

## WHY We're THE ONE

HouzAZ & Associates is a group of real estate professionals specifically created and selected to work toward the common goal of exceeding our client's expectations while assisting you in achieving your short and long-term real estate goals.

### **Paul O'Connell, Associate Broker/Team Lead**

The world is changing and so is Real Estate. Today's market is creating obstacles, challenges and setting new precedents almost daily. If ever there was a time for Buyers and Sellers to seek out highly skilled, uniquely experienced and aggressive representation that time is now.

A career spanning 23 years of high-level production for home Buyers, Sellers and Investors accounting for total sales exceeding \$150 Million, ideally positions this veteran Broker for your success. Originally from Wisconsin, Paul comes to "The Valley Of The Sun" via Minnesota, bringing a proven Midwest sensibility and proven track record to the local market. Taking pride in strong negotiation skills and attention to detail concerning Real Estate contracts and addenda constantly puts his clients in the best possible position for a successful transaction.

### **Lisa Glomski, REALTOR /Team Lead**

"Real Value in a Changing World"

A Phoenix Metro Property Specialist and Team Leader with HouzAZ & Associates at Realty ONE Group, who, over the past 20 years has helped countless clients buy, sell and has closed over \$105 million in referrals alone. She works with first time home-buyers, investors and sellers in the greater metro area. She also is a New Homes Specialist with much experience navigating through the nuances of the buying experience. 90% of her business is repeat and by referral. She makes the process easy and negotiates at an expertise level saving her clients thousands of dollars from purchase price and closing costs.



# WHAT OUR CLIENTS HAVE SAID

"Lisa makes home buying (and selling) a breeze! This isn't our first transaction with her and after being disappointed by realtors in the past we feel blessed to have found her. She is both personable and honest, working with our best interest in mind. She is professional and knowledgeable, explaining things in an easy to understand way. She is our go-to for all our real estate questions and needs

**Christine**

"Paul of the HouzAZ team went above and beyond to help my wife and I through the homebuying/selling process. He managed both the agents of our buyers and sellers to make sure that everything went as smoothly as possible throughout the entire process. He even referred contractors to help us with renovations. I would recommend Paul and his team to anyone in search of a quality agent. He has a customer for life."

**James**

Lisa was great sending us properties to check out before our trip to Arizona. Talking us thru every detail of the purchase. We would definitely recommend her to anyone wanting a great buying or selling experience. Thank you again so much Lisa 🏠

**Debra**

Paul and Lisa were great... again. After buying/selling our 2nd house with this team I can tell you they've earned customers for life. I'd highly recommend them to anyone looking for help/guidance/expertise in the home buying process.

**Craig**

"Paul was wonderful to work with. He helped us find the right home for our family in the area we were looking for. It was my first time buying a home and it helped to have his knowledge during the process. I appreciate all the information that was given at every step of the way and I would highly recommend him and his team."

**Rosalba**

My home purchase went so smoothly I barely realized I was buying a home. Lisa answered all questions in a very timely manner. She provided explanations at every step of the process. I would surely recommend their services and use them again should the need arise.

**Linda**





# POWER OF MEDIA

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With our large online footprint, use of high-quality photos and video and resources from Realty ONE Group, we'll expose your listing to real leads around the world.



- **47%** of real estate businesses say social media results in the highest quality leads.
- **99%** of millennials begin their home search online.
- The response rate for a listing increases **403%** when video is used
- Only **9%** of agents are using video in Real Estate





# SOCIAL MEDIA

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Billions of people access social media every single day and share content regularly. It's a powerful and engaging tool. Starting from the day it's listed, we will use online networks to market your home to a wide audience.



[HouzAZ & Associates](#)



[houzazphx](#)



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# BUYERS FINDING HOMES (BY AGE)

## FIRST STEP TAKEN DURING HOMEBUYING PROCESS

Exhibit 3-1

(Percentage  
distribution)

AGE OF HOMEBUYER

	ALL BUYERS	22 to 29	30 to 39	40 to 54	55 to 64	65 to 73	74 to 94
Looked online for properties for sale	44%	40%	43%	46%	47%	44%	32%
Contacted a real estate agent	16	12	12	15	19	20	24
Looked online for info about the home buying process	12	17	17	12	6	7	5
Contacted a bank or mortgage lender	7	10	7	8	6	5	3
Talked with a friend or relative about home buying process	6	12	7	4	5	4	10
Drove-by homes/ neighborhoods	5	2	4	4	5	6	8
Visited open houses	4	4	2	3	5	5	5
Looked up info about different neighborhoods or areas (schools, local lifestyle/nightlife, parks, public transportation)	1	*	2	1	1	2	2
Contacted builder/visited builder models	1	1	1	1	1	3	4
Attended a home buying seminar	1	1	2	1	*	*	*
Contacted a home seller directly	1	*	1	*	1	1	2
Looked in newspapers, magazines, or home buying guides	*	*	*	*	*	1	1
Read books or guides about the home buying process	*	*	*	*	*	*	*

\*Less than 1%

2020 NAR Home Buyer and Seller Generational Trends





**DETERMINING  
THE PRICE AND  
PREPARING  
TO SELL**

**LOCATION**

**CONDITION OF  
PROPERTY**

**ECONOMIC  
TRENDS**

**SUPPLY &  
DEMAND**

**STRATEGIC  
NEGOTIATIONS**



# ADDITIONAL MARKETING

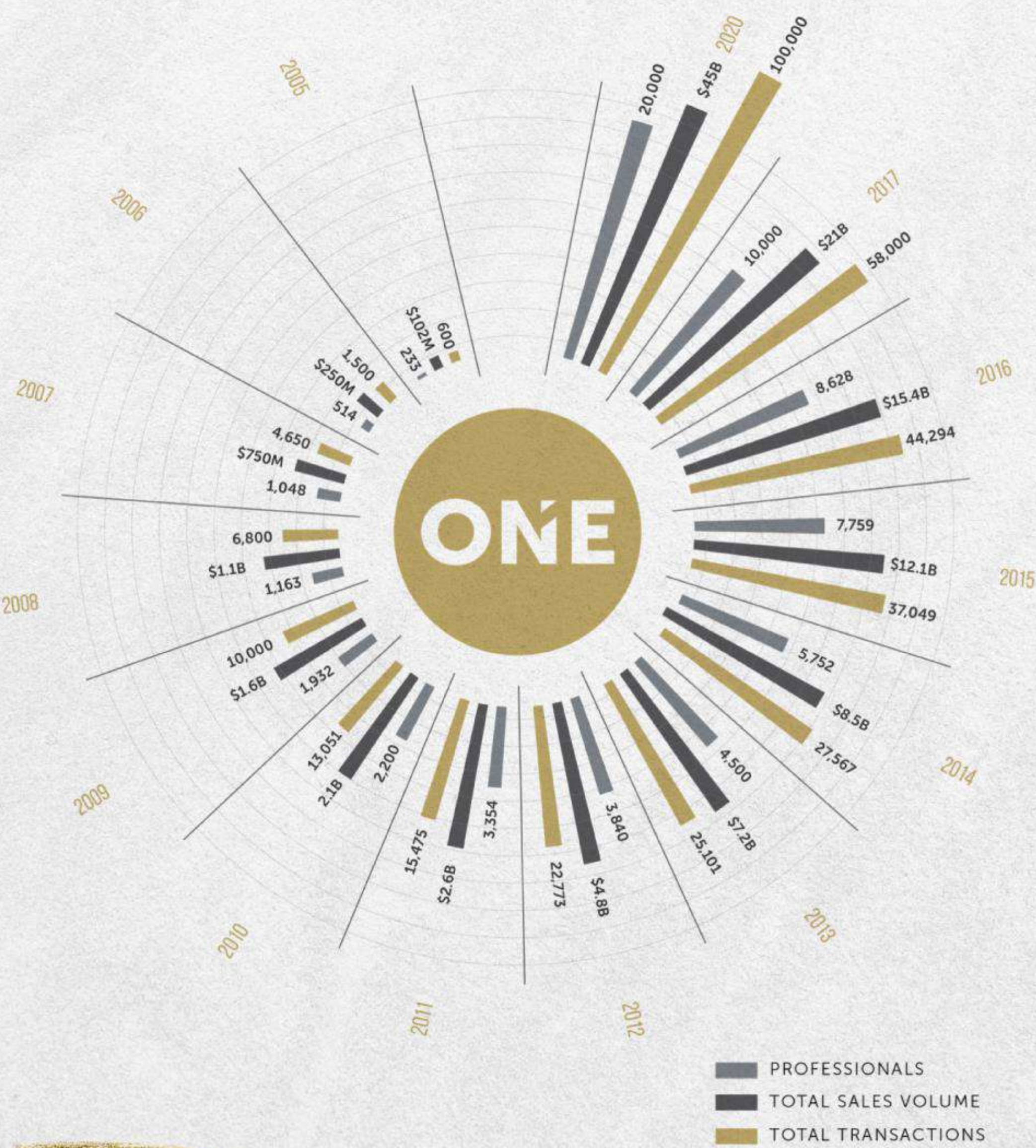
Your listing will be included across all marketing channels, from print to digital with vivid photos of your property complementing each piece of collateral.





