

PRE-LISTING *guide*

OUR HOME SELLING DIFFERENCE



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SELLING YOUR HOME PRE-LISTING

Welcome, and thank you for considering our real estate group. Rooted in integrity, innovation, and a deep commitment to service, our team was built on the belief that real estate is more than just a transaction—it's a personal journey. We are a full-service, fully licensed real estate team passionate about helping clients through every stage of buying, selling, or building a home.

With a strong foundation in marketing strategy, home presentation, and client advocacy, we ensure that your property stands out and your goals are met with confidence. Our approach is data-informed, client-focused, and driven by results that reflect both market value and personal value.

We invite you to review the materials in this guide, jot down any questions, and know that we are here to provide clarity and partnership throughout this exciting process.

ABOUT US

OUR REAL ESTATE

EXPERIENCE



1

OUR MISSION

Our mission is to facilitate the process of buying and selling real estate properties by providing the best-in-class service through quality communication, expert marketing, and a clear understanding of the current real estate market. Our success comes from our dedication to maintaining the highest standards of trust with our clients and colleagues. Our ultimate goal is to serve the communities we live in and be a valuable resource to our clients as we work to fulfill their real estate needs

2

OUR VALUES

We cultivate a spirit of collaboration, innovation, and integrity by offering the best marketing and real estate services. We deliver a successful and proven way to professionally transact business with the highest transparency, creativity, quality, and passion are fundamental to our success and growth.

