SELLER EDITION

The Entire Gameplan

From the first photograph to the final offer, follow the decisions behind a Colorado home sale with Dane Rickard.

View seller services





01 / CHOOSING YOUR AGENT

Who stands behind the sign?

I handle the decisions about your property. My affiliation with REMAX Professionals gives me brokerage support and agent connections to draw on when a buyer or a relocation partner needs local help.

Explore A Brand You Can Trust

01 / CHOOSING YOUR AGENT

Experience shows up in the details.

I’ve worked in Colorado real estate since 2004. Before we talk about a launch date, tell me about the last move you made and what you want to handle differently this time.

Explore My Experience In Real Estate



01 / CHOOSING YOUR AGENT

What does a local buyer see?

Growing up in Littleton taught me how different two homes with the same mailing address can feel. Show me the trail entrance, the quieter route home or the spot you choose for morning coffee.

Explore My Local Knowledge





01 / CHOOSING YOUR AGENT

Put my history on the map.

Explore the sales map and look for properties that share your setting or price range. Ask me how the conditions around those sales compare with the competition you face today.

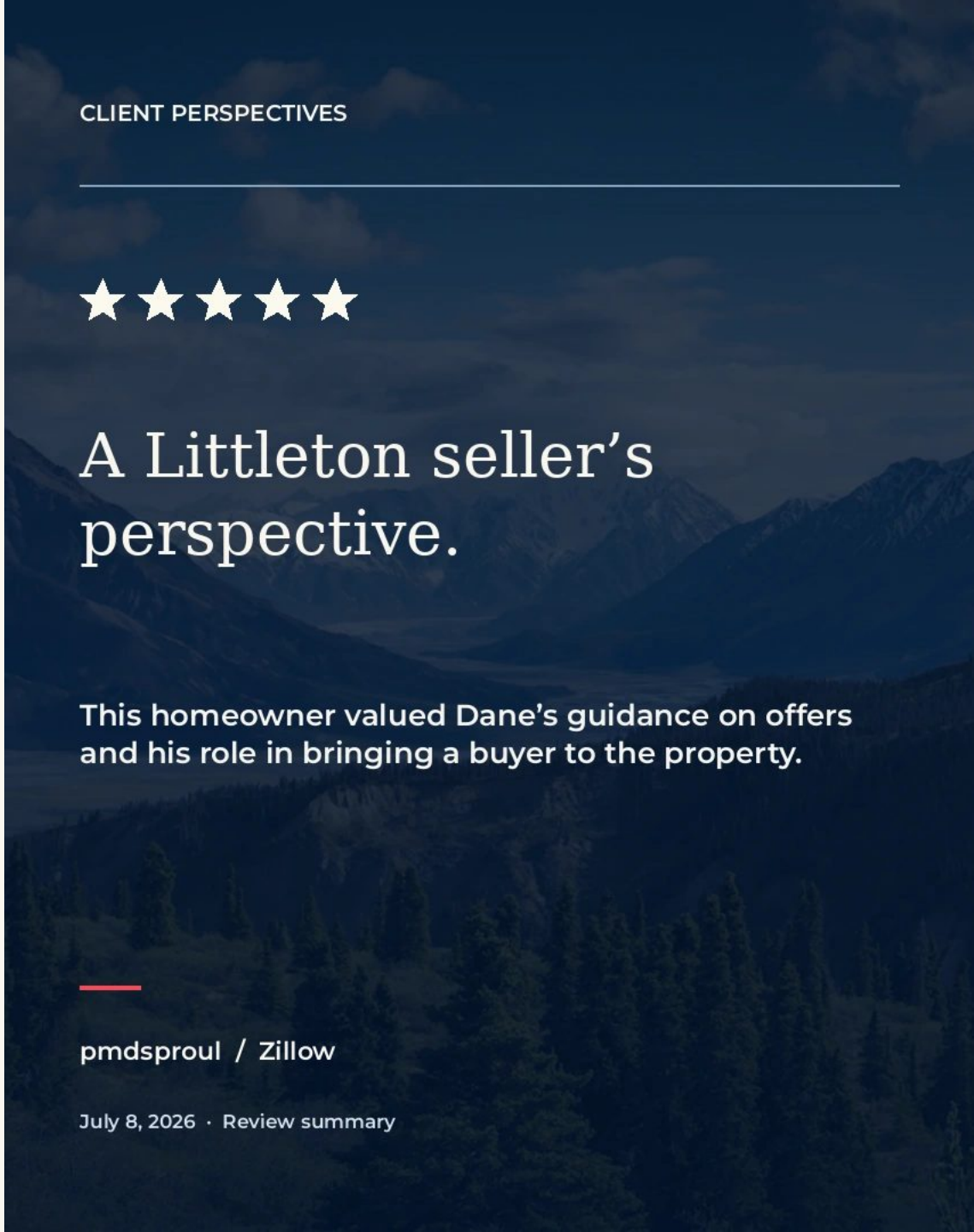
Explore My Sales History

01 / CHOOSING YOUR AGENT

Read the experience behind the stars.

Look for a client whose situation sounds like yours. A review that describes how an agent handled a difficult inspection or kept a remote seller informed tells you something a rating alone cannot.

Explore My Reviews



01 / CHOOSING YOUR AGENT

Agree on the work up front.

My commitments cover preparation, marketing, communication and negotiation. Before we list, let’s agree on how you want updates and which decisions you want to discuss together.

