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Seller's Guide



ABOUT US.

A.Z. & Associates was founded in 2011 in response to a fundamental need for highly-skilled, highly-trained full-time real estate agents. We are committed to shifting how homes are marketed through direct marketing campaigns including social media, videos, digital and print marketing, and sphere of influence.

A.Z. & Associates' definition of success: over-delivering on what is promised, period. Our service goes beyond a real estate transaction, and our drive is to build something greater than just the next commission check. With over 140 local agents and over 380 million dollars in annual sales, INC Magazine recognized A.Z. & Associates as one of the fastest-growing companies in America.



METHODICALLY SKILLED PROFESSIONALS



OVER 10,000 HOMES SOLD
HIGHEST SALES/AGENT RATIO
1,763 HOMES SOLD IN 2019
140+ AGENT PROFESSIONALS
3 VALLEY LOCATIONS

The Owen Group

Treating customers like family is both a guiding principle and a way of life. Comprising husband and wife duo Chris and Janette Owen, The Owen Group is dedicated to listening intently and matching individuals and families with the homes and neighborhoods that best meet their needs.

With decades of experience in the real estate industry, and deep roots in the Valley, the team excels in providing service and expertise that make each transaction as seamless and successful as possible.



Janette Owen



Chris Owen

IN A REAL ESTATE TRANSACTION, THERE ARE 3 TYPES OF AGENCY RELATIONSHIPS BETWEEN PARTIES:



SELLER'S AGENT

An agent who represents the seller. Working on your behalf and looking out for your best interest.

BUYER'S AGENT

An agent who represents the buyer, typically by another agent for the best interest of the buyer.

DUAL AGENCY

An agent who represents both the buyer and seller while working to coordinate a mutually acceptable transaction

DETERMINE YOUR NEEDS



Why Have you decided to sell your home?

Timing - Are you flexible in timing or are you working towards closing before a certain date?

Communication - How often would you like updates, and what is the best way to contact you?

Previous Selling Experiences - What went well? What went poorly?

Personal Property - Are you planning to include any personal property in the sale?

Condition Of Home - Are there any problems with the property that need to be disclosed?

Relocating - Can we assist you in purchasing a new home or moving to a new area?

Concerns - Are there any general concerns you would like to discuss?

YOUR HOME'S MARKETABILITY



Understanding why you brought your home in the first place (characteristics, location, neighborhood, schools, etc.) will be the same reason why the next buyer chooses this home. Let's put a spotlight on them.



What will you miss about your home?

What will you miss most about this location?

What compliments have friends and neighbors made about your home?

What are some of your favorite features in the home?

What characteristics do you feel make your home unique compared to others?

Who do you consider to be the target market for your home?

WORKING TOWARDS AN ACCURATE PRICE



We take care not to price the home too low, as we do not want to leave any of your money on the table. Our goal is to get you as much money as feasibly possible.

We also want to be cautious of pricing too high. Homes that are priced too high produce far less showings, and typically those showings do not generate offers.



Pricing a home accurately is the best way to ensure that the home will sell in the shortest possible time, while yielding the highest possible price.

WHAT AFFECTS YOUR HOME'S MARKET VALUE?



PHYSICAL CHARACTERISTICS:

Your home's location, home size, lot size, architectural design, floor plan, age, amenities, and condition have the strongest impact on value.

MARKET CONDITIONS:

The supply of similar homes for sale along with the number of qualified buyers in the market also impacts the price you can expect someone to pay.



WE DETERMINE PRICE BASED ON CMA



A comparative market analysis (CMA) is the strongest tool we use when estimating the potential selling price for your home. As a member of the board of realtors with access to the multiple listing service, we prepare a report that analyzes comparable homes in your area. Using this valuable information, we can assist you in determining the best price for your home.

A COMPARATIVE MARKET ANALYSIS HIGHLIGHTS SIMILAR HOMES IN YOUR AREA:

ACTIVE LISTINGS

Homes that are currently competing with yours for the attention of buyers. We can see what comparable asking prices are, but remember these homes have not yet received an offer.

