



OF FLAGSTAFF

Home Seller's Guide

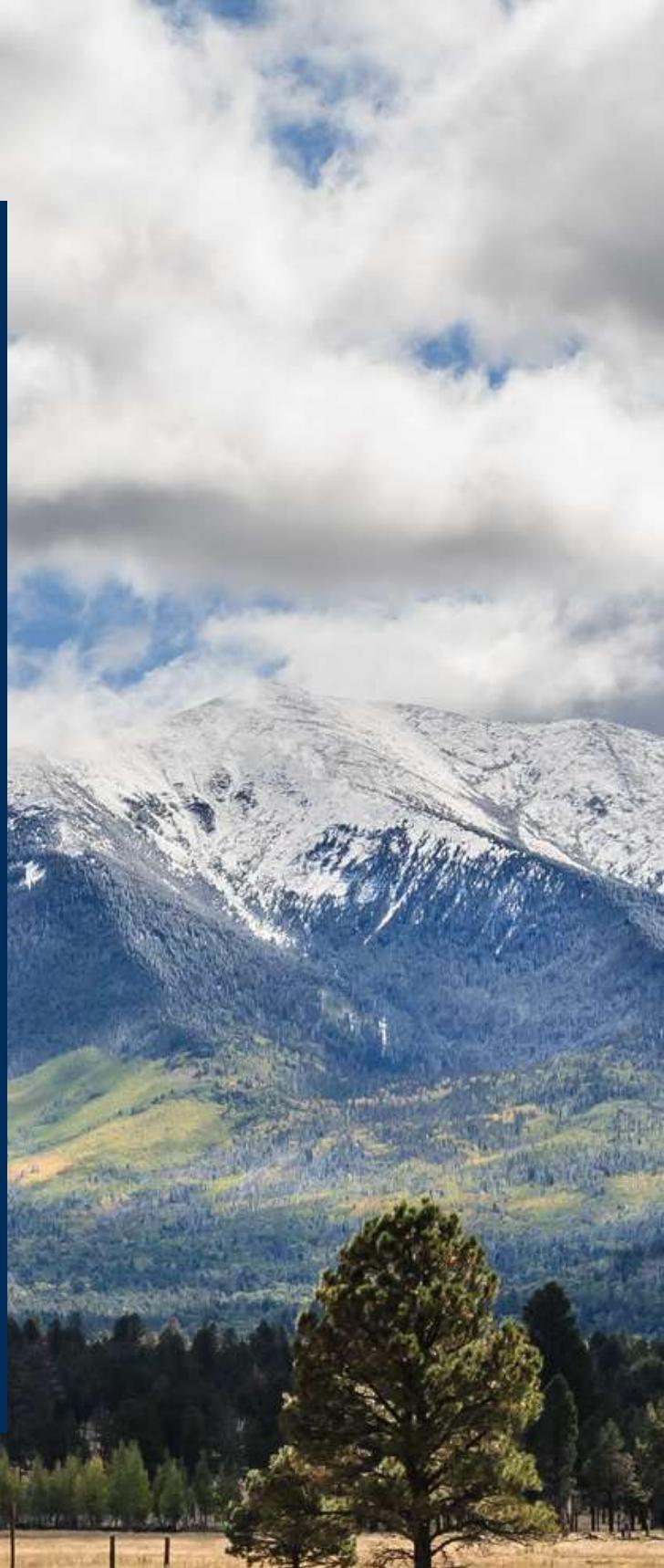
POWERED BY EXPERTS®





Contents

Our Company	3
Our Network	4
Local Leaders	5
The Home Selling Journey	6
It's About Your Home	7
Your Priorities	8
Home Showing Protocol	9
Our Strategy	10
Today's Market	11
Today's Home Buyer	12
Preparing for Market	13
Presentation	14
Pricing Strategy	15
Marketing Strategy	18
Online Presence	19
Social Media	23
Print Marketing	24
Email Marketing	25
On-Demand Mobile	26





OUR COMPANY

An **International Brand** based, right here, in Arizona!

Founded in 1965, Realty Executives is one of the largest and most established real estate franchise systems, with over 8,000 agents and 500 offices across the globe.