# CONNECT

On average, over 25 professionals are involved with a **Realty ONE Group** transaction so you don't have to worry. We have the right people in the right places to make your experience as simple and seamless as possible.







# UNDERSTANDING YOUR WANTS, NEEDS, AND EXPECTATIONS

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Our goal as real estate professionals is to sell your property for the most amount of money in the least amount of time. Our goal is to make this transaction as seamless and simple as possible for YOU!





# FIRST IMPRESSIONS

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## A PICTURE IS WORTH A THOUSANDS WORDS!

One of the elements that immediately hooks buyers is curb appeal. Low-cost yet high-return investments such as a fresh coat of paint, lighting and landscaping are easy ways to attract buyers while adding significant value to your home.





# ONE PURPOSE

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Opening Doors every day,  
across the globe.



ONE  
HOME



ONE  
LIFE  
AT A  
TIME



ONE  
DREAM





# CANCEL ANYTIME

In our experience, the biggest fear most sellers have when listing their home with a real estate agent is whether they're choosing the right one. They wonder, "Will this agent do a good job?" "Will this agent represent my interests before their own?" "Will this agent communicate with us?"

In an effort to remove some of the fear from your choice to work with us, we instituted a listing cancellation policy. It's very simple – no fancy language, and no small print. Here it is: When you list your home with House AZ and

Associates you can cancel your listing contract with us at any time. Simply call us and it will be removed from the MLS system within 48 hours. That's it. Could it be any easier or more stress-free?

We stand behind our service if you're unhappy for any reason, you are released from your contract with us.

In more than 20 years of practicing real estate and over 1,000 homes sold in the Phoenix area we've never had anyone ask for a release.

## Our Communication Guarantee

Keeping you informed and creating results is another way we remove risk from our service model is through our Communication Guarantee. You see, many sellers report that they almost never hear from their agent after they list their home. We don't understand how those agents are able to stay in business, but it does happen. As a top Phoenix Area real estate team, we've helped over 1,000 families who have had this experience and enabled them to feel more confident about selling again in the future.

We take pride in our open lines of communication, both with our buyers and sellers. Our contact schedules put us in touch with sellers each week. We use this time to update our clients about the marketing of their home that week, the response rate, what's planned for the next week, feedback from agents who have shown their home and market conditions that might affect their sale. This is also a great time for sellers to ask questions.





# Get Top Dollar: Home Seller Strategies

## How do you get the most money for your home?

By creating demand! In order to get your house sold for the most amount of money in the shortest time, you and your realtor must create demand. It's that simple. At HouzAZ & Associates we specialize in full service premier marketing and sales tactics and strategies designed to create demand, including our extensive online marketing strategy. In today's technology-driven market, if your Realtor is not marketing your home online, to its fullest potential, you are missing most buyers.

### Strategies to Create Demand

#### Pre-Sales Strategy

- Utilize market knowledge in order to determine potential market value-Total Market Overview
- Study comparables in order to forecast price for highest return-on-investment
- Staging and decorating consultation
- Preview the competition

HouzAZ & Assoc  
Average Realtor



#### Review the Sales Strategy

- Implement sales process and procedures to manage incoming leads, conversions, contracts and closing
- Receive, follow up with and convert prospective leads using the team approach



#### Lead Management Strategy

- Systematically following up on every lead from every source every time (no lead left behind)
- Automated action plans for every lead hit
- Agent showing follow-up systems and pre-schedule calls



#### Reporting strategy

- Weekly personal calls with showing feedback – Communication Guarantee!
- Weekly reports that include number of leads generated, number of calls, lead sources
- Weekly Total Market Overview



#### Market Strategy

- Quality photos shot by a professional photographer
- Advertising to our referral network of customers, vendors and national database of realtors
- Identifiable and professional home flyers
- Professionally designed and crafted marketing collateral
- Exceptional reputation and identity within the real estate community
- Utilize best of brand database technology to create marketing strategy that creates consistent and systematic communication with buyer leads





# Strategies to Create Demand

HouzAZ & Assoc      Average Realtor

## Support and Customer Service Strategy

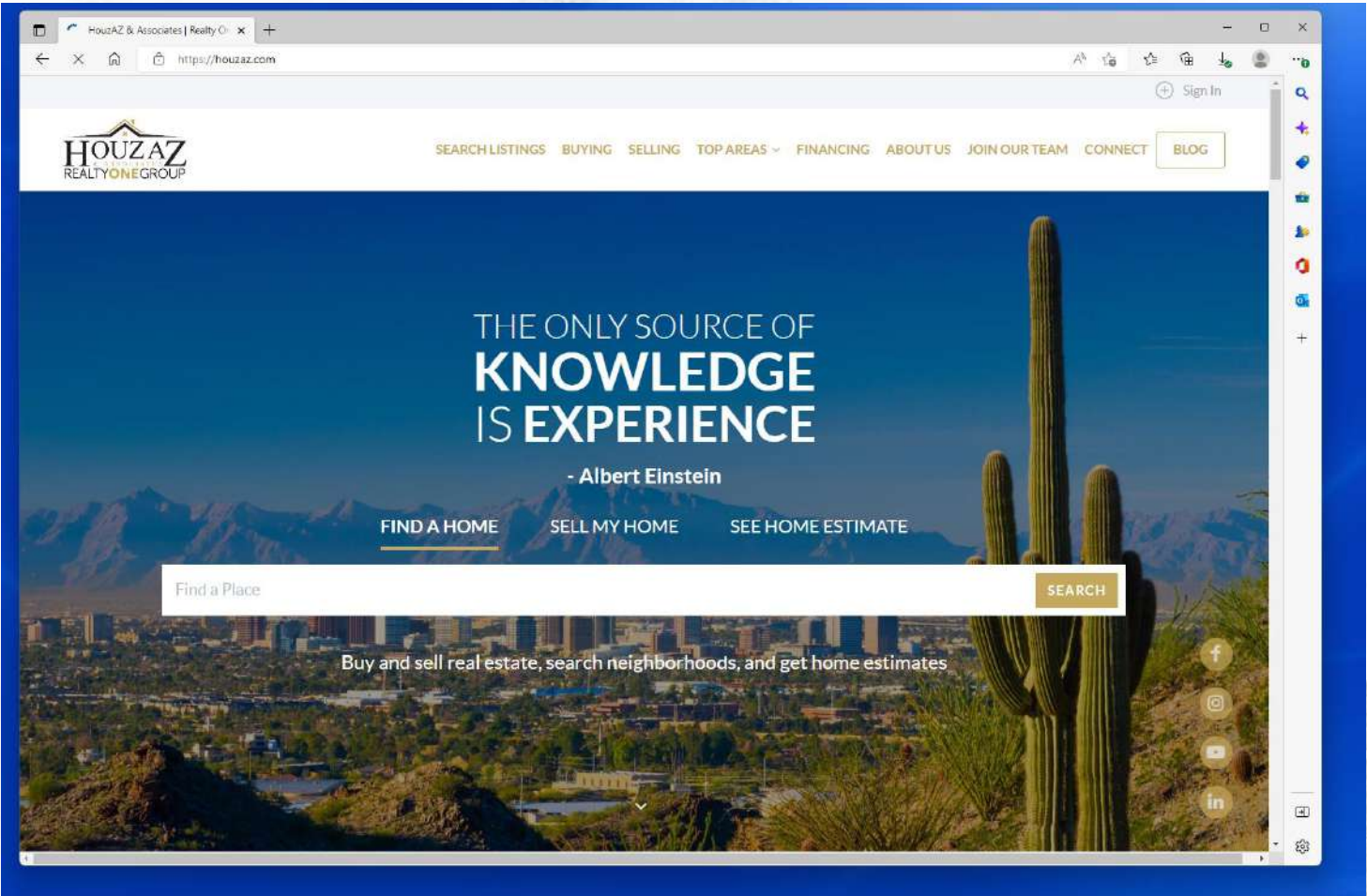
- Marketing specialists who are trained in html, contact management expertise, search engine optimization and systems analysis
- Lead management team who follows up on every lead
- Listing manager who keeps you informed of all activities
- Dedicated contact-to-close specialist who monitors every part of the transaction and hold all parties accountable to do their promises so that you can close on time
- Buyer's agent focused on following up with and working specifically with buyers