UNDER CONTRACT

Houses that have received and accepted an offer. The sales price is yet not determined but provides a good indication of realistic pricing.

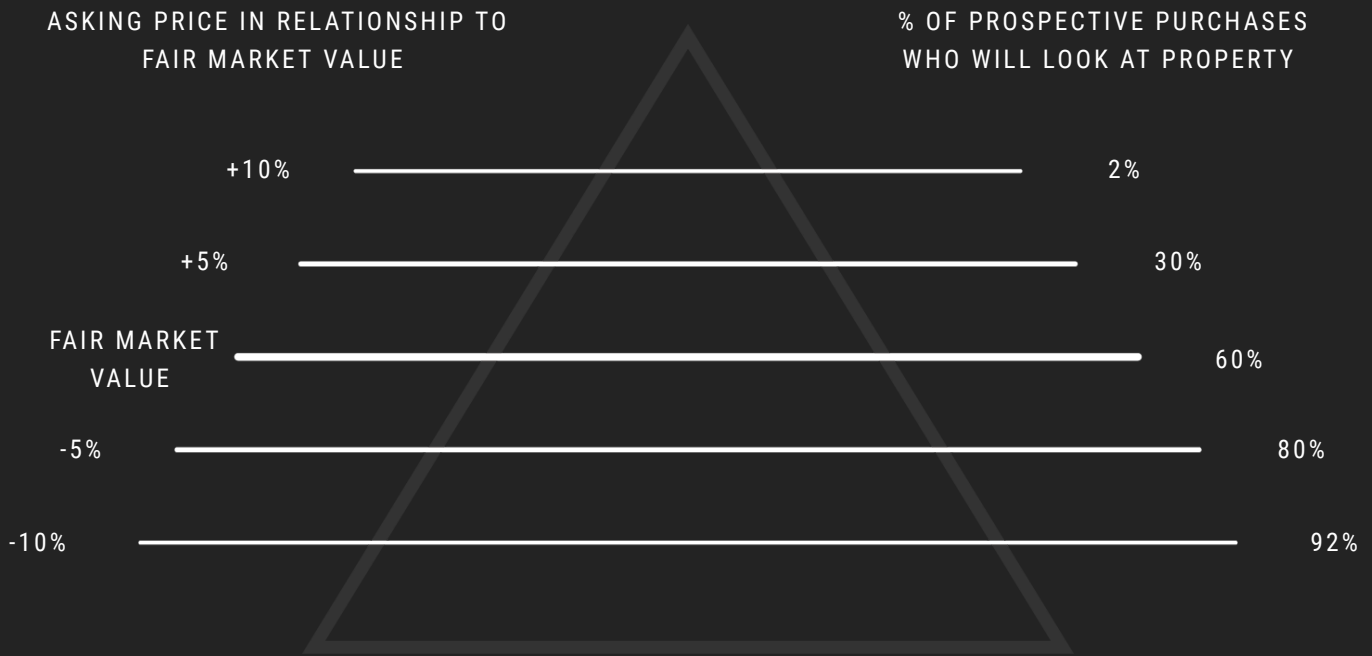
SOLD

Recently sold homes are the most reliable source in determining your home's most accurate market value. Once adjustments are made for square footage, condition, and features we will make a recommendation for a list price of you home.

THE RISKS OF PRICING TOO HIGH



PERCENT OF BUYERS WHO WILL VIEW PROPERTY



If you price your home at "fair market value," you will see good activity and a good amount of buyer interest. The higher you go above fair market value to "test the market," the fewer showings you will have. If you get really aggressive and price below fair market value, you will get an increase in showings, and may end up receiving multiple offers with buyers trying to outbid each other for your home.