If shopping local is important to you, we are headquartered in Phoenix, Arizona!

We are a privately held company that attracts and retains the most productive, efficient and successful real estate professionals in the industry through unparalleled brand, technology, training and concierge services.

Realty Executives of Flagstaff opened in 1977 making us **the longest-running brokerage in the city of Flagstaff**; watching competitors come and go for over 40 years! We pride ourselves on being the local experts in each of the areas we serve.

Our agents are there for every step in the home selling process, connecting with you, understanding your needs and knowing your community better than any other professional in your area. Our network is steeped in experience and commitment to serving home buyers and sellers across the world. Backed by one of the largest privately held investment firms in the country, Outlier, Realty Executives continues to recruit top talent that outperforms other brands. With a global network of like-minded individuals and deep resources, Realty Executives offers a dynamic set of proprietary tools and integrated technology, providing our customers with friendly and professional service every step of the way. By providing the best to our Executives- we provide the best to you.

Our Amazing Network

OUR NORTH AMERICA LOCATIONS



Our agents close **49% more** transaction sides compared to the average agent*

55+

Years Realty Executives has been in business

500

Over 500 offices located throughout North America

8k

8,000 Executives in our network

*The data shown is provided by RisMedia

Local Leaders



At Realty Executives of Flagstaff, we are your local experts. Our agents work and live in the community providing friendly and knowledgeable service. Our brokerage serves the Flagstaff area, west to Williams and south to Munds Park.

Our office also works to give back to the community that provides our livelihood. We support Habitat for Humanity, Boys and Girls Club, Family Food Kitchen, Toys for Tots, several Flagstaff School programs and many more.

Working with Realty Executives gives you the best of both worlds: hometown feel and service backed by resources and expertise of a stable, international brand.

HOW TO REACH US

Location:

15 E. Cherry Avenue
Flagstaff, AZ 86001

By phone:

928-773-9300

By email or online:

Flagstaff@RealtyExecutives.com
www.realtyexecutivesflagstaff.com



YOUR HOME SELLING JOURNEY



Selling your home is likely the largest financial decision you'll make in life; there are many things to consider while preparing for the home sale process. However, it's also an exciting new chapter. Now is the time to dream big! What is important to you as you think about your next step and creating lifelong memories in a new home? Your home is your sanctuary, and through all the emotions of this process, we're here as your guide. It's important to know what to expect as we go through each step and what you can expect of us. With proper preparation and strategy, we can transition your home from fresh on the market to SOLD!

Throughout this guide, we will go through each stage of selling your home, from staging to pricing. As your local experts, it is our passion to find the right buyer to maximize your profit. Our service and knowledge is here as an asset to you as we work through the process and open the door to your future.





Tell Us about Your Home

It's important that we learn the features of your home and its unique character. This will help us prescribe the best marketing strategy as we aim to sell your home. We'll review timelines and how we can make this process as streamlined as possible.

1

What do you love about your home?

2

Why did you decide to move?

3

If you could change something about your home, what would it be?

4

Is there a date you would like to move by? Are the dates flexible?

5

Have you done any recent upgrades or are there unique features that aren't common in the neighborhood?

6

Is there anything that you think a buyer may dislike or use to alter their offer price?



Top Priorities In Marketing Your Home

Below is a list of factors that will contribute to the sale of your property. It is important that we understand your priorities, so we know how to customize and better manage that process. We'll ask you to list your priorities in order of importance low to high.

	Low	Medium	High
Preparation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Broker Qualifications	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communications	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pricing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Escrow & Transaction Management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
After Sales Follow-Up	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Current Market Conditions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Time on the Market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Walk-Away Dollars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Open Houses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Target Marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marketing & Advertising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Internet Exposure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Staging & Merchandising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other: _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other: _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Home Showing Protocol

To ensure the health and well-being of homeowners, our team and you, we are committed to providing safe home showing practices.

1

All showings will be booked by the listing agent and approved BY YOU via text or phone call.

2

No more than 2 visitors inside the home at once and only the primary buyers.