3

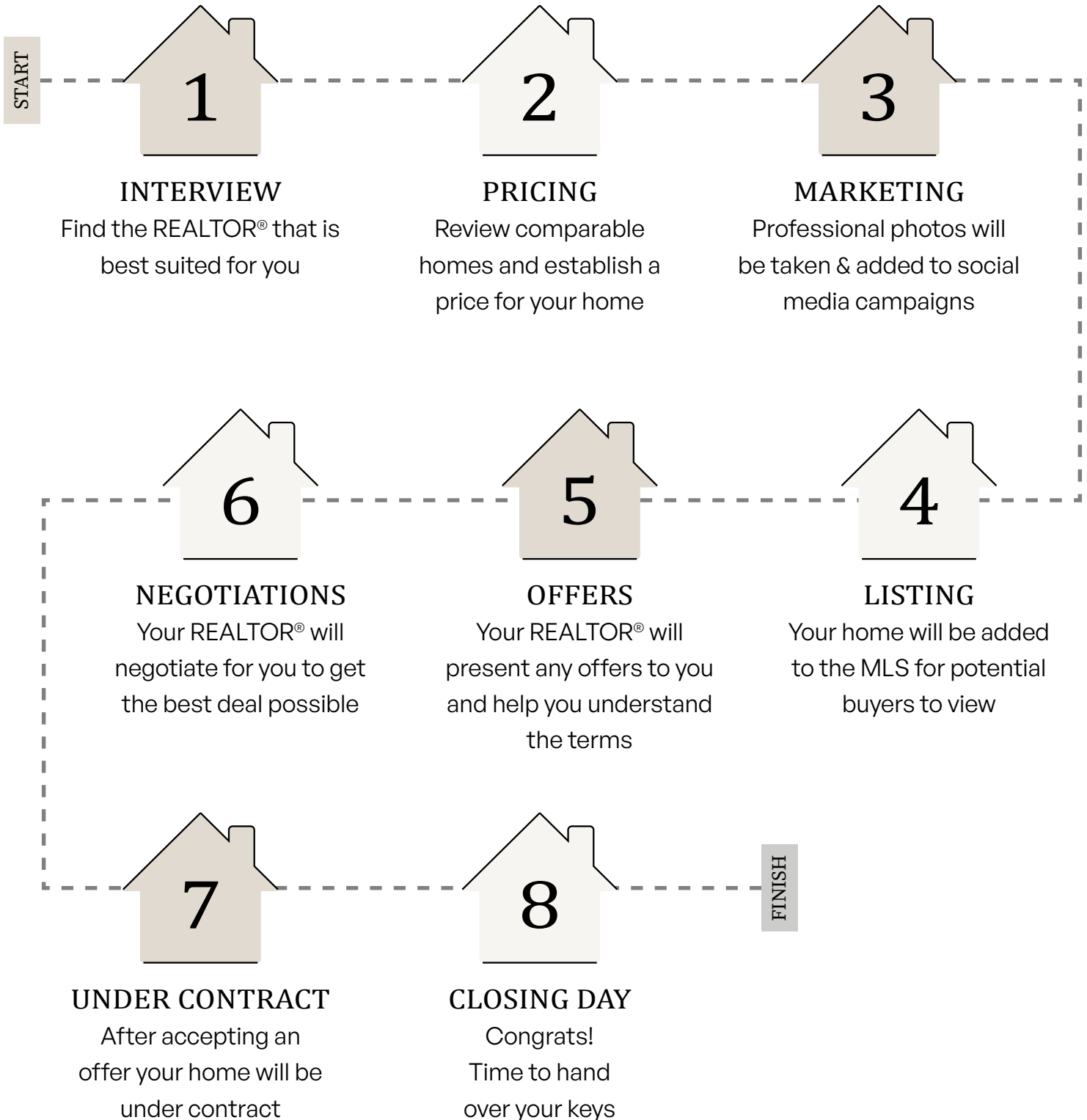
OUR SERVICE

We are committed to working with you to market your home. Having already helped hundreds of clients successfully sell their homes for top dollar through our proven marketing and expert personal service. We are confident that we can sell your home for the best possible price in today's market.

Helping you
to sell your home
& find your

DREAM HOME!

THE HOME SELLING PROCESS



EASY EXIT

WHEN YOU CHOOSE US

As many of the homes we sell were previously listed with another agent before coming to us, we often hear stories of customers who are frustrated with their real estate agent. Often the other agent would have tried to keep their listing agreement that can't be cancelled or you would have faced a large cancellation fee. In my experience, I wouldn't want to put any of my clients through that experience.

When you are ready to list your home, make sure that you have chosen the right real estate agent for you. We look forward to hearing from you to start your home-selling process.

**Take the
Fear & Risk Out**
of listing your home



about your home

HOME INFORMATION

TO HELP SELL YOUR HOME

Tell us all about your home HOME, to help us sell it effectively.

Fill in and answer the following information, so we can best serve you in the process of selling your home. We thank you and would greatly appreciate you filling in this survey.

FILL IN THE FOLLOWING

SQ FT _____

YEAR BUILT _____

BEDROOMS _____

LOT SIZE _____

BATHROOMS _____

GARAGE _____

BASEMENT _____

SCHOOL DISTRICT _____

SUBDIVISION _____

HOA _____

ANNUAL TAXES _____

HOA FEE _____

What is your reason for selling? _____

What are your favorite things about your home? _____

What is your timeline? _____

Is there anything we need to know about your home? _____

about your home **PRICING YOUR HOME**

about your home **PRICING YOUR HOME**

HOW MUCH DO YOU WANT TO LIST YOUR HOME FOR?

HOW DID YOU ARRIVE AT THE VALUE FOR YOUR HOME?

WHAT ITEMS ARE YOU LEAVING (appliances, curtains/blinds, etc.)?

IMPROVEMENTS

about your home

AVERAGE UTILITIES

YEARLY BILLS

	Electric	Gas	Water	Trash
January				
February				
March				
April				
May				
June				
July				
August				
September				
October				
November				
December				
Yearly Average				

about your home

SELLING EXPERIENCE

HOW CAN WE BEST SERVE YOU?

Fill in and answer the following information, so we can find out what has worked best previously with your selling experience and how we can improve to best serve you!