AN ASKING PRICE THAT IS ABOVE FAIR MARKET VALUE CAN ADVERSELY AFFECT THE MARKETING OF A PROPERTY

THE RISKS OF PRICING TOO HIGH



When selling your home, time is not your friend. When a new home is listed for sale, we market it extensively to other agents and potential buyers. Most agents and their prospective buyers will be alerted that it's on the market right away. Interest will build over the first week or two, with a peak of interest in 2-3 weeks.

The number of inquiries and showings will start to decrease rapidly. Your home can become "old" and "stale" in the eyes of other agents and buyers. If marketing time is prolonged, initial marketing momentum can be lost. If the home is priced incorrectly, You may miss showings that do occur may not produce an offer. Your home may eventually sell below market value due to these costly delays.

THE PROBLEM WITH "TESTING THE MARKET"



Common mistake that sellers make is pricing their home high in the beginning to "test the market." Their thought is "we need to build in a cushion for negotiation." Unfortunately, most of the showing activity occurs when the home is first listed. Once the initial pool of buyers has seen the home and it doesn't sell, the sellers will have to wait for a new pool of buyers to come into the market and they will have to reduce their price to be competitive.

Also, the longer your home remains on the market, the less interest it will generate among all buyers. Buyers believe they can pay less for a home the longer it has been on the market. At that point, a seller faces the real possibility of being forced to sell it for less than had it been priced at "Fair Market Value" from the start.





WHY YOUR FIRST OFFER IS OFTEN YOUR BEST OFFER



Another common mistake sellers make is to disregard the first offer they receive. Often, if they receive an offer quickly they become overconfident and believe that they could do better if they wait for another buyer. However, this is rarely the case. When you first list your home for sale, new buyers and buyers who are waiting for the right fit will come see your home. So it is possible, if priced at fair market value, that you could receive a very good offer immediately.

After time goes on and pricing goes down, you begin to attract the "deal makers." Then after further time and price reductions, you attract the "bottom feeders."

**WHO WOULD YOU PREFER TO
SELL YOUR HOME TO?!**



THE "SELLING EQUATION"

It's really quite simple.



You must first start out with correct, accurate pricing for your home. Once we have the home priced correctly, we will heavily market the home to both potential buyers as well as to other realtors in the area. We have established many great venues and resources for marketing your home, but if we are overpriced, all of our marketing efforts will be ineffective.

OVER 90% OF BUYERS ARE SEARCHING ONLINE



37% of buyers find their home through the internet. But the important thing to know is that over 90% of buyers are searching online for homes. This is often the first step a buyer takes when planning to buy a new home. It is also important to know that today's buyers are extremely educated and knowledgeable about the market before they even go out to look at homes.

Buyers know the current inventory, What pricing looks like, as well as recent sales and sales prices. With online exposure of utmost importance, we have a strategic marketing plan that focuses strongly on the exact locations where buyers are looking the most.





BEAUTIFUL PHOTOGRAPHY



You only get one chance to make an emotional connection with a potential buyer. An important early step in the marketing process is to have your home professionally photographed. These photos will appear in the MLS listing, print media, and are posted to the top ranked real estate websites. We provide custom professional photography for all of our listings. On the web, homes with multiple photos get viewed over 5 times as often as homes with only 1 or 2 photos. We also upload Zillow walkthrough videos and shoot drone footage to showcase your home and neighborhood.

