

DESERT LUXE

A LUXURY EXPERIENCE;  
NO MATTER THE PRICE



LISTING YOUR HOME

WITH **DESERT LUXE REALTY BY MY HOME GROUP**

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# MEET THE TEAM



Welcome to **Desert Luxe**! We are a dedicated group of Real Estate Consultants specializing in high-end Real Estate across Arizona offering services tailored to meet your unique needs. Whether you are Buying or Selling, our Team's personalized approach, attention to detail, and market expertise ensure a seamless and successful luxury real estate experience no matter the price point. We look forward to working with you!

# 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.

# The Home Selling Process

WITH DESERT LUXE REALTY



## **PREPARE THE HOME -**

Cleaning, decluttering, and repairs.



## **PHOTOGRAPHY -**

Our top rated HD photographer will shoot the home.



## **ACTIVE ON MLS -**

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



## **SHOWINGS & OPEN HOUSES -**

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



## **OFFERS & NEGOTIATIONS -**

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



## **INSPECTIONS & APPRAISAL -**

All inspections and appraisal will be scheduled by the Buyer.



## **POSSIBLE RE-NEGOTIATIONS -**

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



## **CLOSING -**

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

# LISTING PACKAGES

## LUXURY LISTING

6% with 3% to the Buyer's Agent

- Complementary deep clean prior to listing
- Luxury property brochure
- Premium HD Photography/Videography
- Premium Drone footage
- Brokers Open (if over \$1 million) or Custom Open House
- Custom Closing Gifts
- Staging (Formal or digital if needed)
- Advanced Social Media Marketing
- MLS Entry with paid ad
- 3% to the Buyer's Agent ensures the fastest closing



## PREMIER LISTING

5% with 2.5% to the Buyer's Agent

- 40 HD Photos
- Social Media Marketing package
- MLS Entry
- Custom Closing Gifts
- Custom Open House options
- Optional Cleaning Service
- 2.5% to the Buyer's Agent ensures good traffic to your listing



## STANDARD LISTING

4% with 2% to the Buyer's Agent

- 20 HD Photos
- MLS Entry
- Closing Gifts
- Standard Open House
- 2% to the Buyer's Agent ensures we don't cut out Buyers



# Preparing Your Home

## FOR PHOTOGRAPHY & SHOWINGS

### INTERIOR



- Declutter and depersonalize your home
- Deep clean all surfaces
- Check for repairs
- Repaint walls in neutral colors
- Check all smoke and carbon monoxide detectors
- Staging consultation
- Photo/Showing checklist
- Live or virtual staging if needed

### EXTERIOR



- Check for repairs
- Clean exterior windows and screens
- Discuss curb appeal
- Clean and balance chemicals in pool (if applicable)
- Lawn maintenance
- Remove any personal decorations
- Exterior maintenance checklist

# What Our Clients Have To Say

## FIVE STAR SERVICE AND REVIEWS

"Sean helped us to fulfill our dreams of getting a beautiful home in Surprise. He has been so helpful throughout our purchase process, which we had to perform from California. He was so helpful and nice! I would definitely recommend him for your real estate purchase needs."



-Todd Sap



"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 Burbach



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POWERED BY  myhomegroup®