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HOME SELLING GUIDE





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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. Our team 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!

Sincerely,

The Taylor Team



THE PROCESS YOUR WAY

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{ 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 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 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.

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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.



TRADITIONAL AGENT STRATEGY



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

Our team has helped over a thousand people sell their home and our website movoto.com gives you more exposure.

LIST ON MARKET

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300
MILLION
ANNUAL VISITORS

“ Movoto Real Estate has accurate information in their descriptions and makes searching a breeze.

- Heather H

PARTNERS EXCLUSIVELY WITH
THE TAYLOR TEAM
IN TUCSON

MODERN AGENT STRATEGY



FIX AND LIST



TRADITIONAL SALE



BUY BEFORE SELL



GUARANTEED
BACKUP OFFER



IBUYERS AND INVESTORS
CASH OFFERS

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

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THE VALUE OF WORKING WITH A TEAM VS. INDIVIDUAL





MARKETING STRATEGY

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PROFESSIONAL PHOTOGRAPHY



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WHERE BUYERS FOUND THE HOME THEY PURCHASED

	'09	'10	'11	'12	'13	'14	'15	'16	'17	'18	'19	'20	'21	'22
Internet	36%	37%	40%	42%	43%	43%	44%	51%	49%	50%	52%	51%	51%	51%
Real estate agent	36	38	35	34	33	33	33	34	31	28	29	28	28	29
Yard sign/Open house sign	12	11	11	10	9	9	9	8	7	7	6	7	4	4
Friend, relative, or neighbor	6	6	6	6	6	6	6	4	6	7	6	6	6	10
Home builder or their agent	5	4	5	5	5	5	6	2	6	5	4	5	6	1
Directly from sellers/Knew the sellers	2	2	2	2	2	3	2	1	2	3	3	4	3	5
Print newspaper advertisement	2	2	2	1	1	1	1	1	1	1	*	*	*	*
Home book or magazine	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Other	*	*	*	*	1	*	*	*	*	*	*	*	*	*

*Less than 1%



SECRET TO OUR SUCCESS

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PROPRIETARY DEMOGRAPHIC ANALYSIS

Include ▼ Type to add more locations Browse

Your audience location has been changed from United States to Tucson. Undo Change

Age 25 - 65+

Gender All Men Women

Languages Enter a language...

Detailed Targeting INCLUDE people who match at least ONE of the following

Behaviors > Residential profiles

Likely to move

Income

Income > 3. \$75,000 - \$99,999

Income > 2. \$50,000 - \$74,999

Income > 6. \$150,000 - \$249,999

Income > 5. \$125,000 - \$149,999

Income > 1. \$40,000 - \$49,999

Income > 4. \$100,000 - \$124,999

Income > 0. \$30,000 - \$39,999

Connections

Placements

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



CREATE HIGHLY TARGETED BUYER POOL

Jerimiah 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

Learn More

12,200 people reached

WE BRING BUYERS THAT ARE SERIOUS

Like Comment Share

1 share 4 Comments

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

Jayla Gomez Jayla Gomez
Like · Reply · Message · May 23 at 9:59pm

1 Reply

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

Jerimiah 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

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

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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.

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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.

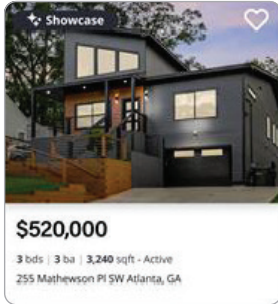
We leverage movoto.com, one of the most trafficked real estate websites in the U.S. With more than 300 million people searching for homes annually on movoto.com, movoto is the most influential online real estate platform.

