



---

# HOME SELLING GUIDE







Dear Homeowner,

We appreciate the opportunity to interview for the special privilege of helping sell your home.

We are different from most real estate professionals, we offer an array of solutions beyond the traditional listing.

Proven Home Realty has successfully helped over 1,500 home owners achieve their goals and we are confident we can deliver the same results for you. We look forward to adding you to our ever growing list of successful sales and raving fans. You'll find that this guide is designed to be all about you, your needs and your goals. It's a simple demonstration of the proven strategies our team utilizes to create predictable results. We look forward to a great relationship for years to come and are 100% committed to serving you!

**Nobody does more to serve your real estate needs, that's Proven! ✓**







**PROVEN**  
HOME REALTY

**THE PROCESS  
YOUR WAY**





# TRADITIONAL AGENT STRATEGY



## OUTDATED OPTION

- Prepare the property for sale.
- Take professional photos.
- Put it in the MLS and syndicate it to as many sites as possible on the internet.

VS

**PROVEN**  
HOME REALTY

# MODERN AGENT STRATEGY



FIX AND LIST



TRADITIONAL SALE



BUY BEFORE SELL



GUARANTEED  
BACKUP OFFER



IBUYERS AND INVESTORS  
CASH OFFERS

## OUR CLIENTS SAY IT BEST!

“ An awesome experience!! Agent was professional, honest and easy to work with. Office staff and agent were excellent meeting deadlines and their communication far exceeded expectations. Would highly recommend when selling or buying a home. ”

-isnowboardaz



# INITIAL LISTING CONSULTATION

## REVIEW OPTIONS

Fast Cash Offer	Market As Is Sale	Maximum Market Value
\$ _____	\$ _____	\$ _____
7 - 10 DAYS	45 - 90 DAYS	45 - 180 DAYS
NET TO SELLER		

### SELL FOR CASH

#### PROS

- No showings
- Don't have to prep the house
- Can close quickly
- Limited inspections

#### CONS

- Potentially lower price
- Not fully exposed in the market

### GO TO MARKET

#### PROS

- Potentially higher net
- Exposed to the whole market

#### CONS

- Prepare the home for sale
- Show the home and wait for a buyer to come along
- Extended time
- May require more repairs depending on what the buyer discovers during inspection





## ACCEPTING AN OFFER

While much of the agreement is standard, there are a few areas that we can negotiate:

### THE PRICE

What is offered for your property depends on a number of factors including its condition, length of time on the market, buyer activity, and the local market conditions.

### THE MOVE-IN DATE

If you can be flexible on the possession date, the buyer will be more apt to choose your home over others.

### ADDITIONAL PROPERTY

Often, the seller plans on leaving major appliances in the property; however, which items stay or go is often a matter of negotiation.

When we receive an offer, you will have the opportunity to:

- Accept the offer
- Reject the offer
- Counter the offer with changes

By far the most common is the counteroffer. In these cases, our experience and negotiating skills become powerful in representing your best interests. We will work together to review each specific goal in mind and ensuring that we negotiate the best possible price and terms on your behalf.



# CONTRACT TO CLOSE TIMELINE

## DAY 0

### Offer Accepted

Buyer and Seller enter into a legally binding agreement.



## DAYS 1-10

### Due Diligence & Inspections (or as negotiated per contract)

The Seller is required to disclose all material facts relating to the property. Buyer conducts all pertinent inspections, and reviews all information. Any requested repairs are negotiated.

## DAYS 25-30

### Closing Process

Buyer and Seller sign all closing documents and Buyer delivers closing funds to escrow company. Final loan documents are reviewed by lender and wires money to escrow company (funding). Deed is sent to County for recording.

## DAY 1

### Escrow Opened

Earnest Money is deposited. Contract is delivered to escrow company and Buyers lender. Title Commitment is ordered.



## DAYS 10-25

### Loan Processing

Buyers loan is processed; appraisal is ordered and reviewed. All loan conditions are met. Any negotiated repairs must be completed. Three days prior to closing, loan documents are to be at the title company and signed.