## Internet Lead Generation Strategy

Create an internet strategy designed to generate an inventory of buyer leads, to include postings on the following sites:

- houzaz.com
- multi listing service
- realtor.com
- homes.com
- remax.com
- coldwellbanker.com
- prudential.com
- century21.com
- trulia.com
- realtyonegroup.com
- Yahoo real estate
- redfin.com
- zillow.com
- Youtube.com
- Instagram
- Facebook





# Listing Plan of Action

## **Award Winning Photography**

We have a professional photographer shoot the photographs for all of our listings. This allows us the opportunity to take great shots of the home for use in our professionally prepared brochures and to prepare our virtual tours for all of our online marketing efforts. We will schedule the photo shoot around your schedule as much as possible. Please remember that on the day of the photo shoot the home must be ready! In addition, we always want to shoot the photos on sunny days, so weather does have an effect on our time frames. Please ask about getting a virtual tour.

## **Detailed Colored Brochures**

Brochures in the home or professionally prepared with color photos of your property, listing features and benefits, survey and floor plan if available. Just so you know, we do not put a price on our brochures. It generally takes one week to get the brochures to you. The time frame begins the day we are live in the Multiple Listing Service.

## **Enter You into the Multiple Listing Service**

We enter all listings into the MLS on Wednesday so we can be ready for showings on the weekend. It takes 3 to 4 days from professional photography to upload the photos and to write the copy. The multi listing service only allows 800 characters so we want to focus on the best features of the property.

## **Preparing your home for sale**

We will assist you in preparing your home for staging. We will help you create a spacious feeling and make sure your home has the curb appeal it deserves. We know you want to increase the value of your home, and we will work together to assess your situation. Home staging is the very best proven way to get top dollar for your home as you prepare it for sale. This is because staging sets the scene throughout the house to create immediate buyer interest in your property. This will then lead to your home selling for the highest possible price in today's market.

Staging is a few things. It is intelligent merchandising. It is uncovering everything a house has to offer by depersonalizing it. This can mean clearing trees to discover a new view of the homeowners had long forgotten or removing knickknacks from shelves and counters.

## **How important is property condition to your buyers?**

Very important! A home in superior condition will sell faster for more money than a house in average condition with a lower asking price. Many homes sellers recognize this and repaint and recarpet their homes in preparation for selling. These sellers know that the home buyers purchase value and will perceive a clean, fresh home as appealing than an average, lived in oh, forgive the mess home.

## **Do empty homes show as nicely as furnished ones?**

If you must move to your new home before your old house has sold, simply take measures to ensure it shows well. Replace worn carpet, oil woodwork, wash windows and clean walls. We can also recommend a staging company.





# Listing Plan of Action

## **Pool of Buyers**

Buyers who sign up on our website at [www.houzaz.com](http://www.houzaz.com) can get information daily on new listings like yours that fit their requirements. We have a pipeline of millions of dollars of future buyers that may be searching for a home just like yours!

## **Open Houses- open 24 hours a day 7 days a week**

We feature your home on the internet 24 hours a day/7 days a week! Did you know more homes sell because of a family member or a neighbor? Other agents hold open houses to meet buyers to sell them other homes, not yours.

Less than 1% of homes sell because of an open house, so we focus our marketing efforts on other proactive ways to get your home sold!

## **Web Presence- Widespread Internet Exposure with Key Local Focus**

HouzAZ & Associates provides extensive web presence and exposure for clients looking to sell their homes. We have retained some of the top talent in the industry to ensure that our websites show up on the top results for key search terms by home buyers in the Phoenix Market. Our large investment and these websites are showing some amazing results.

Why is this important? 90% of the buyers begin their search on the internet and 35% of home buyers find the home they purchase on the internet. HouzAZ & Associates' extensive web presence ensures sellers receive more exposure than possible with any other real estate company in the Phoenix Metro area. More exposure means more buyers and a quicker sale!

## **Showings and Feedback**

We are a member of Showing Time. We will counsel you on the most effective strategies for showings based on your needs and schedule. Regarding obtaining feedback, we do ask specific questions in our survey that are emailed to all showing agents; about our price, condition of the home and most importantly, is the buyer going to make an offer. We do get feedback about 60% of the time! You will also receive the feedback as soon as the showing agent responds.

## **Communication**

In addition to sending you feedback on showings; we send you other informative marketing reports weekly. We also update you on your competition: new listings, price reductions and homes that have gone under contract. Remember, we have a communication guarantee.

## **Weekly Market Updates**

We utilize what is now widely viewed as the most definitive real estate market report in the Phoenix Real Estate Marketplace. The Cromford Report is widely known as the Real Estate Market analysis choice in the Phoenix area. The powerful analysis of active listings, pending and sales data for the Phoenix Market is regularly consulted by homeowners, real estate agents, investors and mortgage professionals who desire to get the real facts and trends.

We update all of our sellers each week with market information specifically for their zip code.

90% of consumers use the Internet to search for a home. All of our listings are advertised through hundreds of websites and search engines.





# Listing Plan of Action

## Contract to Close

Once you are under contract, all of the details will be handled by our transaction coordinator. You will be invited by email as soon as you are listed!

## Prevention from Foreclosure

Whether you are behind on your payments or just frustrated you may not be able to sell due to the lack of equity, HouzAZ & Associates has several options that may allow you to sell and in dire cases, prevent the bank or any other mortgage holder from taking your home. Our focus is creating a win-win situation for the homeowner. Contact us today to get real answers on how you can:

- Complete a Short Sale- communicating directly with your lenders on your behalf, we will work to negotiate a settlement where your lender or lenders (some homeowners) have a first or second (or home equity) loans that will allow you to price and sell your home quickly. In a short sales, lenders accept a reduced amount for loan payoff and allow you to sell your home.

- Obtained an As-Is Contract- we have an extensive network of investors who will purchase your home, whether it's in perfect to poor condition. In some cases, our investor network has committed to making an offer in 24 hours or less for emergency situations for homeowners in a crisis situations.
- Lease Purchase- we have developed a professional practice for assisting sellers who lack equity structure. A lease/purchase can help avoid property loss, double payments or other financial stresses.

In every case, we are caring, sympathetic and confidential in our desire to match the best solution to the homeowners needs. Call us today to discuss your situation in confidence. Please don't give up until we have presented your best options- even in the most dire situations.





