



YOUR HOME SELLER GUIDE

FROM JUST
LISTED TO

Sold



DIANE LANOUE, REALTOR®



YOUR HOME MATTERS

I believe in going above and beyond to provide top tier service & exceptional client experiences.



Welcome to your "Arizona Dream Home Team" as we navigate the world of real estate together, unlocking doors to your dream property and turning your home aspirations into reality. Whether you're seeking a cozy nest for your family, an urban oasis, an investment opportunity, or looking for a home with an assumable rate, you've come to the right place. With a passion for connecting individuals with their ideal properties, we're dedicated to making your real estate journey seamless and rewarding. Explore our listings, immerse yourself in vibrant neighborhoods, and let us guide you toward your next chapter. Welcome home!"



Diane Lanoue

REALTOR®



602-214-3401



dianesellsazhomes@gmail.com



solybydianesteam.com



Meet Our Team

WE CAN'T WAIT TO WORK WITH YOU!

Welcome to “Your AZ Dream Home Team”, where our real estate passion ensures a smooth journey. Selling with us is more than a transaction; it's a significant life milestone. Our experienced team prioritizes your unique needs, crafting a tailored selling experience using cutting-edge technology.

Fiduciary duties are all the duties that a real estate agent or broker is legally obligated to when working with a client. These duties, which are in the client's best interest, can be summarized by the acronym OLD CAR: obedience, loyalty, disclosure, confidentiality, accounting, and reasonable care.



myhomegroup[®]
About Us



Tina Rivers

REALTOR[®]

Tina, a proud Phoenix native with 20+ years in the housing industry, isn't just a realtor; she's your dedicated guide, blending experience, heart, and expertise for the journey of buying or selling your dream home.

Brandy Fitzsimmons

REALTOR[®]

Brandy brings a personal touch for your real estate journey, dedicated to understanding your family's unique needs. With active involvement in multiple realtor groups, she excels at connecting buyers and sellers, ensuring a seamless match for everyone involved.



Diane Lanoue

REALTOR[®]

Diane is a dynamic Arizona expert, who turns dreams into reality. Former sales director turned dedicated realtor, she blends professionalism and an uplifting spirit. Diane's passion lies in forging meaningful connections, where clients often begin as strangers but leave as lifelong friends.

Crystal Viglietta

REALTOR[®]

Crystal has over a decade of expertise in website design, marketing, and multimedia wizardry. Whether you're on the hunt for your dream home or looking to sell with online pizzazz, she's got you covered!





Client Testimonials

MEET SOME OF OUR HAPPY CLIENTS

Would 100% recommend Tina to anyone looking to buy or sell or build a house!

Tina has sold two of my houses, found me a rental, and helped buy/build a new house! She is also helping us see what is out there now for houses. Tina is there every step of the way for whatever your home buying, selling, or renting needs are! She doesn't make you fend for yourself when you have questions or need to find someone to do the work.

-Kristina Klein

"Would definitely recommend."