## CONGRATULATIONS.

You have successfully sold your home.





## MARKETING STRATEGY



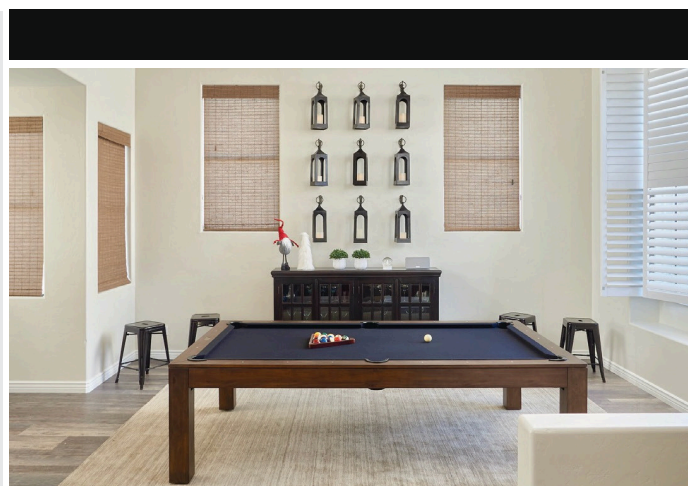




# STAGING

We want your home to be shown in the best possible light to prospective buyers to get you top dollar in the shortest amount of time.

We will help create a warm and inviting environment focusing on the best architectural features and selling points of your home.







**PROFESSIONAL  
PHOTOGRAPHY**

**PRO**✓**VEN**  
HOME REALTY





# POSTCARD MAILINGS

PROVEN  
HOME REALTY

## JUST LISTED



1234 ANY STREET TUCSON, ARIZONA



## JUST LISTED

5 BEDROOM | 2 BATHROOM | SWIMMING POOL  
GARAGE | KITCHEN

contact our office for more details :