Explore My Promise To You





01 / CHOOSING YOUR AGENT

Put recognition in context.

My career recognition includes the REMAX Hall of Fame and Lifetime Achievement awards. Read the career history alongside the sales record and client feedback as you choose your representation.

Explore Awards & Achievements

01 / CHOOSING YOUR AGENT

Technology with a person accountable.

I use tools to compare information and explore marketing ideas. I check the underlying property facts and discuss with you what those comparisons mean before we make a pricing decision.

Explore Agent Intelligence



01 / CHOOSING YOUR AGENT

One introduction. A familiar voice.

If another agent sends you to me, I handle the relationship personally. We can agree on who receives updates and what your referring agent needs to know as your move progresses.

Explore A Denver Referral Agent You Can Trust





02 / THE MARKETING GAMEPLAN

Read an exceptional home closely.

For a distinctive property, I begin with the architecture, setting and features a buyer would struggle to replace. Those details guide our pricing discussion, photo brief and showing plan.

Explore Denver Luxury Home Selling

02 / THE MARKETING GAMEPLAN

Choose the first photograph deliberately.

A buyer scanning listings should understand what makes yours worth opening. We prepare rooms for light and sight lines, then sequence the photographs so the layout makes sense.

Explore High-end photography



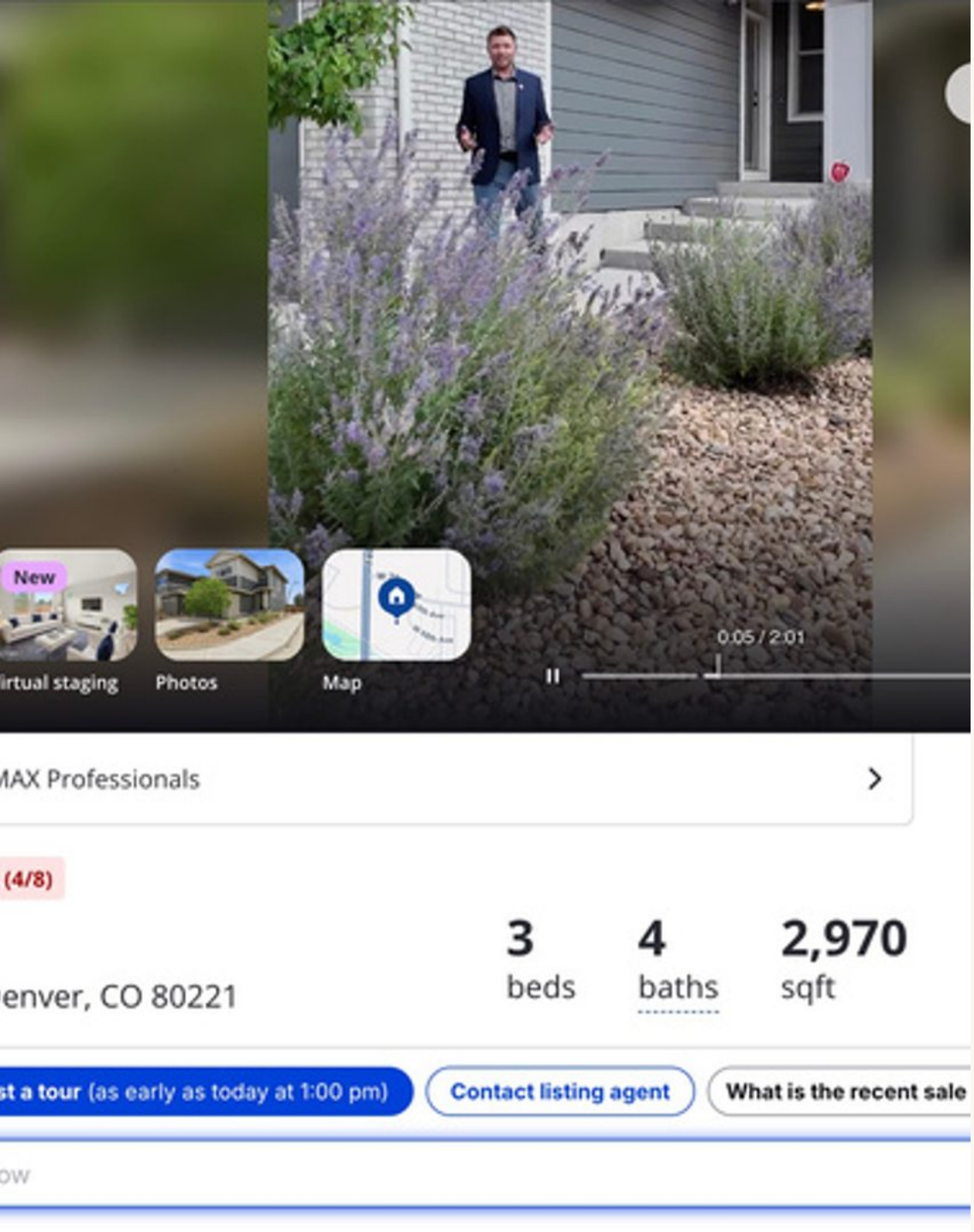
02 / THE MARKETING GAMEPLAN

Show the walk between rooms.

A still photo can show a kitchen. A film can follow the route from the kitchen to the patio. Play the examples to see how a widescreen tour and a phone-first edit tell different parts of a property’s story.

Explore Video





02 / THE MARKETING GAMEPLAN

Let a buyer explore at their own pace.