EXPOSURE TO INTERNATIONAL BUYERS

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

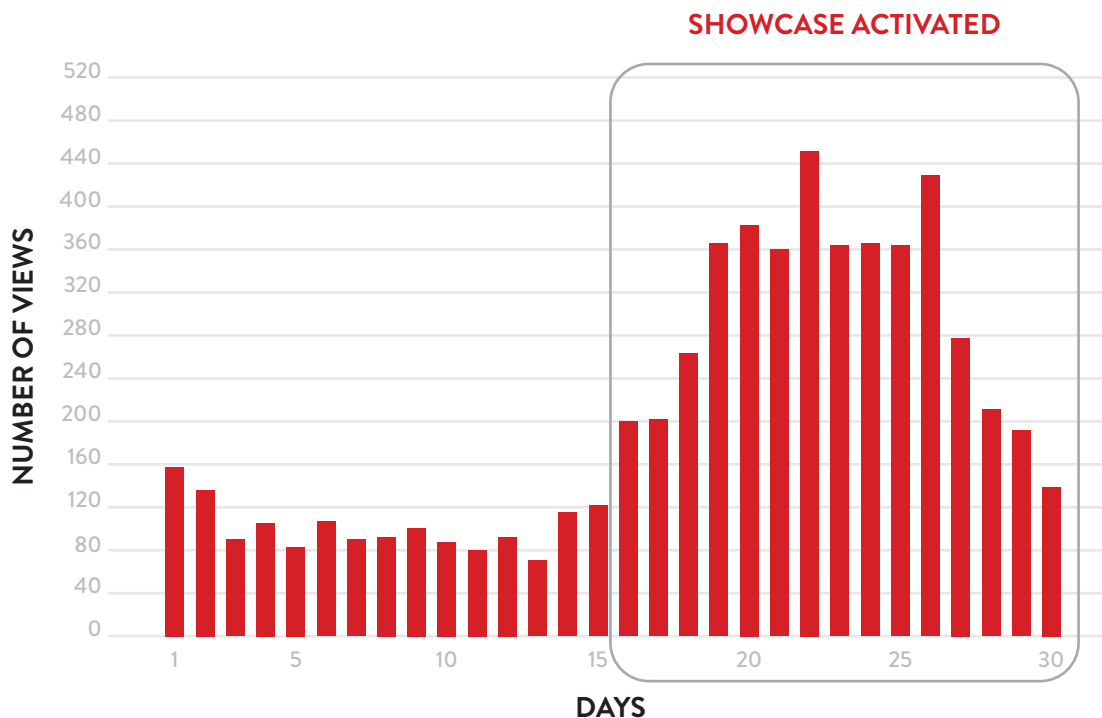
Our real estate company has an aggressive strategy for attracting international home buyers to our listings. Our company has the capability to distribute your listing information, along with photographs, to a wide array of premier consumer websites around the world. We make sure that we maximize every 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.

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.





WHY THE TAYLOR TEAM

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MOVOTO BROKERAGE: CORE VALUES

Leading-edge tech tools and training give The Taylor Team an advantage in marketing your property on-line, 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 300 million people searching for homes annually on movoto.com, movoto is the most influential online real estate platform.



**UNWAVERING
COMPASSION**



**COLLABORATIVE
EXCELLENCE**



**OWN THE
OUTCOME**



**THERE IS ALWAYS
A WAY**



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PRICING

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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.