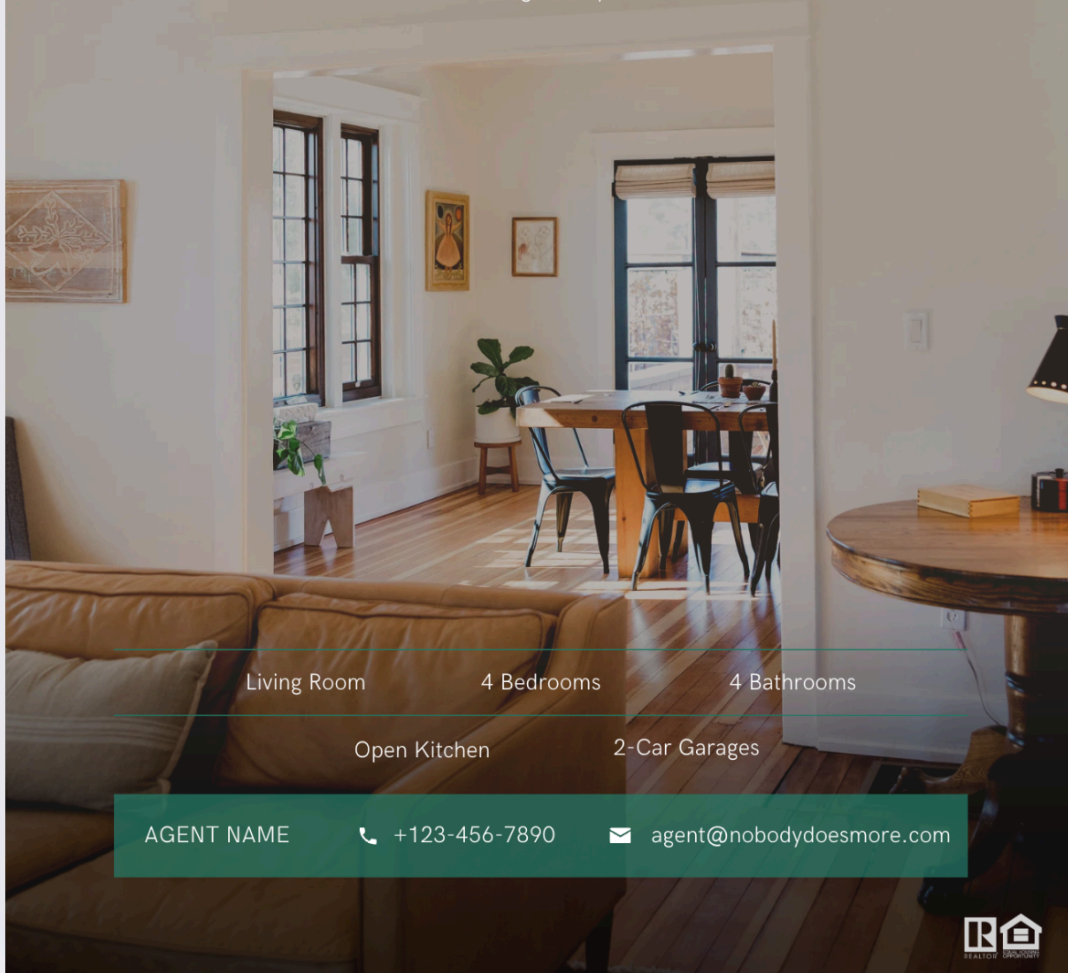


SCAN ME!



## Own Your Dream Home

Ready to move into a home with a minimalist design?  
Check out this property! It has a cozy living room, remodeled kitchen,  
and a huge backyard.



Living Room

4 Bedrooms

4 Bathrooms

Open Kitchen

2-Car Garages

AGENT NAME

+123-456-7890

agent@nobodydoesmore.com

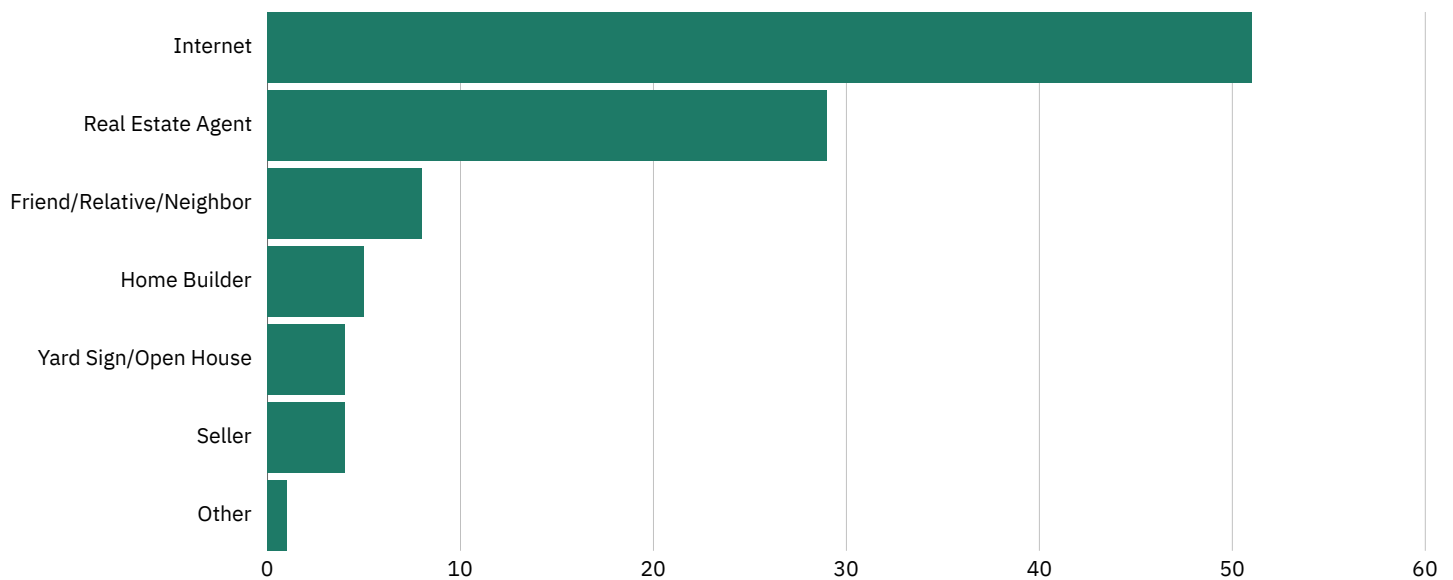




## WHERE BUYERS FOUND THE HOME THEY PURCHASED



● 2024 Percentage (%)