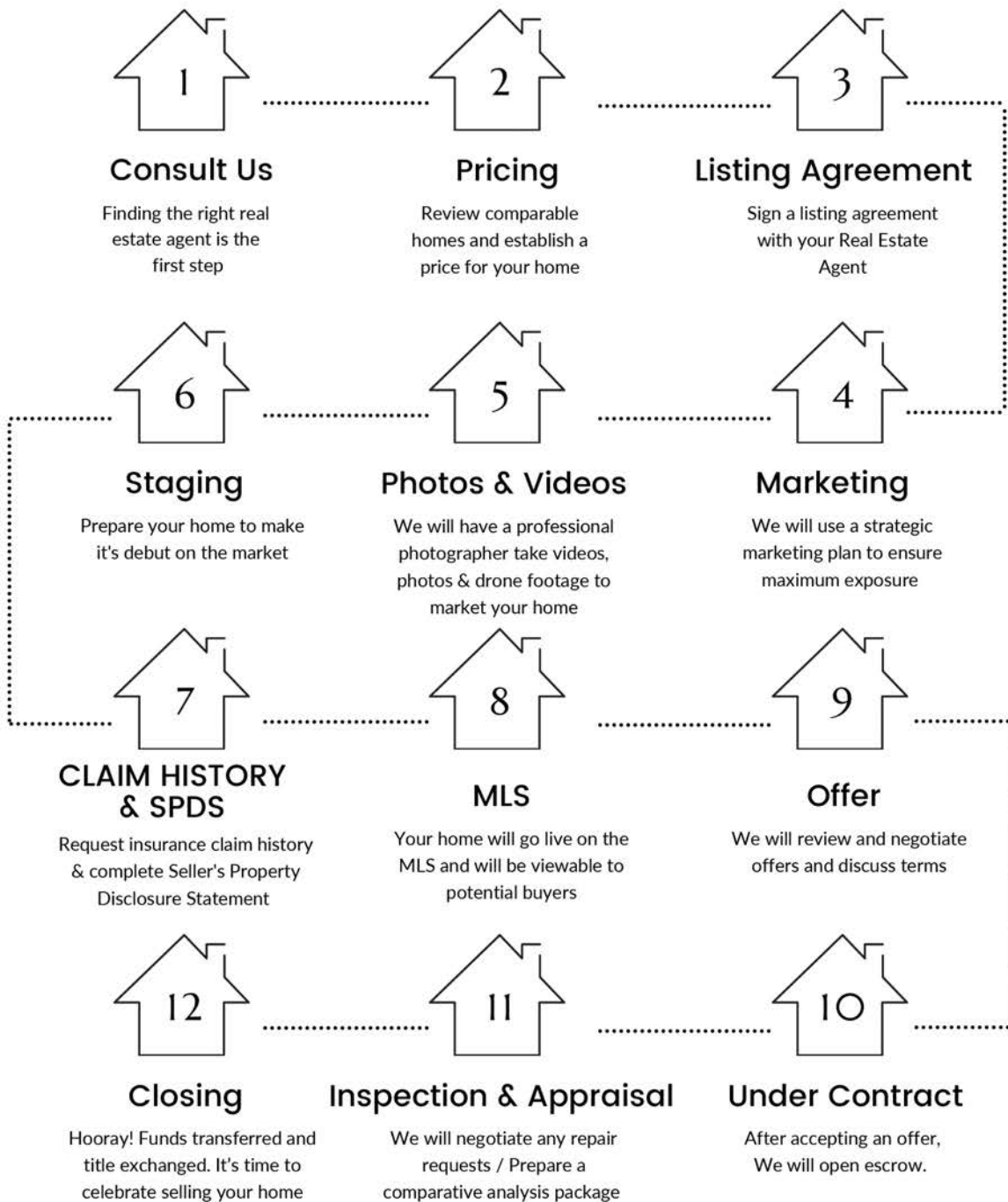
She made the process of buying our house in Phoenix so easy and fun! We were moving from out of state and she was so flexible with our crazy schedules which was awesome. Would definitely recommend!

-Whitney Casper



Our Proven Home Selling Timeline

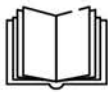
THE SELLER ROADMAP OVERVIEW



FROM JUST LISTED TO SOLD

Our Proven Marketing Plan

OUR SIGNATURE STRATEGY



TAILORED PRINT ADS

Elevate your home's appeal with customized marketing materials. This may include engaging postcards, vibrant flyers, and personalized collateral.



SIGNAGE

Increase visibility with our professional For Sale signs, highlighting your property's availability to potential buyers for optimal exposure.



POST ON YOUTUBE

Leverage YouTube as a search engine for potential buyers by posting engaging videos that showcase your home.



ONLINE LISTINGS

Create personalized property websites. Ensure maximum exposure by featuring your property on MLS and more than 900 prominent real estate platforms such as Zillow, realtor.com, and Redfin.



SOCIAL MEDIA

Will bring your listing to life on Facebook and Instagram. We share your photos and videos in a way that's both fun and effective, using a mix of organic posts and eye-catching paid ads.



NEIGHBOR GIFTS

Drop-off a gift to your closest neighbors letting them know about our open houses and ask them to share with anyone they know looking to buy.



PHOTOS, VIDEOS & DRONES

Utilize professional photographers and engaging videos to accentuate your property's highlights, ensuring it stands out and captivates potential buyers.



OPEN HOUSES

Are an amazing tool to sell listings when done correctly. Marketing early makes your home stand out from the rest.

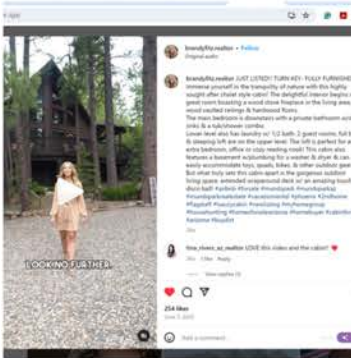


ADAPTIVE APPROACH

Actively tweak strategies based on data insights and fine-tune campaigns for maximum impact. Your home's success is our mission, and we're on it.

We will work together to establish a winning marketing plan for your home. We approach each listing with a fresh perspective, so we will be sure to customize our marketing plan specifically for your property.