# 89 Point Marketing Plan

- Research tax records to verify full and complete legal information is available to prospective buyers and buyer's agents on the MLS print out
- Research property ownership and deed type
- Research property's public record information for lot size & dimensions
- Research and verify legal description
- Research property's land use coding and deed restrictions
- Research property's current use & zoning
- Verify legal names(s) of owner(s) in county's public property records.
- Research sales activity for past 6-18 months from MLS and public records databases
- Research "Average Days on Market" for property of this type, price range, and location
- Research competitive properties that are currently on the market
- Research competitive properties that have withdrawn
- Research competitive properties that are currently under contract
- Research expired properties (properties that did not sell during their time on the market)
- Research competitive properties that have sold in the past six months
- Call agents to discuss activity on the comparable properties that have listed in the area
- Research the previous sales activity on your home
- Download and review property tax toll information
- Prepare "Comparable Market Analysis" (CMA) to establish fair market value
- Obtain and verify accurate methods of contacting you
- Gather information to help assess your needs
- Review current title information
- Measure interior room sizes
- Confirm lot size your copy of certified survey, if available
- Obtain copy of floor and pool plans, if available
- Review current appraisal, if available
- Identify Home Owner Association, if applicable
- Identify Home Owner Association fees, if applicable
- Verify security system, current term or service and whether owned or leased
- Verify if you have a transferable Termite Bond
- Ascertain need for lead-based paint disclosure
- Verify if property has rental units involved, if so, make copies of all leases, verify all rent and deposits, inform tenants of listing and discuss how showings will be handled
- Compile list of repairs and maintenance items
- Prepare showing instructions for buyer's agents and agree on showing time window with you
- Assess your timing
- Assess your motivation
- Assess your immediate concerns
- Ask you questions about the property and yourselves to learn how to better serve and provide helpful information if needed
- Discuss your purchase plans and determine how our team can assist you in your next purchase (local, new home construction, investment or relocation) or if we can research and find a qualified agent to assist you in your new location
- Determine how quickly you need to move
- Obtain information that will help us to prepare the listing, advertising and marketing materials. Questions will include: What type of improvements have you done to your house in the past 5 years? What features of your home make it attractive to buyers? (Type of cabinets, flooring, decks, pool, fireplace, etc.)
- Prepare you by asking you to gather home information: copy of deed, current tax bill, copy of survey, copy of title policy (this could potentially save you money if you purchased less than 3 years ago)
- Obtain one set of keys which will be inserted in the lockbox
- Perform Interior Décor Assessment
- Review results of Interior Décor Assessment and suggest changes to shorten time on market
- Perform exterior Curb Appeal Assessment of subject property and provide suggestions to improve salability
- Review results of Curb Appeal Assessment with seller and provide suggestions to improve salability
- Give you an overview of current market conditions and projections





# 89 Point Marketing Plan

- Provide Home Audit to discuss constructive changes to your home to make it more appealing, to show exceptionally well and help it to yield the greatest possible price to an interested buyer
- Provide you with home showing guidelines to help have the home prepared for appointments
- Review and explain all clauses in Listing Agreement (and addendums, if applicable)
- Enter your name, address, phone number and email address in order to keep you informed of market changes, mortgage rate fluctuations, sales trends or anything that may affect the value and marketability of your property
- Compile and assemble formal file on property
- Present CMA results to you including comparables, solds, current listings and expired listings
- Offer pricing strategy based on professional judgment and interpretation of current market conditions
- Assist you and strategically pricing your home to enable it to show up more on the MLS searches
- Discuss goals with you to market effectively
- Discussing present strategic master marketing plan
- Explore method of pricing your property below comparable value to bring the most buyers to your property quickly
- Present and discuss our program to market your home the most effectively and bring the most buyers to you in the shortest amount of time
- Explore options of marketing your home with the incentive of buying down points on the buyer's loan, potential results are you retain a higher agreed upon price (which results in more proceeds to you) and the buyer saves on monthly payments and a tax credit
- Prepare an equity analysis to show you expenses, closing costs and net proceeds
- Explain the use of the Seller's Property Disclosure Statement you will complete, and that will be presented to the buyer of your home. This will help you avoid devastating setbacks and preserve your legal rights
- Take full color digital photographs of the inside and outside of your home for marketing flyers, advertisements and digital marketing
- Set up home warranty, if you choose, to protect your home during the listing period and for 12 months after the sale to reassure the buyer of the quality of your home
- Install iBox lockbox to allow buyer's agents to view your home conveniently but does not compromise your security
- Write remarks within the MLS system specifying how you want the property to be shown
- Prepare showing instructions for buyer's agents and agree on showing time window with you
- Prepare a detailed list of property amenities to have readily available at your home, to include in the Marketing Book and assess market impact
- Prepare MLS property Profile Sheet
- Proofread MLS database listing for accuracy-including proper placement in mapping function
- Enter property data from Profile Sheet into MLS Listing Database
- Electronically submit your home listing information to the Multiple Listing Service for exposure to all active real estate agents in the area
- Simultaneously submit your photos and the listing information into the MLS to allow buyers and agents to view pictures when narrowing down the homes they will actually tour
- Add property to our firm's Active Listings list; add to our Company's website & social media pages
- Provide you with signed copies of Listing Agreement and MLS Profile Data Sheet
- Explain marketing benefits of Home Owner Warranty with you
- Assist you with completion of Home Owner Warranty application, if applicable
- Submit Home Warranty application for the duration of the listing period
- Provide you with a Personal Customized Services sheet to explain specific marketing available for your property
- Provide you with a personalized Advertising Questionnaire for your input in verbiage for advertisement





# 89 Point Marketing Plan

- Review Full Service Marketing System and the benefits provided, resulting in the rapid sale of your property
- Offer a Broker's Open, if applicable, to promote your property to local Realtors and their customers, to maximize showings
- Create advertisements with your input, including information from Personalized Advertising Questionnaire
- Prepare mailing and contact lists
- Create, order and mail Just Listed postcards to promote the value of your home over others in the market
- Create, print, assemble and mail compelling flyers to hand deliver and/or mail to target customers, to stimulate calls on your home
- Advise Network Referral Program of listing
- Provide marketing data to buyers coming from referral network

## 10 Critical Questions To Ask When Interviewing An Agent

Choosing the right Realtor to represent your interest is the most important step to ensuring your real estate transaction will be successful. Here are 10 questions you should ask all prospective Realtors. If the Realtor you are interviewing falls short and can't substantiate or hedges in any way, you're interviewing the wrong Realtor! **Make sure an agent can back up any and all statements. Take a "show me" attitude, you have a great deal riding on their ability to sell your home!**

### 1. Are you a full-time or part-time Real Estate Agent?

You should only be looking for a full-time committed real estate agent who relies completely on the income they earn by selling real estate to support themselves and their family. An agent who also earns income outside the real estate industry will not feel the financial hit if they do not sell your home the same as they would if they relied completely on the income of selling your home to support themselves financially. Some part-timers are just dabbling in the business to make a little extra money or because they aren't good enough at it yet to make a living full-time. You'll want someone who lives, eats and breathes real estate.

### 2. How long have you been practicing?

In a softening market, you'll probably want someone who has been a licensed agent for at least eight to ten years or an agent who is part of a team lead by a highly experienced agent. In the last several years when the market was extremely "hot" thousands of agents entered the business and in spite of their poor sales skills they were able to sell homes. With the changing market conditions where significant inventories and lower prices are the norm, many agents who have been in the business for less than eight years simply don't have the sales skills and knowledge necessary to get your home sold as they have never practiced in a "normal" real estate market.

### 3. How many homes have you sold in the last consecutive 12 months?

This is important to ask because it demonstrates an agent's track record. Don't allow an agent to skip over this question, make sure the agent has documented proof of their sales track record. An agent or team selling less than twenty homes a year may be operating on a part-time basis or is highly inefficient at generating buyers for their homes.