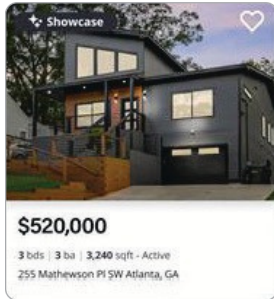


# INTERNET MARKETING



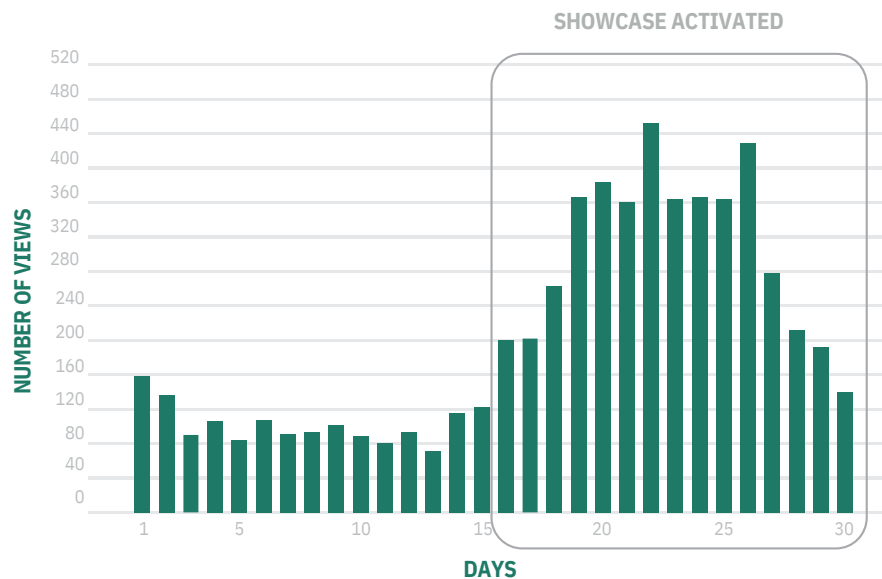


# WOW PROSPECTIVE BUYERS WITH LISTING SHOWCASE



Listing Showcase is an entirely new listing experience, made available to only a few agents. ✓

- Your home will gain prioritized exposure by potential buyers when they search for properties on Zillow with over 210 million average monthly unique users.
- Your listing will receive dedicated, branded “new property alert emails” sent to interested buyers.
- With a limited number of listings per city, Listing Showcase helps your home stand out with best-in-class media like high-resolution photography, interactive floor plans, room-by-room photo organization and virtual tours to impress potential buyers.