Proven Marketing Plan





OUR STRATEGY

Strategic Pricing

PRICING YOUR HOME TO SELL

Without a doubt, of all of the mistakes that a Seller can make, mispricing their home, either too high or too low, is the most harmful and costly. Pricing your home too low, the home will sell, and probably sell quickly, but you may lose money that is rightfully yours. Price the property too high and it will linger on the market and likely not sell, costing money in the form of interest, repairs, upkeep and added stress.

We will work with you to select the list price that puts your home in the best competitive position to sell for the highest price in the least amount of time. Together, we will review homes like yours that have recently sold, are currently for sale, or been taken off the market.

Our goal is to price your home correctly the first time.

THE TOP THREE

Pricing Factors To Consider

01.



The Market

Your local area's current housing market conditions will play a large factor in helping determine the best price for your home to be listed at.

02.



The Competition

We will look to see what other homes are on the market to determine how your home compares to other listings in your area.

03.



Your Timeline

We will determine your urgency and flexibility for selling your home to set the best listing price for your home to meet your goals.





SELLING YOUR HOME

Our Top Priority

PRICING IS CRUCIAL

As we work together to establish the perfect price for your property, I'll be diligently monitoring the market to ensure our suggested price remains competitive. Together, we'll determine a fair market value that aligns with your goals. After a thorough evaluation of your home, we'll finalize the number and select an optimal listing date.

Our goal is to price your home correctly the first time.



Selling Mistakes To Avoid

PRICING YOU HOME TOO HIGH

A Real Estate Agent can research comparable sales in your area and advise you for the appropriate price range of your property.

TAKING AN INFLEXIBLE POSITION ON FINANCING

Have your Agent explain what financing options are available. Being flexible on financing terms may secure a better selling price, with other advantages as well.

NOT PROVIDING EASY ACCESS FOR SHOWINGS

There are many ways to show a home. "Appointment Only" is the most restrictive. Lock boxes (key safes) are the most accessible. If your home is easy for Agents to show, more prospective Buyers will see it, improving your odds of getting the deal you want. However, your specific lifestyle may not be compatible with frequent showings.

NOT "STAGING" YOUR PROPERTY CORRECTLY

Reference the sections on "Preparing Your Home To Sell" and "Preparing Your Home To Show" for tips on setting the stage for your home showings.

BELIEVING SELLING PROPERTY IS SEASONAL

Don't base your selling decision on a season. Properties sell all year long.

NOT MAKING THE RIGHT KIND OF REPAIRS

Don't be tempted to make improvements prior to listing without consulting your Agent. Some upgrades will not yield any real increase in value, while others may increase property value substantially.

IGNORING THE IMPORTANCE OF FIRST IMPRESSIONS

Sales have been blown by unkempt lawns, cluttered closets, unpainted front doors, hard-to-work locks, blown light bulbs, bad colors, stains, unlit areas and bad smells. Spend time on the little things. Double up on your landscaping, keep things cleaner than usual. Take serious control of your pets during this period.

BELIEVING YOUR AGENT IS NOT DOING THEIR JOB WHEN THERE AREN'T ANY OFFERS

If your home shows well, but hasn't generated any interested Buyers, it may be time to re-evaluate the price. You should never give too little time to what is inherently a long process. Homes can take months to sale.

PREPARING YOUR Home To Sell

A home in pristine condition will attract more buyers, sell in the shortest period of time and better position your home for its highest value.

In addition to a clean and inviting appearance, invest the money up front to cover repairs. Whatever is not repaired may be noted on the home inspection report. If the repair list is lengthy, some buyers may decide to back out of the agreement, or incorporate the cost of repairs into their negotiations.

To ensure your home shows at its best, here are a few suggestions:

- Take an objective account of condition inside and out
- Repair any damage throughout
- Deep clean – top to bottom
- Professionally clean flooring
- Clean windows, repair screens and ensure windows open properly
- Repair ceiling leaks and stains
- Replace air filters
- Paint interior and exterior where necessary selecting neutral colors
- Ensure all plumbing and electrical elements are in excellent condition
- Replace all light bulbs with a matching color temperature of 4000k or above
- Clean and ensure proper condition of all kitchen appliances
- Remove clutter inside and outside
- Remove personal items such as photos and knick-knacks
- Groom landscaping – trim and replant where necessary
- Enhance the entry way with potted plants and a new welcome mat
- Securely store all medications and firearms

When you're ready to sell your home, rely on the objective opinion of your REALTOR® to offer suggestions on home improvements that will likely offer the highest return on your investment.





