NORTH&CO.
REAL ESTATE BY TRADE



CHANGING THE WAY YOU
EXPERIENCE REAL ESTATE

PHOENIX & SURROUNDING AREAS

SELLER'S REFERENCE GUIDE

A step-by-step guide to selling your home

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NORTH&CO.
REAL ESTATE BY TRADE



PREPPING YOUR HOME

DETERMINING PRICE

PROVEN STATISTICS

NEGOTIATING OFFERS

CLOSING & BEYOND

IT'S ALL ABOUT YOU!

My real estate business has been built around one guiding principle: It's all about you.





YOUR NEEDS
YOUR DREAMS
YOUR CONCERNS
YOUR QUESTIONS
YOUR FINANCES
YOUR TIME
YOUR LIFE

My focus is on ensuring a smooth and enjoyable experience. In fact, I work to get the job done so well, you will want to tell your friends and family about it. I pride myself on the fact that 80% of my business comes from repeat customers and referrals.

Good service speaks for itself. I am looking forward to working with you.

WHAT I DELIVER

COMMUNICATION

Your needs always come first. I provide the service we agree to, in the ways that work for you, whether once a week, once a day, by phone, email or text message. That's how we'll do it. You'll always be kept in the loop. From listing to closing, you'll 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'll 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 capably remove many potential challenges before they have the opportunity to appear.

MARKETING

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

WHAT I DELIVER

PRICING

Your home will be priced right, 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.

SATISFACTION

I'll guarantee your satisfaction. Our relationship is dependent on ME meeting and exceeding your needs. We identify those needs together and I will create a strategy based on what you're looking for.

GETTING READY TO LIST

It can feel like the details are endless when you're selling a property. It is my job to streamline the process for you, ensuring everything is completed as quickly and efficiently as possible. Here's an overview of the steps we'll be taking along the way.

COMMUNICATION MAKES ALL THE DIFFERENCE.

You'll always know what's going on behind the scenes while your property is listed. I will solicit feedback from each consumer and agent who views your property, passing their comments on to you. We will work together to formulate a price adjustment strategy that sees us through your listing period. You'll receive regular progress reports, delivered as frequently as you request. Whether you prefer a phone call or an email, that's what you'll get.

PREPARE YOUR HOME FOR A SUCCESSFUL SALE.

More and more sellers today are seeing the value of investing in a pre-inspection on the property they are preparing to list. Whether or not you are confident in the condition of the home, an inspection can either give us professional, third-party validation, or reveal issues you should attend to before listing your property – issues a buyer inspection could surface later, making them part of the final price negotiation.

GETTING READY TO LIST

We will evaluate the current state of your property and arrange home staging. Any repairs or improvements needed to maximize your home's value and appeal will be identified and scheduled. When everything's in place, we'll put a lockbox on your property.

Let's begin with this direct statement:

I am not the one who decides how much your home is worth. The market does. It tells us exactly where to price your property to sell and how to approach the marketing of it.

Here are the factors that will affect the value:

PRICE

Pricing your home properly from the start is the deciding factor on how long it will take to sell it. Pricing your home right is one of the most important steps involved in selling.

LOCATION

Location is the single most important factor in determining the value of your property.

GETTING READY TO LIST

CONDITION

The condition of the property affects the price and the speed of the sale. As prospective buyers often make purchases based on emotion, first impressions are important. I'll be able to help in optimizing the physical appearance of your home to maximize the buyer's perception of value.

COMPETITION

Prospective buyers are going to compare your property – both the condition and the price – to other listings in and around your neighborhood. Those buyers will determine value based on properties that are listed or have recently sold in the area.

TIME

Property values are affected by the current real estate market. Because we can't manipulate the market, we'll collaborate on a pricing and marketing strategy that will take advantage of the first 30 days your property is listed. It's the window of opportunity when buyers and their agents discover your property and are most likely to visit and make offers.

WHERE BUYERS FOUND THEIR HOME

- 51% INTERNET
- 34% REAL ESTATE AGENT
- 8% YARD SIGN
- 4% FRIENDS/FAMILY
- 2% HOME BUILDER





AS YOUR AGENT, I WILL

- Price your home strategically
- Place "For Sale" signage
- Distribute "Just Listed" notices
- List your home in the MLS
- Produce a virtual tour of your home
- Advertise your home by email, social media, direct mail
- Host an Open House for Realtors and for buyers
- Target active buyers and investors
- Provide you with weekly updates
- Keep you informed on comments from the public





OPEN HOUSE

Hosting an open house will give buyers an opportunity to tour your property in a stress-free environment. Prospective buyers will see an advertisement for the open house on multiple platforms from MLS notification, agent to agent, social media or your front yard. This marketing will make your home available to buyers who didn't originally consider themselves serious.

Open houses also allow us to receive instant feedback about the home to find out what buyers like, or do not like, about your home. I request buyers to fill out an Open House Feedback form that I provide. If we need to do any additional staging or decluttering, we can make necessary changes quickly.