# 10 Critical Questions To Ask When Interviewing An Agent

## 4. Does the agent have a clear and defined Plan of Action that specifically states exactly what the agent will do to sell you home?

This is a BIG one! This is where you find out if an agent relies on passive marketing techniques. Passive marketing is where an agent lists the home, puts a sign in the yard, enters it into MLS, sits floor-time and waits for a buyer to call. Active marketing is where an agent aggressively spends their time looking for and talking to people who want to buy and sell homes. There are a host of systems specifically designed to find and locate buyers. Make sure your agent specifically identifies the systems they use.

## 5. How well does the agent know their Market stats?

This is another big one. Your agent should know the answers to the following: How many homes are currently on the market? How many homes came on the market in the last 30 days? How many homes have sold in the last 30 days? Also ask agents for their average time on the market per home sale as compared to other agents and to the market as a whole. Based on these numbers how many months of inventory are currently available to buy?

An agent who is not absolutely clear as to the answers to these questions is not effectively servicing their client. This data is required to accurately price and strategically present the property to create a successful sale. An agent who is not evaluating the data on a regular basis would be like going to your doctor and having him guess how to treat you before examining you to see what was wrong.

## 6. Does the agent work alone or does the agent have a staff of professionals assisting throughout the entire sales process?

With all the activities required to get a home sold & closed in today's market, will the agent get bogged down with the day to day office activities? Make sure your agent has a paid staff including a Listing Manager, Closing Manager, Receptionist/Secretary and an Office Manager. Would you rather your agent be out looking for and generating a buyer for your home or be sitting in the office processing paperwork?

## 7. Is the agent involved with continuous ongoing training along with regular practicing and updating of their skills?

The business of selling is very much like developing the skills of a professional athlete. Professional football players practice and update their skills 80 hours per week for a 60 minute game on Sunday. The morning after Tiger Woods wins an international PGA Title, he is out on the driving range practicing and updating his skills. Is the agent you are interviewing actively committed to ongoing training and updating their skills or did they learn the business when it was easy and are just "winging" it today?

## 8. Does the agent represent themselves as a million dollar or multi million dollar producer?

With the median home prices in the past several years approaching \$400,000 or more, a million dollar producer would only have 3 sales for the year and a multi million-dollar producer would only have 5 sales per year. Too many agents actually believe people are impressed with these titles. As a seller, your concern should be that the agent you hire has a consistent track record that represents their ability to get homes sold.

## 9. What makes the agent different? Why should I list my home with you?

This question really gets to the core of the agent's ability to communicate and demonstrate how they can make your home stand out from the competition. In today's current market conditions, inventories are substantially lower than in past years. There are several factors to consider in terms of making your home stand out. First consider how did you come in contact with the agent? How visible is that agent to the general public? Have you heard of the agent before?

Additionally, there is a significant relationship to the agent's visibility and the agent's production. It seems like everywhere you look, agents are boasting about being #1. You have probably become immune from this information.

More than 85% of ARMLS members sold less than 10 homes in the past year





# 10 Critical Questions To Ask When Interviewing An Agent

If you are like most home owners, you only care about the sale of your home. I'm sure you will agree that success in real estate is selling homes. If one agent is selling a lot of homes while another is selling only a handful, ask yourself why this might be? What things are these two agents doing differently?

More than 85%  
of ARMLS  
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**10. What is the agent's definition of "work"?**  
In the last ten years, agents did not have to "work" to make a reasonable living. With the drastic changes in the market, hundreds of thousands of agents who never learned to work are in a panic and are paralyzed with fear about what to do to get a home sold.

## Common Seller Questions

### 1. We want to only give you a 30/90 day listing.

Unfortunately, we are not able to do that... six months is the minimum per our company policy. We will however, offer you the Hassle -Free Listing Guarantee. This is 100% service satisfaction guarantee covers the listing period from day 1 to 180.

### 2. Why list with our Team and Realty ONE Group?

There are many reasons to list with Realty ONE Group: America's Largest Real Estate Franchise, with over 400 locations in 50 states and 10 Countries. Among our 20,000 professionals we are the fastest growing real estate franchisor. In 2022 our agents had over 135,000 transactions totaling over \$4.05 Billion in sales volume. Any questions?

### 3. We'll save commission by selling it ourselves.

We certainly agree that if (and in today's challenging market) it's a big IF, you could possibly save the commission by selling yourself.

Compounding the challenge is in the post-mortgage meltdown world, sellers are ill equipped to properly qualify potential buyers (something that we find many

traditional old-fashioned agents don't do well either). The result is a very low closing ratio for contracts from a buyer, if you're lucky enough to get an interested buyer.

And what's worse, only 2% of all For Sale By Owners sell themselves. And 98% are listed and sold by real estate agents. Can you afford to have only a 2% chance of selling your home?

### 4. Let's list high, we can always come down later.

This is the **#1 mistake** that traditional old-fashion agents make with sellers and tragically results **in almost 50% of the listings in the Phoenix Metro area NOT SELLING AT ALL**. We certainly understand you would like to list high, in order to leave room for negotiating, etc. Have you considered the major problem that this creates for you as a seller?

Most people won't bother to look at a property that are priced too high. Would you rather have me negotiate multiple offers to get your price or not have an opportunity to negotiate any offers at all?

Over price it and your risk being rejected by the market and never selling.





# Common Seller Questions

## **5. We have a friend in the business (from church, kids soccer, etc).**

We definitely hear this on occasion, almost everyone we know does. The key question here is very simple. Do you need to absolutely sell your property? Or are you looking to do your friend a favor?

## **6. Another Agent said they could get me more money.**

We hear this almost every week. Usually, from an inexperienced agent- see #5 above- with very limited transactional experience.

Unfortunately, these agents are more excited about the prospect of taking a listing than worrying about getting it sold. Most are afraid to tell the truth and risk upsetting the seller, the rest are unable to figure out the right price for the property due to a lack of experience and expertise. They are desperate to get a sign in the yard so that they can attract buyers to work with. The typical training plan for a traditional old-fashioned real estate office is to take listings- regardless of price- then work on wearing the sellers out until they agree to lower the price. It's a shame as this practice is the #1 reason that listings expire after being rejected by the market and never sell- leaving an extremely unhappy seller behind.



## **7. You haven't sold homes in our neighborhood (area).**

We occasionally hear this, mostly from sellers who are unaware that with the advent of the Internet and broad-based online marketing of property- the old-fashioned agent who only works a small neighborhood is a relic and almost non-existent.

The bottom line is with more buyers from all over the Phoenix Metro marketplace, we have a much higher probability of selling every home we list.

## **8. The Other agent said he/she would....**

This catch all item usually is the result of an agent not having the courage to tell a seller the truth about why something does not work. Whether it's telling the truth about why print advertising does NOT result in sales and only promotes a company's brand or why Open Houses are simply a source of leads for an agent (especially new, inexperienced agents), we usually see sellers universally being disappointed when they discover the truth.

Also, these sellers generally realize that these same agents are also very poor at justifying or defending the price of the home for the seller. Again, they lack the courage to have a direct truthful conversation with buyers or buyer's agents.





# Balanced Market

## Buyer's Level of Interest in Active Properties

Interest in suitable properties based on seller's asking price compared to buyer's perception of value

Asking price approximate % of Fair Market Value	Level of interest demonstrated by buyers	Buyer's Actions
Up to 120%	NONE	Won't even pause when it comes up in their online search
Up to 115%	LOW	Will pause online but won't inquire or ask for information
Up to 110%	POSSIBLE	Will probably inquire or drive by the home, may schedule a showing
Up to 105%	GOOD	Will probably schedule a showing and possibly create an offer
Less than 100%	STRONG	Will actively compete to beat other offers
Less than 97%	SUPERIOR	Will generate multiple offers which drives sales price up

A seller's price determines the level of interest the buyers will demonstrate towards the current listing. Both online and offline marketing is designed to cause the buyers to investigate a listing. Actual offers are not generated unless the prospective buyers believe the seller's asking price is closely aligned to the actual Fair Market Value.





