherishing family moments, or mentoring her team to soar. Her boundless dedication to clients and community makes every transaction a masterpiece.

Choose Alisha and her team for an extraordinary real estate experience that's as big as Wyoming's skies.



ALISHA COLLINS REAL ESTATE TEAM

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Let's Connect

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If you are working with another agent, this is not intended to solicit your business.
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WHAT SETS US APART

01



01



FAST TRACK TO SOLD

We excel at fast-tracking home sales. Our understanding of the local markets, combined with efficient pricing and marketing strategies, means homes listed with us don't linger on the market. We're all about getting your home from 'For Sale' to 'Sold' in record time.

02



MAKING YOUR LISTING SHINE

Our marketing approach is second to none. We create standout listings that capture the essence of your home, attracting a wide pool of potential buyers. From eye-catching visuals to compelling descriptions, we ensure your property stands out in the Wyoming real estate market.

03



EXPERT NEGOTIATING

Negotiation is our forte. We're committed to not only selling your home quickly but also securing the best possible price. Our skilled team navigates offers and negotiations with finesse, ensuring a profitable and speedy sale for you.

04



SELLING HOMES WITH A PERSONAL TOUCH

Our deep local market knowledge, paired with a wide-reaching appeal, helps us connect your home with the right buyers. We personalize each listing to highlight the unique features of your home, facilitating a quick sale while ensuring it finds the perfect new owner.

www.makewyominghome.com

GETTING READY TO SELL

02

From Listed to Sold



Note: This is only a high level overview of a sell-side process. For more detailed steps, please refer to your real estate agent.



PRE-LISTING PREPARATION



- 1 Schedule a tour of your home with Alisha or one of her teammates.
- 2 Discuss any potential repairs, upgrades or staging to be completed before listing your home.
- 3 Establish an asking price based on the current market and comparable property listings.
- 4 Prepare your home to be photographed and put on the market.

PRE-LIST TO-DO LIST



02

Kitchen

Family Room

Bedrooms

Bathrooms

Yard

Misc.

PRICING YOUR HOME TO SELL

02

The market value of your home is based on a combination of factors including:

- ✓ The Current Market
- ✓ Comparable Listings
- ✓ Location
- ✓ Neighborhood
- ✓ Age of the Home
- ✓ Condition of the Home
- ✓ Improvements



Pricing strategy plays a key role in the home selling process, and can mean the difference between selling right away or sitting on the market for months.



It's important to understand that the amount you want for your home may not be a realistic price for the market, and the amount of money you have spent on it does not determine the market value.

7 CURB APPEAL TIPS TO MAKE BUYERS FALL IN LOVE

02

FRESH COAT OF PAINT ON THE FRONT DOOR

1

Make a great first impression of your home with a freshly painted front door. Evaluate the condition of your home's exterior paint as well as the front steps, patio and railings. A fresh coat of paint can make all the difference!

ADD FLOWERS TO THE FRONT PORCH

2

Sometimes the simplest things can make the biggest difference. New planters on the front porch filled with beautiful, vibrant flowers will make your home appear more inviting, warm and welcoming.

UPDATE EXTERIOR LIGHT FIXTURES

3

Replace faded, builder grade exterior lighting with new, up to date fixtures. Shiny new fixtures will brighten up your home at night, and look clean and polished during the day. Evaluate the front door handle and lockset as well.

4

PRESSURE WASH THE DRIVEWAY

While a dirty, oil stained driveway gives the impression of a home that may need some work, a pressure washed driveway and walkway presents a clean, well maintained home.

5

KEEP THE LAWN & GARDEN TIDY

An abandoned looking yard makes buyers think the home might be neglected, but a freshly cut lawn and well manicured gardens shows a well cared for home. Be ready for showings by staying on top of lawn mowing.

6

ADD OR REPLACE HOUSE NUMBERS

Clear, crisp numbers that can be seen from the street make your home easier to find as well as giving the overall appearance a little boost. You may also want to evaluate the condition of your mailbox.