**PROVEN**  
HOME REALTY



**PROVEN**  
HOME REALTY

**PRICING**

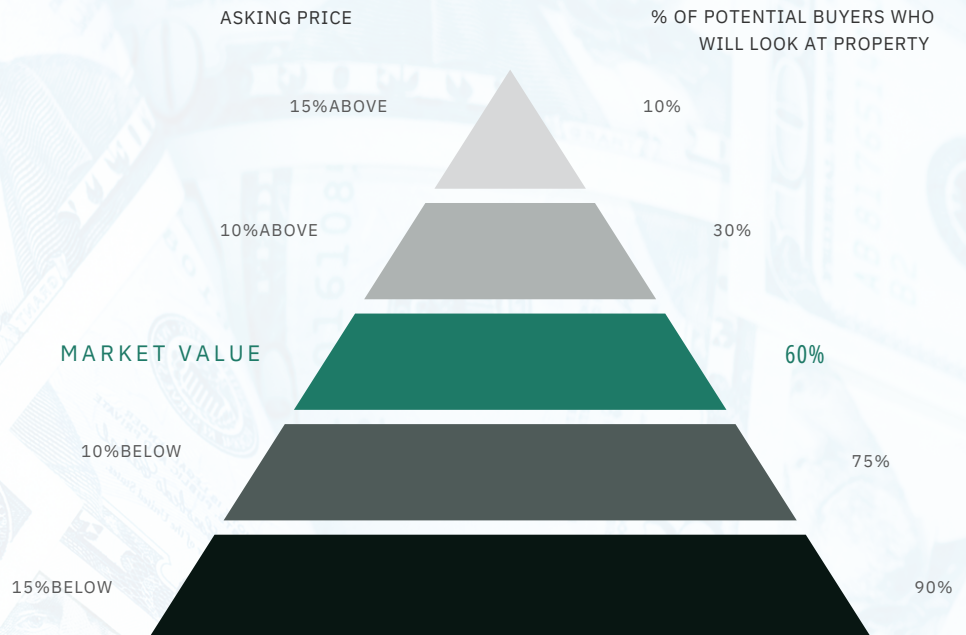




# PRICE RIGHT | ATTRACT BUYERS

PRICING YOUR PROPERTY COMPETITIVELY will generate the most activity from agents

PRICING YOUR PROPERTY TOO HIGH may make it necessary to drop the price below market value to compete with new, well priced listings.



## PRICING MISCONCEPTIONS

It is very important to price your property at competitive market value when we finalize the listing agreement.

### BUYERS AND SELLERS DETERMINE VALUE

The value of your property is determined by what a buyer is willing to pay and a seller is willing to accept in today's market.

Buyers make their pricing decision based on comparing your property to other properties SOLD in your area. Historically, your first offer is usually your best.



What You Paid



What Your Neighbor Says



What You Need



What Another Agent Says



What You Want



Cost To Rebuild Today

**PROVEN**  
HOME REALTY

# PRICED AHEAD OF THE MARKET

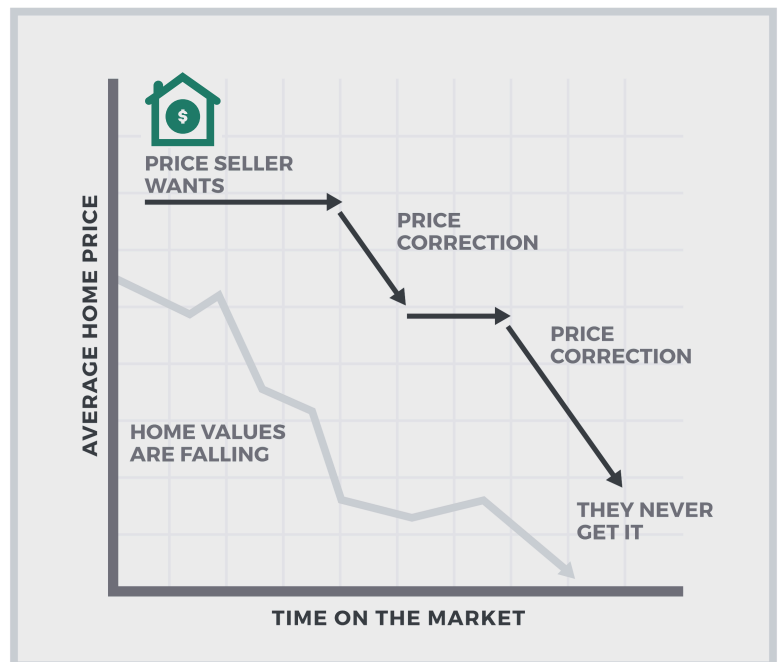
## WHAT IS SELLER'S MARKET?

In a market with rising home values, if a seller wants a price that's ahead of the market, the market may go up enough to make that price attractive for buyers.