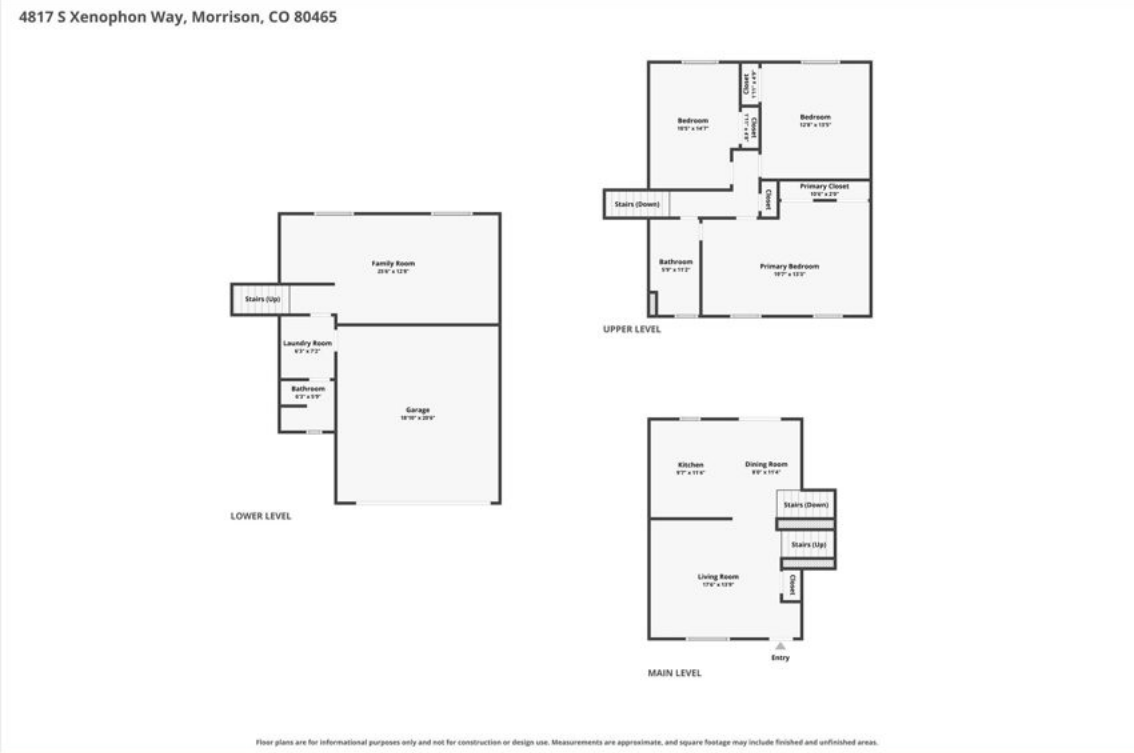
A 3D walkthrough helps a distant buyer revisit an adjoining room, a stairway or the approach to a suite. Open the example and try following the path you would take at an in-person showing.

Explore 3D Walkthrough

02 / THE MARKETING GAMEPLAN

Make the layout legible.

A floor plan answers questions a beautiful image can leave open. Buyers can compare room relationships, think through furniture placement and identify measurements to confirm in person.



Explore 2D Floorplan

02 / THE MARKETING GAMEPLAN

Show where the home sits.

From above, a buyer can see how the driveway, outbuildings and outdoor spaces relate. Where flight is appropriate and permitted, I use aerial media to explain the setting.

Explore Drone/Aerial





02 / THE MARKETING GAMEPLAN

Help an empty room make sense.

Virtual furnishings can show one way to use an awkward or oversized space. Compare the empty and staged photographs side by side and see exactly what was added.

Explore Virtual Staging

02 / THE MARKETING GAMEPLAN

Give buyers another way to see it.

A cutaway, dollhouse view or editorial illustration can draw attention to a feature that gets lost in a photo grid. We identify illustrative treatments and keep accurate property photographs available.



