



**YINAN WANG | MFA**  
Broker Associate/Partner

I know that a house is more than just a place to live; it carries many of your life stories and precious memories. Deciding to sell it also means you are about to embark on a new chapter in your life—exciting, yet naturally tinged with some reluctance and unease.

As your real estate agent, I hope to guide you through the entire process, making the complex journey clear and manageable. Before you make your decision, I am happy to walk you through the entire selling process and help you understand each stage.

I will assist you in preparing your home, explain market trends and pricing strategies, carefully handle all details related to your property.

**My goal is to create value at every stage, and to return that value to you, serving clients with the utmost professionalism and dedication at every step.**

我知道，房子不仅是您的居所，它承载着您许多生活的故事和珍贵的回忆。当您决定出售它，也意味着您即将踏上人生的新篇章——既兴奋，又难免有些不舍和不安。

我作为您的房产经纪人，会陪您走过整个交易，让复杂的事情变得清晰、可控。在您做出决定之前，我愿意与您沟通整个卖房流程，帮您理清每一个阶段。

从房屋准备，到讲解市场动态和定价策略，以及处理所有与房屋相关的细节、文件及法律程序。

我的目标是，在任何一个环节创造价值，将价值返还给您，每一步用最专业、最勤恳的工作态度服务客户。

—— 您的房产顾问 王轶楠





My name is Yinan Wang. I grew up in Tianjin, a warm and family-oriented city full of life and human connection. From a young age, I studied fine arts and received over a decade of professional art training, developing a sharp eye for color, proportion, and aesthetics.

I came to the United States at the age of 24 and settled in Miami. I earned my Master's degree in Visual Communication Design from Texas A&M University—Commerce. Since then, I have worked in various organizations and companies across several states, focusing on graphic and web design. With over twenty years of experience in graphic design, I have received numerous awards and earned recognition within the industry.

In my spare time, I combined my years of design practice with theory and published my book "Design Principles of Chinese and English Logotype Matching" through Beijing Posts & Telecom Press, one of the top five publishers in China. This book established me as the first researcher to create a systematic approach to matching Chinese and Western typefaces.

Starting from design as a tool to serve the market, I gradually became interested in the broader aspects of project management and business operations. In 2020, I began teaching myself home renovation and formed my own remodeling team, serving as project manager for two years of renovation work. In 2022, as interest rates rose and renovation risks increased, I decided to obtain my real estate license to better control costs and expand my business. This led me to dive deeper into the world of real estate investment and operations. In 2025, I officially joined The Group, Inc. Real Estate, marking the start of my full-time career as a professional REALTOR®.

Over the years, I have been actively involved in community service, caring for and helping others. Becoming a local real estate agent has brought me great trust and support from many people. In return, I use my resources to give back to the community and provide meaningful value to those around me.

I possess comprehensive real estate knowledge and stay professionally engaged with continuous learning, keeping up with the latest market data every day. I am diligent, honest, and trustworthy — and I bring those qualities into every detail of my work with clients.

我叫王轶楠，成长自一个讲情义、重家庭、有烟火气的城市天津。我从小学习绘画，接受了十几年的专业绘画训练，练就了对色彩敏感、对比例挑剔、对美有洞察的眼睛。

我24岁来到美国，落脚迈阿密。在德州农工大学康姆斯分校取得视觉传达设计的硕士学位，之后在多州的不同机构和公司从事平面与网站设计工作。二十多年在平面设计经验的积累，让我在平面设计领域获得过很多奖项，获得行业肯定。

业余时间，我将自己多年的设计实践与理论结合，在中国五大杰出出版社之一的人民邮电出版社出版了个人著作《中西文字体LOGO设计法则》，成为首位建立中西文字体匹配体系的研究者。

以熟练运用设计服务市场为起点，我开始渴望探索设计之外的更多经营环节。2020年，我自学室内装修，并以“项目经理”的身份组建了自己的装修团队，投入到为期两年的房屋翻修中。2022年，随着利率升高，为了更好地控制成本和拓展业务，我考取了本州房地产经纪人执照，进一步深入房地产领域的运作与投资。2025年我正式加入The Group 地产公司，开始了我全职房地产经纪人的生涯。