## WHAT IS BUYER'S MARKET?

If sellers fall behind a market with falling home values, they can end up chasing the market down, because home values are always falling faster than their price reductions.

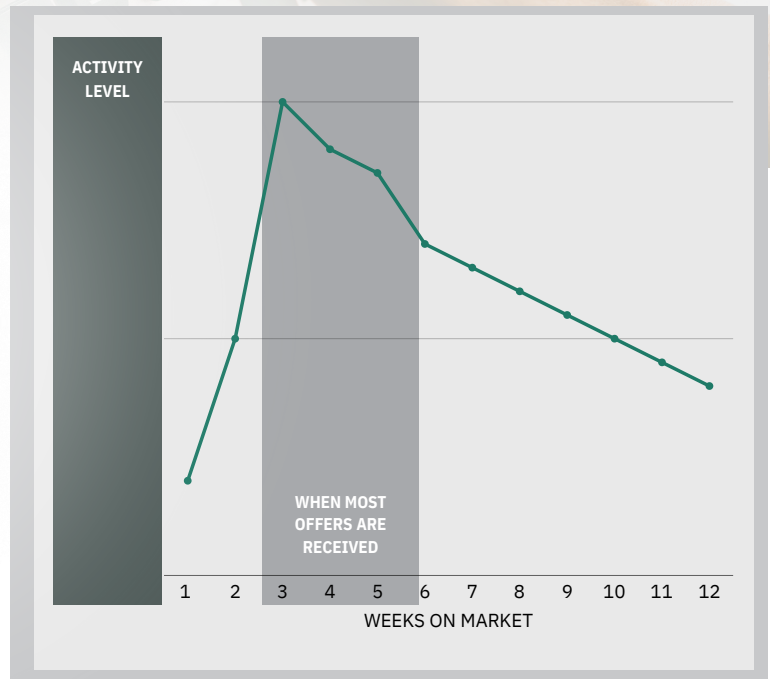




# PRICED AHEAD OF THE MARKET

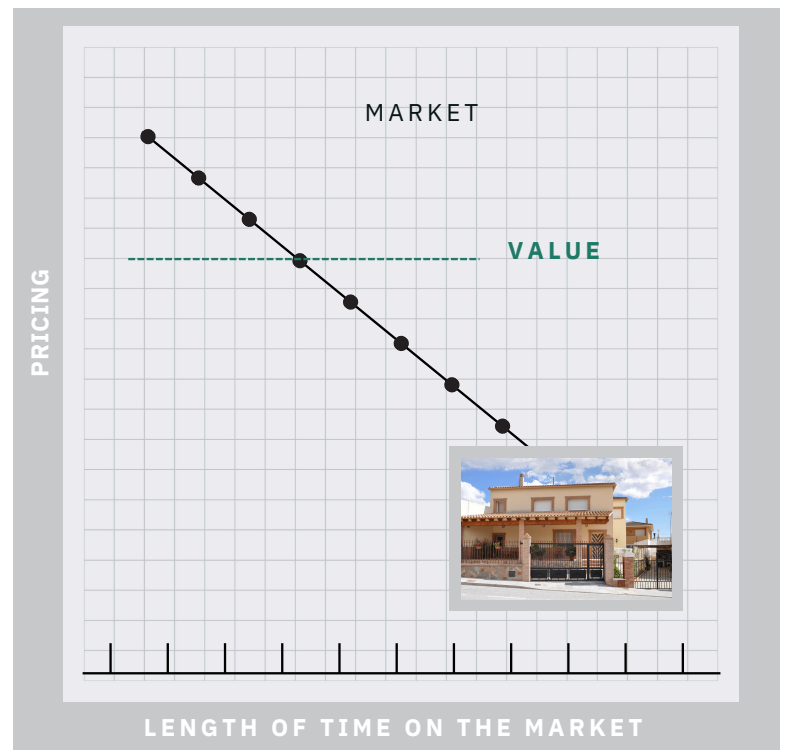
## THE RIGHT PRICE IS IMPORTANT

- A property generates the most interest when it first hits the market.
- The number of showings is greatest during this time if it is priced at a realistic market value.
- Starting too high and dropping the price later misses the excitement and fails to generate strong activity.
- Many homes that high priced, end up selling below market value.