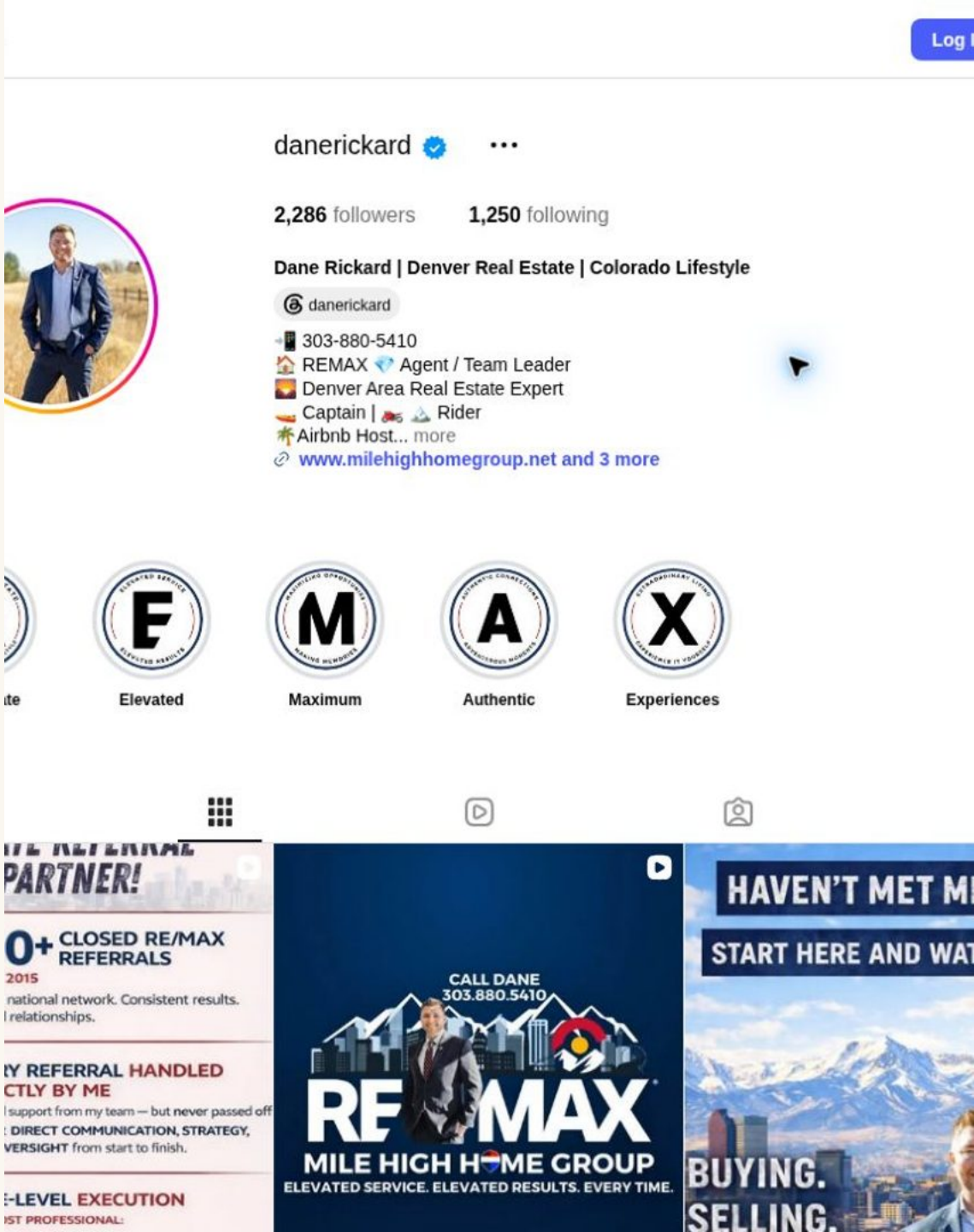
Explore AI Enhancements

02 / THE MARKETING GAMEPLAN

Edit for the way people watch.

The opening seconds of a vertical video need one clear idea. I might lead with a rooftop view or a workshop, then give viewers a direct path to the full listing.

Explore Social Media





02 / THE MARKETING GAMEPLAN

Build the route from ad to showing.

A Facebook or Instagram ad introduces one reason to look closer. The destination should make it easy to inspect the home, ask a question and arrange a visit.

Explore Meta Ads

02 / THE MARKETING GAMEPLAN

Walk through the online listing.

Explore how Showcase brings rich photography and an interactive tour into the buyer's browsing experience. We'll discuss how it fits the marketing mix for your listing.



Explore Zillow Showcase

02 / THE MARKETING GAMEPLAN

Give the listing one front door online.

Wheelhouse brings the property, its media and its community story into a single experience. A buyer who discovers one feature can keep exploring without hunting for the next link.

Explore Explore Wheelhouse





03 / SELLING THE COLORADO LIFESTYLE

Sell the everyday way outside.

A nearby park means more when buyers understand how to reach it. Identify the trailhead, actual access point and the outdoor routine that made you choose this location.

Explore Colorado Outdoors

03 / SELLING THE COLORADO LIFESTYLE

From driveway to water.

For a boating household, launch access and space for equipment may matter as much as the lake view. We distinguish public access from amenities that require membership or permission.

Explore Boating/Watersports



03 / SELLING THE COLORADO LIFESTYLE

Tell the rider’s side of the story.

Trailer clearance, storage and the drive to legal riding areas can shape a rider’s decision. Let’s show the practical details and verify use restrictions before advertising them.

Explore Dirt Biking/Off-Roading





03 / SELLING THE COLORADO LIFESTYLE

Find the trailhead, then trace the route.

A trail across the valley and a trail accessible from the street are two different experiences. Show the route a buyer would actually take, including any road crossings.

Explore Hiking

03 / SELLING THE COLORADO LIFESTYLE

Describe the home beyond the fairway.

Golf buyers may ask about practice facilities, club access and how the course affects privacy. Verify membership separately from homeownership when presenting a golf property.

Explore Golf



03 / SELLING THE COLORADO LIFESTYLE

Where does the ride begin?

A paved commute, a road ride and a technical mountain route serve different riders. I describe the connections near the home and where a rider would need to load the bike.

Explore Cycling





03 / SELLING THE COLORADO LIFESTYLE

Follow the winter routine.

A ski buyer wants to picture an early start, the route to the mountain and where wet gear goes afterward. We describe access and storage without promising a fixed weekend drive time.

Explore Snowsports

03 / SELLING THE COLORADO LIFESTYLE

Show what the land can do.

For acreage, walk the relationship between usable ground, fencing, water and outbuildings. Confirm permitted uses before representing a parcel as suitable for someone’s plans.

Explore Ranch and Farm



03 / SELLING THE COLORADO LIFESTYLE

Look beyond the mountain view.

A buyer also needs to understand the driveway, seasonal access, water and wastewater systems. Gather maintenance and permit records so those conversations can start early.

Explore Mountain Living





03 / SELLING THE COLORADO LIFESTYLE

Walk the neighborhood with the buyer.