Preparing Your Home To Show

When showing your home to prospective buyers a positive first impression is crucial. Take these steps to ensure your home shows at its best:

INTERIOR

- Open up all drapes and blinds to let in as much light as possible and make rooms look larger
- Turn on the lights in all rooms, at night, turn on all porch and outside lights
- Leave the house in perfect order, make beds, put away dishes and hang fresh, bathroom towels, clean all counters
- Vacuum & mop your home as much as possible to keep in showing condition
- Clean & organize closets
- Remove all foul odors (trash, litter box, diaper bin), use subtle air fresheners
- Set thermostat to a comfortable temperature
- Put away all children's toys and clutter
- Remove all personal items including; photos, mail, medications, and firearms
- Play soothing music, do not have the TV on
- Plan to have pets out of the home during showings or in kennels if it is the only option

EXTERIOR

- Move cars out of driveway and garage
- Sweep outdoor spaces
- Clean up toys and children's clutter
- Ensure all animal waste is removed
- Straighten up and clean all outdoor furniture
- Clean and store BBQ grill
- Clean, organize and declutter garage
- Pool area free of toys and debris
- Run any pool features such as fountains
- Keep up landscaping and remove any dead plants or debris

Leave your home when it is being shown.

However, make sure your agent can reach you to answer questions, etc.

PREPARING TO SELL

Disclosures

Sellers are obligated by law to disclose all known material facts, existing problems or defects about the property to the Buyer. The Arizona Association of REALTORS® Seller's Property Disclosure Statement ("SPDS") is designed to assist you in making these legally required disclosures and to avoid inadvertent nondisclosures of material facts.



Records

Have all of the records with regard to maintenance service work available, warranty work or improvements that you have made throughout the ownership of the home. A particular interest will be focused on roof replacement or repair, appliance repair, plumbing service and electrical work. If you have kept up with the proper service and maintained good records, most Buyers will see that as pride of ownership.



Warranties

Have all warranties available that are still in effect.



Utility Bills

Buyer may want to know approximate bills for utilities, having them available is helpful.



Legalities of Home Preparations

Some sellers try to cover up problems that exist within a home. Making a severe mistake of withholding pertinent information falls under the laws of Seller Disclosure.



PREPARING TO SELL

Understanding Escrow

The following explains the sequence of events involved in an escrow/closing process and what party involved is responsible. Your Escrow Officer is the “neutral third party.” Their job in the closing process is to gather all the documents and information from all involved parties to prepare for the transfer of the property.

1	Escrow Officer	Receives Purchase Contract with earnest money check, opens escrow and orders Title Commitment
2	Buyer	Has all inspections completed
3	Lender	Begins processing: Orders credit report, appraisal, deposits and verification of employment
4	Escrow Officer	Receives Title Commitment for review and distributes to all parties
5	Escrow Officer	Orders any statements for items requiring payoff per Title Commitment
6	Lender	Receives loan approval and orders loan documents to be sent to Escrow
7	Escrow Officer	Prepares a Preliminary Settlement Statement for review by all parties
8	Seller	Signs Deed and other related sale documents
9	Buyer	Signs loan documents for Lender
10	Escrow Officer	Returns signed loan documents to Lender
11	Escrow Officer	Receives loan funds from Lender
12	Escrow Officer	Orders recording of Deed and Deed of Trust
13	Escrow Officer	Completes the file by paying the Seller, agents, and all bills in escrow, and sends the final documents to all
14	Title Company	Issues title policies to Owner and Lender

Title Insurance Explained

WHAT IS TITLE INSURANCE?

Your lender must insure that the quality of the title to the property you are about to buy, and which you will pledge as security for the loan, is satisfactory. The Lender does this by obtaining a Lender's Policy of title insurance, often referred to as the ALTA Policy.

The Lender's policy protects the Lender against loss due to unknown Title defects at the time of the sale and in the future. This policy only protects the Lender's interest. It does not protect you. That's why you need an Owner's Policy, which will be issued at the same time as the Lender's policy for a one-time fee.

HOW CAN THERE BE A TITLE DEFECT?

Title insurance is issued after a careful examination of copies of the public records. Even the most thorough search cannot absolutely assure that no Title hazards are present, despite the knowledge and experience of professional Title examiners. In addition to matters shown by public records, other Title problems may exist that cannot be disclosed in a search.

WHAT TITLE INSURANCE PROTECTS AGAINST

Here are just a few of the most common hidden risks that can cause a Title issue:

- False impersonation of the true owner of the property
- Forged deeds, releases of wills
- Undisclosed or missing heirs
- Mistakes in recording legal documents
- Deeds by persons of unsound mind
- Deeds by minors
- Deeds by persons supposedly single, but in fact married
- Liens for unpaid inheritance, income of gift taxes
- Fraud

WHAT PROTECTION DOES IT PROVIDE AGAINST DEFECTS AND HIDDEN RISKS?

