

# THE BROKERY

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A GUIDE TO **LISTING & SELLING YOUR HOME**



THE BROKERY

LOCAL REAL ESTATE BROKERS

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## CONTACT US *ANY TIME*

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THEBROKERYAZ



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# *MEET THE BROKERY*

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RELENTLESSLY LOCAL  
REAL ESTATE PROFESSIONALS



*AS A BOUTIQUE FIRM, OUR FOCUS IS RELENTLESSLY LOCAL.*

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Unlike many brokerages tucked away in corporate centers, The Brokery has valley-wide offices that offer high visibility for your property in state-of-the-art showcases. This allows for our neighbors to receive immediate guidance from local professionals that have extensive knowledge of the area and unparalleled market insight. Our team of local experts are at your service and ready to assist in helping you exceed your real estate goals.

When you list with The Brokery, you are not limiting yourself to one agent handling all aspects of selling your home. We have a marketing specialist, transaction manager, graphic designer, and multiple brokers and licensed real estate professionals that all pull together to ensure your home is represented in the best manner possible. We pride ourselves on developing excellent relationships with qualified vendors that you can trust, whether it be an inspector, roofer, staging professional, and more. We are here for you every step of the way.



# *OUR TEAM OF PROFESSIONALS*

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## *DESIGNATED BROKER*

Our designated broker is legally responsible to the State of Arizona for all real estate activities conducted by the brokerage. The role of the designated broker is to oversee and review all documents involved in every real estate transaction before giving final approval.

## *MANAGING BROKER*

Our managing broker oversees the agents and associate brokers employed by The Brokery to ensure that our brand's standards are upheld and maintained.

## *ASSOCIATE BROKERS*

Some of our team members are licensed as Brokers and identify as "Associate Brokers" per the Arizona Department of Real Estate. Any Realtor® that has been licensed for three years may complete the educational requirements to obtain an Associate Broker license. At The Brokery, we celebrate the commitment to pursuing this designation!

## *REAL ESTATE PROFESSIONALS*

Each person employed by The Brokery is a licensed real estate professional or Associate Broker. We are comprised of an incredible mix of talented agents with extensive prior experience and/or career backgrounds in various fields. This combination creates a well-rounded team of individuals with an abundance of skills and a broad range of knowledge. Real estate requires the willingness to think outside of the box. No two transactions are ever exactly alike. We work together to merge our unique talents to offer creative solutions for our clients' individual needs.

## *MARKETING TEAM*

Our marketing team consists of our graphic designer and marketing manager, who create and oversee the print and digital advertising pieces used to promote each client's home. They facilitate everything related to marketing, from orchestrating professional photo shoots to creating and printing the listing flyers and mailers. As licensed Realtors®, they are also equipped to assist with any property showings for our buyers and sellers.

## *TRANSACTION MANAGER*

Our transaction team are also licensed Realtors®. Together, they oversee, organize, and administer all of the required documents throughout the buying and selling process, handling everything from the purchase contract to the final walk-through form. They also act as the main point of contact for all third parties, including escrow officers and home inspectors.





# *PREPARING TO LIST*

## 1. HOME WALK-THROUGH

It is important that we tour your home to get a feel for the layout, understand the flow of the space, and observe the quality of the finishes firsthand. This helps us gain insight into what potential buyers may notice about the house and allows us to suggest any potential areas of improvement.