# Seller's Market

## Buyer's Level of Interest in Active Properties

Interest in suitable properties based on seller's asking price compared to buyer's perception of value

Asking price approximate % of Fair Market Value	Level of interest demonstrated by buyers	Buyer's Actions
Up to 125%	NONE	Won't even pause when it comes up in their online search
Up to 120%	LOW	Will pause online but won't inquire or ask for information
Up to 115%	POSSIBLE	Will probably inquire or drive by the home, may schedule a showing
Up to 110%	GOOD	Will probably schedule a showing and possibly create an offer
Less than 105%	STRONG	Will actively compete to beat other offers
Less than 100%	SUPERIOR	Will generate multiple offers which drives sales price up

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# Buyer's Market

## Buyer's Level of Interest in Active Properties

Interest in suitable properties based on seller's asking price compared to buyer's perception of value

Asking price approximate % of Fair Market Value	Level of interest demonstrated by buyers	Buyer's Actions
Up to 115%	NONE	Won't even pause when it comes up in their online search
Up to 110%	LOW	Will pause online but won't inquire or ask for information
Up to 107%	POSSIBLE	Will probably inquire or drive by the home, may schedule a showing
Up to 103%	GOOD	Will probably schedule a showing and possibly create an offer
Less than 100%	STRONG	Will actively compete to beat other offers
Less than 95%	SUPERIOR	Will generate multiple offers which drives sales price up

A seller's price determines the level of interest the buyers will demonstrate towards the current listing. Both online and offline marketing is designed to cause the buyers to investigate a listing. Actual offers are not generated unless the prospective buyers believe the seller's asking price is closely aligned to the actual Fair Market Value.

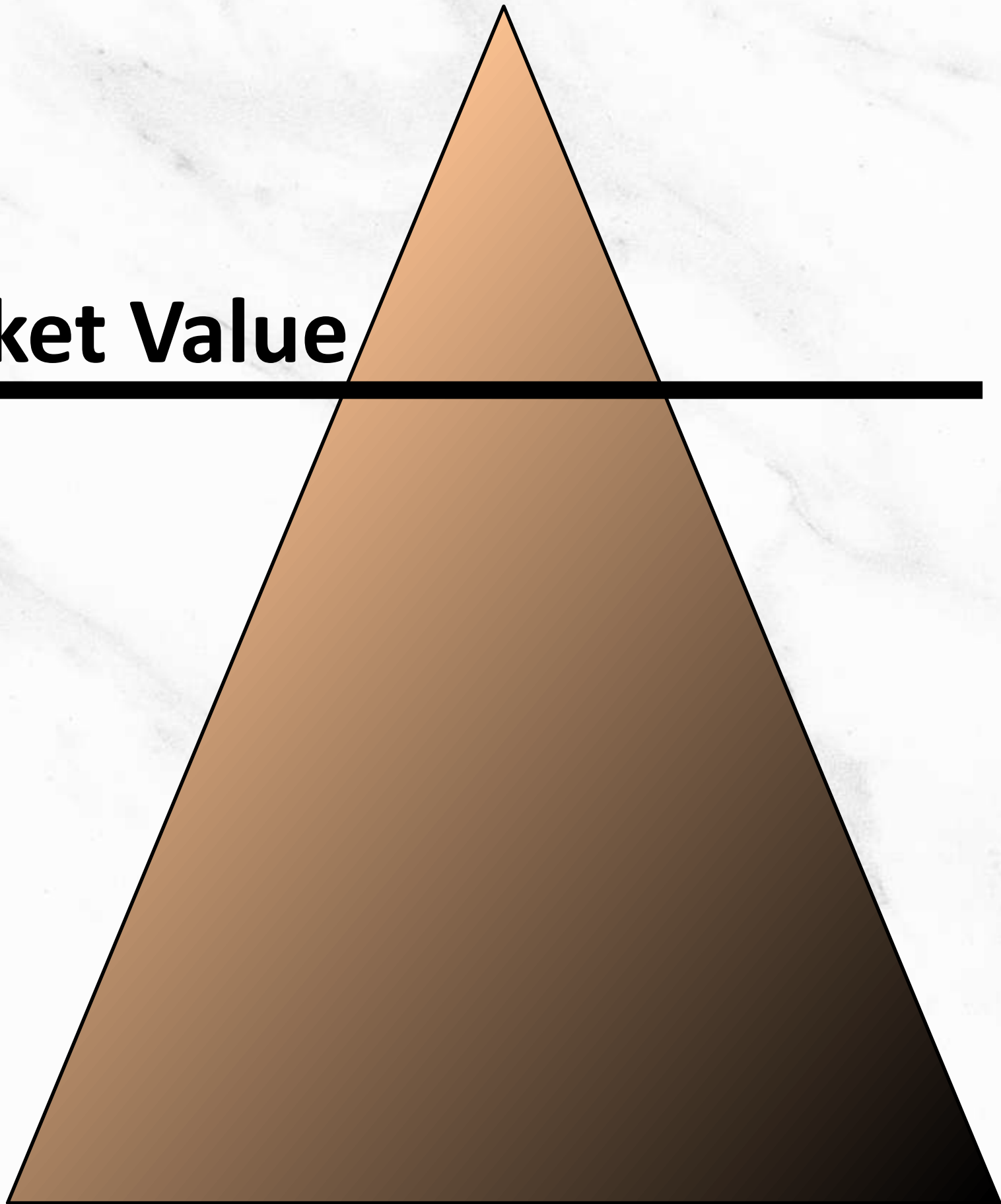




# Pricing Pyramid

**Market Value**

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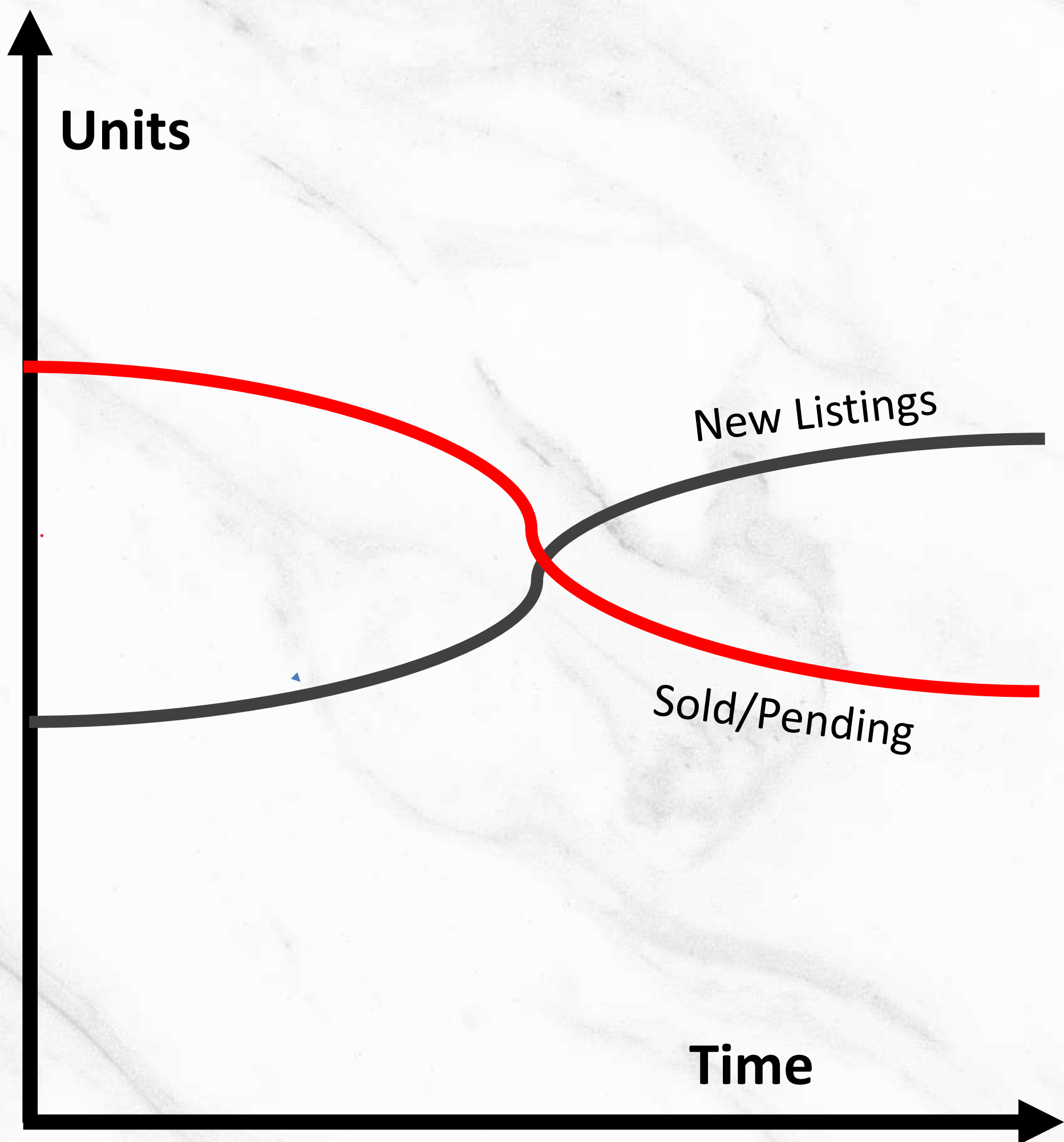
**% of Buyers**

