

SELLER BOOK



Hunter Durham
TEAM

ERIC HUNTER

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YOUR AGENT



ERIC HUNTER

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Passionate, Client Focused and High Achiever, Eric Hunter, one of the leaders of the Hunter Durham Team, has always been fascinated by real estate. His career began in 1998 as a mortgage broker with one of the most successful mentors in the Phoenix area. He attributes his success in the real estate industry to the mentoring he received and the experience from finalizing hundreds of real estate transactions. During that time he also gained experience buying and managing rental properties, construction, and residential development.

Part of the Hunter Durham Team's success comes from combining that experience with a deep understanding of the local Phoenix market, along with hard work and the willingness to give straight forward advice/opinions in the best interest of his clients. His focus is not on the hundreds of deals the team has closed, but on the providing the best for the people those numbers represent. Eric is fiercely protective of his clients and uses his experience as a savvy negotiator to make sure his clients benefit the most in every transaction. Being an experienced mortgage broker and real estate investor, along with his degrees in Finance and Accounting allows Eric to bring distinct talent and skill to real estate transactions. He is able to not only foresee any challenges, but be prepared with creative solutions for his clients.

He is passionate about empowering clients and his team. His mission is to share with others the opportunities provided by real estate. He knows how simple it can be and wants every person he knows to share in those opportunities. Eric, along with Team Leader Ed Durham, have built the team with the belief that in creating value for others or giving back, they are rewarded. His areas of expertise include:

- Clients buying and selling their homes
- Investment transactions
- Building construction
- Real estate financing

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MEET THE TEAM



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CLIENT TESTIMONIALS

.. Professionalism and Experience...

"Two years ago, Eric did an amazing job with helping us buy the house on 18th Street, and this summer you further impressed us with your professionalism and experience. Andy and I would just like to take this opportunity to thank you both for the amazing work you did in selling our home. We were both impressed by the speed in which the home sold. Having this as the first home we had ever sold, it was such a relief to know we could text or call either of you even outside of the "regular" business hours in order to clarify any of our concerns and relieve our anxieties with this complicated process. It is really too bad we are moving up to Oregon, or we would definitely want your help in purchasing our home there.

Thank you again."

– Jen and Andy Edwards

.. dream come true...

"You guys have my business for life (and as many others as I can)! You all pulled through in amazing form. Amy was aggressive, on top of everything to keep the process flowing and not bogged down. Tom kept all the financials in order and saved me more than once. And Eric had faith in me to introduce me to the best Real Estate team I have ever had the pleasure of working with!! You guys made my dream come true, and provided some good humor in the process (that Facebook story will keep me laughing for awhile). Thank you so much for everything! My future is brighter because of you...bless you for that... :)"

– Sean Haines

.. Responded quickly and always available...

"I wanted to send this letter of appreciation for ALL of your help with the short sale of my house. Short selling can be a traumatic ordeal for a property owner. When working with the bank failed to produce results, I was apprehensive and skeptical of trying to do a short sale. But thankfully I was put in contact with you.

First, I want to thank you for your patience. The amount of time you spent on multiple phone calls answering my questions and putting me at ease is commendable. You responded quickly and always made yourself available for questions or issues.

Next, I want to thank you for all of your knowledge. You detailed the sequence of events and everything happened exactly as you said it would. Even through my skepticism you continuously reassured me and did all the heavy lifting.

Lastly, thank you for your integrity. You always put my interests first. You informed me of all my options; even the ones that would have eliminated you from making any profit. You did everything you said you would and worked for me to the very end.

Your positive attitude through the entire event made an incredible difference. Thank you for working so hard. Please share my contact information with anyone who is going through a similar situation. I would be grateful to provide a reference."

– David Dollins

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PREFERRED VENDORS

Our Preferred Vendors:

Title Company:

Lawyers Title of Arizona

Arlinda Navarrete

anavarrete@ltic.com

3131 E. Camelback Rd. #220

Phoenix, Arizona 85016

602-336-6162

Grand Canyon Title

Tina Rynhard

tina.rynhard@gcta.com

3900 E. Camelback Rd. #250

Phoenix, Arizona 85018

602-474-5358

Primary Residential

Tom Maison

tom.maison@primeres.com

9280 S Kyrene Rd #134, Tempe, AZ 85284

602-206-3144

Primary Residential

Kent Nielson

knielson@primeres.com

9280 S Kyrene Rd #134, Tempe, AZ 85284

602-761-9802

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PREFERRED VENDORS

Our Preferred Vendors:

Home Inspector:

Complete Inspection Service

Kent Knuckles

knuckelskent@gmail.com

602-708-3964

AJF Engineering and Inspections

AJFengineering.com

480-661-8888

Home Warranty:

Fidelity Home Warranty

Barbara Rastello

BarbaraRastello@fnf.com

480-688-9339

Insurance Companies:

Liberty Mutual Insurance

Valerie Mowers

Valerie.Mowers@LibertyMutual.com

480-310-1657

Farmers Insurance

Brandon Thomas Cox

bcox1@farmersagent.com

602-888-3276

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WHY HIRE US?

Why You Will Benefit By Having Us Represent You In Selling Your Home...

- We focus on the long term relationship... Working for your best interest.
- Proven Results - We get it done!
- 100's of transactions, 30+ years Experience behind completing your transaction.
- Up to the minute knowledge of current Market Trends - Gives you the upper hand in negotiations.
- Our local team of professionals
- Consistent and frequent communication
- Client Appreciation Program

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OUR CLIENT PHILOSOPHY

Our Field of Competence

Single-family residential real estate, resale, residential homes in metropolitan Phoenix.

