



HOME SELLER

guide

FROM LISTED TO SOLD



HELLO, NICE TO MEET YOU!

I am Christa Cooper,
YOUR LOCAL REAL ESTATE EXPERT

I am humbled and grateful to help bring the dreams of my clients to life by providing them with decades of expertise and peace of mind knowing they have a passionate real estate agent working by their side.

Not only do I love what I do, but I am eternally blessed to do it here in Arizona. It is an unbelievable joy to serve my community and welcome new residents into this amazing state I am lucky to call home.

Throughout the years, I renovated properties, managed, and sold 100's of luxury homes, supported the work of premium homebuilders, and personally serviced top private clientele for over a decade.

LET'S CONNECT

 480-888-5272

 CHRISTA@CCREALESTATE.COM

 WWW.CCREALESTATE.COM

   @CCREALESTATEAZ



MY
commitment



I DO REAL ESTATE DIFFERENTLY

I have one goal: **TO GIVE YOU AN ELEVATED FULL-SERVICE CLIENT EXPERIENCE!** With over 10 years of real estate experience, I will bring you a fresh, modern, and forward-thinking experience that will make you a client for life. Consider me your personal home concierge: Hand me the keys and I'll do the rest!

COMMITTED SERVICE

I promise to give you the level of service you deserve starting on the day you put your faith in me to sell your property. I am committed to providing you with the very best in professional and individualized service.

MANAGING DIFFICULT CONVERSATIONS

When selling a house negotiating is required. Don't worry! I will be your mentor and liaison throughout the whole process. I will handle negotiating pricing modifications, and help you secure and schedule necessary repairs.

BEHIND YOU

A seller's agent will be looking out for your best interest, as it is their fiduciary responsibility. With my knowledge of the local market and a sound understanding of what amenities and upgrades bring value to your home, I will make sure to price your home competitively and gain you the most amount of money in the shortest period of time.

ONGOING COMMUNICATION

I will go over the specifics of how I operate and what you may anticipate working with me. Rest assured you will be kept up to date on all that is happening thanks to our regular communication.

PROBLEM SOLVER

Throughout the entire home-selling process, I will make every effort to safeguard your interests and handle any problems that might come up. Making the process of selling your house as enjoyable and stress-free as possible.



RISK *free*

I frequently hear tales of customers who were dissatisfied with their former real estate agents. Frequently, the other agency attempted to pressure them by using a listing agreement that cannot be canceled or they would have to take on a hefty cancellation fee. I wouldn't want to subject any of my customers to that. Make sure the real estate agent you choose offers an Easy Exit Listing Agreement!

If you are ready to take the home-selling plunge give me a call and I would be honored to walk through the process with you!



THE HOME SELLING
PROCESS

THE HOME SELLING PROCESS



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REALTOR®

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CC REAL ESTATE



DETERMINING
FACTORS

DETERMINING FACTORS

FOR IF A PROPERTY WILL SELL OR WILL NOT SELL

FACTOR 1:

PRICING

When pricing your home, it is important to carefully consider top market value. Using my competitive market analysis tool, I will suggest your home's best listing price. I sell homes HIGHER & FASTER than the market average because I list homes at the correct price from the start.

FACTOR 2:

HOW IT SHOWS

It is important to have your home ready for market on day one. I will help you make sure your home is ready for showings and online by:

- Completing repairs that need to be done
- Decluttering & removing personal items
- Make sure the home is clean and smells fresh
- Cleaning carpets
- Neutralizing spaces and walls

FACTOR 3:

MARKETING

I offer **SUPERIOR MARKETING TECHNIQUES** to help sell your home faster and for more money than the competition.

·PROSPECTING

Prospecting daily for potential buyers, talking with neighbors, our co-op agents, and past clients.

·MARKETING

The second you sign with me, I go to work on marketing your home! COMING SOON MARKETING, ONLINE MARKETING, SOCIAL MEDIA, and PRINT MARKETING are all part of the success of getting your home seen by the most potential buyers, selling your home faster and for more money than the competition.