FILL IN THE FOLLOWING

How many homes have you sold in the past? _____

When was your last sales experience? _____

What was your experience like? _____

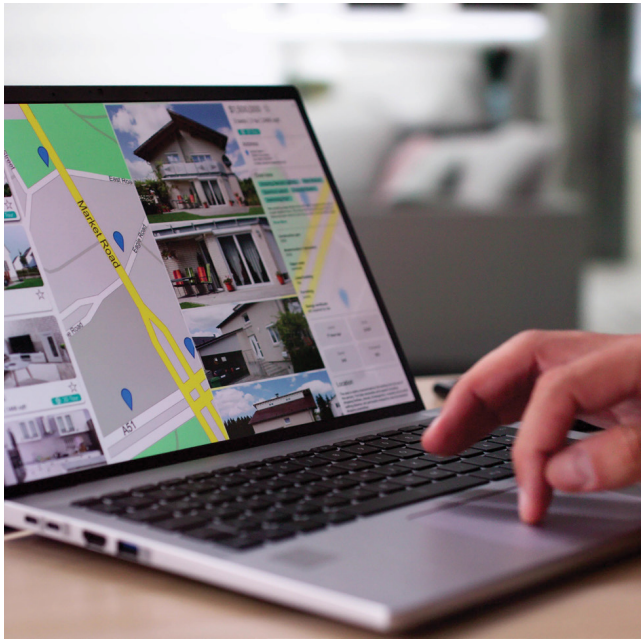
How did you select the agent you worked with? _____

What do you feel the last agent did best? how could they improve? _____

What are you looking for in an agent? _____

4 MAIN STAGES OF HOME SELLING

Here are the four main stages that are taken when selling your home. These have been provided to help prepare you for the step-by-step process used to sell your home quickly and for top price!



1 PRE-LISTING

- Schedule an appointment
- Meet with the staging consultant
- Discuss the best strategy for selling
- Executed listing agreement
- Property evaluation
- Complete market analysis
- Establish sales price

2 PREPARING

- Marketing campaign
- Professional photography taken
- Submitted to multiple listing services
- Property brochure delivered
- E-mail campaigns started
- Open house scheduled

3 ACTIVE ON MARKET

- Showings started
- Curb appeal kept up
- House is kept ready to show
- Showing feedback shared
- Open house held

4 OFFER & CLOSING

- Offer(s) received & offer(s) negotiated
- Offer accepted
- Inspections & disclosures completed
- Appraisal completed
- Contingencies removed
- Property closes

PRICING CORRECTLY

Our strategy is to advertise your home for maximum exposure!

IMPORTANCE OF PRICING

Pricing a home correctly is the number one factor in getting it sold in a timely fashion for the most money possible. When a home is priced correctly the first time it generally sells quickly as there are buyers who see its value and jump at the chance to see it, and hopefully create a multiple offer situation.

PROBLEMS WITH LISTING TOO HIGH

1 APPRAISAL

If you do manage to find a buyer willing to pay a higher price you still need to get your home appraised. If the appraisal comes back with a much lower figure, the buyers will have difficulty obtaining a loan, due to lenders not paying over-market prices. Leading to your whole deal potentially falling through.



2 APPEAR DISTRACTED

Due to a lack of interest, you may have to later drop the price and now your house appears to be a distressed property.



3 EXCLUSION

Inflating the value of your home inadvertently could exclude your property from online search results to those who would be able and willing to pay you the actual value of your home.

When we list your home, your listing will receive maximum exposure using our extensive marketing techniques by providing fresh marketing strategies when selling your home.

AVAILABLE PRINT MARKETING MATERIALS

- Neighborhood Flyers
- Doorhangers
- Property Brochures
- Yard Signs
- Postcards
- Newsletters
- Market Brochures
- Magazine Ads

Despite what some may assume, real estate print marketing has not lost either its importance or its effectiveness. Seasoned agents like myself believe in utilizing the combination of both innovative digital strategies and traditional proven tools. You may see your property advertised in these marketing channels.

WE FOLLOW UP

Odds of contacting a lead 5 mins vs after 30 mins drop 100 times! thus we are trained to follow up with clients!



WEB PRESENCE

Buyers in today's market first start their home search online. We will meet with your potential buyers where they are...online! Not only will your home be featured in the local MLS, but it will also be featured on the major third-party real estate sites. Your home will also be featured on our company website!

Homes that recieve the top 10% of page views sell on average 30 days faster!