If we were to price your home at what we know is fair market value, we are only going to appeal to the top third of the pyramid. As we go progressively above that our pool of buyers continues to shrink.



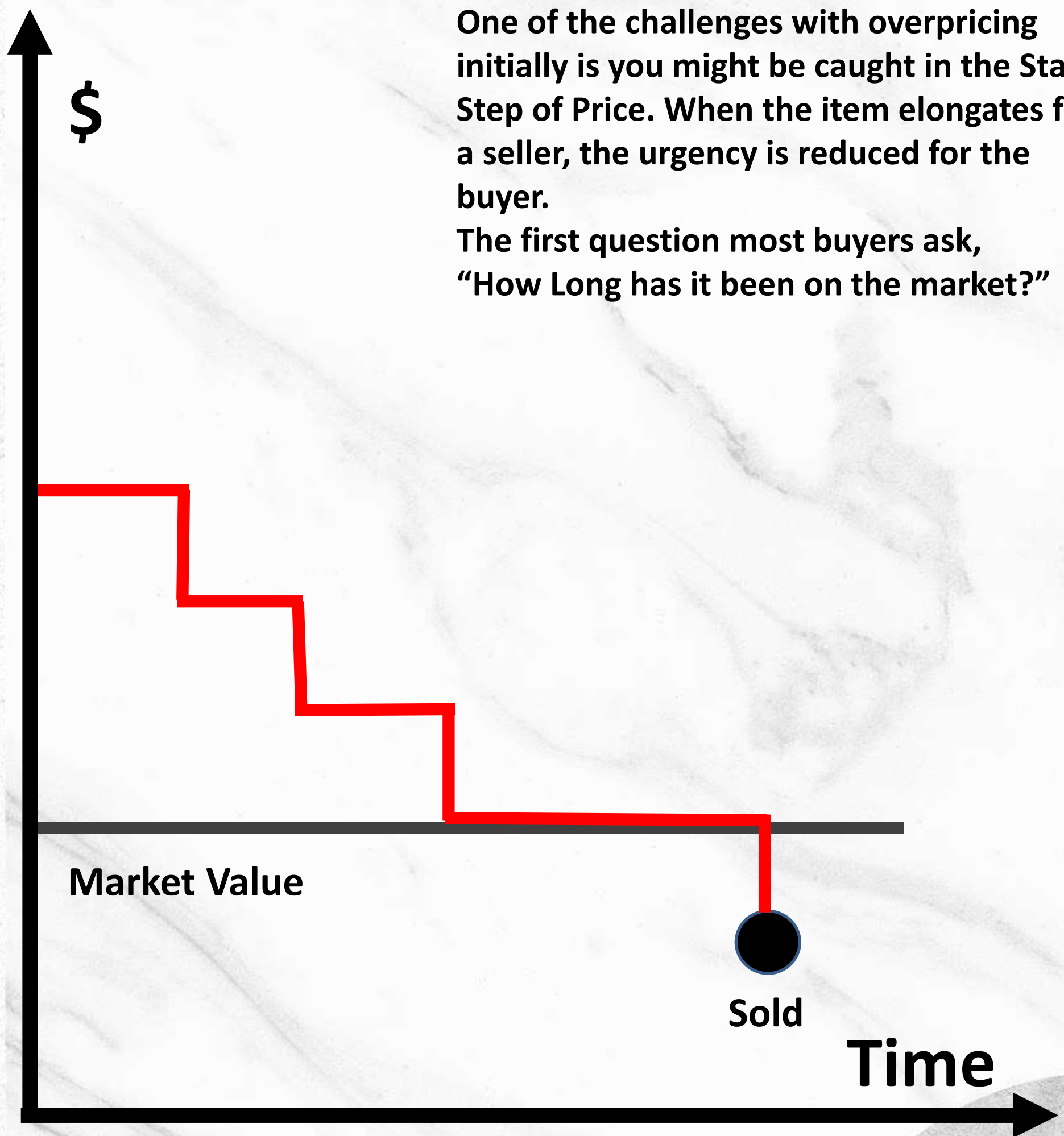


# Overpriced Danger Zone





# Overpriced Danger Zone





# Common Mistakes Sellers Make In Listing Their Home



**Highest  
Listing  
Price**



**Least  
Competent  
Agent**

Frequently agents will tell the client what they want to hear in hopes of securing the listing. After they secure the listing, they begin the long process of beating the client up on price to get them down to the zone where a buyer will start to seriously consider the home.





# Where Do Buyers Come From?

Buyer Source (How buyers found the home they purchased)	% of Buyers	HouzAZ & Associates Strategy
Agents w/ Buyers	35-40%	Find the Agent with the Buyers Program. Includes aggressive reverse prospecting, e-flyers to agents in the area.
Internet	35%	<b>Over 90% of buyers start on the Internet!</b> HouzAZ & Associates listings are linked to over 300 other websites.
Yard Signs	15%	We use large, oversized yard signs with free 24-hour information.
Top 3 Total	85%+	NOTE: All other sources: Neighbors, open houses, word of mouth. Unless a marketing plan optimizes for the top 3, we find that homes do NOT sell or sit on the market for extended periods of time.