·COMMUNICATION

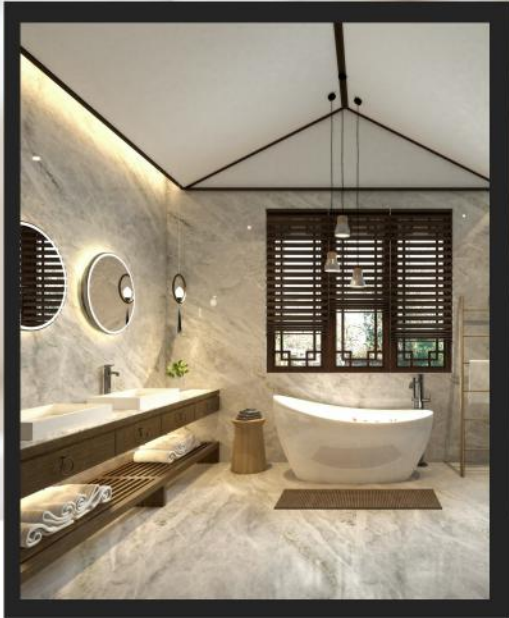
Actively communicate with you through every step of the process. Diligently sharing feedback from showings, following up with agents after viewing the home, and calling weekly to discuss the progress from the previous week.



STRATEGIC
PRICING

PRICING YOUR HOME

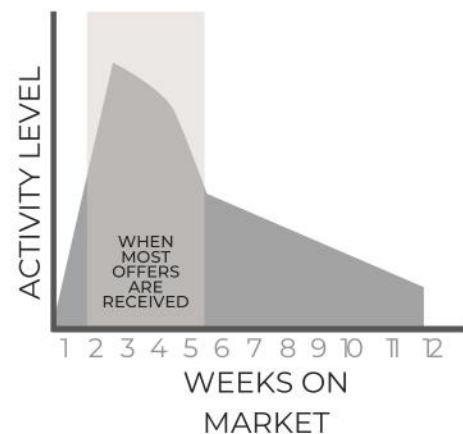
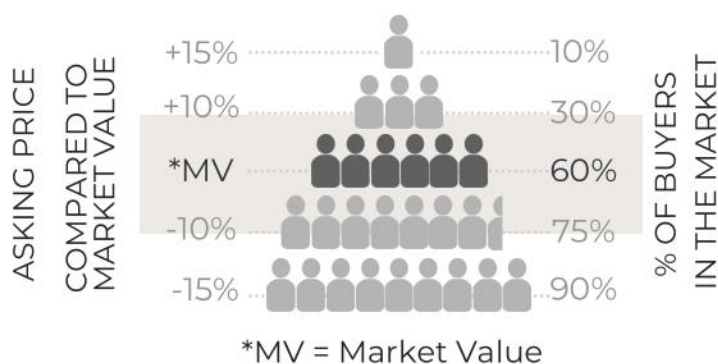
TO SELL QUICKLY



Using a scientific market analysis in your area, I will price your home correctly the first time so that it will sell quickly.

If your home is priced at fair market value, it will attract the most potential buyers in the first few weeks.

If a home is overpriced, it will attract the fewest buyers looking to purchase a home. Most home buyers look at many homes and quickly get a feel for the price range that homes sell for in a given condition and location.





PREPARING TO
LIST YOUR HOME



PREPARING TO LIST

MAXIMIZE YOUR HOME'S POTENTIAL

A clean, neutral, and streamlined look helps buyers to imagine what life would be like in your home. The action points below will help them be able to do that.

1

EXTERIOR	<ul style="list-style-type: none">• Wash or paint the home's exterior• Paint the front door• Keep the yard nicely trimmed• Keep the lawn free of clutter• Weed and freshly mulch garden beds• Clean interior and exterior windows• Apply fresh paint or stain to wooden fences
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2