Show the actual route to a favorite coffee stop, transit connection or evening out. The nearby street life helps explain what a city address offers day to day.

Explore City Life

03 / SELLING THE COLORADO LIFESTYLE

Map the ordinary Tuesday.

A playground, grocery run or pool matters when it fits a real routine. Pair the amenity with its access, hours or fees where those details are verified.

Explore Suburban Neighborhoods



04 / REACHING BUYERS

Get the listing record right.

The MLS record feeds searches used by agents and buyers. Check the fields that affect discovery, then review photos, remarks and property details together before launch.

Explore MLS Listing





04 / REACHING BUYERS

Meet buyers where they browse.

Once the listing is public, revisit it as a buyer would. Check the lead image, tour and floor-plan experience, and make sure the property details agree with the MLS.

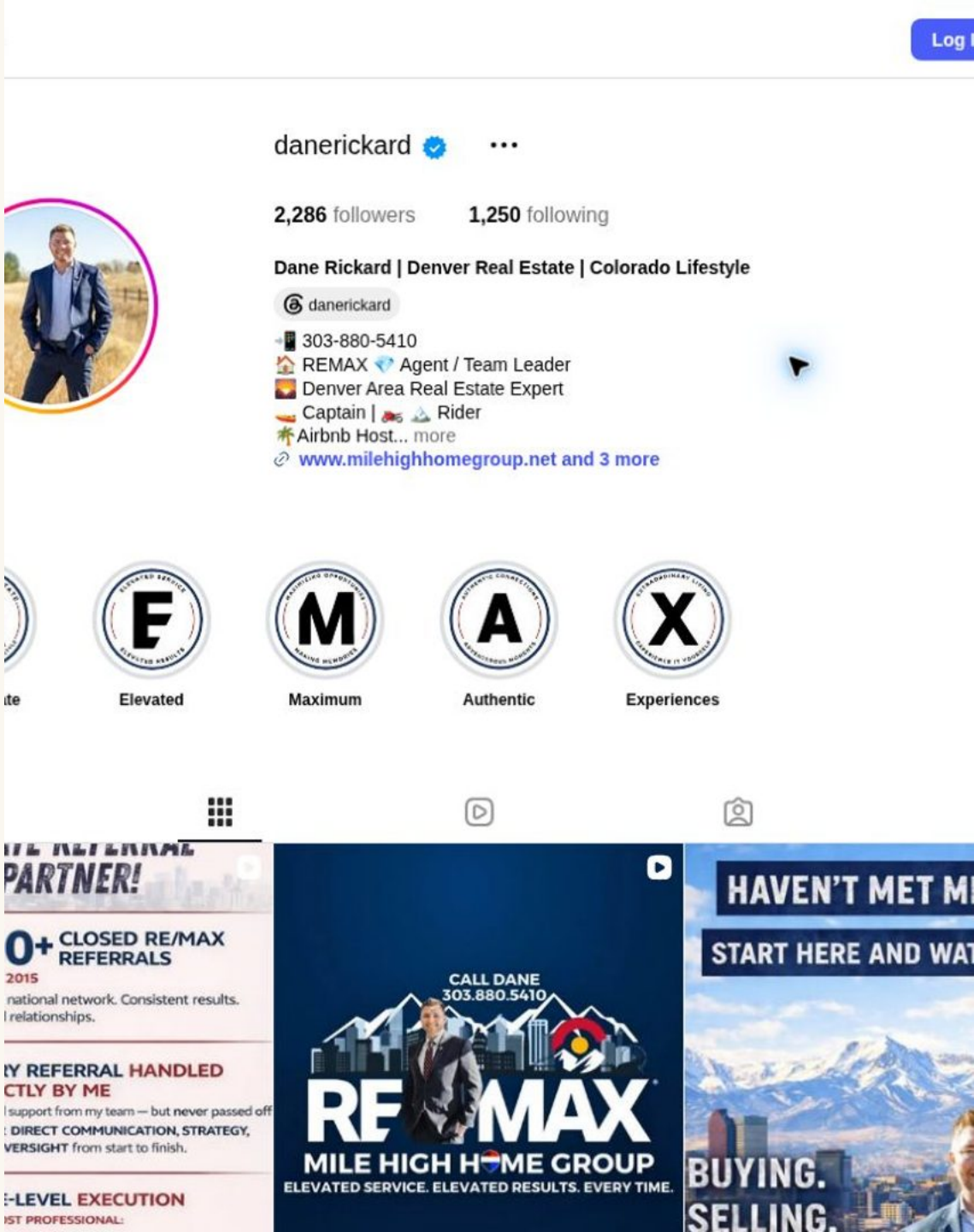
Explore Zillow Showcase

04 / REACHING BUYERS

Give the story a second angle.

A launch post introduces the home. A later post can answer a showing question or highlight a feature the first edit missed. Each should point back to complete listing information.

Explore Social Media Posting



04 / REACHING BUYERS

Follow the listing across platforms.

Open the listing on the sites where buyers encounter it. Check the address, price, status, photo order and available media, then trace discrepancies to the source.