3

If ill, buyers will not be able to visit the home, but will be encouraged to use our virtual tour option

4

All hard surfaces and door knobs will be sanitized before and after the showing

5

To limit contact, all doors and cabinets should be opened by agent

6

Signage enforcing a "no touch" policy will be provided for use inside the home during visits

ALL TOURS WILL BE BRIEF

Our virtual services include but are not limited to:

Virtual appointments

Listing video /
3D Matterport or 3D
Zillow tour

ShowingTime
Virtual
Showings



Comprehensive Strategy

As Realty Executives agents, we provide a comprehensive plan to our clients outlining how we are going to gain serious buyers and attractive offers. Our custom marketing plan includes integrating traditional, proven methods with progressive modern tactics to sell your home in a timely and seamless manner.



**The Right
Price**



**Custom
Marketing
Plan**



Sold!



Today's Market

Let's start with talking the housing market and what home buyers are expecting in today's real estate world. This will be a key part in creating our comprehensive strategy to prepare and market your home.



\$503,000

Local median sold price
of Single-Family Residences in 2020
+15% over 2019



94

Average days on market 2020
-12 days from 2019



1,245

Number of homes sold in
local market in 2020
+28% more than 2019



*The data shown is provided by the Northern Arizona MLS.



Today's Home Buyers

44%

The first step 44% of recent home buyers took in the home buying process was to look online at properties for sale.

87%

87% of recent buyers found their real estate agent to be a very useful information source.

10

Buyers typically search for 10 weeks and looked at a median of 9 homes.

"Highly Important" Home Characteristics

- 1 Within initial budget: **83%**
- 2 Air conditioning: **78%**
- 3 Preferred number of bedrooms: **76%**

"Highly Important" Neighborhood Characteristics

- 1 Feeling safe: **82%**
- 2 Walkable: **60%**
- 3 Preferred neighborhood: **56%**

*The data shown is provided by the National Association of REALTORS®

HOME PREPARATION



It is important to put your best foot forward when it comes to preparing your home for sale. Common wear and tear, despite being an easy fix, can lessen its appeal and sales value. We will go through your home and determine what, if any, improvements each space could benefit from and then decide if it makes economic sense to update them. We'll talk about which improvements are easy enough to handle on your own and which may require hiring a professional. Most importantly, we can help guide you on what home upgrades often have the best return on investment. As your Realtor, we have many contacts in the local community to help you tackle any project!

**Curb appeal is always key for potential buyers...
so make sure to give them a memorable first
impression!**



Presenting Your Home to Buyers

Is staging a good option for your home?

Professional staging is a great option for preparing your home for potential buyers. You've made this beautiful space your home, and now it's time to show it off! By decluttering, deep cleaning and renovating items that may bring down profitability, you are putting your best foot forward. Staging your home can add that extra pizazz to help us sell your home faster and for more money. You want buyers to envision themselves in your home!



Make your home stand out with professional photos and video

Once your home is perfectly prepared, we will set up professional photography to capture your property. Using professional photography will allow us to show off what your home has to offer and allows us to create custom marketing pieces. Additionally, video tours are a great strategy to give buyers a real feel to your space, compelling them to come give it a look in person.

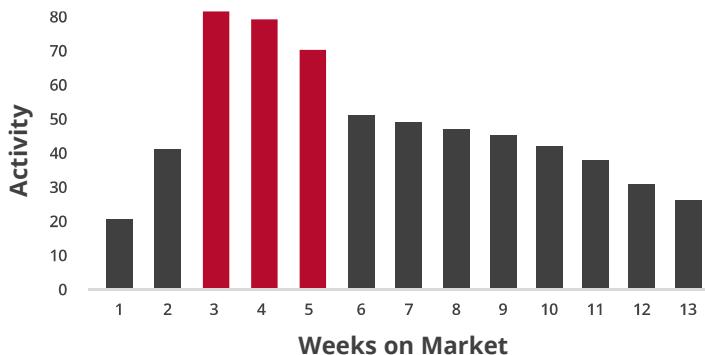


STRATEGIC PRICING



Pricing your home is both a science and an art. Your home's exposure is highest when it initially hits the market. For this reason, it's vital that we develop a thorough pricing strategy. To do this, we must consider the prices of homes in the neighborhood (comparables), adjustments that should be made (increases or decreases) to account for the condition of your home and the timeframe in which you are wanting to sell. This is called a **Market Analysis**. If priced accurately, we increase the chances of attracting a qualified, driven buyer quickly. Our goal is to maximize your sales price while closing within a timeframe that is reasonable for you.