THE HOME SELLING PROCESS

1

- EVALUATE YOUR NEEDS
- SET THE RIGHT PRICE
- DETERMINE TIME FRAME
- RESEARCH
- IMPLEMENT A CUSTOMIZED MARKETING PLAN

2

- PREPARE YOUR PROPERTY FOR SALE
- SHOW TO POTENTIAL BUYERS
- TAKE FEEDBACK & MAKE ADJUSTMENTS

3

- RECEIVE, NEGOTIATE, ACCEPT OFFER
- BEGIN CLOSING PROCESS
- ASSIST WITH MORTGAGE, INSPECTION & TITLE PROCESS

4

- FINAL WALK-THROUGH
- ASSEMBLE DOCUMENTS
- ATTEND CLOSING
- SIGN DOCUMENTS & CONTRACT

CLOSING & BEYOND

COORDINATING YOUR SALE TO A SUCCESSFUL CLOSING

- All potential buyers will be pre-qualified so valuable time isn't wasted.
- Each offer will be presented and discussed with you.
- I will negotiate the details of your transaction with the other agent.
- Closing will be prepared, coordinated and finalized for you.

BEYOND THE SALE

- Do you need an agent to assist you in your relocation?
- Need a recommendation for a moving company?
- Would a moving checklist help?
- I'm happy to refer you to great providers of other real estate related services.
- I'm here to make the sale of your home as smooth and stress-free as possible.

QUESTIONS TO ASK YOUR AGENT

- Are you a full-time or part-time agent?
- What is the average number of days your listings are on the market before selling?
- Will you service our listing personally or will we be working with your assistants?
- How many sellers and buyers are you currently representing?
- What is your Internet marketing program?
- What is your policy on responding to phone calls/emails/text messages?
- How much of your business is generated by referrals?
- What references can you provide?

HOMEWORK

Your answers to these questions will guide me in how to best serve you. We'll discuss them at our listing meeting:

What is the most important thing you are looking for in your realtor?

What prior real estate transaction experiences have you had?

How would you like to be communicated with? (please circle)
Email. Phone. Text. Other (explain)

How frequently would you like an update on marketing and showings? Weekly? Twice a month? After each showing? Other (explain).

Please list what you are most concerned about in the home selling process.

WHAT MY CLIENTS SAY

" My husband and I have bought and sold many properties throughout the years in different states. We have had the opportunity to work with many realtors. I am thrilled to share that Angela is the best, most aggressive, most knowledgeable and most helpful realtor we have ever worked with. Her desire and willingness to assist through the entire process (buying and selling) is simply unmatched. Angela is also a lot of fun! We really enjoyed working with her! I would strongly recommend her for your real estate transaction needs! "

Marijo
Mesa, AZ

" My husband and I just recently went through the process of purchasing our first home together. We put all of our faith and trust into Angela. She was honest and amazing to work with. Her dedication to helping us find the right home was truly amazing. She went above and beyond in multiple different ways. I cannot recommend her enough. Whether you are looking to buy or sell, Angela is your go to gal! Look no further and make the phone call today! You will not regret doing business with Angela. She will be my first and only recommendation to family and friends and she will be my only choice when it comes to the buying and selling process in the future. Thanks Angela! "

Kenzie
Mesa, AZ

" Angela helped us start to finish with our home buying process. We had to operate a lot the info and showings remotely being from a different state and she accommodated our schedules and facetimed us for showings. She also went above and behind and solved protentional issues before they slowed up the process. And finally and importantly she made us feel very welcome in our new home and new state. This isn't even the full list of what Angela did for us! I would recommend her for anyone looking to buy or sell your home, you won't go wrong! Thanks again Angela for everything! "

Eli
Mesa, AZ

" Angela was greatly helpful at every stage of the buying process. She was great to work with and expertly handled her duties as realtor with superb professionalism and efficiency. I cannot recommend her enough if you are thinking of buying or selling a property. "

Sam
Scottsdale, AZ

ABOUT ME

Helping my clients with their real estate needs is a privilege, and one that I do no take for granted. With that being said, my business is built off of referrals and word of mouth. I take pride in my client's experience during and after the process. My client reviews will provide a good understanding of how I go above and beyond for each and every client.

As an Arizona native, I can say that I love everything about the sunshine state. Whether you are looking for a perfect hiking spot, a getaway up North to catch some snow, or our amazing winter weather, Arizona has something to offer everyone.

My husband and I have six kids and two boxers. We stay busy and enjoy every second of it. You will find us running our children around to sporting events, working out when we can get it in and enjoying family time by the pool on Sundays.

I enjoy giving back to the community. Helping those that need help from us the most is not only a passion of mine, but giving back is an area I focus on in my business. Two local organizations that I am passionate about are House of Refuge and Paz de Cristo. If you're curious at all about these organizations and how you can help, I would love to help get you pointed in the right direction.

I know that questions will come up during the the process. Please know that I am available to answer your questions and be here for you every step of the way.

I am looking forward to working with you and helping you make your real estate dreams come true!

XO

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SELL YOUR HOME WITH CONFIDENCE!