INTERIOR	<ul style="list-style-type: none">• Remove personal items, excessive decorations & furniture• Replace or clean carpets• Get rid of clutter and organize and clean closets• Apply a fresh coat of paint to walls, trim, and ceilings• Replace outdated ceiling fixtures and clean lighting fixtures• Minimize and clean pet areas in the home• Be sure that all light bulbs are in working order
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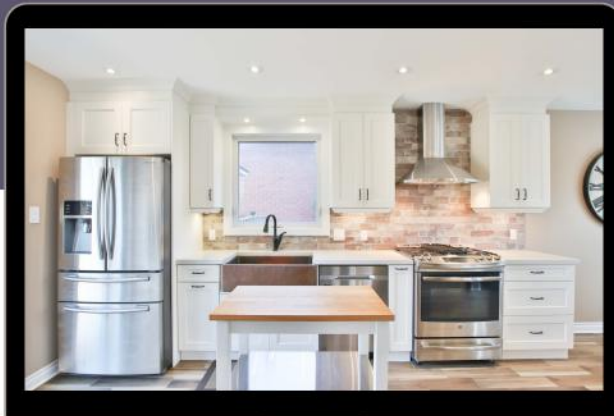
3

PAINT & FIXTURES	<ul style="list-style-type: none">• Remove personal items, excessive decorations & furniture• Replace or clean carpets• Get rid of clutter and organize and clean closets• Apply a fresh coat of paint to walls, trim, and ceilings• Replace outdated ceiling fixtures and clean lighting fixtures• Minimize and clean pet areas in the home• Be sure that all light bulbs are in working order
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A LASTING
IMAGE

A PICTURE IS WORTH A THOUSAND WORDS



A listing's photos are often the first and sometimes only opportunity to attract a potential buyer. Most buyers find their homes online, and photos are the first impression of your home. Pictures are the key to getting a home noticed, showings scheduled, and sold. As your agent, I will ensure your listing will be shown in its best light. Many times a buyer has already decided if they are interested in your home just from the pictures online, without ever stepping foot inside your home.

quality photos enjoy

118%

more online views

professionally shot
listings

can sell for up to

19K MORE












potential buyers look at
professionally shot photos

10 TIMES

longer than non
professional photos

LISTING

PHOTOSHOOT CHECKLIST

-  Declutter & clear unnecessary items
-  Clean floors, surfaces, mirrors, and windows
-  Clear showers and shut toilet lids
-  Open all blinds and curtains for natural light
-  Turn on all lights
-  Turn off ceiling fans
-  Hide personal items such as photos and toiletries
-  Remove pets and any evidence of pets
-  Remove cars from driveway
-  Tidy up the exterior and remove any lawn equipment or toys
-  Provide easy access to all areas for the photographer