You are not obligated to use a REALTOR® simply because they provided you with a Market Analysis.

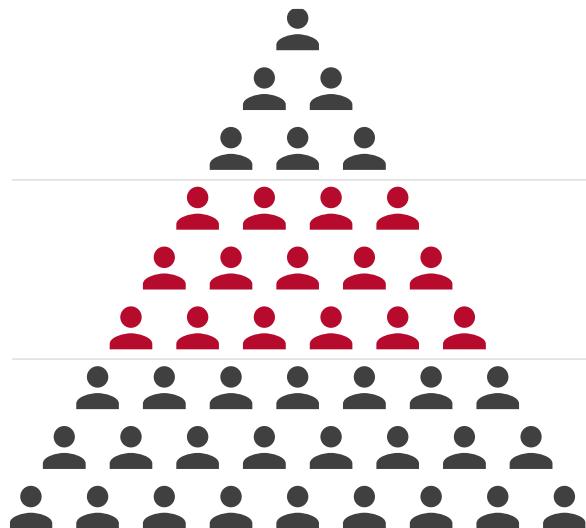


Pricing correctly helps strike a deal when there is more competition for your home.

*The data shown is provided by the National Association of REALTORS®

Prime Pricing

When discussing price, we will need to decide what is most important to you- timeframe or profit? The amount of time your home is on the market can affect market value.



Above Market Value

Maximize your possible profits but you'll dramatically reduce the number of interested buyers and increase the time it takes to sell.

Fair Market Value

Increases your chances of a faster sale without sacrificing your profits.

Below Market Value

You'll get a lot more interest, but you'll be cutting your potential on the profits from your property.

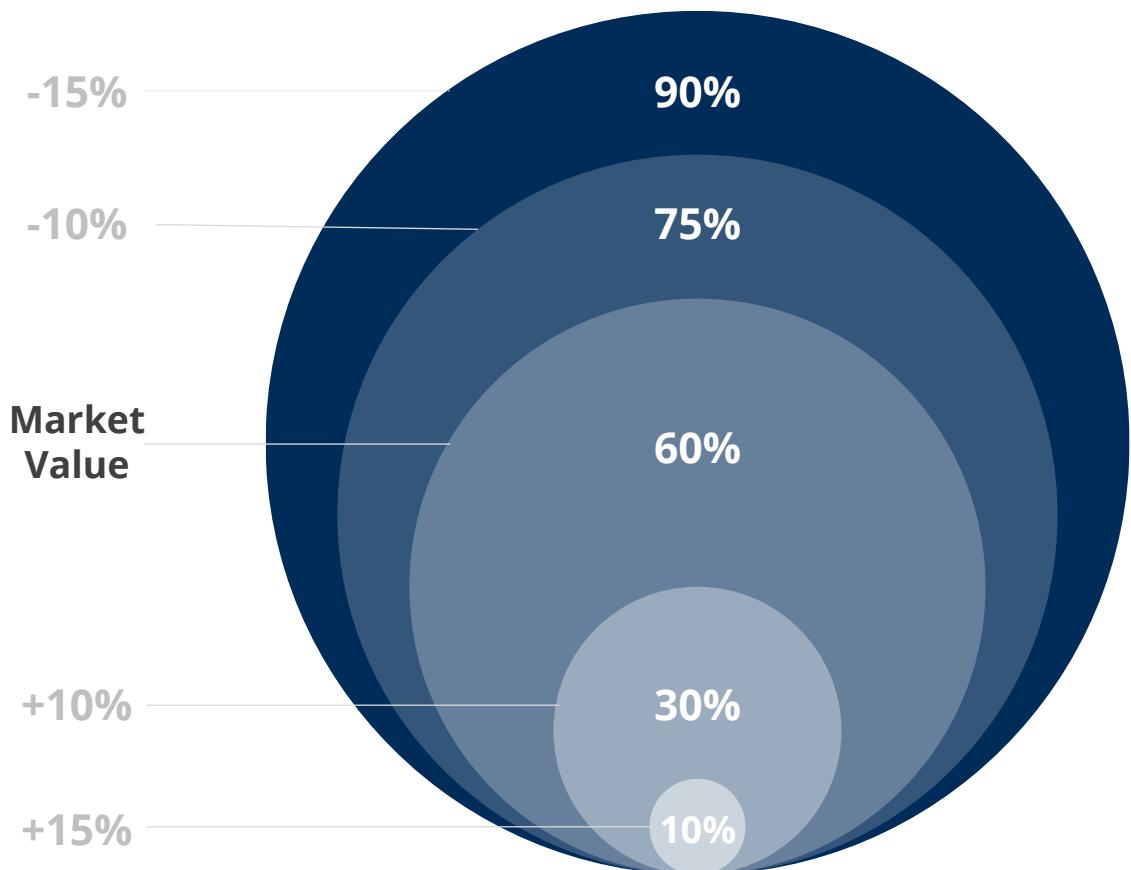
*The data shown is provided by the National Association of REALTORS®

