

# Listing

WHERE LUXURY MEETS EXPERTISE



DESERT LUXE



# The Home Selling Process

WITH DESERT LUXE REALTY

1.

## **PREPARE THE HOME -**

Cleaning, decluttering, and repairs.

2.

## **PHOTOGRAPHY -**

Our top rated HD photographer will shoot the home.

3.

## **ACTIVE ON MLS -**

Your home is now active on the market! We will launch all social media ads and online marketing campaigns.

4.

## **SHOWINGS & OPEN HOUSES -**

We will book private showings, as well as public open houses.

5.

## **OFFERS & NEGOTIATIONS -**

We will present all offers and negotiate the best offer possible.

6.

## **INSPECTION & APPRAISAL -**

All inspections and appraisal will be scheduled by the Buyer.

7.

## **POSSIBLE RE-NEGOTIATIONS -**

When the appraisal and inspections are completed, repairs and/or new contract terms may be negotiated.

8.

## **CLOSING -**

A final walkthrough will be performed by the Buyer and closing documents signed.







# Preparing Your Home

## FOR PHOTOGRAPHY & SHOWINGS

## INTERIOR

- Declutter all counter spaces and shelves
- Depersonalize your home, put away all personal photos
- Deep clean all surfaces and floors
- Check for large and minor repairs
- Repaint all walls in neutral colors
- Check to ensure all smoke and carbon monoxide detectors are in working order
- Staging consultation with consultant
- Photo/Showing checklist
- Live or virtual staging if needed
- Put away any pet items
- Put any large items in the garage





# Preparing Your Home

## FOR PHOTOGRAPHY & SHOWINGS EXTERIOR

- Check for repairs (roof, stucco, irrigation, etc.)
- Clean exterior windows and screens
- Mow grass or clean turf
- Pull weeds and rake leaves
- Discuss curb appeal options
- Clean and balance chemicals in pool (if applicable)
- Yard maintenance
- Remove any personal decorations or holiday decorations
- Exterior maintenance checklist



# WHY CHOOSE DESERT LUXE?



## EXPERIENCE

With years of experience in the real estate industry, our team at Desert Luxe Realty has the knowledge and expertise to help you navigate the complex world of real estate. Rest assured we will negotiate the best deal on your behalf.



## PERSONALIZED SERVICE

At Desert Luxe Realty, we believe in providing our clients with personalized attention and exceptional service. We take the time to understand your unique needs and work tirelessly to help you achieve your goals.



## EXTENSIVE NETWORK

We have an extensive network of industry professionals, including lenders, inspectors, and contractors to help you every step of the way. We work with the best in the business to ensure that you get a luxury experience from start to finish.



# Our Team



Welcome to **Desert Luxe** — where Arizona luxury real estate meets personalized service. We are a passionate team of experienced Real Estate Consultants specializing in high-end properties across the state. Whether you're buying or selling, we tailor every step of the process to suit your unique goals. With a focus on detail, deep market knowledge, and a client-first approach, we deliver a seamless and rewarding real estate experience—**no matter the price point**. We look forward to helping you find your dream home in the desert.



# MEET THE TEAM OWNER

*Rebecca Kennard*

Creating a team where clients get the highest level of service has always been a priority for me. At Desert Luxe our mission is clear; we are committed to helping our clients achieve their real estate goals whether buying, selling or investing while delivering a luxury experience.

Relocating from California I completely fell in love with Arizona's breathtaking landscape. Founding Desert Luxe Realty here was the perfect decision. With my husband and four children by my side we have built a family-oriented environment where every client is a part of the Luxe family. At the heart of Desert Luxe is a commitment to excellence and a belief that exceptional service is not just a promise but a standard we uphold everyday.







*Danna Sotelo*

Helping families find not just a house, but a true sense of home is at the heart of everything I do. As a bilingual agent and new mom, I know how important it is to feel settled, supported, and heard. I specialize in guiding first-time buyers and those relocating to the area, offering a caring, informed, and seamless experience from start to finish.



*Beth McCammond*

As a proud law enforcement wife and devoted mom of three, I understand the true meaning of home—a place where memories are made and lives are built. This fuels my passion for helping families find a home that reflects their dreams.

With 20 years of finance experience, I bring precision, dedication, and strategic insight to your real estate transactions.