Explore Enhanced 3rd Party Websites



Campaign performance

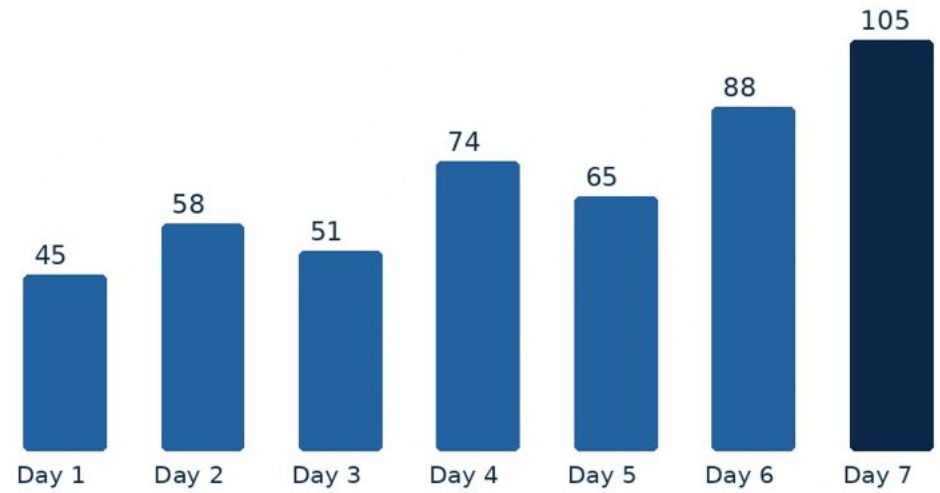


Colorado home tour

Listing video / Facebook + Instagram

Video views[1]	Post engagements
12,480	486
Link clicks	**Amount spent**
212	$180

Post engagements by day



[1] Three-second video views.

ILLUSTRATIVE DATA / 7-DAY EXAMPLE

04 / REACHING BUYERS

Read the response to paid media.

Clicks show interest in an ad. Compare them with visits, inquiries and showing requests before deciding whether to change the creative or the information buyers see next.

Explore Meta Ads/Pixel

04 / REACHING BUYERS

Reach the agent behind the search.

MLS reverse prospecting can identify agents whose saved searches match a listing. I can send the agent a relevant detail and invite questions about the property.

Explore Reverse Prospecting



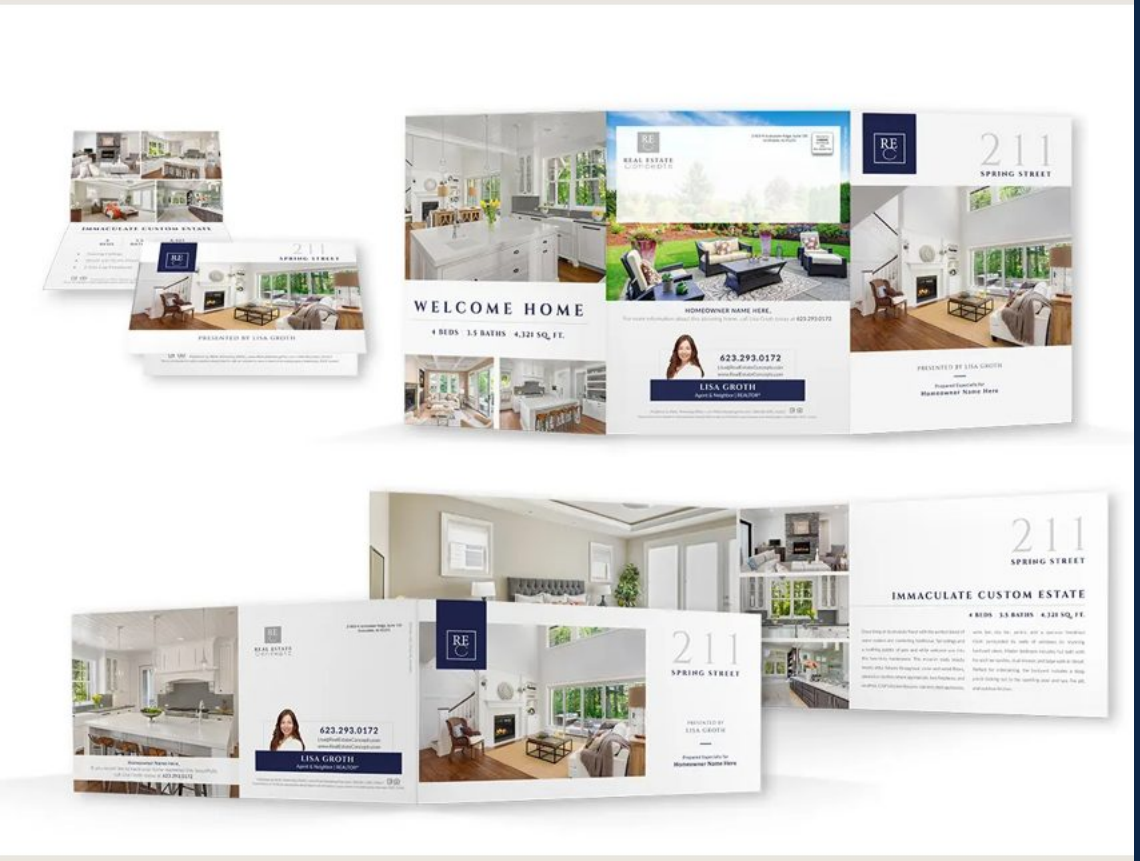
04 / REACHING BUYERS

Make outreach specific.

A broker who understands why a home fits a particular move can explain it to a client. I share usable property information through professional and relocation relationships.

Explore REAL/REMAX Network





04 / REACHING BUYERS

Design something worth keeping.

