



**movoto**  
**MARKETING**  
LISTING CONSULTATION



Dear Homeowner,

We appreciate the opportunity to interview for the special privilege of selling your property.

We are different from most real estate professionals we have built our business on results; not promises. Our team has successfully helped over 1,500 Tucson, Southern California and Texas area 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 marketing consultation 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!

Sincerely,

The Taylor Team



## PROCESS





{ BEFORE }

{ AFTER }



# 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.





## 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 urgency to sell.

### **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 aspect of the offer, making sure that we move forward with your goals 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

*{or as negotiated per contract}*

### Due Diligence & Inspections

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.





**BEFORE YOU MOVE,  
YOU SHOULD CONTACT  
THE FOLLOWING  
COMPANIES AND  
SERVICE PROVIDERS.**

# MOVING CHECKLIST

New Telephone Number: \_\_\_\_\_

New Address: \_\_\_\_\_

## UTILITIES

- \_\_\_\_\_ Electric
- \_\_\_\_\_ Telephone
- \_\_\_\_\_ Water
- \_\_\_\_\_ Cable
- \_\_\_\_\_ Gas

## PROFESSIONAL SERVICES

- \_\_\_\_\_ Broker
- \_\_\_\_\_ Accountant
- \_\_\_\_\_ Doctor
- \_\_\_\_\_ Dentist
- \_\_\_\_\_ Lawyer

## GOVERNMENT

- \_\_\_\_\_ Internal Revenue Service
- \_\_\_\_\_ Post Office
- \_\_\_\_\_ Schools
- \_\_\_\_\_ State Licensing
- \_\_\_\_\_ Library
- \_\_\_\_\_ Veterans Administration

## CLUBS

- \_\_\_\_\_ Health and Fitness
- \_\_\_\_\_ Country Club

## INSURANCE COMPANIES

- \_\_\_\_\_ Accidental
- \_\_\_\_\_ Auto
- \_\_\_\_\_ Health
- \_\_\_\_\_ Home
- \_\_\_\_\_ Life
- \_\_\_\_\_ Renters

## BUSINESS ACCOUNTS

- \_\_\_\_\_ Banks
- \_\_\_\_\_ Cellular Phones
- \_\_\_\_\_ Department Stores
- \_\_\_\_\_ Finance Companies/Credit Cards

## SUBSCRIPTIONS

- \_\_\_\_\_ Magazines
- \_\_\_\_\_ Newspapers
- \_\_\_\_\_ Amazon

## MISCELLANEOUS

- \_\_\_\_\_ Business Associates
- \_\_\_\_\_ House of Worship
- \_\_\_\_\_ Drugstore
- \_\_\_\_\_ Dry Cleaner
- \_\_\_\_\_ Hairstylist



# MARKETING STRATEGY



# PROFESSIONAL PHOTOGRAPHY



# POSTCARD MAILINGS



# PROPERTY FLYERS



**movoto**

SIMPLY  
**STUNNING**

12345 ANYSTREET, TUCSON



Amazing 5 Bedroom 4.5 Bath 5,269 sq. ft. Contemporary Masterpiece. This spacious estate has oversized rooms, soaring ceilings, and gigantic glass windows allowing views and abundant natural light to fill the home throughout. A custom chef's kitchen features premium appliances, monstrous upper cabinetry, open design finished in highly polished Brazilian granite. Accommodating the chef's kitchen is a wine room ready for customization! Split bedroom plan with a den and great room provide maximum living options for all in main house. The rear yard is resort quality providing space for large entertainment or tranquil relaxation.

**THE TAYLOR TEAM**

**C: 520.477.0758**

**O: 520.477.7653**

**JTaylor@JTaylorRealtor.com**





	'06	'07	'08	'09	'10	'11	'12	'13	'14	'15	'16	'17	'18	'19
Internet	24%	29%	32%	36%	37%	40%	42%	43%	43%	44%	51%	49%	50%	52%
Real estate agent	36	34	34	36	38	35	33	33	33	33	34	31	28	29
Yard sign/Open house sign	15	14	15	12	11	11	9	9	9	9	8	7	7	6
Friend, relative, or neighbor	8	8	7	6	6	6	5	6	6	6	4	6	7	6
Home builder or their agent	8	8	7	5	4	5	4	5	5	6	2	6	5	4
Directly from sellers/Knew the sellers	3	3	2	2	2	2	1	2	3	2	1	2	3	3
Print newspaper advertisement	5	3	3	2	2	2	1	1	1	1	1	1	1	1
Home book or magazine	1	1	1	*	*	*	*	1	*	*	*	*	*	*
Other	*	*	*	*	*	*	*	*	*	*	*	*	*	*
*Less than 1%														