Title Insurance will pay for defending against lawsuits attacking your Title as insured, and will clear up Title problems or pay the losses. Your Title Insurance protects against title loss and hidden risks as long as the Policy remains in effect.



PREPARING TO SELL

Appraisals & Inspections

HOME INSPECTION

A standard home inspection is typically ordered by the Buyer after an offer is accepted and is a visual examination of the physical structure and major interior systems. It is not to be interpreted as a guarantee of any kind or an insurance policy on the condition of the property. A home inspection is not to be confused with an appraisal, a building code inspection, or a guarantee of any kind and/or an insurance policy on the property.

The Inspector will review the easily accessible, exposed portions of the structure of the home including the roof, attic, walls, ceilings, floors, windows, doors, and foundation, as well as the heating/air conditioning systems, interior plumbing and electrical systems. You will want to make sure the attic is accessible, and locks are off utility boxes. The inspector will report any potential problems to the buyer.

OTHER INSPECTIONS & TESTS TO CONSIDER

- Lead Paint
- Termite
- Air Quality
- Fungi, Mold and Allergens
- Sewer
- Pool
- Domestic Water Well
- Septic Systems



APPRAISALS

Once the Buyer begins the new loan application process, the Lender will order the appraisal. In order to estimate the market value of your house, the Appraiser will research the sales comparables in your subdivision and/or your immediate area. Appraisers prefer to use sales which have sold within the past 6 months and are similar to yours in regard to square footage, year built and amenities (i.e. swimming pool, garage, single story).

The Appraiser will measure your home, take photographs, and examine your house for its condition, specific improvements and amenities. You can help the Appraiser by preparing a list of recent improvements and remodeling projects and include their approximate costs. Most Appraisers will appreciate this information, while others may not. However, if you prepare the information for buyers looking at your home, then providing it to the Appraiser will be a snap.

The Lender will receive a copy of the appraisal a few days after the appraiser has been to your home. You may be told that the Appraiser has some repair requirements before the lender can loan the Buyer any money on your house. In that case, you must repair these problems and the Appraiser will return for a reinspection, at an additional cost.

If your home does not appraise for the asking price, your Buyer has the option to renegotiate or walk away from the deal.

NAR Settlement

Here's What it Means to Sellers

As a home seller, you have a wide range of choices when it comes to listing your home. Agents who are REALTORS® are a trusted source of advice and stand ready to help you navigate this complex process and make the choices that work best for you. NAR's recent settlement has led to several changes related to broker commissions that benefit sellers, and we wanted to clearly lay them out for you.

Here is what the settlement means for home sellers:

- You still have the choice of offering compensation to buyer brokers. You may consider doing this as a way of marketing your home or making your listing more attractive to buyers.
- Your agent must conspicuously disclose to you and obtain your approval for any payment or offer of payment that a listing broker will make to another broker acting for buyers.
- This disclosure must be made to you in writing in advance of any payment or agreement to pay another broker acting for buyers, and must specify the amount or rate of such payment.
- If you choose to approve an offer of compensation, there are changes to how this can happen.
- You as the seller can still make an offer compensation, but your agent cannot include it on a Multiple Listing Service (MLS)—MLSs are local marketplaces used by both buyer brokers and listing brokers to share information about properties for sale.
- Your agent can advertise your listing via off-MLS platforms such as social media, flyers and websites.
- You as the seller can still offer buyer concessions on an MLS (for example, concessions for buyer closing costs).

These settlement practice changes will go into effect August 17. (August 1 in Arizona)

Here is what the settlement doesn't change:

- Agents who are REALTORS® are here to help you navigate the process of selling your home and are ethically obligated to work in your best interest.
- Compensation for your agent remains fully negotiable, and if your agent is a REALTOR®, they must abide by the REALTOR® Code of Ethics and have clear and transparent discussions with you about compensation. When finding an agent to work with, ask questions about compensation and discuss what you would like to offer buyers.
- You have choices. Work with your agent to understand the full range of these choices when selling your home, which will help you make the best possible decision for your needs.

More details about these changes and what they mean can be found at facts.realtor.



YOUR HOME MATTERS

Thank you for choosing us to help you in the task of selling your home. We look forward to working with you to help you achieve all of your real estate goals.



Diane Lanoue

REALTOR®



602-214-3401



dianesellsazhomes@gmail.com