# 2021

# 2023



34%

First time home buyer share



32%

95%

Used the internet to search

100%



7%

Used newspapers to search

0%



87%

Financed the home purchase

80%



13%

Typical down payment

8%



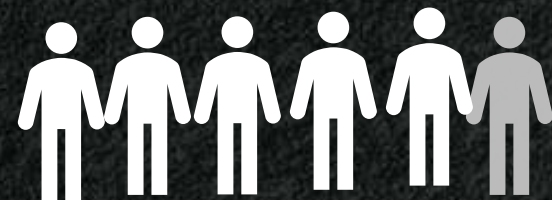
Median age of first time buyers



82%

Share bought single family home

79%



56



88%

Bought through an agent

89%



58

Age of repeat buyer



60%

Share of married couples

59%



9%

Share of single males

10%



19%

Share of single females

19%



9%

Share of unmarried couples

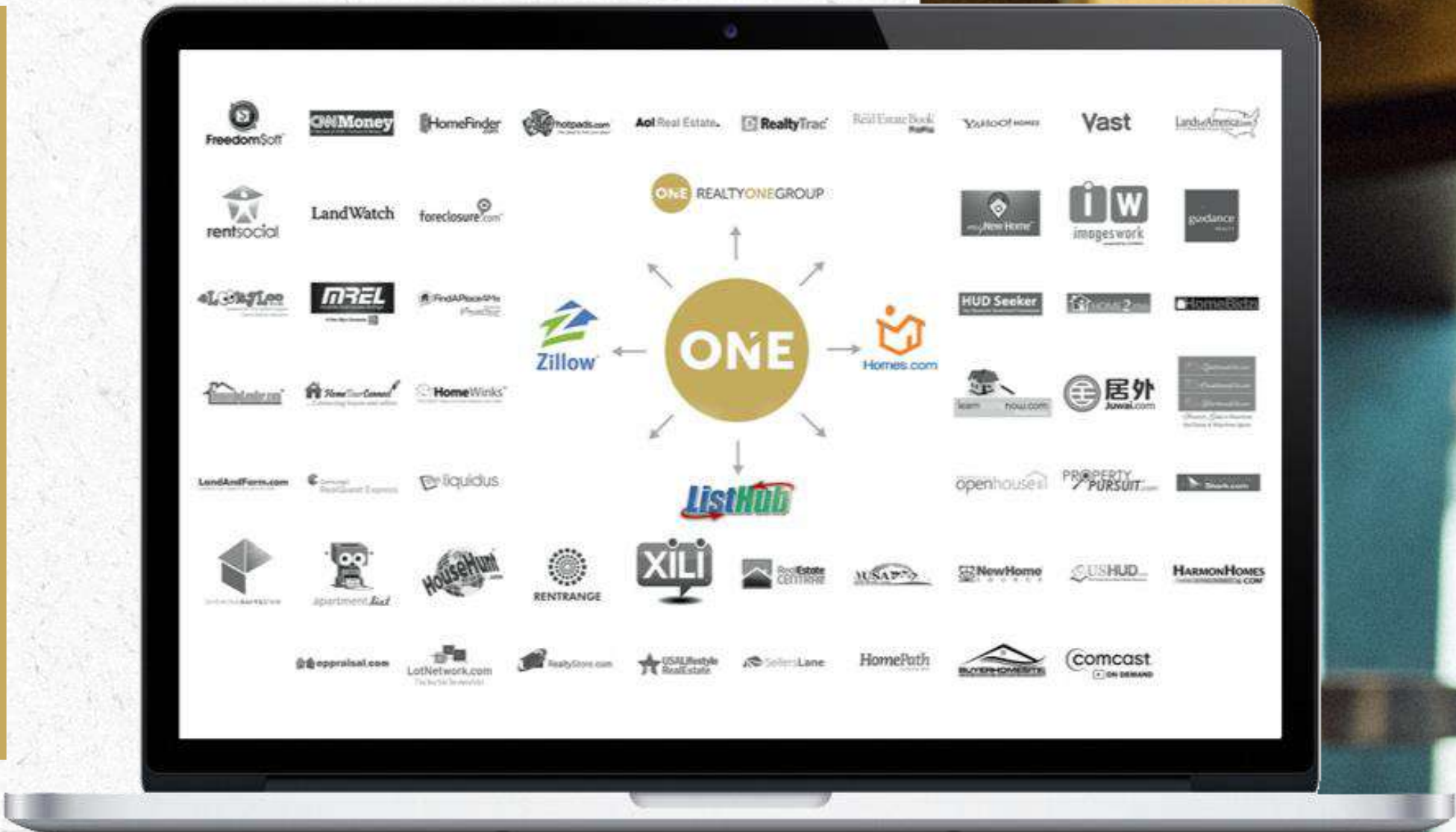
9%

Source: Profile of Home Buyers and Sellers





# MAXIMIZING ONLINE EXPOSURE



**HOUZAZ**  
& ASSOCIATES  
REALTY**ONE**GROUP





# 11 Wins



REALTYONEGROUP





# America's Largest Real Estate Franchisors

ANNUAL GROWTH BY SALES VOLUME

#1

REALTYONEGROUP

↑ 22.2%

UNSTOPPABLE  
UNBREAKABLE  
UNBROKERAGE

2	 KELLERWILLIAMS	↑	4.5%
3		↑	2.8%
4		↑	2.7%
5		↑	2.2%
6		-	0.0%
7		↓	-2.5%
8		↓	-2.9%
9		↓	-4.9%
10		↓	-5.7%

Source: RealEstateAlmanac.com | The Real Estate Almanac is an annual analysis of the residential real estate industry and the most comprehensive compendium of leaders, executives, and franchises.





REALTYONEGROUP

WE ARE ONE OF THE  
**FASTEST**  
GROWING  
REAL ESTATE FRANCHISORS  
*in the nation*

**400+** **49** **8** **18K+**  
LOCATIONS STATES COUNTRIES PROFESSIONALS  
+ Puerto Rico

**\$4.05+**  
**BILLION**  
SALES VOLUME 2022

**\$211.31**  
**BILLION**  
SALES VOLUME TOTAL

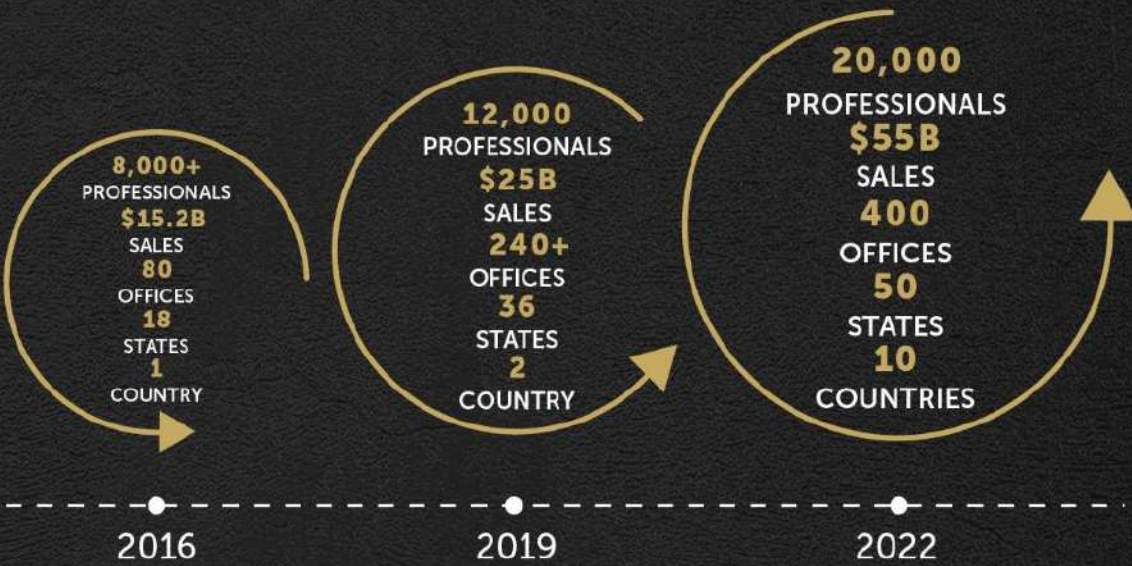
**135,000+**  
TRANSACTIONS 2022

**612,415+**  
TRANSACTIONS TOTAL

**T3** **MEGA**  
**60** **1000**  
Youngest Franchisor in the Top 10

**Inc. 500** | **5000**  
**7** CONSECUTIVE YEARS

**100%**  
**FAMILY OWNED**





# LET'S GET STARTED

1

COMPETITIVE  
MARKET  
ANALYSIS

2

DETERMINE  
LIST PRICE

3

LISTING  
AGREEMENT &  
DISCLOSURE

4

INITIATE THE  
MARKET PLAN

5

INSTALL  
ELECTRONIC  
LOCKBOX

6

INSTALL  
YARD SIGN







# THANK YOU



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