7

ADD A WELCOME MAT

Add a brand new welcome mat to greet buyers as they walk through the front door. Even the smallest details like these can make a home feel more inviting.



PHOTOS AND SHOWINGS CHECKLIST

02

THINGS YOU CAN DO AHEAD OF TIME

INSIDE

- ☐ Clear off all flat surfaces - less is more. Put away papers and misc. items.
- ☐ Depersonalize: Take down family photos and put away personal items.
- ☐ Clear off the refrigerator: Remove all magnets, photos and papers.
- ☐ Replace burnt out light bulbs and dust all light fixtures. Make sure light tint matches (example: all daylight bulbs)
- ☐ Deep clean the entire house.
- ☐ Touch up paint on walls, trim and doors.

OUTSIDE

- ☐ Increase curb appeal: Remove all yard clutter and plant colorful flowers.
- ☐ Trim bushes and clean up flower beds. Pressure wash walkways and driveway.
- ☐ Mow, weedeat and remove any items from around the house
- ☐ Add a welcome mat to the front door.

PRO TIP

Don't be tempted to shove things inside closets! Curious buyers look in there too.

ON THE DAY OF PHOTOGRAPHY OR SHOWINGS

KITCHEN

- ☐ Clear off countertops, removing as many items as possible.
- ☐ Put away dishes, place sponges and cleaning items underneath the sink.
- ☐ Hang dish towels neatly and remove rugs, potholders, trivets, etc.

BATHROOMS

- ☐ Remove personal items from counters, showers and tub areas.
- ☐ Move cleaning items, plungers and trash cans out of sight.
- ☐ Close toilet lids, remove rugs and hang towels neatly.

IN GENERAL

- ☐ House should be very clean and looking it's best.
- ☐ Lawn should be freshly mowed and edged.
- ☐ Move pet dishes, toys and kennels out of sight.
- ☐ Make beds, put away clothing, toys and valuables.
- ☐ Turn on all lights and turn off ceiling fans.

PRO TIP

Before a showing, make sure there are not any lingering cooking aromas, pet odors, or other strong smells. This can be a deal breaker to some buyers.

TOP 5 WAYS TO PREP YOUR HOME TO SELL FAST

1 START WITH THE RIGHT PRICE

Homes that are priced strategically from the beginning are much more likely to sell faster than those that are priced too high for the market. Comparing similar homes in your area that have sold and that are currently for sale will help determine a fair market price to list your home.

2 DEPERSONALIZE & MINIMALIZE

To make your home feel more spacious, try to minimize as much of your belongings as possible. No clutter around the house lets buyers see your house and not your things. They need to be able to picture your home as their own, so put away the family photographs. Evaluate what you can potentially live without for the next several months and start packing. It all needs to be packed anyway, so you might as well get a head start!

3 CLEAN, CLEAN & THEN CLEAN SOME MORE

Everyone loves a clean home, so clean yours like you've never cleaned before! Show your home at its best with a spotless kitchen, super clean bathrooms, and shiny floors. You don't have to live like a clean freak forever, but buyers are sure to appreciate your efforts!

4 MAKE HOME MAINTENANCE A PRIORITY

Preparing to sell often requires putting some money and work into your home. When buyers see repairs that need to be done, they start looking for what else could be wrong with the house. This could cost you thousands off your asking price or even risk losing the sale. Being proactive and completing home repairs before listing will help selling go smoother and quicker. You can even have a pre-listing inspection done if you want to avoid the possibility of surprises later on.

5 BE READY & WILLING TO SHOW

Showing your home is an important part of the selling process, and being accommodating to showing requests will increase the likelihood of finding a buyer. Keep your home as "show ready" as possible at all times so that you can quickly tidy up on short notice and leave your home (taking your pets with you) before the potential buyers arrive.

LISTING YOUR HOME



03



MLS LISTING

Your home will be put on the MLS where it can be seen by other real estate agents who are searching for homebuyers. Your listing will also be posted on websites like Zillow and Realtor.com where potential buyers will be able to find your home as well as your open house signs before an open house takes place.