多年来，我热心服务社区、关怀朋友、帮助他人。成为本地房地产经纪人后，我收获了大家的信任与支持，也借此机会用自己的资源回馈社区，为大众提供更多实际的帮助与价值。

我具备全面的房产知识，并始终保持专业学习，时时追踪最新的市场动态，为客户提供最及时、准确的专业建议。我工作勤奋，诚实守信，我会在与您合作的每一个细节中践行这一品质。

## Professional Qualifications

- Broker Associate/Partner - The Group Real Estate  
房地产经纪人/合伙人 - The Group 房地产公司
- Member of National Association of Realtors  
美国房产经纪人协会会员
- Member of Colorado Association of Realtors  
科罗拉多州房产经纪人协会会员
- Member of Loveland-Berthoud Board of Realtors  
洛夫兰-伯苏德房产经纪人协会会员



- **Integrity & Honesty**

Being transparent with clients about properties, pricing, and processes.

- **Professionalism & Accountability**

Being punctual, organized, and reliable.

- **Knowledge & Expertise**

Understanding the local market, pricing trends, and property types; Advising clients with informed recommendations based on data and experience.

- **Communication**

Listening actively and addressing concerns promptly.

- **Problem-Solving**

Navigating challenges such as negotiations, financing, or inspections with solutions-focused thinking.

- **Trustworthiness**

Protecting client information and respecting their privacy.

- **诚信与正直**

对客户在房产、价格及流程上保持透明。

- **专业与责任感**

守时、条理清晰、可靠。

- **知识与专业能力**

了解本地市场、价格趋势和房产类型。根据数据和经验，为客户提供有价值的建议。

- **沟通能力**

积极倾听，快速解决客户疑虑。

- **解决问题能力**

在谈判、融资或验房等环节提供解决方案。

- **尊重隐私**

保护客户信息。



# 服务团队 Your Team



**Yinan Wang**  
Broker Associate  
房产经纪人



**Kristi Wallace**  
Managing Broker  
管理经纪人



**Mike Malvey**  
Broker Associate  
房产经纪人



**Aaron Pearson**  
Managing Broker  
管理经纪人



**Todd Fields**  
Managing Broker  
管理经纪人



**Cathy Barnard**  
Listing Coordinator  
房产上市助理



**Patrick Caldwell**  
Senior Graphic Designer  
高级平面设计师



**The Source Property Management**  
Group出租管理



**Collective Insurance Group**  
Group保险



**Guaranteed Title Group**  
Group产权



**Group Mortgage, LLC**  
Group贷款

# AFFILIATED BUSINESS PARTNERS 合作伙伴



**Group Mortgage, LLC** is a full-service mortgage banker founded on the principle of lending with excellence, integrity, and distinction. With in-house processing, underwriting, and funding, Group Mortgage, LLC is committed to an on-time closing and a streamlined, satisfying home-financing experience.

The Group 旗下的贷款公司是一家全方位服务的抵押贷款银行，秉承卓越、诚信与专业的放贷原则而成立。凭借内部化的贷款处理、审核和资金发放流程，致力于提供准时交割与高效、令人满意的购房融资体验。



**The Guaranteed Title Group** provides title insurance and closing services, ensuring that clear title is delivered on your home. They work closely with my team and escrow staff to assure that documents and figures are correct and delivered on time, well before your closing. This prevents surprises and makes the closing of your transaction the happy experience it should be.

Title Group 旗下的产权公司提供产权保险和过户服务，确保您房屋的产权清晰无误地交付。他们与房产经纪人及托管人员密切合作，确保所有文件和数字准确无误并能按时提交——在您的过户日期之前就已准备妥当。可以避免意外情况的发生，让您的交易过户过程成为一次愉快、顺利的体验。



**The Source Property Management** is responsible for helping manage more than 400 properties. The Source PM employs a highly motivated and experienced team of people committed to providing a superior level of property management services and convenience to property owners and tenants across Northern Colorado.

Title Group 旗下的物业管理公司负责管理超过 400 处房产。团队成员积极、经验丰富，致力于为科罗拉多北部的房东与租户提供卓越的物业管理服务与便利性。



**Collective Insurance Group** is your all-in-one insurance solution, providing comprehensive coverage tailored to your specific needs. Our extensive network of trusted carriers allows us to do the heavy lifting for you, ensuring you receive the most competitive rates and optimal coverage options available.