# INTERNET MARKETING

## EXTENDED MARKET REACH

Google maps

YAHOO!  
REAL ESTATE

AOL real estate

trulia  
real estate search

Zillow.com  
Your Edge In Real Estate

HGTV's  
FRONTDOOR

cyberhomes  
by Fidelity National Financial

HomeFinder.com

hotpads.com

openhouse

Local.com

CLRsearch.com  
The right home in the right place

enormo

PROPBOT

Vast

LYCOS

eRealInvestor™

LandWatch

RESORTSCAPE

oodle.

WAL★MART

myREALTY.com  
GLOBAL LISTING SERVICE

overstock.com  
real estate

Investor  
LOFT

Military.com  
FOR THE MILITARY. BY SERVICE.

LakeHomesUSA.com

HOMES.COM

tweetlister  
Showcase your property listings on Twitter

HomeAway  
Real Estate

PROPERTY  
PURSUIT.com

HomeWinks™  
The EASY Way to Find Homes for Sale

RELOCATION.COM

RealtyTrac

MHR MY HOME RENTER

GoHoming  
GOING... GOING... SOLD

LUXURY  
REGISTRY.COM  
PROPERTIES COLLECTION

FreedomSoft

Home  
on the  
Tube.com

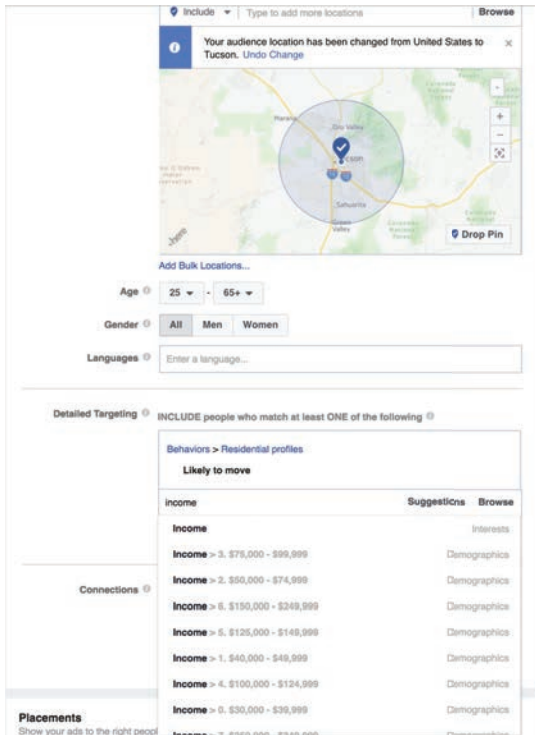
Property  
Shark



SECRET TO OUR SUCCESS



## PROPRIETARY DEMOGRAPHIC ANALYSIS



## WE ADVERTISE ON THEIR FAVORITE SITES & ENGAGE THEM DIGITALLY & SOCIALLY



## CREATE HIGHLY TARGETED BUYER POOL

**Jeremiah Taylor**  
Written by Brett Teamleads [?] · April 28 · 🌐

Serious about buying a new home in 2017?  
Check out these 5 'must see' homes for sale in the Tucson, AZ area!



**7824 N La Canada Drive - Tucson, AZ - ✓ For Sale**  
Click Now To View Pics & Details



**1161 W Saddlehorn Place - C Valley, AZ - ✓ For Sale**  
Click Now To View Pics & Det

12,200 people reached

## WE BRING BUYERS THAT ARE SERIOUS

Like Comment Share

SanjayMore... 19 others

1 share 4 Comments

**Kathy Gibson Officer Alexander**  
Like · Reply · Message · May 17 at 2:24pm

**Jayla Gomez-Hyle Gomes**  
Like · Reply · Message · May 23 at 9:59pm

1 Reply

**Shirley Thomas** Is 7824 N La Canada Dr available to see?  
Like · Reply · Message · Yesterday at 6:13am

**Jeremiah Taylor** That property is currently under contract. Would you like me to send you a few similar ones?  
Like · Reply · Message · Yesterday at 7:30am

**SanjayMore...** I'm looking for one in that development. I have a friend that lives there  
Like · Reply · Message · 19 hrs

# U.S. HOME SALES TO FOREIGNERS SKYROCKET

Rising home prices and a strong U.S. dollar were no match for the increased demand that fueled a recent surge in foreign purchase of U.S. real estate. The TOP FIVE COUNTIES OF FOREIGN BUYERS all saw a rise in sales dollar volume from a year ago.