Pricing vs Potential Buyers

Properly pricing your home will give you the best possibility of bringing more buyers to look and compete for your home. The better the asking price fits with the local market value, the higher the percentage of potential buyers.

Asking Price Compared to Market Value

Percentage of Potential Buyers Who Will Look for Property



*The data shown is provided by the National Association of REALTORS®

MARKETING YOUR PROPERTY



Now that we've gone over prepping, pricing and presenting your home, let's discuss how we are going to market your property to the best buyers. As your agent, it's our job to market through highly targeted messaging and various channels. Working with Realty Executives, we have access to a wide network of online marketing domains that increase home buyer views through search engines and social media.

Your listing will be featured on our Executive and Brokerage website. Our websites are designed to be easy-to-navigate and respond on any device on any platform.

Your home will appear on many more Websites as well....





The Whole Package

Our Realty Executives websites are just the beginning of where your property will be displayed. With our large network of industry sites and social platforms, we can ensure maximum global and network exposure.





The Whole Package

Here are a few more websites...

apartment📍list

 **FASTAPP** BANK OF ENGLAND MORTGAGE



 RadPad

Breakthrough
BROKER.com

 DomoHunt.com

 HOUSES FOR SALE
ONE AGENT-ONE EXPIRE

apartment📍list

 HomesbyLender.com

 REALTOR®
MULTIPLE LISTING SERVICES
MLS

 Clayton

 condo.com

 digiPropz

 HomePath
by Fannie Mae

 HomePriceTrends™

 **HomeSteps**
Freddie Mac Homes

 LotNetwork.com
The Site for Homesite

 House ValueStore

 **FLIP COMP**
 foyer

 **HARMON HOMES**
AND MORE

 **HomeSteps**
Freddie Mac Homes

 HOME 2.me

 HomeBidz

 Find a  CRS



 **HomeWinks**
The EASY Way to Find Homes for Sale



The Whole Package

And a few more...