*Chris Leskovsy*

As a Navy Veteran with a strong sense of dedication and discipline, I have been serving the real estate community for two years with the same commitment I gave to my country. Proudly residing in Gilbert with my amazing wife and two kids, I specialize in luxury real estate, investment properties, first-time homebuyers, and custom homes on acreage. I take great pride in being a full-service realtor, offering comprehensive support from the initial introduction all the way to closing, ensuring a seamless and successful experience for my clients.



*Armando Bueno*

As an Arizona native with over 20 years of sales experience, I specialize in the West Valley real estate market. Proud father of four and bilingual, I bring dedication, expertise, and a strong work ethic to every transaction. I'm passionate about helping clients find their perfect home in Arizona's vibrant communities, ensuring their experience is seamless and stress-free.



*Trevor Hendrickson*

I come from a family deeply rooted in real estate. This unique upbringing has instilled a profound passion for both Arizona and the dynamic world of real estate. As a dedicated problem solver, I thrive on helping my clients navigate the complexities of buying and selling properties. My commitment to understanding their needs and delivering tailored solutions has led to numerous successful transactions. I eagerly anticipate continuing this journey, guiding many more clients toward achieving their real estate goals.



*Joe McInerney*

As a top-producing real estate consultant with the Desert Luxe Team, I bring expert guidance, integrity, and a personal touch to every transaction. Originally from Upstate New York, I now proudly call the desert home, with my amazing wife and two beautiful daughters. We pride ourselves on clear, consistent communication and building real relationships with our clients. With a client-first mindset and deep local knowledge, I'm here to make your real estate journey seamless, informed, and successful.





*Tia Tatem*

As a devoted wife and mother to my beautiful girls, I bring the same passion and commitment to my role as a professional real estate consultant. I take pride in helping families find their dream homes, using my extensive knowledge from over 15 years in the tax and financial industry to navigate the home-buying process. I believe in creating opportunities for generational wealth, and as a relocated family myself, I understand the importance of making informed decisions during this significant transition. I am dedicated to guiding my clients every step of the way, applying my expertise to ensure they feel supported and empowered throughout the journey.



*Jared Hendrickson*

Jared Hendrickson is an Arizona native with over 30 years of experience as a Designated Broker and certified appraiser. Based in Gilbert, he offers deep local knowledge and exceptional service to the Phoenix metro area. A dedicated father and former foster parent, Jared values community and integrity in every transaction. Passionate about travel and live music, he loves connecting with diverse cultures, with Ireland as a favorite destination. Jared is committed to delivering results for his clients.



*Deborah DeRosa*

As a Licensed Realtor since 1998, Deborah brings over two decades of industry expertise to every transaction. With a strong background as a Designated Broker and Director of Operations, she combines big-picture strategy with hands-on precision, currently serving as a Team Administrator and Transaction Coordinator. With 5 grown children and 12 grandchildren, Deborah is family oriented and understands what family means for her clients as well. She brings years of care, competence and confidence to her team and every client she serves.



*Cody York*

I'm a dedicated real estate professional committed to helping clients navigate the buying and selling process with ease. With a deep knowledge of the local market and a personalized approach, I strive to make every transaction smooth, efficient, and successful. Whether you're a first-time homebuyer or a seasoned investor, I'm here to guide you every step of the way.



*Jessica Flores*

I am a dedicated real estate professional and proud mom. I bring passion and personalized service to every client interaction. As a bilingual agent fluent in English and Spanish, I serve diverse communities with ease and understanding. With deep knowledge of the Arizona market, I help buyers and sellers navigate every step of the process confidently and successfully. Your home goals are my priority.



*Taylor McCammond*

Taylor is a recent college graduate and current university student specializing in Business Administration. A Colorado native with a deep love for the Arizona desert, Taylor brings a diverse background that includes law enforcement experience and time as a Division 1 cheerleader. With over two years at Desert Luxe, Taylor has built broad expertise in the real estate market and is passionate about supporting agents and the team. As a cheer coach and active community volunteer, Taylor thrives on helping others and giving back.