We help facilitate an environment where our clients are compelled to refer our organization to their family and friends.

Our passion is helping clients find solutions.

Combining market knowledge and financial insight with a commitment to client service is what makes us successful. We want you to understand your options. Whether you're making a decision about the sale or purchase of a home, an investment property, or a distressed property, we are here to help you find solutions.

Our passion is providing service beyond expectation.

We promise a comprehensive approach, providing clients with information and resources needed to make sound real estate decisions. As full-time specialists with experience in real estate, finance, lending, and investing, we are able to deliver a high level of client service.

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BEFORE, DURING & AFTER

We Will Be There

- Being a real estate professional is about much more than buying and selling homes... It's about being there as a resource for any questions related to homeownership.
- Our goal is to provide the best possible counseling & negotiation skills to help you achieve your goals and relieve the anxiety that often comes with having your home on the market.
- With the support of North & Co., we are committed to meeting and serving all your real estate needs.

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YOUR GOALS, WHAT ARE THEY?

It's Important For Us To Understand What's Most Important To YOU...

- Highest Possible Price?
- Most Advantageous Time Frame?
- Least Amount of Inconvenience?
- Help Finding Buyers?
- Marketing Your Home?
- Negotiating Purchase Contract?
- Handling Technical and Legal Aspects?
- Other Reasons?

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MARKETING PLAN

What We Do To Gain Exposure

- Professional Photos/Virtual Tour/Custom web page
- Your Home Placed on all Main Real Estate Websites.
(Realtor.com, Zillow, Trulia, AZ Central and many others)
- Our Personal Network - Current Buyers, Investors, and local agent network.
- Social Media and Exposure
- Open House Exposure
- Direct Mailings
- Signage that attracts potential Buyers
- Property Flyers

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FIRST IMPRESSIONS MAKE ALL THE DIFFERENCE

Before Presenting Your Home to Buyers

- We'll assist you in effectively preparing your home so your property makes a great first impression on potential buyers.
- We'll go through a marketing checklist to make sure we've addressed all areas of your home.
- Special attention to both the interior and exterior appearance has been proven to reduce market time and increase the final sales price.
- If necessary, we can arrange for professional home-staging.

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PREPARING TO SELL

Check list to get ready to sale:

- Eliminate clutter...(Start Packing it away)
- Hose down outside walls, entry, and patios
- Wash windows and screens
- Make front door inviting with fresh paint if needed, clean light fixture, & working locks
- Organize Closets
- Make necessary repairs (lights all working)
- Arrange furniture to make rooms look large
- Clean ceiling fans, light fixtures, & baseboards
- Scrub kitchens and baths. Make it shine
- Depersonalize each room & remove pictures
- Put money, valuables and prescription drugs in a safe place.
- Use an air neutralizer
- Take pets with you, if possible, or keep them in a separate area. Clean up after dog in the yard and change litter boxes daily.

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PRESENTING YOUR PROPERTY

When an Agent Shows Your Home...

- Turn on inside lights and keep draperies and shades open. At night, turn on outside lights.
- Keep the thermostat set at a comfortable temperature.
- Put money, valuables and prescription drugs in a safe place.
- Keep interior doors open, except for closets.
- Plan on leaving the home during the showing as a buyer will spend more time previewing your home if you are not there.
- Take pets with you, if possible, or keep them in a separate area. Change litter boxes daily.

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SHOWING YOUR HOME

Controlled Access to Your Property

- A lock-box will be installed on the property while it's on the market.
- To ensure privacy, you will be contacted on the scheduling of all showing appointments.
- Easy access increases marketability and shortens market time.

Activity Updates

- You will be kept well-informed of all marketing activities.
- You will be notified of changes in the market.
- You will receive consistent guidance and counsel.
- You can expect thorough follow-up which will allow you to make informed, timely decisions based on the continual flow of information.

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HOME WARRANTY

Benefits to Seller

Home warranties offer protection against costly repairs to sellers while the home is listed for sale, and peace of mind for the buyer (and seller) after the close of sale. In addition, homes listed with a home warranty are more attractive to potential buyers, and tend to sell faster and closer to the asking price.

The benefits of a Fidelity National home warranty plan for someone trying to sell their home far outweigh the cost:

- Value added incentive to attract buyers
- Minimal cost - premium not paid until closing
- Budget/cash flow protection on unexpected repairs
- Reduced after sale worries - if a breakdown does happen after that closing, the buyer will call the warranty company, not the seller

“Statistically, homes listed with a home warranty sell faster and closer to the asking price.”

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KEY MARKET FACTORS

How Long Will it Take to Sell Your Home?

Factors We Can Control

- **Condition** – Buyers make purchases based on emotion and first impressions are critical.
- **Terms** – Some financing options and incentives can spread the appeal of the home to a larger market.
- **Pricing** – A home priced right from the beginning is key in determining the length of time it will take to sell.

Factors We Do Not Control

- **Location** – The single-most important factor determining the value of your home.
- **Competition** – Buyers compare your property against competing property features and pricing.
- **Market Conditions** – Property values fluctuate based on current market conditions.

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COMPARABLE MARKET ANALYSIS

How We Determine the Value of Your Home...

Property Evaluation

- Location
- Square Footage
- Style
- Year Built
- Amenities
- Condition
- Lot Size and Location within the Area

Source of Information

- MLS
- Tax Records

The CMA focuses on properties of comparable value for sale at this time, competitive listings in escrow, and homes that have recently sold. It is designed to be used as a good reference tool.

The price you ultimately select (and receive) will depend on many factors:

- 1. Your Motivation*
- 2. The Motivation of the Buyer*
- 3. Unique Market Conditions*

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