Title Group 旗下的保险公司为您提供“全方位保险解决方案”。公司能够根据您的具体需求提供全面保障。我们的合作保险公司网络，能为您做最繁琐的筛选，确保为您找到最具竞争力的价格与最佳保障方案。



Founded in 2021, **InMotion Delivery** is a specialized local delivery company that is dedicated to providing top-notch service to the real estate industry. With a focus on delivering real estate signs and additional collateral, InMotion ensures that your listing stands out and supports your brand as a real estate agent. Our talented, in-house marketing and technology team can help maximize our marketing efforts. In addition to big picture strategy, they focus on modern services such as video production, graphic design, social media, and more.

The Group 印刷材料配送公司，成立于 2021 年，专注于为房地产行业提供高品质配送服务。他们主要负责运送房产标牌及相关宣传物料，确保您的房源有精美的印刷品，并强化您的品牌形象。除了整体战略规划外，他们还专注于现代化的营销服务，例如视频制作、平面设计、社交媒体运营等。



Since 1994, **Ninja Selling** has helped over 80,000 associates, managers, and leaders from over 350 organizations achieve their goals through a predictable, user-friendly system. Larry Kendall, the founder and author of Ninja Selling, studied highly effective associates and leaders for decades. Larry uncovered common success habits that can be easily reproduced regardless of your personality or market. The purpose of Ninja Selling is to serve others by taking them from the life they have to the life they dream about.

The Group 是 Ninja Selling 的发源地，自 1994 年以来，Ninja Selling 已帮助来自世界 350 多家机构、超过 80,000 名经纪人、经理人与领导者实现目标。创始人 Larry Kendall（也是《Ninja Selling》作者）研究高效能的经纪人与领导者数十年，总结出一套无论个人风格或市场环境如何都可以复制的成功习惯。Ninja Selling 的核心使命是：帮助他人从现在的生活，走向他们梦想的生活。

# Marketing Plan 市场计划

**1. Extensive Market Study/市场研究:** I leverage industry-leading software and market data to clearly show your home's true value - helping you set the best list price to maximize sales price, minimize days on market, and increase your odds of selling. 用行业领先的软件和最新市场数据，呈现房屋的真实价值，制定最佳挂牌价，以最优化的销售价格、缩短上市时间，并提高成交概率。

**2. Pre-Title Commitment (Ownership and Encumbrances)/预先产权承诺书（所有权与产权负担）:** I will order a title commitment in advance to ensure a smooth transaction and make sure we do not have to worry about any title issues. 提早申请产权承诺书，以确保交易顺利进行。

**3. Pre-Inspection/预检:** A pre-inspection keeps the selling process in your hands. 提前验房。

**4. Measuring/精确测量:** Ensuring the absolute accuracy of your square footage and providing a detailed, marketable floor plan. 确保房屋面积准确，并提供具有营销价值的平面图。

**5. Professional Home Staging/专业房屋布置:** Staging furniture is an art; a professional stager will create the space that welcomes and sells potential buyers, and enhances your online presence. 专业家居布置将打造吸引买家的空间，提升线上展示效果。

**6. Professional Photography and Videography/专业摄影与摄像:** The vast online and print marketing campaign created at The Group, Inc. puts your home center stage; professional photography creates the perfect platform for a path to showing. Shareable, these virtual home tours maximize online exposure of your home. 提供网络与印刷营销活动；打造最专业的房屋摄影作品，为线上展示提供完美传播渠道；可以提供高水准摄像作品；提供虚拟看房视频选项。

**7. Full Color Brochure/全彩宣传册:** Even in this digital age, a tangible illustration and home information brochure sets your home apart from others. Our professionally designed brochures ensure visibility and repeated exposure. 专业设计的宣传册可确保高可见度与增加曝光度。

## **8. IRES Multiple Listing Service/IRES多重挂牌服务:**

We will enter your home's information into the MLS, giving your home exposure to 6,000 Realtors in Larimer, Boulder, Weld and Denver counties. 房屋信息录入MLS系统，向Larimer、Boulder、Weld和大Denver地区的6000名房地产经纪人展示房产。

**9. The Group Tour/公司内部看房:** Each week at our sales meeting, new properties get pitched to 200 of the region's best real estate agents at The Group. Agents tour these properties the following day so your home will be top of mind. The Group sells approximately 50% of all homes in Northern Colorado each year. 新上市房源将会向公司内部约200名房产经纪人扩散与推介。次日，这些房产经纪人将实地参观，让房源保持高度关注。

