

SELLER'S GUIDE



WHAT YOU GET

COMMUNICATION

Your needs always comes first. I provide the service we agree to, in the way that works for you. I will be available by phone, email or text message. That's how we do it.

You will always be kept in the loop. From listing to closing, you will know the status of our marketing efforts, the offers on the table and the steps leading to a successful closing once an offer is accepted. We will agree on the communication method that works best for you.

EXPERIENCE AND EXPERTISE

The complexities of your real estate transaction will be well-handled. Smoothing the way for your listing and sale. I will easily guide you through the many complexities that can arise with my experience and expertise.

MARKETING

Your home will get the exposure it deserves. My marketing systems maximize your property's exposure to buyers. Neighborhood tracking tools that allow me to reach active buyers who want to know about your listing.

PRICING

Your home will be priced correctly, adjusted as needed, and will sell quickly. With a keen understanding of both the big picture and the very latest local and neighborhood listing and sales data, the information you need is at my fingertips.

STAGING

Your home will put its best foot forward. Homes sell because of correct pricing and great presentation. I know what it takes to make the terrific first impression that will get your home sold.

MY 8 STEP MARKETING PLAN

Designed to capture the maximum exposure for your home in the shortest period of time, I will implement my proven 14-Step Marketing Plan.

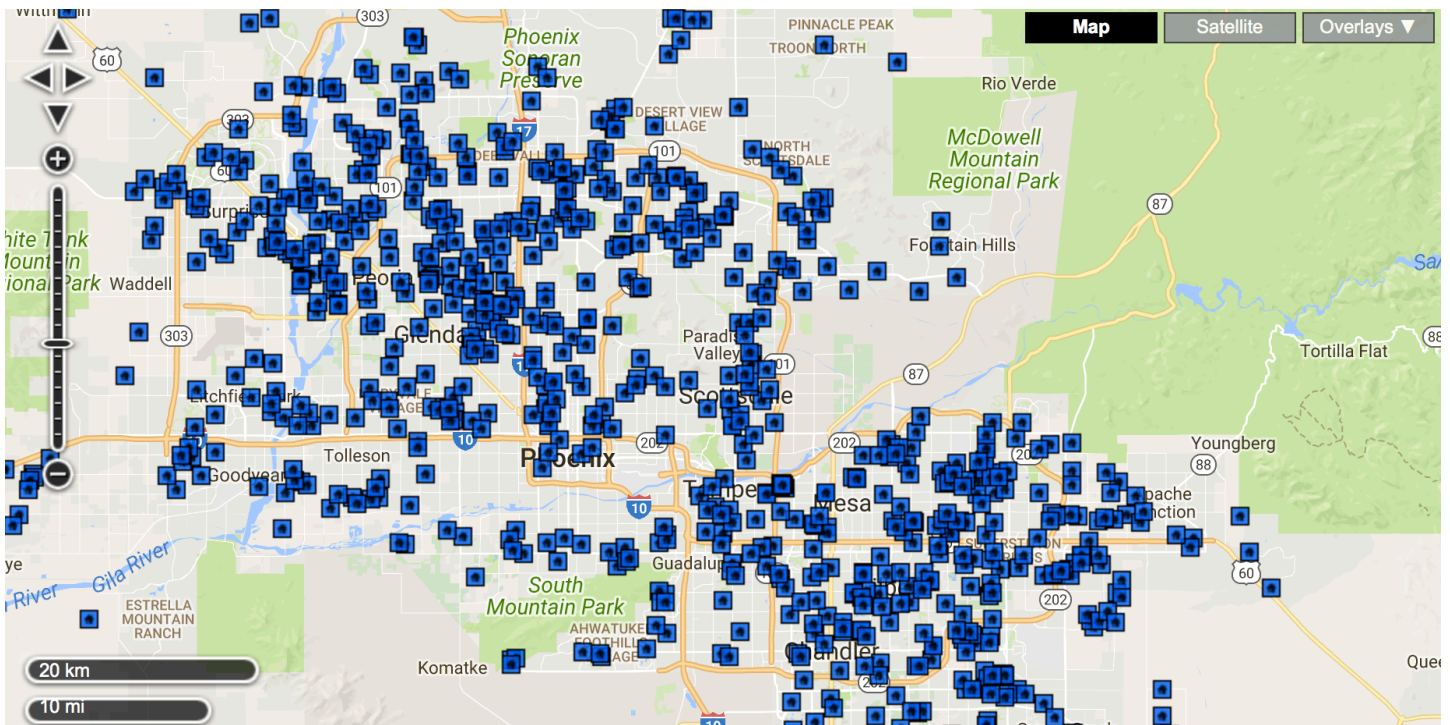
We Will:

1. Price your home strategically so you are competitive with the current market and current price trends.
2. Stage your home to cast a positive light on the features most important to buyers; uncluttered rooms and closets, fresh paint, and terrific curb appeal.
3. Place "FOR SALE" signage
4. Distribute "Just Listed" notices to neighbors, encouraging them to tell family and friends about your home.
5. Optimize your home's internet presence by posting information on the Hageman Homes website, as well as local MLS systems, including plenty of photographs and a description of your property.
6. Target my marketing to active real estate agents who specialize in selling homes in your neighborhood.
7. Target active buyers and investors in my database who are looking for homes in your price range and area.
8. Promote your home on social media.