A printed piece has room for a strong photograph, a useful detail and an easy next step. See the brochure example and how neighborhood mailers complement digital media.

Explore Print Marketing

04 / REACHING BUYERS

Keep the conversation going.

Ignite supports email and video outreach with brokerage resources. Follow-up can share a new film, answer a recurring question or notify interested contacts of a listing change.

Explore Ignite



05 / PREPARING TO LIST

Prepare in the right order.

Walk room by room before photo day. Start with cleaning and clearing sight lines, then decide which repairs and finishing touches deserve time or money.

Explore Pre-Listing Checksheet





05 / PREPARING TO LIST

What might you take home?

Enter a possible sale price, loan payoff, negotiated costs and credits. Using the worksheet before listing gives us a baseline to revisit when an actual offer arrives.

Explore Seller's Estimated Net Proceeds Worksheet

05 / PREPARING TO LIST

Compare what the fee buys.

Ask what preparation, photography, distribution and negotiation support each proposal includes. Use the same sale assumptions across proposals so the comparison is meaningful.



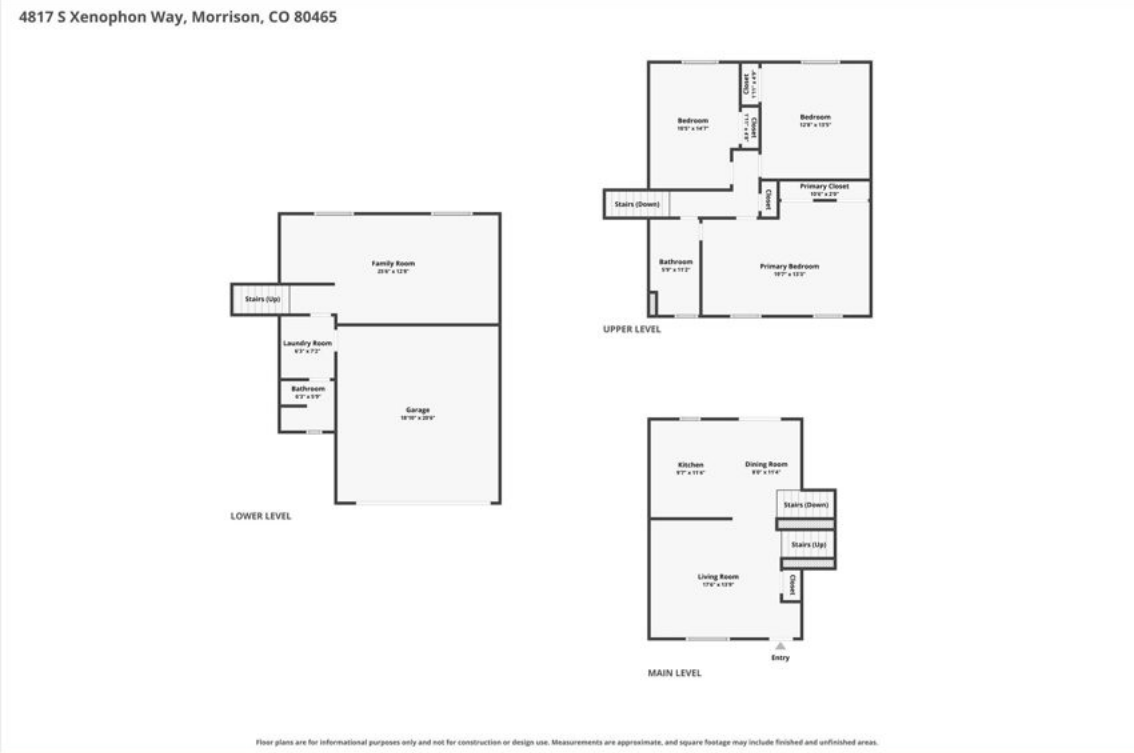
Explore Understanding the Value and ROI of a Great Agent

05 / PREPARING TO LIST

Build the property record together.

Gather room details, improvements, inclusions and supporting records before launch. Flag an uncertain measurement or feature for verification before it reaches buyers.

Explore Listing Input Data





06 / COMMUNICATION

Choose how you want updates.

Tell me whether you prefer a phone call, email or text and who else should be included. We'll agree on when to review feedback and what needs an immediate conversation.

Explore Communication

06 / COMMUNICATION

Know who does what.

My assistant, collaborating agents and brokerage staff support the work behind the listing. I remain your point of contact for pricing, negotiations and decisions about your sale.

Explore My Team



06 / COMMUNICATION

Put the next check-in on the calendar.

Weekly updates give us a place to review showing feedback, new competition and anything that needs attention. You should leave each conversation knowing your next decision.

Explore What To Expect





07 / UNDERSTANDING BUYERS

See the home through a buyer’s eyes.

A buyer may love the kitchen and still hesitate over a monthly payment or a looming repair. Listen for the concern behind the feedback before choosing a response.

Explore Understanding Buyer Psychology

07 / UNDERSTANDING BUYERS

Keep the other side talking.

The buyer’s agent can clarify a client’s timing, financing or unanswered questions. I use that communication to evaluate the offer and advocate for your priorities.