**TOTAL SALES**  
**\$153**  
**BILLION**  
**↑ 49%**

CHINA		<b>\$31.7</b> BILLION
CANADA		<b>\$19</b> BILLION
UNITED KINGDOM		<b>\$9.5</b> BILLION
MEXICO		<b>\$9.3</b> BILLION
INDIA		<b>\$7.8</b> BILLION

## TOP 5 STATES FOR PURCHASES



**FLORIDA**



**TEXAS**



**CALIFORNIA**



**NEW JERSEY**



**ARIZONA**

Source: NAR, 2017 Profile of International Activity of U.S. Residential Real Estate

An aerial view of a city skyline at dusk, with a network of glowing blue lines and dots overlaid on the image, suggesting a global or digital theme.

# movoto

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## MOVOTO REAL ESTATE

Leading-edge tech tools and training give The Taylor Team an advantage in marketing your property online, 24 hours a day, seven days a week.

We leverage Movoto.com, one of the most trafficked real estate websites in the U.S. With more than 200 million people searching for homes annually on Movoto.com, Movoto is the most influential online real estate platform.

## EXPOSURE TO INTERNATIONAL BUYERS

We Joined the Nation's Premier Network for Marketing U.S. Properties Throughout the World.

Our real estate company has an aggressive strategy for attracting international home buyers to our listings. Our company has the capability to distribute your listing information, along with photographs, to a wide array of premier consumer websites around the world. We make sure that we maximize every opportunity to attract qualified buyers. Our listings appear across a network of over 80 publishers with key coverage in Asia, Europe, and North and South America.



The Taylor team's unique geographic footprint lends massive advantages to clients who buy, sell and invest in real estate with the Taylor Team.

The Taylor team began in 2004 in Tucson, AZ with the simple thought that a responsive, needs based approach to real estate services could be a true differentiator in the market. From 2004-2012 over 750 satisfied clients were evidence that the approach was a worthy one and we expanded to Southern California. As the team continues to grow and leverage technology we have launched our Austin office in 2020, bringing the same service minded approach to our central TX clients.

The advantage for clients lies within the transitory relationship between these 3 markets. It's quite often that CA residents look to relocate to AZ and TX and that AZ and TX residents look to relocate to CA. Furthermore, Austin and Southern California are two of the most competitive real estate markets in the country and the tactics that are learned and practiced in those markets create a competitive advantage for our Tucson clients. Across the board this is a unique value of our organization and is truly a win win win for all parties.



WHY THE TAYLOR TEAM



# MOVOTO BROKERAGE:

## CORE VALUES

Leading-edge tech tools and training give The Taylor Team an advantage in marketing your property online, 24 hours a day, seven days a week.

We leverage Movoto.com, one of the most trafficked real estate websites in the U.S. With more than 200 million people searching for homes annually on Movoto.com, Movoto is the most influential online real estate platform.



### HIRE GREAT

Never compromise on people.



### SHOW COMPASSION

Never be a jerk.



### EMBRACE DISCOVERY

Never do just because others did.



### RELENTLESSLY IMPROVE

Never fail any way but forward.



### EARN TRUST

Never forget the lives we impact.