SIGNAGE

A yard sale sign will be placed out in front of your home to attract attention and let others know your home is on the market.



LOCK BOX & SHOWINGS

A lock box will be put on your door once your home is on the market. It's best for sellers not to be present at the time of showings and a lock box allows agents who schedule showings to access your home with interested buyers. If you have pets, please try to take them with you at the time of open house or showings.



OPEN HOUSE

An open house will be strategically scheduled with an arrangement to promote your home. Open houses are a great way to generate interest and get more potential buyers to see your home.



MARKETING PLAN

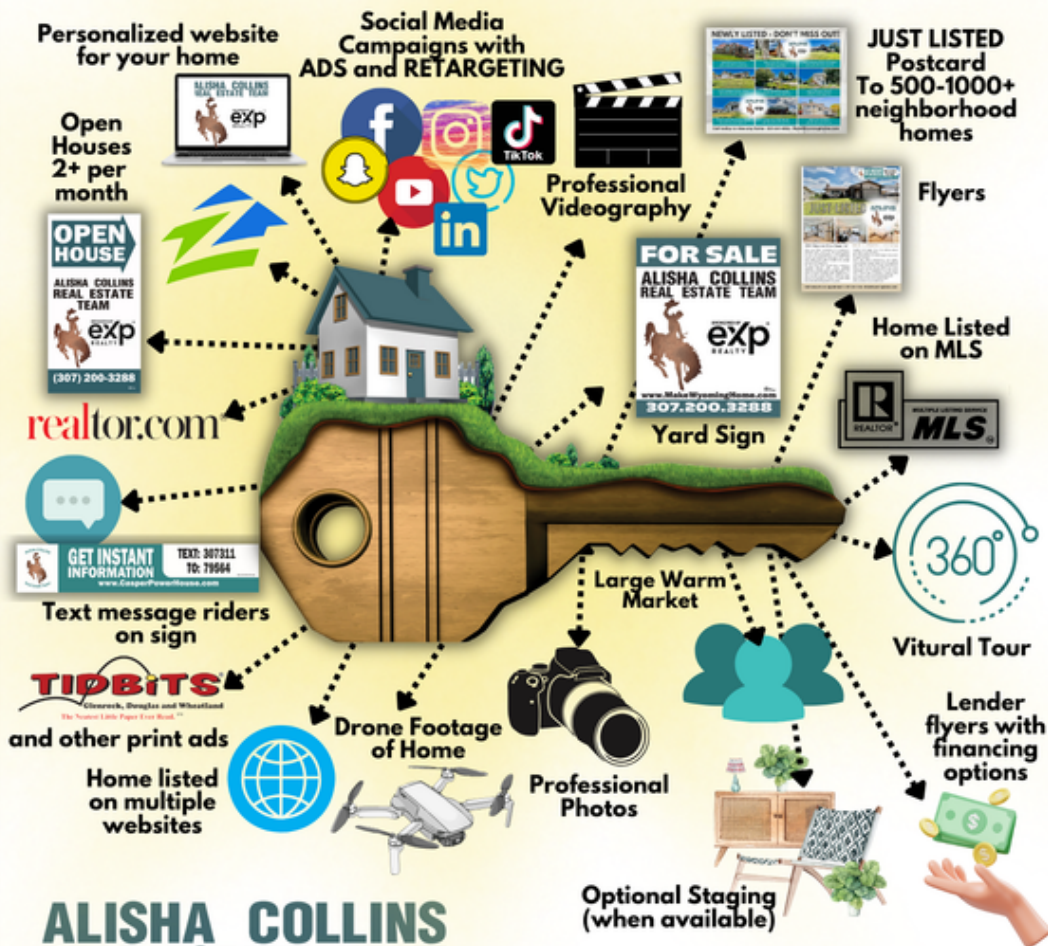
We use a variety of strategies to make sure your home is seen by the most people. See our plan to market your home on the next page.