ALL OVER THE INTERNET!!!



We sell more homes than our competition. We work all over the Valley. Here are some of our Closed Listings that sold at asking price or higher.




You should hire us for the same reasons that so many people have hired us in the past. They know that we can get the job done right, and get them the most money for their home in the shortest amount of time. Our years of experience has taught us how to avoid a lot of red flags, insuring you a smooth transaction.

MULTIPLE LISTING SERVICE (MLS)

How we position your home's MLS listing online is the most important building block for all property marketing and exposure.

1. Professional Photography that best captures a home's qualities/amenities.
2. Detailed, accurate and professional listing description including all features and upgrades.
3. MLS Listings populate hundreds of other websites.

	Residential Single Family - Detached Active	
	Beds/Baths: 4 / 3 Bedrooms Plus: 5 Approx SqFt: 3,141 / County Assessor Price/SqFt: \$278.26 Year Built: 1967 Pool: Private Encoded Features: 43FRDXPAO2G1C Exterior Stories: 1 # of Interior Levels: 1 Dwelling Type: Single Family - Detached	Approx Lot SqFt: 43,246 / County Assessor Apx Lot Size Range: 1 - 1.9 Acres Subdivision: Braecrest Tax Municipality: Paradise Valley Marketing Name: Planned Cmty Name: Model: semi-custom Builder Name: Martin Hun Block: 6700 N Map Code/Grid: N36 Bldg Number:
	Ele Sch Dist: 048 - Scottsdale Unified District Elementary School: Kiva Jr. High School: Mohave	High School Dist #: 048 - Scottsdale Unified District High School: Sahuaro Ranch

Competitor's MLS Listing Common Mistake

1. Only one photo.
2. Poor quality photos or missing features.
3. Typo and misspelling on property information.
4. Incomplete and inaccurate property details.

DETERMINING VALUE

Factors that affect the value of your home in today's market

Location

Location is the single most important factor in determining the value of your home. Most buyers purchase based on where they most desire to live.

Price

Pricing your home properly from the start is important in determining the length of time it will take to sell your home. Over pricing will cause the home to sit.

Competition

Prospective buyers compare your property to competing properties and base value on those that have sold and those that are currently active in the area.

Timing

Property values are affected by the current real estate market.

Condition

The condition of the property affects the price and speed of the sale. As prospective buyers often make purchases based on emotion, first impressions are very important. Optimizing the physical appearance of your home will maximize the buyer's perception of value.

PRICING MISCONCEPTIONS

It is very important to price your property at competitive value when we finalize the listing agreement.



Buyers and Sellers Determine Value

The value of your property is determined by what a buyer is willing to pay and a seller is willing to accept in today's market.

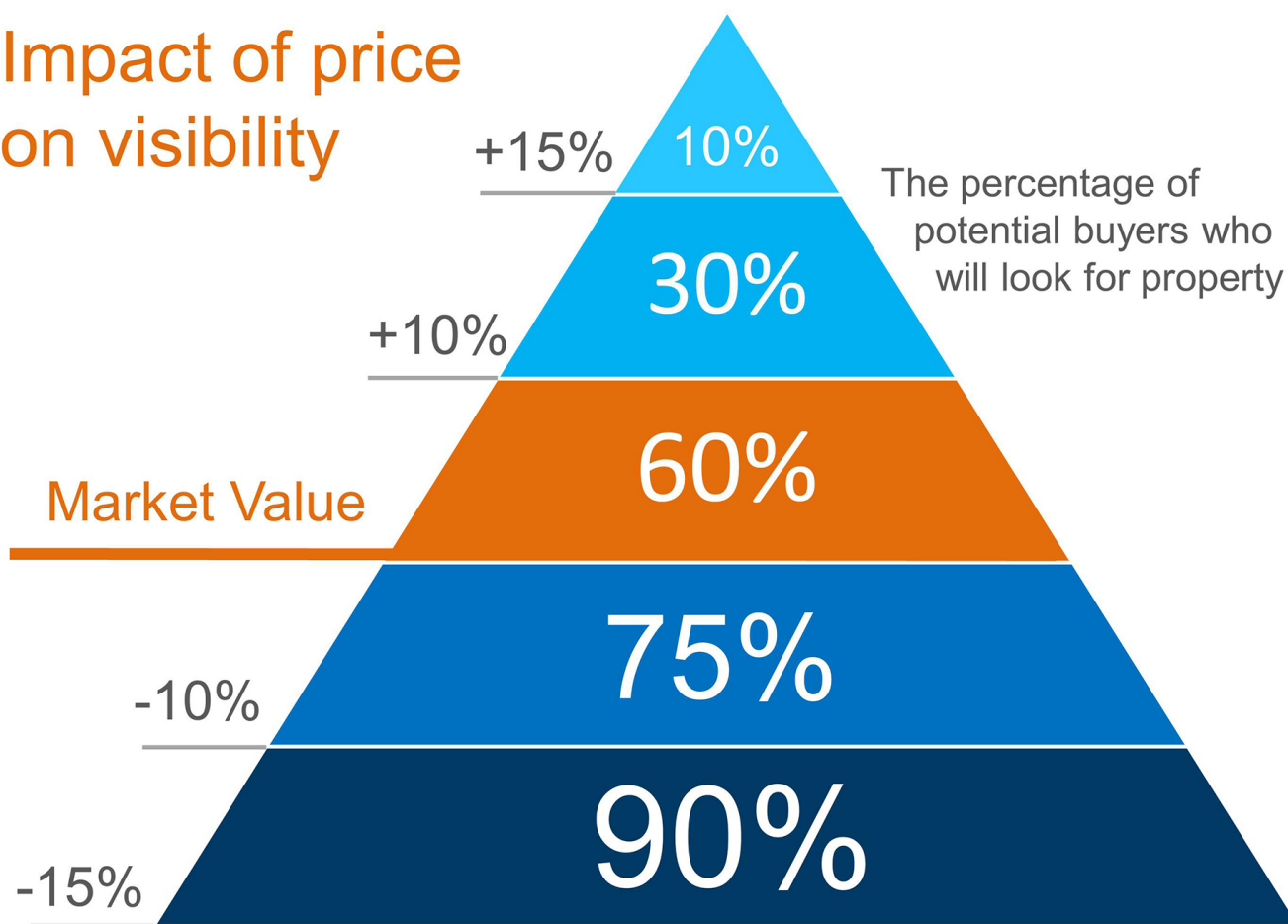
Buyers make their pricing decision based on comparing your property to other properties SOLD in your area. Historically, your first offer is usually your best.