# ADVERTISING


- Our Listings are the Top 5% of the listings viewed.
- Our Listings sell faster, and for 8% more than our competitors on our advertising campaigns!
- Zillow Showcase ads get more exposure than any other listing on the market!
- Homes.com provides paid featured ads that promote to the top of the search engine regardless of the price.
- Just Listed post cards are distributed to 100+ homes around the community.
- Digital Flyers are sent to 10K of the top agents in the Phoenix Metro area.
- Paid Open House listing, promoted across all home sites and the MLS








20 active days on Zillow | 3 beds | 2 baths | 1504sqft | 2006year built



Page views

**5,826**


↑ 710% vs similar listings



Saves

**375**

↑ 564% vs similar listings

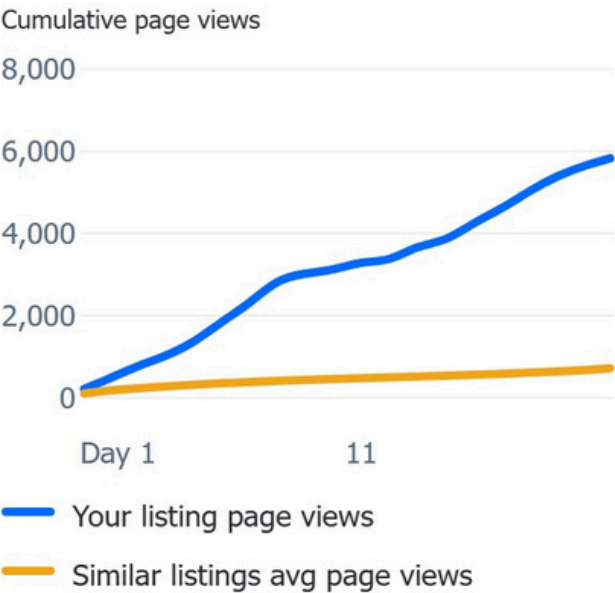


Shares

**99**

↑ 617% vs similar listings

Buyers viewing your listing



Buyers engaging with your listing



Email engagement

Emails delivered  223

Emails opened  165

For more information on terms and definitions, see: <https://showingtimeplus.com/showcase-performance>





# Luxury Listing Package

- Premium HD Photography
- Deep clean prior to listing
- Luxury property brochure
- 412 Open House Strategy
- Staging Consultation Prior to Listing
- Brokers Open (if over \$1 million) or Custom Open House
- Custom Closing Gifts
- Premium Drone footage
- Staging (formal or digital if needed)
- Advanced Social Media Marketing
- MLS entry with paid advertising
- Paid advertising campaign across all major home sites (Zillow, Homes.com, realtor.com)
- 3% to the Buyer's Agent ensures the fastest closing

**6% with 3% to the Buyer's Agent**





# 412 Open Houses

- **Four days prior to the open house**
  - Farm the neighborhood, door knock, post on social media, run open house ads.
- **The day of the open house**
  - Post social media content, put out open house signage, run open house.
- **Two days after the open house**
  - Follow up with all guests, contact any potential buyers from farming to schedule showings.





# What Our Clients Have To Say

## FIVE STAR SERVICE AND REVIEWS

"We are beyond grateful to Beth and look forward to staying in touch long after we move into our new home.

If you are looking for a dedicated, knowledgeable, and all-around fantastic Real Estate professional, Beth is the one for that!"



-Keri K.



"Desert Luxe was phenomenal within the entire process. They made it very easy and established great rapport with my wife and I. They have outstanding realtors and I would recommend them to anyone moving to the Phoenix area. Five stars is not enough because they deserve more."



-Wyatt Smith



"Becky is a freakin rockstar. Honestly you have rekindled my faith in humanity with how responsive and professional you have been through this whole process. Her expertise, dedication, and attention to detail made our experience exceptional. Highly recommended! Thank you so very much!"



-Alvin Harbor



"Cody was absolutely amazing! He made buying a home feel easy. Cody was extremely informative and made sure that I knew exactly what was going on every step of the way. From beginning to end, he continued to showcase how truly amazing Desert Luxe is. Thank you for everything Cody!"



-Terry Burback





# DESERT LUXE

A LUXURY EXPERIENCE,  
NO MATTER THE PRICE



POWERED BY  myhomegroup®

14050 N 83rd Ave Suite 175  
Peoria, AZ 85381

(602) 228-8221

[www.desertluxeteam.com](http://www.desertluxeteam.com)