Key 24-Part Marketing Campaign

That set the

ALISHA COLLINS REAL ESTATE TEAM

ahead of the rest



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FACTORS TO CONSIDER

04

While the highest offer may be tempting, it's not always the best, but there are many factors to consider when reviewing an offer and knowing your options lets you come up with a plan that works best for you.

CASH OFFER

Some sellers accept a lower priced cash offer over a higher priced loan offer because there are typically less issues that come up, like for example a loan falling through. Consider your timeline and finances to evaluate if it is worth accepting a lower offer for a faster closing and often a much simpler process.

CLOSING DATE

Some buyers may be looking to move in as soon as possible, while others may need more time in order to sell their own house. You may be able to select an offer based on a timeframe that works best for you, or you might have to be more flexible in order to close the deal.

CLOSING COSTS

Closing costs fall under the buyer's list of expenses, but buyers may ask the seller to pay for a portion, or all of this expense, as part of the sale negotiation.

CONTINGENCY CLAUSES

A contingency clause is a qualifying factor that has to be met in order for the buyer to move forward with the sale. Contingency clauses often include details of financing, inspections and home sales, and the terms can be negotiated between the parties. The contingency allows the buyer to back out of the contract without penalty if the terms are not met.

BEFORE YOU CLOSE



05

INSPECTION

Property inspections are done to make sure that the home is in the condition for which it appears. If the property inspector finds any issues, the buyer can decide if they want to back out of the contract or renegotiate the terms of the sale.

POSSIBLE REPAIR REQUESTS

After an inspection, buyers may have repairs they would like completed before purchasing your home. Typically there is room for negotiation, but some of these items can be deal breakers. It is necessary for both parties to come to an agreement on what will be repaired and what will not, and if there will be a price deduction in order to accommodate for the repairs.

APPRAISAL

If the buyer is applying for a loan, the bank will request an appraisal to confirm that the home is worth the loan amount. The appraisal takes into account factors such as similar property values, the home's age, location, size, and condition to determine the current value of the property. If the home fails to appraise because it does not meet bank standards, such as issues with its condition, repairs may be required to secure the loan for the purchase.

FINAL WALK THROUGH

Before a buyer signs the closing paperwork, they will come to the home to do a final walk through. This last step is to verify that no damage has been done to the property since the inspection, that any agreed upon repairs have been completed, and that nothing from the purchase agreement has been removed from the home.

CLOSING DAY

06



CLOSING EXPENSES FOR SELLERS CAN INCLUDE:

- Title insurance policy
- Home warranty
- Real estate agent commissions
- > Recording fees
- > Property taxes
- > Remaining balance on mortgage
- > Any unpaid assessments, penalties
- > or claims against your property
- >

ITEMS TO BRING TO CLOSING:

- ✓
- ✓ Government Issued Photo ID
- ✓ House Keys
- ✓ Garage Openers
- ✓ Remote(s)
- Mailbox Keys



Sold!

THANK YOU FOR CONSIDERING THE

Alisha Collins Real Estate Team

Alisha and her team are AMAZING!!!
We were first time home buyers and she was helpful
and wouldn't push us into something we weren't
comfortable in. Very knowledgeable in everything and
flexible in doing viewings. They made this experience
very smooth!! I HIGHLY recommend her and her team!!

Nicole M.

Absolutely phenomenal! Alisha Collins Real Estate Team
was absolutely phenomenal throughout our entire home
buying process! Her extensive knowledge of the local
market, excellent communication skills, and unwavering
dedication to finding us the perfect fit made a potentially
stressful experience feel seamless. We highly recommend
them to anyone looking to buy or sell a home in the area!

Kristin A.

If I could give Alisha Collins more than five stars, I would.
Buying or selling a home is one of the largest financial
and emotional decisions most people will ever make. It
requires strategy, market knowledge, relentless work
ethic, problem-solving, negotiation, communication, and
someone who genuinely cares about achieving the best
possible outcome for their client. Alisha Collins delivered
excellence in every one of those areas.

Ralph M.

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