

SELLER BOOK



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MEET THE TEAM



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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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3521 E CHEROKEE ST PHOENIX, AZ 85044

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**HUNTER
DURHAM
TEAM**



AHWATUKEE CUSTOM ESTATES

- Exclusive Ahwatukee Custom Estates
- 4 Bedroom, 3 Bathroom
- 3,250 Square Feet
- Almost a 1/2 acre lot
- Gorgeous Mountain Views
- Close to Hiking/Biking Trails
- Soaring ceilings
- Formal rooms for Dining, Den, Office & Living
- Wood burning fireplace
- Wet Bar
- Huge Kitchen with Solid Wood Cabinetry
- Sub-Zero Refrigerator
- Reverse Osmosis System
- Newer Appliances
- Rooftop Deck with Mountain Views!



CONTACT:

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FEATURES

**HUNTER
DURHAM
TEAM**

- Updates and Features
- 2 A/C units replaced in about 2015
- Exterior painted 2017
- Speaker system throughout including covered patio
- Custom crystal chandelier in dining room
- 5 foot high steel gun safe in office with protective fire/water spigot above, plus shut off valve
- Security alarm pads 3 places
- Electronic parking markers
- Storage room inside garage
- Custom built wood office
- Stain glassed windows and sconces in 2 bathrooms and laundry room
- Custom built media unit for TV - Controls and setup in secret area behind the master bedroom door
- Custom built in lighted hutch in dining room with stain glass inlaid doors
- Hidden pantry pull out drawers next to the oven/microwave
- Intercom system throughout
- Bidet in Master toilet
- Citrus trees and Fig Tree in back yard
- Built in ironing boards in laundry room and Primary closet



5530 E SHEA BLVD. SCOTTSDALE, AZ 85254

**HUNTER
DURHAM
TEAM**



MOUNTAIN VIEWS!

5530 E SHEA BLVD
SCOTTSDALE, AZ 85254

Here's your opportunity
to own a custom home
on a HUGE .85 acre private
lot with mountain views!



ED DURHAM

Contact:

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FEATURES

- HUGE .85 Acre Lot
- Mountain Views
- 4 Bedrooms
- 3 Bathrooms
- Pool
- NO HOA
- Private Gated Entry
- RV Parking
- Close to Shopping



3818 N 17TH DR. PHOENIX, AZ 85015

**HUNTER
DURHAM
TEAM**



HISTORIC CHARM!

3138 N 17TH DR.
PHOENIX, AZ 85015

Don't miss this original
1947 Model in North Encanto!

ERIC HUNTER

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FEATURES

- Historic Registry - Save 50% on Taxes!
- Historic Charm & Modern Luxury
- 4 Bedrooms
- 2 Bathrooms
- 2,099 Sq. Ft.
- 2 Bonus Rooms
- Freshly Painted Interior
- Large Backyard
- Close to Encanto Park
- Separate A/C Splits in Bedrooms
- New Electrical Panel (2022)
- Newer Wide Plank LVP Flooring



Virtually Painted Exterior