PRICING YOUR PROPERTY

Pricing your property competitively will generate the most activity from agents and buyers.

Pricing your property too high may make it necessary to drop the price below market value to compete with new, well-priced listings.

Impact of price on visibility



PRICE RIGHT

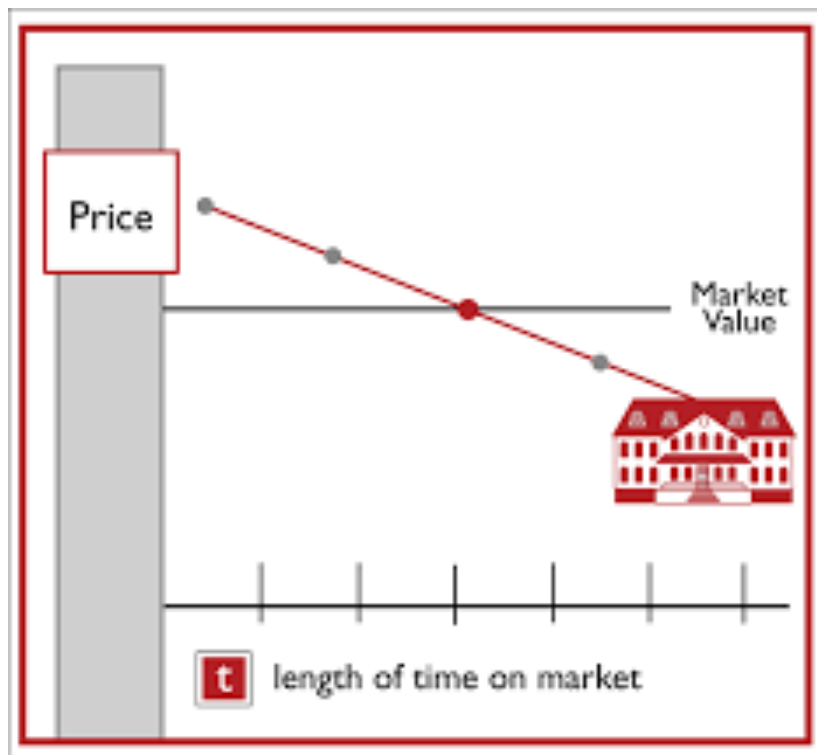
Time on Market Works Against You

If you want to compete, be competitive

*The buying market has a short attention span. *Pricing your home right the first time is key *Proper pricing attracts buyers

*An overpriced house will not sell

*We want to generate offers before the market moves on to newer listings



PRICING YOUR PROPERTY

This is about strategy

I have based your recommended price on:

A detailed, custom market analysis

The unique characteristics of your home and its setting
My expertise in the real estate market

My primary goal is to net you the most money possible. I believe this pricing plan, matched with my 14 step marketing plan, will draw agents and buyers to your home and position it as a **highly appealing, highly competitive property.**

Average Sales Price: \$

Average Sales Price (\$ / sqft): \$

Recommended List Price: \$

Recommended Sales Price (\$ / sqft): \$