**10. Silent Market/内部市场:** One of our most successful secrets, your home will be presented in our exclusive The Group broker silent market, gaining marketability to ready buyers for your property. 房屋将呈现在我们独家的The Group 经纪人内部市场中，吸引已准备好的买家。





#### 11. Internet and Social Media Marketing/互联网与社交媒体营销:

These platforms allow marketing to reach the masses in light speed, but also allow for targeted marketing to reach a very specific buyer. 互联网与社交媒体平台能快速覆盖大众，进行精准投放。

**12. Lock Box/电子锁箱:** I'll install an electronic lockbox on your home, allowing us to securely track all showings. This ensures you always know exactly who has accessed your home, providing a peace of mind. 安装电子或密码锁，安全跟踪看房情况，随时了解谁进入过您的房屋。

**13. Home Warranty/房屋保修:** Offering buyers reassurance in their first year of ownership often increases sales prices and lessens time on the market compared to non-warranted competition. 向买家提供首年房屋保修。

**14. Relocation/搬迁协助:** Our Relocation Department works with a large number of corporate clients, relocation management companies, and individuals moving for work. These partnerships effectively expand the network of potential buyers - and this

resource will be available to help you if you're relocating. The Group搬迁部门与大量企业客户、搬迁管理公司及因工作需要搬家的个人合作，这些合作关系有效扩大了潜在买家的网络，也可在需要搬家时为提供价廉物美的帮助。

**15. Weekly Contact/每周联络:** I'll provide you with weekly updates on the day that works best for you-covering weekend traffic, showing feedback, online activity, and the number of realtors I've engaged with regarding your home. 每周提供更新，包括周末看房流量、反馈、线上活动以及与多少经纪人联系过等信息。



# 10 Next Step 十个步骤



## 1. Review & Sign Listing Agreement/审阅并签署挂牌协议

We'll finalize the paperwork, confirming terms, listing price strategy, and marketing plan. 将完成相关文件，确认条款、定价策略和营销计划。

## 2. Home Preparation & Staging/房屋准备与布置

You'll follow your personalized checklist to repair, declutter, and stage your home. 您将根据个性化清单进行修缮、清理和布置您的房屋。

## 3. Key & Access Preparation/钥匙与出入准备

You'll make copies of keys, garage openers, and gate codes. I'll provide an electronic lockbox so we can securely manage showings and track access. 请准备房屋钥匙、车库遥控器和门禁密码的备用。我会提供电子锁箱，以便我们安全管理看房并追踪出入情况。

## 4. Professional Photography & Media/专业摄影与媒体

I'll schedule professional photos, videos, and virtual tours once your home is ready. 在您的房屋准备就绪后，我会安排专业摄影、视频和虚拟摄影。

## 5. Marketing Launch/营销启动

I'll list your home on MLS, real estate websites, social media, and email campaigns. 将您的房屋发布在MLS、各大房地产网站、社交媒体及电子邮件推广中。

## 6. Showings & Open Houses/看房与开放参观

We'll coordinate convenient showing times. I'll provide feedback from every visit and keep you updated on buyer interest. 将协调合适的看房时间。会提供每次看房的反馈，并随时向您更新买家的兴趣情况。

## 7. Monitor Market & Adjust Strategy/监控市场并调整策略

I'll track traffic, showings, and inquiries. Adjust pricing or marketing as needed to maintain strong interest. 跟踪访问量、看房情况和咨询数量。根据需要调整价格或营销，以保持强劲的市场兴趣。

## 8. Review Offers & Negotiate/审阅报价并谈判

I'll present offers clearly, advise on strategy, and negotiate terms to maximize your sale. 清晰呈现买方的报价，提供策略建议，并代表您进行谈判，以实现最佳出售结果。

## 9. Contract to Close/从签约到交割

I'll guide you through inspections, appraisals, and all paperwork for a smooth closing. 将引导您完成验房、估价以及所有文件手续，确保顺利交割。

## 10. Moving & Transition Guidance/搬迁与过渡指导

We'll coordinate move-out and any last-minute details so you can start your next chapter confidently. 会协助协调搬出及最后的细节，让您能够自信地开启新篇章。