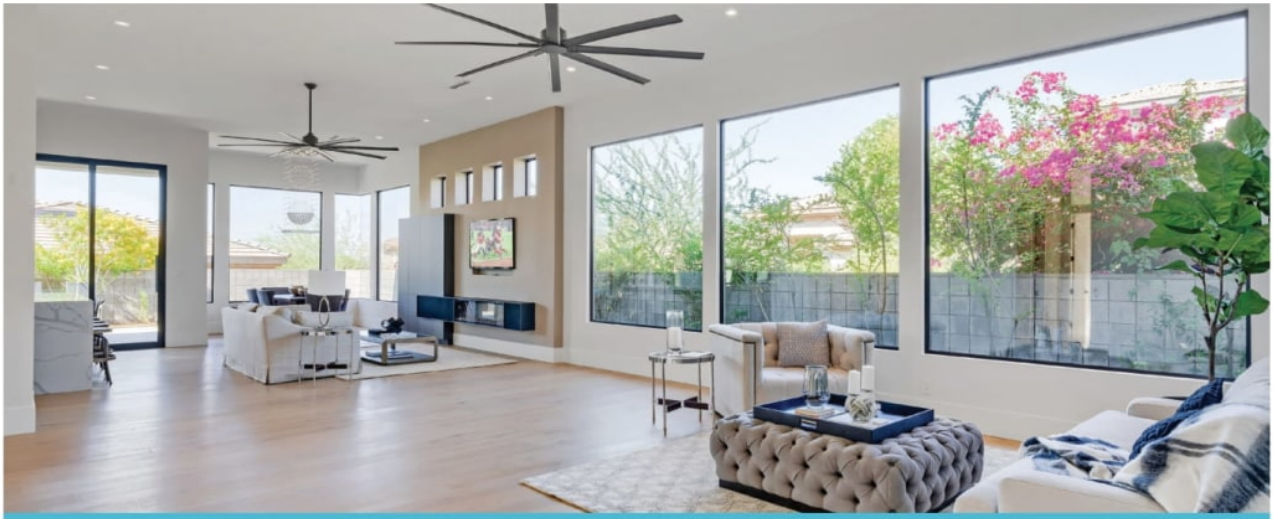
## 2. COMPARABLE SALES

In order to strategize the pricing of your home, we will analyze the current market trends in your neighborhood and take a look at similar homes that have sold within close proximity in the last 6 months. When selecting these comparable recent sales, we take into consideration square footage, upgrades, quality of finishes, amenities, layout, and location.



## 3. PRICING STRATEGY

It is imperative that we price your home competitively enough to get it sold quickly, while still getting you top dollar for your significant investment. Our goal is simple and our honest, straightforward appraisal of value comes from a place of extensive experience and vast knowledge.



## 4. DIGITAL MARKETING PACKAGE

With the Internet being one of the main resources that buyers utilize throughout their search, we want to make sure your home stands out! Our professional photographer will capture the essence of the home and highlight its features. Photos are scheduled, shot, edited, and returned to us within 1-3 days so that we can list your home as soon as possible!



# *LISTING YOUR HOME*

WHEN YOU LIST YOUR HOME WITH **THE BROKERY**, YOU ARE LISTING WITH AN ENTIRE NETWORK OF PROFESSIONALS DEDICATED TO MAKING YOUR SELLING EXPERIENCE AS SEAMLESS AND STRESS FREE AS POSSIBLE. HERE ARE THE STEPS WE WILL TAKE...



## 1. INSTALL A 'FOR SALE' SIGN

We will have our sign installation company put up a 'For Sale' sign as soon as you will allow it. This will let the neighborhood know that your home is hitting the market. If you have a Home Owner's Association, we will check with them to make sure the sign is compliant with their rules and regulations.



## 2. PUT A LOCKBOX ON YOUR HOME

The choice is yours - we can install a Supra lockbox somewhere on your property to provide other Realtors® access to the home, or we will keep a set of keys in our office and meet every agent to provide access. Above all else, we want you to be comfortable, and will respect whatever your preference is!

## 3. ACTIVATE YOUR LISTING ON MLS

The Arizona Regional Multiple Listing Service (ARMLS) is a vital resource that Realtors® utilize on a daily basis to share information about homes on the market to their clients and colleagues. Once we have all of the information we need, we will activate the listing on the ARMLS, and Realtors® will be able to start scheduling showings for their buyers.