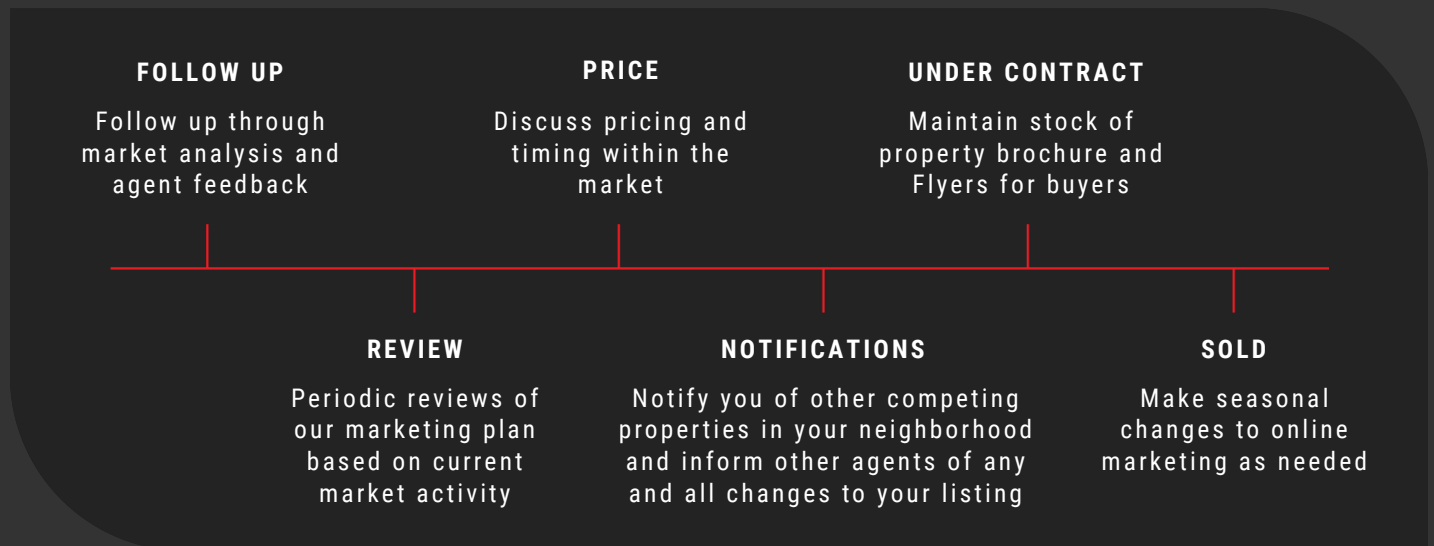


PROMOTING YOUR HOME TO CLOSE



Our ultimate goal is to exceed your expectations in achieving your real estate objectives. To achieve our goal, we will work to obtain the highest price for your home within the allowable period of time. Once all of our initial marketing is in place, we will continue our efforts in promoting your home until we have closed the sale.

OUR CONTINUED MARKETING EFFORTS:



PRESENTATION OF YOUR HOME



Every showing counts, and you only get one chance to make a first impression. A home that is presented at its very best will typically sell faster, at a higher purchase price price, and with fewer problems involved. Here are some useful tips for preparing your home for showings. We will also walk though your home together and make suggestions.

Remove all clutter, personal objects and unnecessary furniture.
Less is more.

Leave the lights on and open drapes and shades. Be sure windows and blinds are clean.

Put all personal items away

Do a quick dusting and vacuuming right before showings.

Be aware of unusual cooking smells or pet odors.

Turn off tv's, appliances and other distractions.

HOME SELLING PROCESS



1. LISTING CONSULTATION
2. SIGN LISTING AGREEMENT
3. DISCUSS HOME'S MARKETABILITY
4. IMPLEMENT MARKET ACTION PLAN
5. SCHEDULE SHOWINGS
6. YES! OFFER RECEIVED
7. NEGOTIATE



A modern living room interior. In the foreground, a dark metal staircase railing is visible on the right. In the background, a window with light-colored horizontal blinds is centered. To the left of the window, a fireplace with a glass front contains a fire. A lamp with a brown shade is partially visible on the far left. The overall lighting is warm and soft.

8. OPEN ESCROW

9. BUYER CONDUCTS DUE DILIGENCE

10. NEGOTIATE REPAIRS

11. HOME APPRAISAL

12. BUYER LOAN APPROVED

13. FINISH REPAIRS & PROVIDE RECEIPTS TO BUYER

14. BUYER - FINAL WALK THROUGH

15. CLOSE OF ESCROW



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