# Home 准备清单 Preparation Checklist



## **First Impressions Matter/第一印象**

Curb appeal is crucial. Please keep your lawn neat, fertilize if needed, and remove ice or snow from walkways in winter. A clean, welcoming exterior sets the tone for buyers. 保持草坪整洁，必要时施肥；冬季清理人行道上的冰雪。干净、温馨的外观能为买家奠定良好的第一印象。

## **Welcoming Entry/欢迎的入口**

Your front door is the first thing buyers see—make it clean, repaint if needed, and consider a seasonal decoration like a wreath. 前门是买家首先看到的部分——保持干净，必要时重新粉刷，并考虑悬挂季节性的装饰（如花环）。

## **Repair Minor Wear and Tear/修复小的磨损**

Small imperfections can turn buyers off. Touch up faded or scratched walls, polish woodwork, and fix minor issues to increase perceived value. 小瑕疵可能让买家反感。修补褪色或有划痕的墙面，打磨木制品，并修好小问题，从而提升房屋的感知价值。

## **Maximize Light/最大化采光**

Clean windows and open draperies to showcase natural light. Bright, cheerful homes feel more inviting. 清洁窗户并拉开窗帘，让自然光线尽情进入。明亮、温馨的房屋会让人感觉更具吸引力。

## **Declutter/清理杂物**

Remove seldom-used items, newspapers, toys, and anything that crowds spaces. Clean stairways and open areas to let buyers appreciate your

home's size. 移除不常用的物品、报纸、玩具以及任何让空间显得拥挤的东西。保持楼梯和开放区域的整洁，让买家充分感受到房屋的空间感。

## **Spotless Kitchen/一尘不染的厨房**

Buyers notice cleanliness in kitchens. Clean ovens, stoves, and dishwasher interiors, declutter countertops, and organize cabinets. 买家非常在意厨房的清洁度。清理烤箱、炉灶和洗碗机内部，整理台面，收纳好橱柜。

## **Sparkling Bathrooms/闪亮的浴室**

Clean tile, grout, fixtures, and mirrors. Remove soap scum and polish surfaces. Open windows to freshen the air. 清洁瓷砖、灌浆、洁具和镜子。去除肥皂污垢并擦亮表面。打开窗户保持空气清新。

## **Organize Closets/整理衣橱**

Neatly arranged closets appear larger and more functional when unnecessary items are stored elsewhere. 整齐有序的衣橱看起来更宽敞、更实用，当不必要的物品被收纳到别处时效果更佳。

## **Tidy Utility Spaces/整理杂物空间**

Attics, basements, and garages should be clean and organized. Fresh paint can brighten dull walls. 阁楼、地下室和车库应保持干净有序。新刷的油漆能让原本暗淡的墙壁焕然一新。

## **Check Major Systems/检查主要系统**

Inspect appliances, water heaters, and furnaces. Drain rust from heaters, change furnace filters,



and lubricate noisy fans. Clean visible surfaces. 检查电器、热水器和暖炉。排出热水器的铁锈，更换暖炉滤网，并给发出噪音的风扇上油。清洁可见的表面。

#### **Address Repairs and Pre-Inspection Items Early/及早处理维修和预检问题**

Fix loose doorknobs, dripping faucets, cracks, mold, and other minor issues. Handling issues now can help maximize your sale price. 修理松动的门把手、滴水的水龙头、开裂的线条装饰以及其他小问题。现在处理这些问题有助于最大化您的销售价格。

#### **Minimize Distractions During Showings/看房时减少干扰**

Please keep people and pets out of the way to allow buyers to focus on your home. Occupants can be distracting. 看房期间尽量避免有人或宠物在场，以便买家专注于您的房屋。居住者在场可能会让买家分心。

#### **Let Your Broker Lead/让经纪人主导**

I am trained to handle questions and overcome

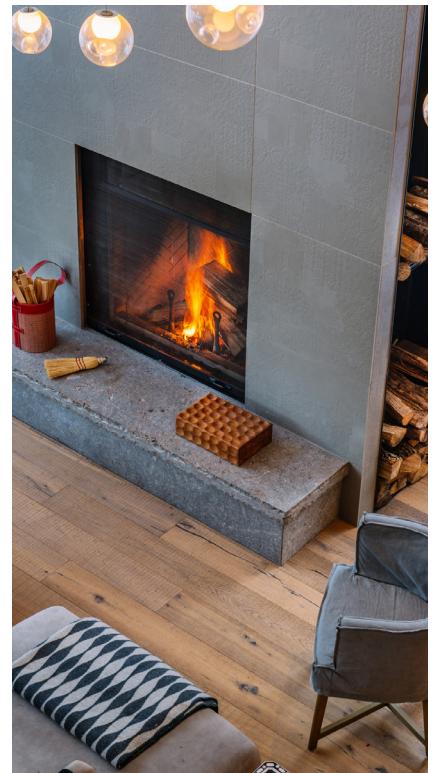
objections effectively. 房产经纪人能够有效回答买家问题并化解他们的顾虑。