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LISTING

YOUR HOME

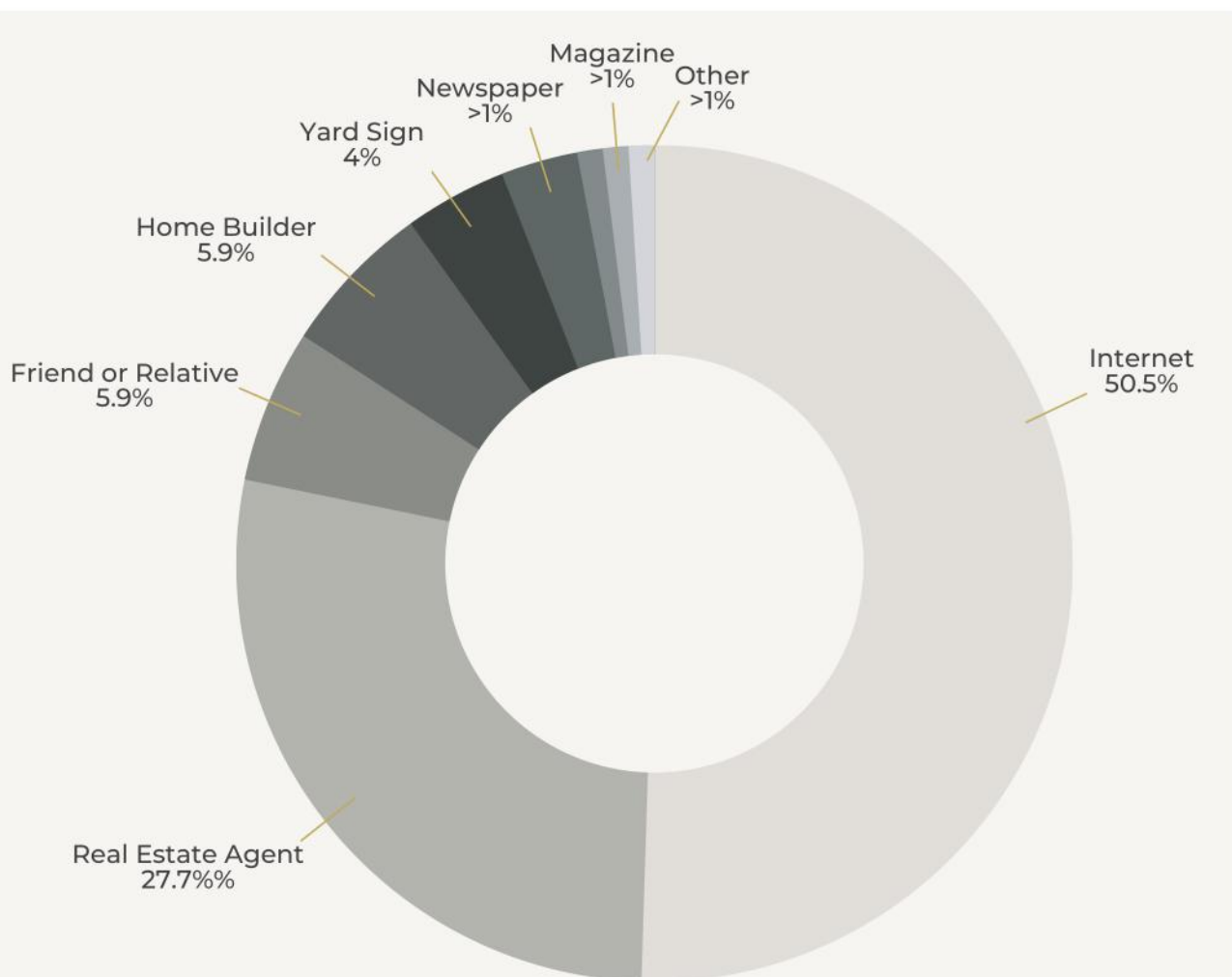


MARKETING PLAN

NETWORKING	SIGNAGE	SUPERIOR ONLINE EXPOSURE
<p>A large percentage of real estate transactions happen with co-operating agents in the country. I will expose your listing to this market.</p>	<p>A sign will be placed in your yard as well as pointers and open house signs before an open house. These will be placed at the most opportune times to gain the most exposure.</p>	<p>Buyers in today's market first start their search online. Not only will your home be featured in the local MLS, it will also be featured on the major 3rd party real estate sites, and syndicated to hundreds of other listing sites.</p>
EMAIL MARKETING	PROPERTY FLYERS	LOCKBOXES
<p>An email will be sent to our current buyer database of thousands of buyers searching for properties on my website. A new listing email alert will go out to my agent network of thousands of agents in the area.</p>	<p>Highly informative and creative property flyers will be displayed inside your home. These help potential buyers remember the key items and unique features of your home.</p>	<p>Lockboxes enhance home security by allowing agents to access the property conveniently as owners are expected to vacate the premises during showings. Having a lockbox makes this process much easier for all involved.</p>
SHOWINGS	OPEN HOUSES	SOCIAL MEDIA
<p>When I list your home, you will also be signed up with a showing service that immediately communicates with you when a showing is scheduled. When feedback isn't left, I will follow up with those agents requesting their feedback within 24 hours.</p>	<p>After reviewing many surveys, I have discovered the perfect formula for what day is best to list a home and the perfect day for an open house.</p>	<p>I practice regular social media marketing on today's top social sites which include and are not limited to: Facebook, Instagram, LinkedIn, YouTube, and Pinterest.</p>

WHERE DO BUYERS

FIND THEIR HOME?



**2022 NAR HOME BUYER AND SELLER GENERATIONAL TRENDS*





GET FEATURED

I will feature your home on the top home search sites and social media and syndicate it to over 400+ other sites.

Homes that receive the top 10% of page views sell an average of 30 days faster!