ASKING PRICE

15% ABOVE

10% ABOVE

MARKET VALUE

10% BELOW

15% BELOW

% OF POTENTIAL BUYERS WHO WILL LOOK AT PROPERTY

10%

30%

60%

75%

75%

90%

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

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PRICED AHEAD OF THE MARKET



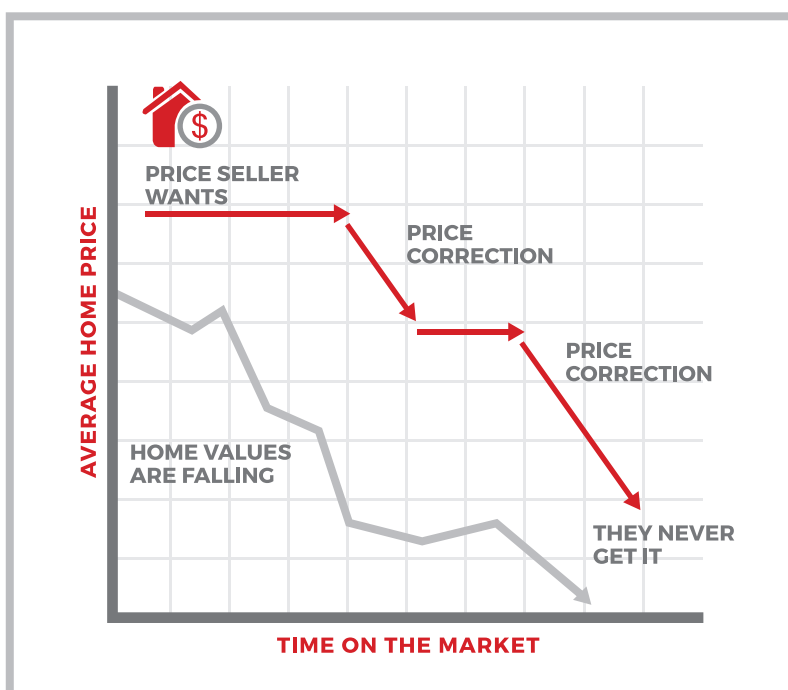
WHAT IS SELLER'S MARKET?

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.



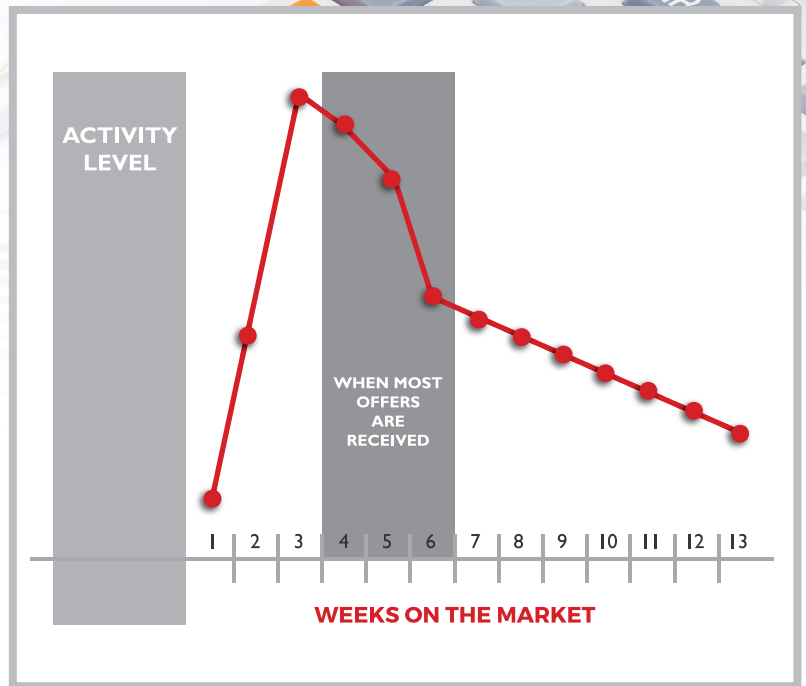
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PRICED AHEAD OF THE MARKET

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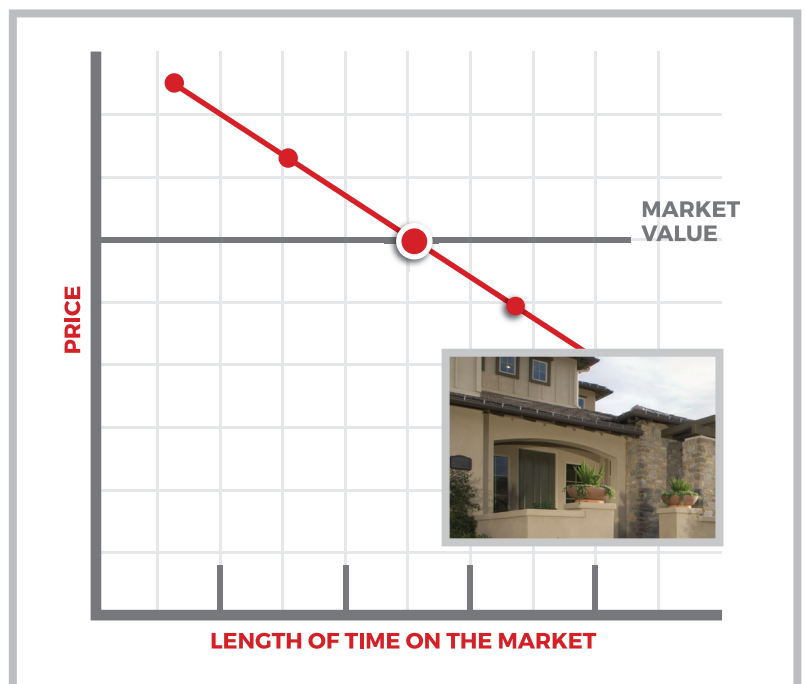
THE RIGHT PRICE IS IMPORTANT