# PRICING



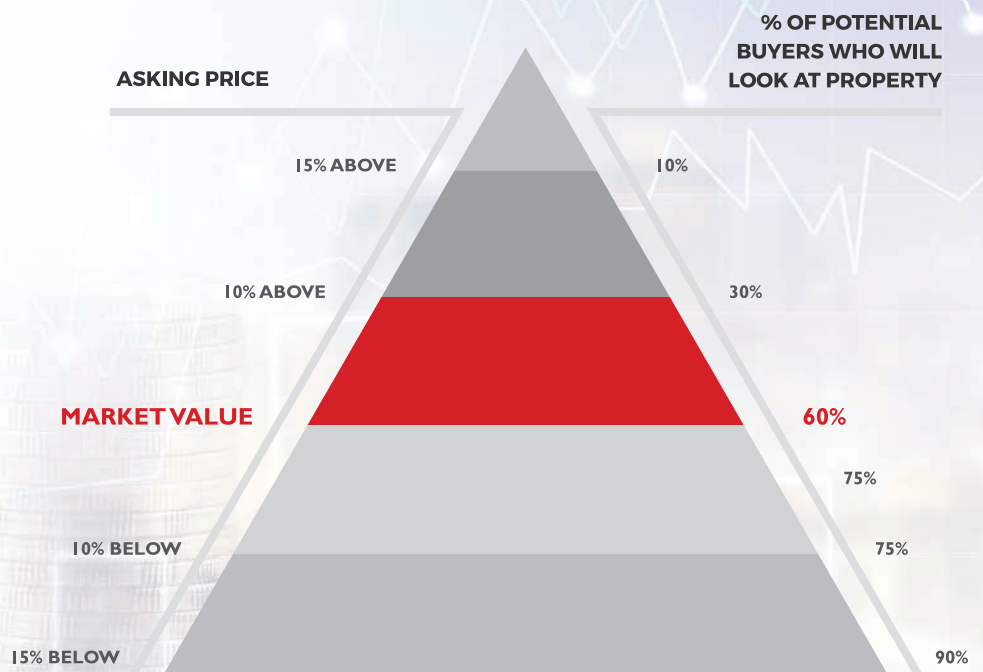
# PRICE RIGHT | ATTRACT BUYERS

## PRICING YOUR PROPERTY COMPETITIVELY

will generate the most activity from agents and

## 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

# PRICED AHEAD OF THE MARKET



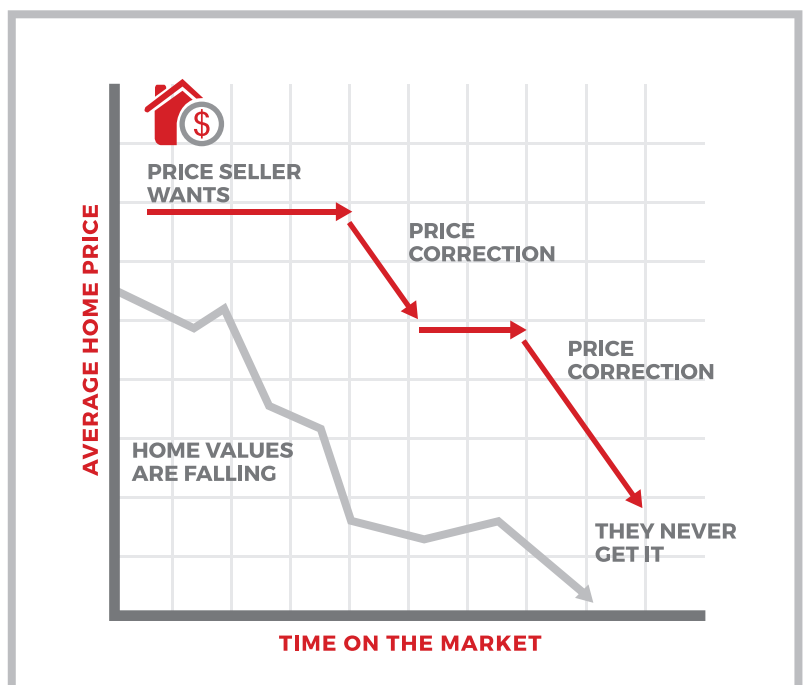
## SELLER'S MARKET

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. Time can cure some mistakes and make people look smart.



## BUYER'S MARKET

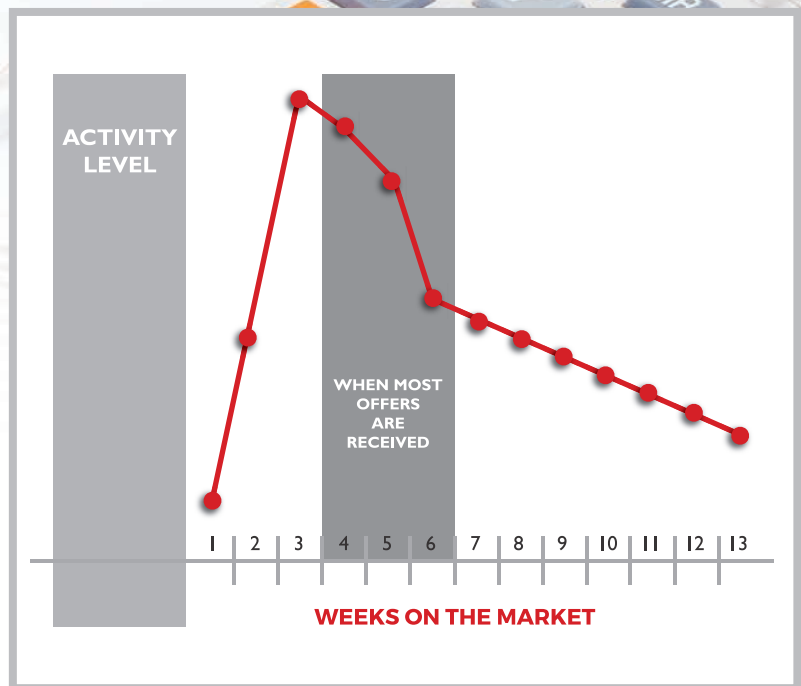
If sellers fall behind a market with falling home values, they can end up chasing the market down, because home values are always falling faster than their price reductions.