#### **Night Showings/夜间看房**

Turn on porch and exterior lights, and ensure the interior is well-lit to showcase your home during evening appointments. 打开门廊和室外灯光，确保室内灯光充足，以便在晚间展示房屋时展现最佳效果。

#### **Focus on Selling the Home, Not Belongings/专注于出售房屋，而非物品**

Avoid negotiating the sale of furniture, rugs, or drapes during showings. These conversations can happen later with your broker if needed. 避免在看房期间与买家谈论家具、地毯或窗帘的出售。这些事宜如有需要，可以稍后与您的经纪人讨论。



## INSIDE/内部

- Ensure all light fixtures & lamps are turned on & all curtains are open 确保所有灯具和台灯都打开，所有窗帘都拉开
- Minimize electrical cords 尽量减少外露电线
- Remove personal items in all rooms 移除所有房间的个人物品
- Shelves de-cluttered & hide all bills & paperwork 清理书架杂物并隐藏账单和文件
- Turn all electronic screens off & close TV/stereo cabinets 关闭所有电子屏幕并合上电视/音响柜门

## KITCHEN/厨房

- Empty sink & clear kitchen countertops (no large centerpieces) 清空水槽并清理厨房台面（不要放置大型装饰品）
- Unless decorative, remove all dish towels 若非装饰用途，请移除所有厨房毛巾
- Remove all food items from view 将所有食物从视线范围内移开
- Clear refrigerator of magnets & pictures 清除冰箱上的磁贴和照片
- Move garbage cans & other trash from view 将垃圾桶及其他废物移出视线范围

## LIVING AREAS/客厅

- Arrange books & magazines 整理好书籍和杂志
- Make sure decorative pillows are arranged neatly 确保装饰性靠垫摆放整齐
- Remove personal decorations that might date the photos 移除可能让照片显得过时的个人装饰品
- Remove all pet-related items 移除所有与宠物相关的物品
- If at all possible have gas/electric fireplace running 如有可能，请开启燃气或电壁炉



## BATHROOMS/卫浴

- Put toilet seats down 放下马桶盖  
Clean mirrors 擦干净镜子
- Minimize items on counters 尽量减少台面上的物品
- Unless decorative, remove all towels, bath mats, & rugs 若非装饰用途, 移除所有毛巾、浴室垫和地毯
- Remove bottles & washcloths from showers/baths 将淋浴间或浴缸中的瓶子和毛巾移除
- Remove towels, robes & slippers from view 将毛巾、浴袍和拖鞋从视线范围内移开

## BEDROOMS/卧房

- Make sure beds are made & all pillows are arranged 确保床铺整齐, 所有枕头摆放整齐
- Make certain that items stored under beds do not show 确保床底下储存的物品不外露
- Minimize items on bedside tables 尽量减少床头柜上的物品
- Store all clothing out of view 将所有衣物收纳好, 不要外露
- Close closet doors 关上衣柜门
- If walk-in closet is featured, be sure to have it organized 若有步入式衣帽间, 请保持整洁有序

## OUTSIDE/室外

- Remove cars & other vehicles from the driveway & close garage doors 将汽车及其他车辆移出车道, 并关上车库门
- Remove any patio furniture & grills that are in disrepair; close patio umbrella(s) & store hoses 移除破旧的庭院家具和烧烤架; 收起庭院伞并收好水管
- Uncover all outdoor items & arrange chair cushions neatly 揭开所有户外物品的罩子, 整齐摆放椅垫
- If you have a pool, remove all floats, toys, & accessories 如有泳池, 请移除所有漂浮物、玩具和配件
- Trim bushes & trees to maximize view of the house; remove any unattractive plants 修剪灌木和树木以最大化房屋的可视度; 移除不美观的植物