- 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**

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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

“ 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, 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

“ 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



“ 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

“ 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

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WHAT OUR CLIENTS SAY

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“ I had a fantastic home buying experience with Veronica Robles and her team. Veronica curated numerous properties that fit my price range, desired location, and features of interest. As a native Tucsonan, she had firsthand knowledge of many neighborhoods, which added fun and helpful insights for various properties. Perhaps most importantly for me as a first-time home buyer, she was a fierce advocate on my behalf, ensuring the due diligence and later repairs needed for my home to be ready by close. I hope to work with Veronica and her team again in the future. ”

- CARY KELLY S, 2022

“ Mark was exceptional. This was our first time selling a home and the experience was seamless with Mark's guidance. Alex, the office administrator, was so kind and helpful. We really appreciated how supported we were during the process. ”

- ZUSER20160923135913900, 2022

“ I worked with Veronica Robles, she worked with us off and on for the last couple years while we navigated this interesting real estate market. She was fantastic to work with, always available to answer questions, always on top of things, I couldn't be happier, and I can't give her and her team enough praise. I've recommended her to everyone I know. ”

- ZUSER20160121140541695, 2022

“ I know this is a straight five star review, but she deserves it. She helped us get our first home in Jan 2022, when the housing market was crazy. First offer, we managed to seal the deal while competing with other offers. Veronica is easy to work with, will answer your questions at almost any hour, and she and her assistant, Alex will work tirelessly to make your home a reality. She is an excellent negotiator, and knows how to really build a solid relationship with the seller's realtor. Great for first time home buyers like us. We recommend her to everyone we can! ”

- TAYLORMAXWELKER, 2022

“ The entire Taylor team blew my expectations away. I was a little hesitant at first to list my house at a lower price point but I trusted in the process they had in place. Sure enough, just as they suggested, I had multiple offers that were well, well over asking price within 72 hours of going to Market. Bailey Stark went above and beyond to make sure that there was not a single detail missing and communicated every day until I had a check in hand. I could not be more impressed with this entire group of real estate professionals. Thank you team Taylor ”

- USER9750622, 2021



WHAT OUR CLIENTS SAY

“ Our realtor, Mark Hamby was very helpful in guiding us through all the steps of selling our house. Questions and explanations were quickly answered. We would recommend him to anyone selling a home. ”

- JKINGSOLVER6559, 2021

“ What a joy it was to work with the Jeremiah Taylor 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 Taylor Team! ”

- KNEADKNOWLEDGE, 2021

“ The Taylor 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

“ The Taylor team....especially Mark Hamby and his assistant Bailey walked through fire, figuratively, to get our deal closed. They earned every bit of the commission on this deal! ”

- RONNIE PEACOCK, 2021



“ Mark did an excellent job of making us feel at ease and allowing us to ask numerous questions. He was there to assist us and to look out for our best interests. He is also very honest and ensures that your decisions make sense. I am a fan of his, despite the fact that he is a Mavericks fan. We've used him several times now to buy, sell, and buy again. I'm hoping he doesn't leave the area because he makes the process so simple. ”

- ANDYOROZCO11, 2023

“ Mark and Bailey made it easy for me to sell my home. Mark predicted how quickly the process would take and everything that he told us proved to be true. Thanks! ”

- USER0269104, 2021

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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

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thank
you
for this opportunity



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**THE TAYLOR TEAM**
REAL ESTATE SERVICES DESIGNED TO FIT YOUR NEEDS 