# PRICED AHEAD OF THE MARKET

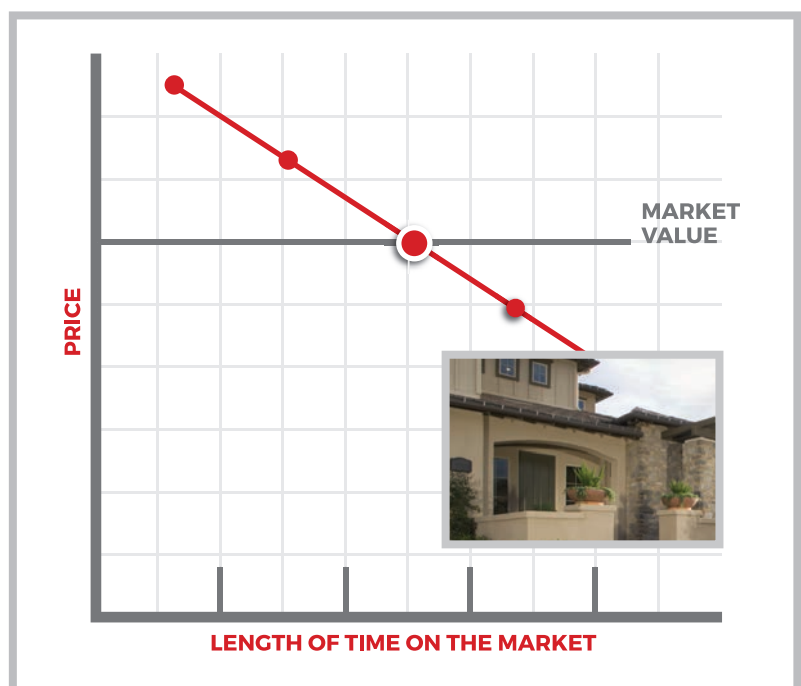
## THE RIGHT PRICE IS IMPORTANT

- 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 start high end up selling below market value.



## PRICE RIGHT - TIME ON THE MARKET WORKS AGAINST YOU

- 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.





## WHAT OUR CLIENTS SAY



## WHAT OUR CLIENTS SAY

“ When we called Veronica Robles to ask her about selling our home she started by completing a very comprehensive market analysis. When we called upon her a month later to take on our listing she dove right in to make sure the pictures would be done and the listing would be active within two days. Our house was active on the MLS on a Wednesday and on Friday we had two showings that resulted in two full price offers. Our house sold and closed within 30 days. Since we were out of state, Veronica handled everything from scheduling the appraisal, ensuring we had all of the necessary documents signed timely, arranging for the sale of our washer and dryer, checking routinely on the house and most importantly helping us to navigate the post inspection process. Her regular communication and efficiency made selling our home seamless. We would highly recommend Veronica and her team for anyone selling their home. ”

**- LYNN, 2014**

“ The team strategy works well for JT. They always seemed to be on the same page. Great communication. Selling the house while residing in it was very stressful for me, being old and alone, and Veronica was very understanding and had great advice for me when solicited. Thank you for your help, patience, and know how! ”

**- JACKIE, 2016**

“ It was a great experience ”

**- CLAUDIA AND PEDRO, 2016**



“ Actually, we should be congratulating you, Angelica Deitering, Albert “Sonny” Montoya and the whole Jerimiah Taylor team for a “job well done”. We could not have asked for a better “selling experience”. Sonny knew that this was emotional for us. Our Dad had passed away and it was time to let go. Sonny was so cheerful and very positive that we would sell the house quickly and he was right. ”

Angelica was great. She was always just a phone call away, answered our questions, and eased our concerns. She offered us advice and guidance to what became a very quick and smooth transaction. I cannot tell you how much we appreciated her assistance and insight.