Explore The Buyer Agent’s Role



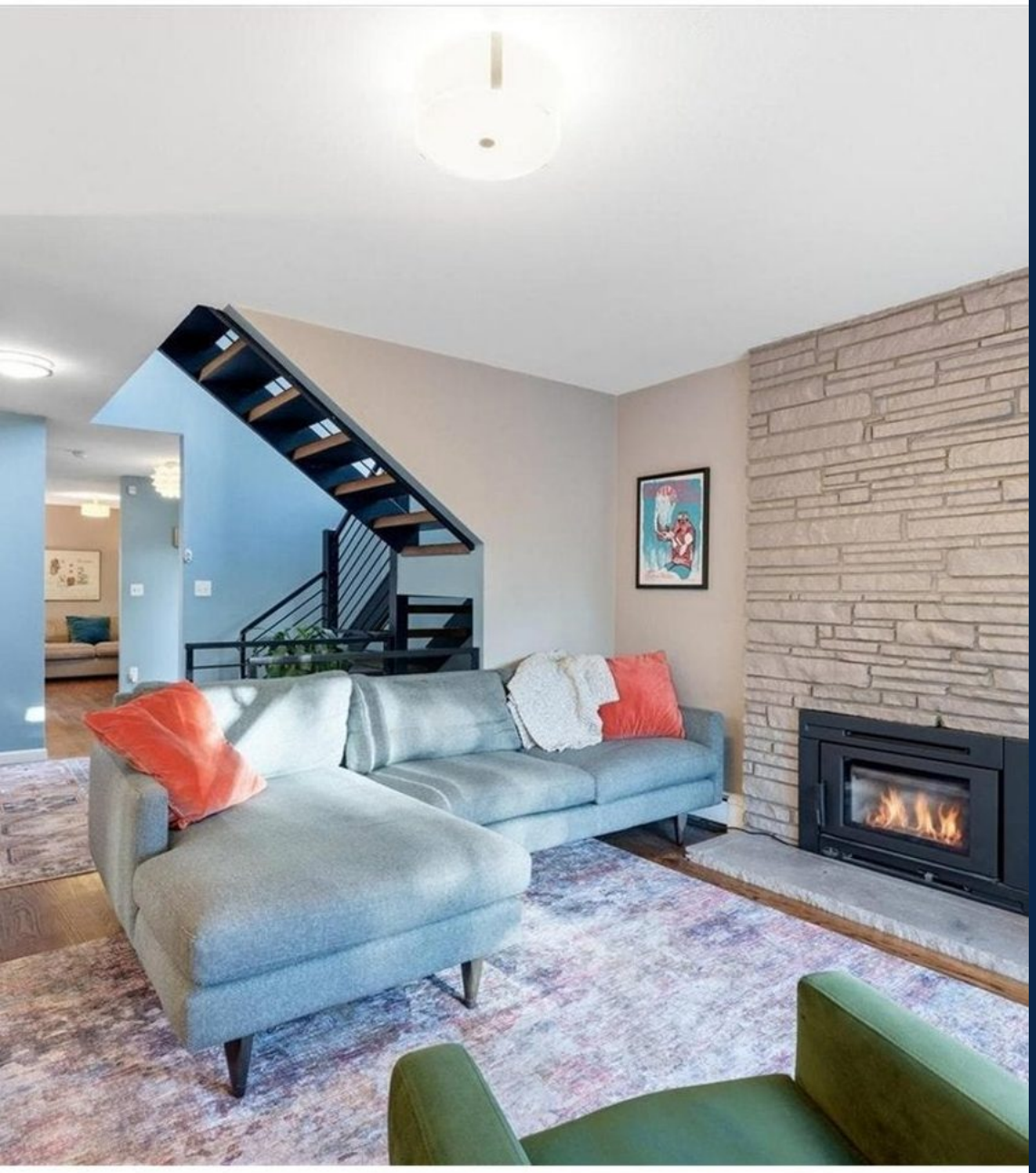
08 / NEGOTIATION & CLOSING

Compare the whole offer.

Lay out price, concessions, financing, closing date and possession side by side. A difference in timing or risk can matter as much to you as a difference in proceeds.



Explore Picking The Right Offer



08 / NEGOTIATION & CLOSING

Know what you can trade.

Before responding, identify what you need and where you have flexibility. A change in possession or a tightly defined repair credit may resolve an issue price alone cannot.

Explore Negotiate Like A Pro

08 / NEGOTIATION & CLOSING

Give every deadline an owner.

After acceptance, follow the signed contract through inspections, title, financing and closing. Keep the documents and decision dates together so each request reaches you in time.

Explore The Contract To Closing Process



08 / NEGOTIATION & CLOSING

Plan for a change of course.

Inspection findings, an appraisal question or a delay can alter the plan. I'll walk you through the choices, the time available and the practical effect of each response.

Explore Setting Expectations





09 / PRICING & PROCEEDS

Price against the buyer’s alternatives.

Start with closed sales, then look at active competition and pending activity. Move the pricing slider to see how a launch price changes the homes a buyer may compare with yours.

Explore Explore Your Market Analysis

09 / PRICING & PROCEEDS

Return to the numbers each week.

The seller portal is the entry point for property-specific market updates. Use the access details provided for your listing to review changes with me as competition shifts.

Explore Seller CMAI Portal



09 / PRICING & PROCEEDS

Test a pricing assumption.

Try the sample comparable map and lifestyle scoring controls. Change one input at a time to see how the comparison responds and which assumption deserves a closer look.

Explore Not Your Grandpa's Market Analysis





09 / PRICING & PROCEEDS

Bring pricing back to your bottom line.

Return to the net worksheet with the price, credits and timing of an actual offer. Compare that estimate with your original goal and confirm the final figures with title.

Explore Seller's Estimated Net Proceeds Worksheet