## THE RIGHT PRICE IS IMPORTANT

- The buying market has a short attention span
- Pricing your home right the first time is key.
- Proper pricing attracts buyers.
- An overpriced house will not sell.
- We want to generate offers before the market moves on to newer listings.







**PROVEN**  
HOME REALTY

**NOBODY DOES IT BETTER,  
THAT'S PROVEN**





# PROVEN HOME REALTY:

## CORE VALUES

Leading-edge tech tools and training give Proven Home Realty an advantage in marketing your property on-line, 24 hours a day, seven days a week.



**UNWAVERING  
COMPASSION**



**COLLABORATIVE  
EXCELLENCE**



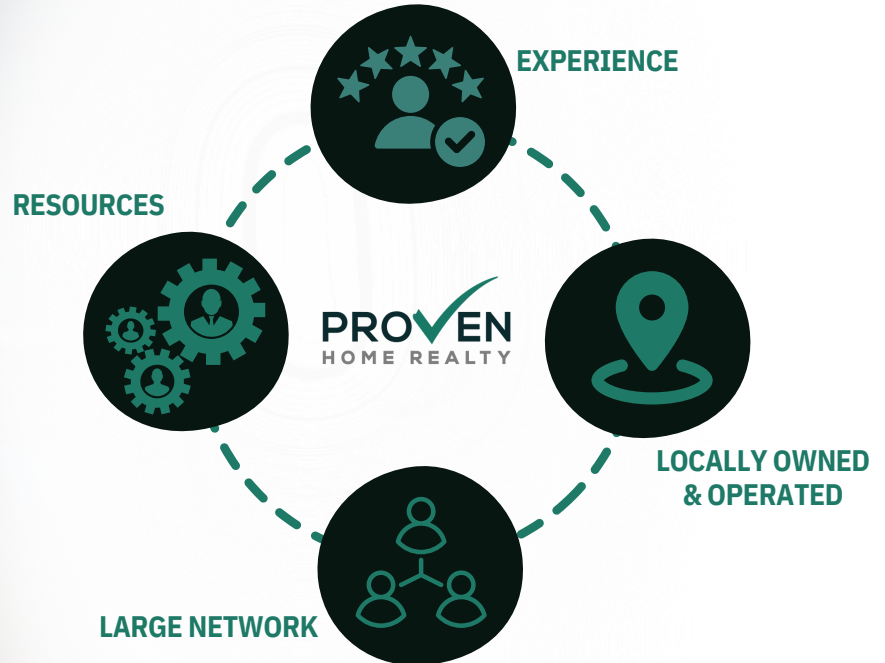
**OWN THE  
OUTCOME**



**THERE IS ALWAYS  
A WAY**

**PROVEN**  
HOME REALTY

# THE VALUE OF WORKING WITH





## WHAT OUR CLIENTS SAY

“Bought a Single Family home in 2022 in Tucson, AZ. Mark was such a wonderful help for a first time buyer! He explained the process and was always happy to show properties. He also understood my needs, concerns and specifications that made this process a success. I highly recommend Mark and his associates for any potential real estate needs!! ”

- **LACLIFFORD56, 2022**

Veronica and Alex did an amazing job! This was our first home purchase, and they patiently walked us through every step, and were very proactive in guiding us when we hit some turbulence with the seller. Veronica went out of her way to follow up on late or lingering issues with inspections, BINSR terms, and always made us feel like we were in good hands. Highly recommended!