As I said, the experience was extremely positive and we would not hesitate in the least to use the Team services again or to refer any one of you to friends and family. ”

**- SHARON, 2016**

“ Sarah and Veronica, you guys did great... brought us good, solid offers... went the extra mile to help us since we lived out of town. It was the smoothest sale we ever did... so thanks so much. ”

**- JAYNE AND ALLAN, 2016**

## WHAT OUR CLIENTS SAY



I would like to thank Mark Hamby for his assistance in purchasing our retirement home at Marana, AZ in February 2015. Mark was very professional, courteous and knowledgeable about the area. He also didn't pressure my husband nor I to make a purchase that didn't fit our needs. I would highly recommend Mark and the Jeremiah Taylor Team if you are looking for a reputable realtor in Southern Arizona. ”

**- JULIE & RAY**



Mark was great at showing me the properties that were in my price range. We looked at about 15 properties before I made my decision. Mark was excellent at making suggestions when it was time to put in an offer on the home that I bought. He was there every step of the way and has contacted me several times after I purchased my home in 2015. Thanks Mark! ”

**- TRISHA**



Mark Hamby assisted my family and me in not only purchasing our Arizona home but also in selling our home. Mark and his team worked extremely hard in making both transactions run smoothly.

I would recommend Mark Hamby to any family looking for a home. ”

**- JASON**



Prior to working with the Jeremiah Taylor team, I had some unfortunate experiences working with other realty companies in selling my prior homes in two other states. However, Mark and his team were totally professional, ethical and very nice to deal with. I would definitely recommend this team to sell your home and yes I would definitely use them again! They have outstanding local knowledge of The Continental Ranch area as well as the overall Tucson area and a great understanding of the property market. They also deliver great customer service, morning or nite! They were very good with communicating with me via text, phone or e-mail and were very reassuring which meant a lot seeing as I was 1500 miles away starting a new job! You will not be disappointed and will be very pleased with the excellent customer service. ”

**- DERISE**



Mark Hamby had a very personal touch helping us sell our home. They worked with both my mother and I who lived in different states making the whole process as simple as possible. They worked with our schedules and made sure every detail was covered.



**- CAROLINE**



## WHAT OUR CLIENTS SAY



I don't have any problem telling how much of a help you and your team have been for me from the time we sold our house back in 2013 we came across some financial difficulty and the crew helped us sell our house with a seamless effort it was a difficult time but they were sensitive to us and made the experience a breeze. Then in 2015 after the passing of my wife I decided to buy another house, so I remembered the great people at the Jeremiah Taylor Team and the job they did in selling my house in 2013 I decided to call them to help me buy another home. After telling my realtor Mark Hamby what I was looking for and the price I was willing to pay we looked at several homes in the area I was interested in then I decided to buy new and from there it didn't take long. I found a floor plan I liked in the area I liked in a price I liked and about 4 months later I was moving in to my brand new home. Mark Hamby even went with me to pick out the tile and carpet and that sort of stuff to help me stay in my budget. Thank Mark Hamby for helping me find my new home! ”

**- MARK**



We loved working with you when we bought our home in Green Valley.

We received excellent service, kindness, and attention. You went out of your way to help us find the right home.

We have recommended you when friends were looking for houses. ”

**- DEBRA**



My realtor, Veronica Robles, was the reason I got a great home in a great neighborhood for a great price. I was from another state, so she took care of everything for me. She was so helpful, easy going and positive. She made the buying process fun and easy instead of stressful. I had been through a handful of realtors who didn't get the job done. I felt so lucky that I found her. ”

**- CAROLINE**



My realtor, Mark Hamby, is a patient, flexible and helpful agent. He handles the research and paperwork on properties quickly. He's always ready to accommodate my schedules and old computer equipment. He comes to appointments with the paperwork ready to save me time and trouble. I would recommend him to anyone. ”

**- C. VALENTINE**



## AWARDS AND ACHIEVEMENTS



2012 • 2013 • 2014 • 2015 • 2016 • 2017 • 2018 • 2019  
Top 1000 Real Estate Teams in The Country



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



THE TAYLOR TEAM

REAL ESTATE SERVICES DESIGNED TO FIT YOUR NEEDS