## 4. NETWORKING

We will reach out to other Realtors®, as well as our current network of buyers, to inform them that your house is on the market. Open houses and broker tours are also vital tools that we will utilize to help 'spread the word' and gauge interest on your home.



# *MARKETING STRATEGY*

ALL OF OUR MARKETING IS HANDLED IN-HOUSE BY OUR FULL-TIME  
MARKETING TEAM AND IS CUSTOM TAILORED TO YOUR HOME.

THE **BROKERY** | RELENTLESSLY LOCAL REAL ESTATE PROFESSIONALS

## PUT A SIGN UP

Installing a sign in front of your property lets your neighbors and anyone passing by know that your home is available for sale. This is the most simple and obvious way to draw attention to your home!

## 'JUST LISTED' POSTCARD

We like to remind your neighbors, in the closest 250+ homes, that there is an opportunity to invite their friends and family to become their new neighbors by purchasing your home.

## ZILLOW, TRULIA, REALTOR.COM, ETC.

In today's market, 95% of buyers use the Internet as a tool to search for a home. Syndicating your listing on these websites ensures that local, national, and international buyers are fully aware of your property. We are proud of our global reach and we have assisted with countless out-of-state moves!

## UTILIZE OUR CURRENT BUYER POOL

It is highly likely that one of our own clients, or one of the clients of another agent at The Brokery, is looking for a home that is similar to yours! We value every opportunity to work together as a team.

## ACTIVATE ON THE ARMLS

The Arizona Regional Multiple Listing Service is a vital resource that Realtors® utilize on a daily basis to share information about homes on the market to their clients, colleagues, and fellow Realtors®.

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*At The Brokery, we don't  
just sell homes - we sell  
the neighborhood and  
its lifestyle. Our offices  
might be local but our  
reach is global!*

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## OPEN HOUSES & HOME TOURS

With your approval, we will host open houses to showcase your home to interested buyers and neighbors. We'll also put your home on a local broker tour to get useful feedback from other agents and brokers.

## ADS IN LOCAL PUBLICATIONS

At The Brokery, we believe in local! We don't just sell homes, we sell the neighborhood and its lifestyle. We believe in the power of advertising your home in local publications that the community actively reads.

## SOCIAL MEDIA PLATFORMS

With over 2 billion active monthly users on Facebook alone, there is no doubt about the power of influence that social media has on our lives. We will leverage this tool to promote your home to our local sphere.



# *ACCEPTING AN OFFER*

CONGRATULATIONS! YOU HAVE RECEIVED AN OFFER ON YOUR HOME.  
WHAT CAN YOU ANTICIPATE NEXT?



## 1. NEGOTIATION

We will present you with any, and all, offers that we receive on your home. Our solid negotiation skills, unparalleled knowledge, and ability to think outside of the box provide you with a partner who will advocate on your behalf to put the most money back in your pocket.

## 2. OPENING ESCROW

Once both parties come to agreeable terms and sign the contract, escrow is officially opened after the buyer deposits the earnest money into the escrow account, which is held by the title company.

## 3. SELLER'S DISCLOSURES

Within 3 days of contract acceptance, you must provide the buyer with the Seller's Property Disclosure Statement (SPDS). This document discloses all material facts and any issues you've had with the house, or any issues that the previous owner disclosed to you. We encourage you to be completely forthright when filling out the SPDS, as honesty is the best policy!

## 4. CLUE REPORT

Within 5 days of contract acceptance, you must provide the buyer with the Comprehensive Loss Underwriting Exchange report. This document is obtained from your insurance provider and discloses the claims history of the policy, or policies, you've held while owning the home.

*Our solid negotiation skills, unparalleled knowledge, and ability to think outside of the box provide you with a partner who will advocate on your behalf.*





# *SALE PENDING*



## 1. INSPECTION

The inspection period begins the day after the contract is accepted, and is typically 10 calendar days long. This period allows the buyer to perform their due diligence and thoroughly inspect the condition of the home, inside and out. The buyer may provide you with a list of items they would like to be repaired before buying the home or they may deem the property as unfit to purchase. You must decide whether or not you'd like to remediate the items presented. We will assist you in devising a strategy that is both fair and financially sound. Once again, our solid negotiation skills will come into play. Remember - you will have our support throughout the entire process.