- **MAIERPA, 2022**

“For over a year Kristina has stuck with us to find the perfect home. A lot of disappointment along the way, but she hung in there with a positive attitude and encouraging words. She took the time to get to know us and understand what we were looking for. The best realtor I ever worked with. Even now a few days after moving in, she is checking on us to make sure everything is okay. During the process she made sure all the I's were dotted and the t's were crossed. Excellent realtor who goes the extra mile. ”

- **NJHOOIJENGA, 2022**



“What an amazing team! They were highly engaged and motivated. They kept me informed, step-by-step throughout the entire process. I couldn't have found a better team to represent me. I highly recommend! ”

- **JCOOL68205, 2021**

“Kristina was our Realtor and was amazing with her knowledge and expertise in helping us find the perfect home for us. She went above and beyond the call of duty. She was always available to show us homes virtually as we were in NC and moving to AZ. I just cannot say enough about her. Her instincts were always spot on, it's like she knew me and my tastes. My husband and I were very thankful for Kristina and all she did for us through the process of becoming new homeowners. ”

- **BOBBIATKI, 2022**

**PROVEN**  
HOME REALTY

## WHAT OUR CLIENTS SAY



What a joy it was to work with the Jeremiah and the team. Not only were they able to get my home sold when we had been trying previously with numerous agents over a number of years, they were able to get top price for my home. The most impressive part of their team was the constant communication and updates. I would highly recommend working with the Jeremiah and the team! ”

- KNEADKNOWLEDGE, 2021



This team is hands down the best team I have ever worked with. I have worked with many realtors in the past and not one time did I feel like I was stranded on an island on my own during this whole process. Veronica and the team have been nothing but amazing to work with. Veronica is very mindful and listens to her clients, she really is a think-outside-of-the-box kind of person that really makes sure all options have been exhausted. Her collaboration and frequent updates were so helpful. If you are looking for a team that has your back and will go above and beyond for you, this is the team to turn to! I would recommend the Taylor team to anyone looking for their next home purchase.”

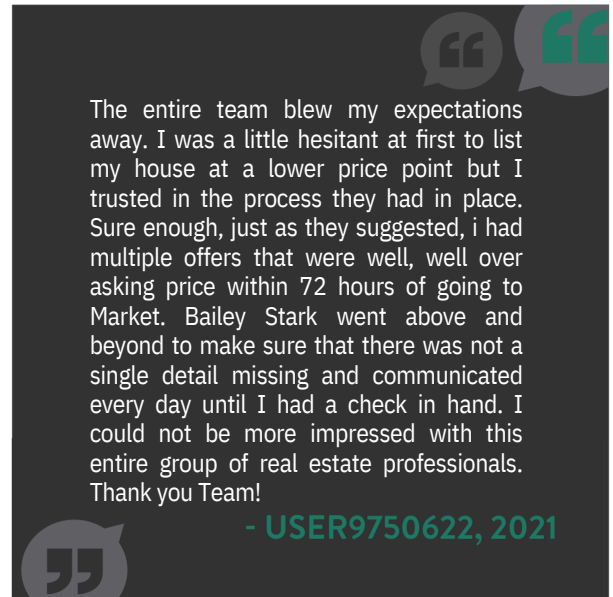
- PKSRZ7PMDT, 2023



STOP! Do yourself a favor and read this review to find your next realtor.

We were first time home buyers and like most people- we were nervous, unsure, excited, a little panicked, disorganized, and needed guidance. the team took exemplary care of us. Team is the right word as we were assisted by Jerimiah, Gina, Veronica, Bailey, and others! This team is compassionate, organized, detail oriented, responsive, and caring- they treat their clients like family. I personally work in an industry with a lot of realtor interactions and the Taylor team is the pinnacle and upper echelon of the industry. ”

-MATT NUECHTERLEIN, 2024





# AWARDS AND ACHIEVEMENTS



Certified Luxury Home Marketing Specialist



Certified Negotiation Expert



Certified Distressed Property Expert



Over 1,500 homes sold



Over 100 real estate investments made by the team



50+ years of real estate experience from our leadership team



Keller Williams Eagle Award Winner - 3X



2016-2017

500 Most Influential People in Business







*thank* *you*  
for this opportunity



**PROVEN**  
HOME REALTY