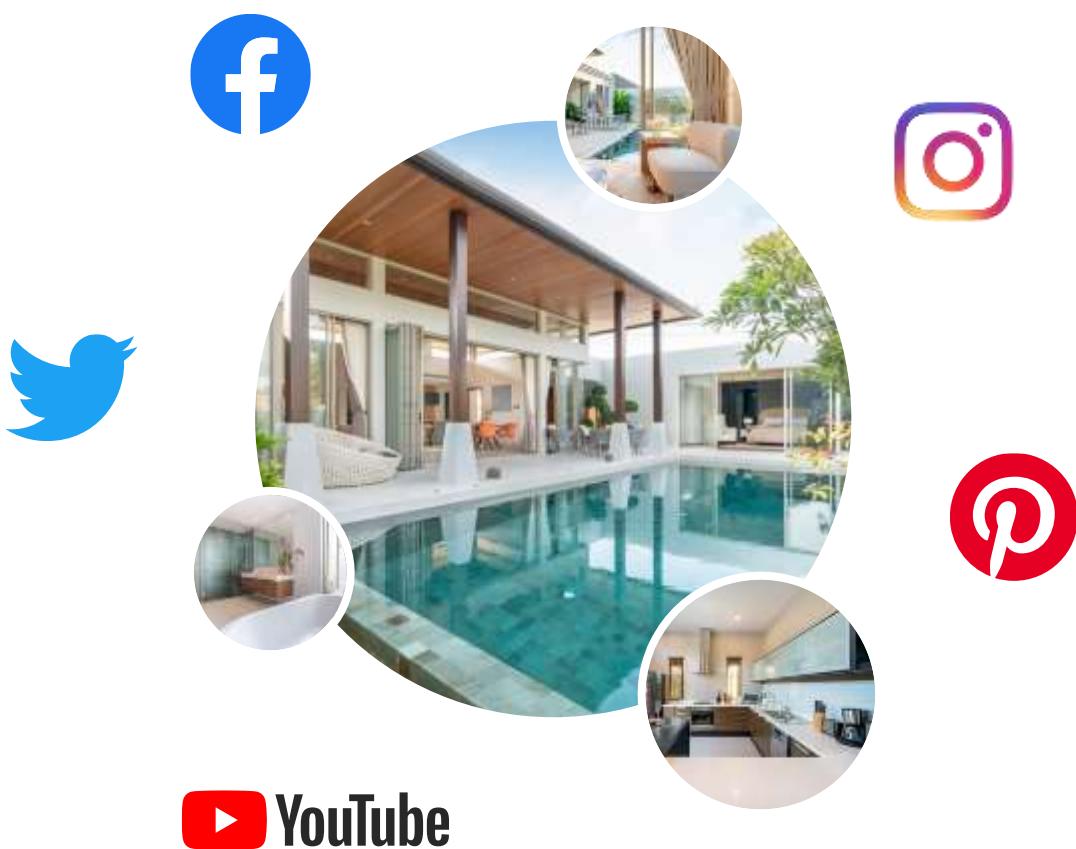
The Whole Package

And a few more PLUS the list keeps growing.



The Whole Package: Social

Social media is becoming one of the best platforms to use to advertise your home. We will use photos, videos, virtual tours and floor-plans on several social media channels. Facebook and other social media platforms are invaluable mediums that encourage interaction with prospective buyers. By using eye-catching visuals, targeted demographics, property-related hashtags and keywords, your listing will be seen by those seriously considering buying a home in your area.





The Whole Package: Print

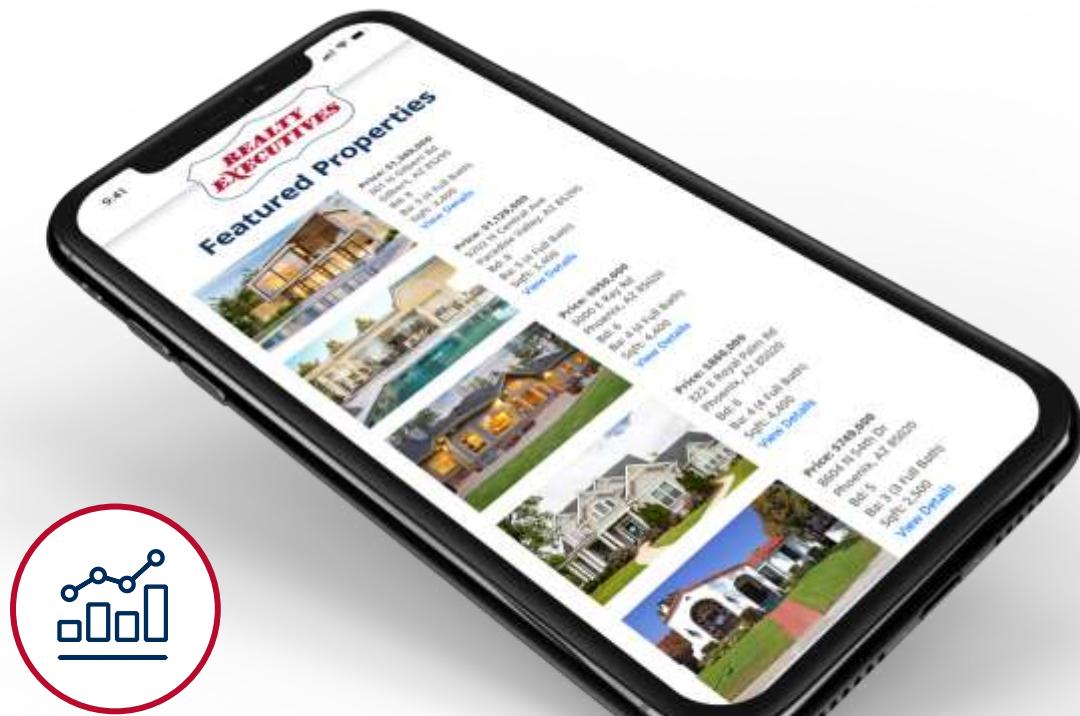
Although the digital age is upon us, it is still important to recognize the impact well-designed and clearly written print advertising can have. We use several types of print materials to market locally and create awareness of your listing. These materials will address important details of your home including size, price and floor-plans, along with unique features your home has to offer.