SOCIAL MEDIA

We will post your house listing on all of our social media platforms and encourage our followers to engage with our posts to spread the word among our circle of contacts and followers. We pride ourselves on being the #1 real estate page in our area based on followers and interaction. Allowing us to market your home more effectively.

SOCIAL NETWORKS HAVE TRANSFORMED MARKETING

With their popularity is still growing. As a way to market your home effectively, I keep up with the algorithm and strategies, to best market your home and reach a wider audience!





OPEN HOUSE

SHOWCASING YOUR HOME

Hosting an open house for your property serves one very important purpose, getting buyers in your door for a look and feel of the home without any pressure. This is an effective and traditional method to drive foot traffic into your home.

HOW WE PREPARE FOR YOUR OPEN HOUSE

- Cost your home on all major websites.
- Post social media ads. Post on our own social media accounts.
- Place strategically placed signs around your neighborhood
- Print up postcards and flyers to be distributed.
- Door knock around your neighborhood
- Place your home in our weekly newsletter blast.



Our 12 Step *system*

to get your home sold
fast for maximum value

Get Sale Tready! 12 STEPS TO SOLD



1

COMPLETE REPAIRS

Now is the perfect time to fix all of those troublesome concerns that you have been putting off. Inside your house look for signs of neglect such as missing tiles, broken windows/doors, heavily scratched floors, or things that need to be painted. Make a list of everything you see, and choose what to work on first. Finding out what has to be repaired can be made easy with the help of a REALTOR®.



2

CURB APPEAL

How your house looks from the curb is your chance to make a great first impression. This can be an excellent way to attract buyers and make them feel at ease in your home. Catch a buyer's attention by making sure walkways are clear!



3

DECLUTTER

Getting rid of any items in your home that are not essential, will allow buyers an easier time picturing themselves in your home. Starting the decluttering process is the hardest. Dive in by taking one room at a time, or even a portion of a room at a time. Consider recycling, donating, or selling your unwanted items. Carrying this out will sell your home more quickly and make the moving process go more smoothly.

12 STEPS TO SOLD *Get Sale Tready!*

4

REARRANGE FURNITURE

A home is meant to be lived in and so we often arrange our furniture for that. When it's time to sell the goal is to arrange your furniture to make your space look as big and open as possible. You may need to arrange some pieces (though it may not be ideal) so that your spaces, don't look overcrowded.



5

DEEP CLEAN

Before selling your home you need to take a good look at what you are working with. Performing a deep clean is an ideal starting place. One benefit of doing a deep clean is to remove any bad odors that may leave a bad first impression on buyers. Ask a friend for their honest opinion if any smells could be a deal breaker.



6

PREPARE PAPERWORK

Obviously the better prepared a seller is for a home sale, the easier it will go. That being said, don't forget to have all the paperwork for the house organized and ready to go. Some paperwork that a seller will need includes; a deed, homeowners insurance information, loan information, property tax statements, appliance warranties, title report, purchase agreement, and any other information regarding the property.



Get Sale Tready. 12 STEPS TO SOLD



7

THINK NEUTRALS

Using neutral colors when preparing a home for an open house is a smart strategy because it creates a versatile and inviting atmosphere. Neutral tones like whites, beiges, and grays help potential buyers imagine their own furniture and decor in the space, making it easier for them to envision living there. These colors also enhance natural light, making rooms appear brighter and more spacious. Additionally, neutral colors highlight the home's features without overwhelming buyers with strong personal tastes, promoting a sense of calm and appeal that can positively influence their decision.



8

CREATE A WARM ENTRYWAY

A home entryway is also an important first impression. Create your own entryway if your home does not currently have one. To prevent clutter, have plenty of baskets for storage, or purchase a smaller entryway organizer. Place a comfortable bench, and place some hooks to hang bags and outerwear.

12 STEPS TO SOLD

Get Sale Tready!