## 2. COORDINATION

There are several moving parts involved in a real estate transaction. Clear, honest, and timely communication is vital to keeping everything running seamlessly from start to finish. We will facilitate correspondence between all of the parties involved, including the buyer's agent, loan officer, title company, inspector, appraiser, and more. We are committed to making the entire process as smooth as possible for you.

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## 3. APPRAISAL

Once the Buyer's Inspection Notice & Seller's Response (BINSR) has been completed and terms have been agreed upon, the buyer will order an appraisal of the home. The appraisal is the lender's way of utilizing an unbiased third-party to determine if the home is worth the value of the offered price and how much they can legally loan out to the buyer.

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## 3. CLOSING DAY

Once you've signed the deed over to the new owners, and the county has recorded the transaction in their system, the sale is complete. Congratulations - you've officially closed on the house! If you need assistance with moving into your next home, we know the right people to help you get the job done.

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*“Every real estate transaction has an abundance of moving elements. Timely communication is key for a seamless closing day. You can count on us being here for you throughout the entire process.”*



# COMMON QUESTIONS

*ARE THERE ANY COSTS I WILL INCUR THROUGHOUT THE PROCESS?*

**YES.**

You can anticipate paying title/escrow fees, property taxes, HOA transfer/disclosure fees, and commissions for both the Listing and Buyer's agents. These items are considered to be a part of the final closing costs and are not paid out until the home closes. If the home is found to be needing repairs, this may be another fee incurred which will require payment after the work is completed.

*HOW LONG WILL IT TAKE FOR MY HOME TO SELL?*

**IT DEPENDS.**

The number of days it takes to sell your home is dependent upon certain factors, such as the condition of your home, location, and price. We will provide statistics and information on the average number of days on the market in your neighborhood. This will help give you an idea of what to anticipate, but there is no guarantee on the exact time frame.



## *DO I HAVE TO SIGN A CONTRACT TO SELL MY HOME WITH YOU?*

**YES.**

If you would like us to list your home, you must sign the Exclusive Right to Sell, which states who represents you and your property. This important contract allows us to represent you, on your behalf, to sell the home. It gives us permission to show your home, answer any questions that agents and buyers may have, and present any offers received. That being said - our contract is unique. With 48-hour notice, you can cancel the contract if unexpected circumstances place you in a position where you can no longer sell your home. If you just need some time to pause, we can also place your home as 'Temporarily Off The Market' on the ARMLS to provide you with a few weeks to reassess and rearrange your situation before going back on the market.

We believe that no seller should be bound to a 6-month contract. We understand that situations may arise that can change where you are in your buying and selling process. For that reason, we offer all of our sellers a cancellation clause. We want you to be comfortable with every decision along the way. We will still be here when the time IS right!



# SELLER CHECKLIST

*We have a wide range of talent available to us to provide an unparalleled marketing experience. We challenge you to find another agency as diverse as us! As you interview other potential agencies, fill out this checklist and then compare your findings.*

	THE BROKERY	OTHER AGENT	iBUYER
<b>Who Handles the Marketing?</b>	In-House Marketing Manager		
<b>Who Facilitates Showings?</b>	Agent & Team		
<b>Who Takes the Photos?</b>	Professional Photographer		
<b>Who Designs the Marketing Collateral?</b>	In-House Graphic Designer		
<b>Who Assists with Staging &amp; Design?</b>	Choose From Our List of Reliable Vendors		
<b>What Protection Does the Listing Contract Offer?</b>	Seller Can Cancel w/ 48-Hour Notice		
<b>Who is Dedicated to Selling Your Home?</b>	Team of Agents, Brokers, and Professionals		

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