The Whole Package: Email

Keeping in contact with past, current and potential consumers is another great way we can market your home and reach potential buyers. Our customizable and automated email campaigns allow us to showcase your listing to our sphere of influence quickly and efficiently. Landing directly in their inbox, our email campaigns can inform consumers of new listings, price reductions, upcoming open houses and more.

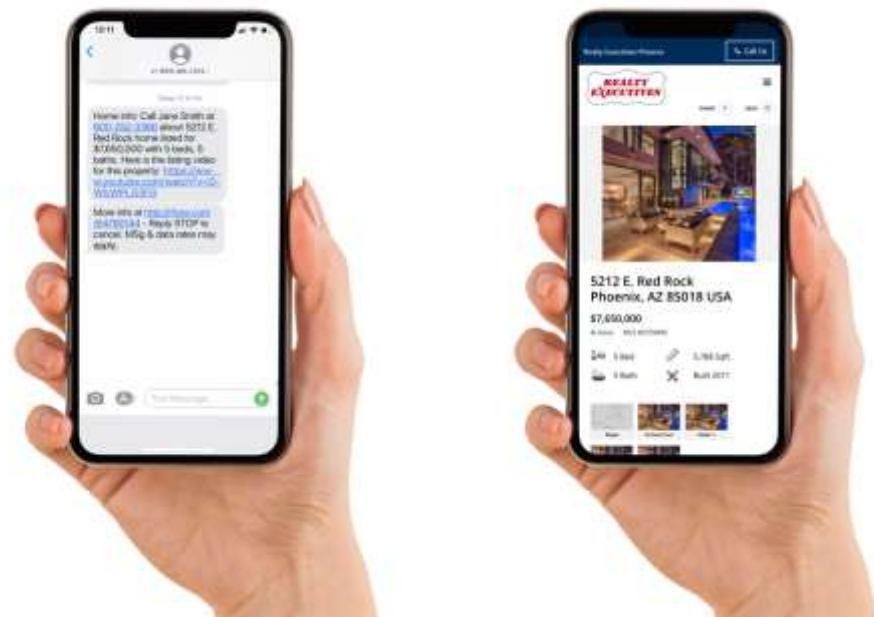


Through our in-house technology, we are able to track interest and monitor views by evaluating clicks and open rates of various viewers. By engaging the network, your listing can be seen by hundreds of potential buyers in a matter of seconds.



On-Demand Mobile Marketing

Our On-Demand Mobile Marketing system allows buyers to receive information on your home instantly, 24/7. The added benefit is that we capture their contact information and can immediately respond to discuss your home. All of this is possible with the ease of a simple text message- making it a highly desirable way for prospective buyers to learn more about your property. Consumers have instant access to listing photos, details, and virtual tours.





Thank You

Thank you for taking the time to read our guide. Everything discussed here is to help you get through the home selling process with ease. We are confident that we are the right fit to find the perfect buyer for your home. This isn't just about the sale for us...this is about creating trust and loyalty that will last beyond the closing transaction. Please feel free to reach out anytime with questions or just to check in!



Realty Executives of Flagstaff

Flagstaff@RealtyExecutives.com

928-773-9300

www.RealtyExecutivesFlagstaff.com