9

UPDATE LIGHTING

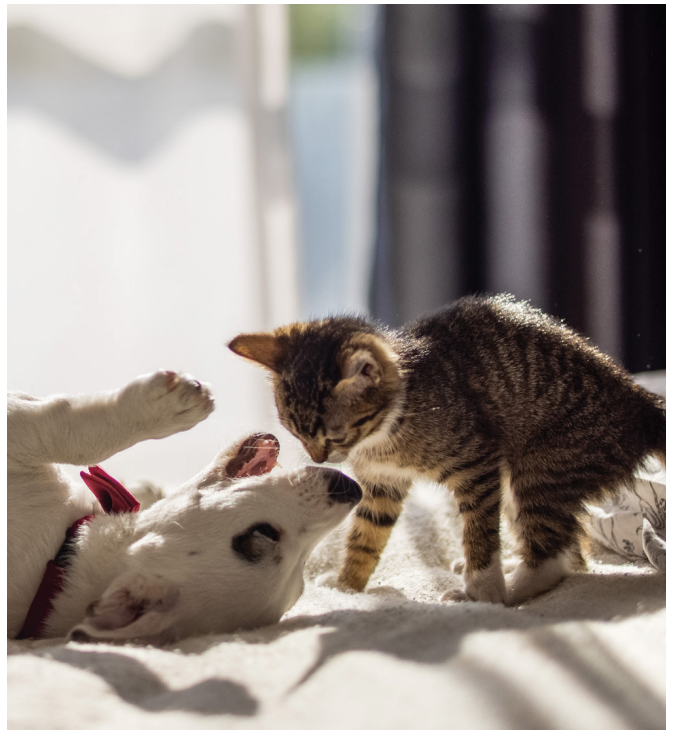
If your lamps and other light fixtures are outdated, consider replacing them with modern ones. Buyers don't want to feel like they're taking a step back with outdated fixtures. This is an easy fix that will help sell your home.



10

FIX PET ISSUES

Did your pet leave a stain on the carpet? Does the room smell like a cat? Address these issues before potential buyers visit the home. Pet smells are a serious turn-off when trying to sell your home



Using these steps will help
**PREPARE YOUR HOME
READY FOR SALE!**

Get Sale Tready! 12 STEPS TO SOLD



11

REMOVE SCUFF MARKS

Even if you're not doing a full-on repainting project, pay special attention to scrubbing and then even touching up baseboards, walls, and doors to make the house sparkle and look well cared for.

12

EXTERIOR

The outside of your home is the first thing buyers will see. Make sure the exterior of your home is in tip-top shape so that potential buyers will want to take a look inside. Pay close attention to your walls, gutters, and windows, making sure they look fresh and clean. Repair any cracks in the driveway and walkway.



Selling your home quickly for

Top Dollar!

why
choose us

to sell your home
and help find your
forever home



OUR COMMITMENT *to you!*

1 YOUR BEST INTEREST

A seller's agent will be looking out for your best interest, as it is their responsibility. With our knowledge of the local market and a sound understanding of what elements and upgrades bring value to your home. We will also make sure to price your home competitively and gain you the most amount of money in the shortest period possible

2 GUIDANCE

When selling a house negotiating is required. Don't worry! We will be your mentor and liaison throughout the whole process. We will handle negotiations, and help you secure and schedule any necessary repairs.

3 INFORMED DECISIONS

We will go over the specifics of how our team operates and what you may anticipate working with us. Rest assured you will be kept up to date on all that is happening thanks to our regular communication.

4 SAFEGUARD

Throughout the entire home-selling process, we will make every effort to safeguard your interests and handle any problems that might come up. Making the process of selling your house as enjoyable and stress-free as possible.

5 V.I.P. TREATMENT

We promise to give you the level of service you deserve starting on the day you put your faith in us to sell your property. Our team is committed to providing you with the very best in professional service.



WHAT TO EXPECT

WHEN YOU CHOOSE US

There are thousands of licensed real estate agents in this area, but how many of them are dedicated professionals? How many of them can you turn to have your best interest at heart? As your real estate experts, we make these promises to you and so much more!



RESPECT YOU

HONESTY &
TRANSPARENCY

PROVIDE
KNOWLEDGEABLE
ADVICE

ACT IN YOUR BEST
INTEREST

FOLLOW THROUGH &
FOLLOW UP

NOTES



BROKERED BY
exp
REALTY

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