 Zillow®

 trulia®

realtor.com®

twitter

facebook.

Instagram

Pinterest

 YouTube

LinkedIn.



AFTER LISTING

YOUR HOME



HOME SHOWINGS

FLEXIBLE

Be as flexible and accommodating to the buyer's schedule as possible. We want to avoid having missed opportunities if at all possible.

INFORMED

Make sure everyone in the home is informed when showings are to happen so they can keep their spaces clean.

DAILY CLEANING

Keep up with daily messes. Wipe down kitchen and bathroom counters before leaving for the day.

ODORS

Avoid strong-smelling foods: Keep your meal prep as neutral and simple as possible.

FURRY FRIENDS

Keep pet areas clean. Clean up after your pets immediately and wash their bedding regularly. Hide pet food or litter. Not everyone is a pet person, and it may hinder a potential buyer's ability to picture themselves living in your home.

NATURAL LIGHT

Open blinds and curtains and let in as much natural light as possible. Leave lights on before you leave for a showing.

TRASH

Empty trash cans to avoid any odors. Try to empty trash cans nightly so that the home is fresh when you leave for the day.

TEMPERATURE

Keep the room temperature comfortable. This demonstrates to buyers that the HVAC is working properly.

PERSONALS

Make sure you place all valuables and prescriptions out of sight and in a safe place.

VACATE

Having a seller present can make buyers feel awkward. We want to make the buyers feel at home and stay awhile.

OFFERS



Price is just one of many considerations when deciding which offer is best for your home. Here are some of the other factors that matter.

CONTINGENCIES

The fewer contingencies on an offer the better. Shorter time periods are also valuable.

ALL CASH BUYER

A cash offer is usually more appealing than a finance offer as the seller doesn't need to worry about the bank approving the loan.

PRE-APPROVAL

Assures home sellers that the buyer can get the loan they need.

LOAN TYPE

A conventional loan is often the least complicated. This is an appealing choice for sellers. An FHA loan can cause delays because they require certain repairs and approvals.

CLOSING TIMELINE

You might need to close quickly to move on to the next adventure, or you might need to extend the closing to allow time for the next home to be ready. Choosing the offer with the closing time that fits your needs will be most attractive to you.

CLOSING COSTS

Sometimes an offer comes in high, but the buyer asks you to pay a percentage of the buyer's closing costs.

REPAIR REQUESTS

If the home needs some repairs, but you don't have the time or money to do them, a buyer who is willing to do them for you might be what you need.

OFFER PRICE

Of course, price matters too! If a high offer will cost you more in closing costs, repairs, or other factors—then it probably won't be the better offer.

NEGOTIATIONS



AFTER AN OFFER IS SUBMITTED

1

WE CAN:

- Accept the offer
- Decline the offer

If the offer isn't close enough to your expectation and there is no need to further negotiate.

- Counteroffer

A counteroffer is when you offer different terms to the buyer.

2

THE BUYER CAN THEN:

- Accept the counter-offer
- Decline the counter-offer
- Counter the offer

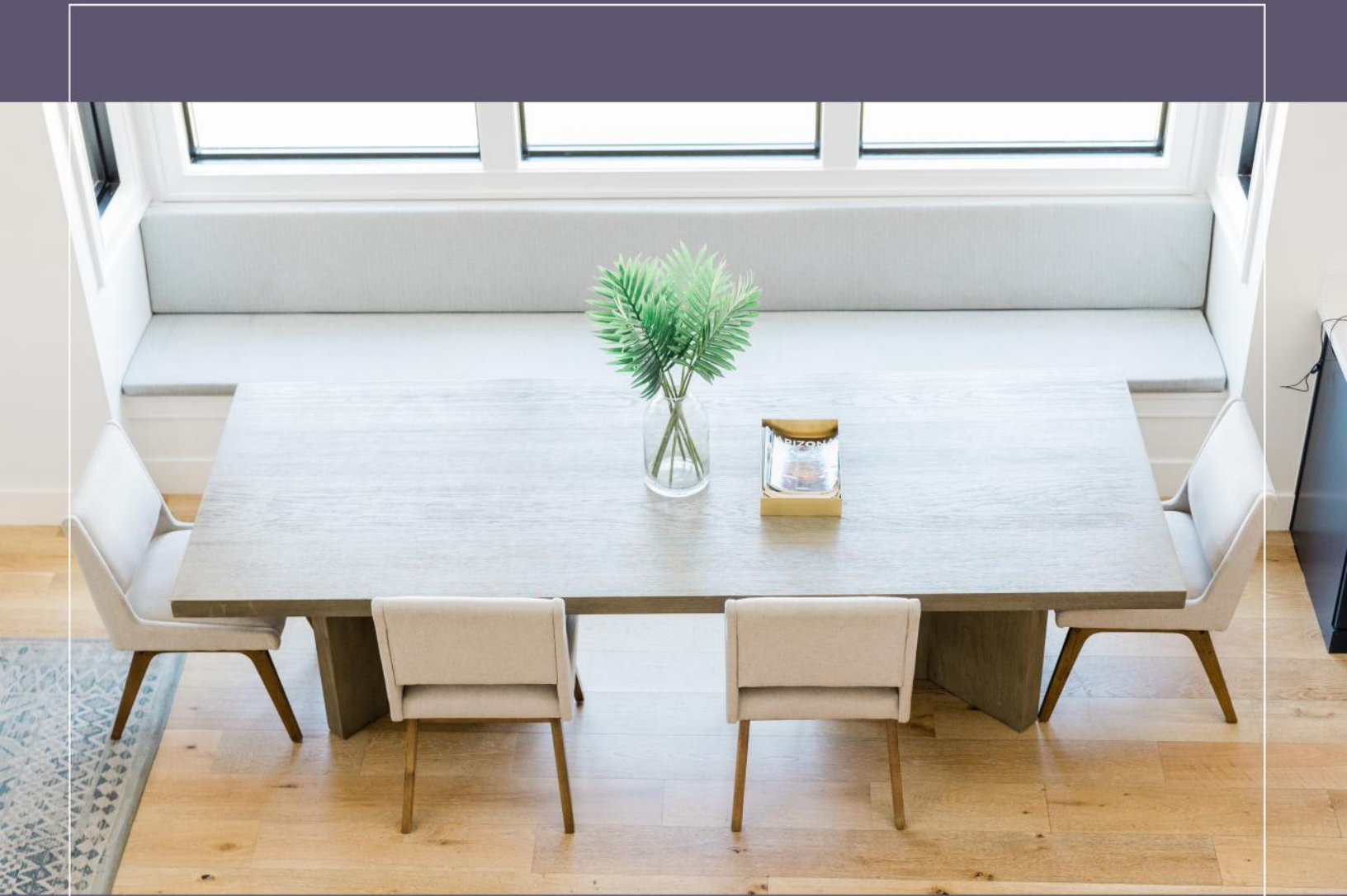
You can negotiate back and forth as many times as needed until you can reach an agreement or someone chooses to walk away.

2

OFFER IS ACCEPTED:

You will sign the purchase agreement and you are now officially under contract! This period of time is called the contingency period.

Now inspections, appraisals, or anything else built into your purchase agreement will take place.



CONTRACT TO

CLOSING

INSPECTIONS

WHAT IS INCLUDED:

Roof & Components

Exterior & Siding

Basement

Foundation

Crawlspace

Structure

Heating & Cooling

Plumbing

Electrical

Attic & Insulation

Doors

Windows & Lighting

Appliances (limited)

Attached Garages

Garage Doors

Grading & Drainage

All Stairs



FAQ

INSPECTION TIME FRAME:
TYPICALLY 10-14 DAYS AFTER SIGNING CONTRACT. NEGOTIATIONS USUALLY HAPPEN WITHIN 5 DAYS

COSTS:
NO COST TO THE SELLER. THE BUYER WILL CHOOSE AND PURCHASE THE INSPECTION PERFORMED BY THE INSPECTOR OF THEIR CHOICE.

POSSIBLE OUTCOMES:
INSPECTIONS AND POTENTIAL REPAIRS ARE USUALLY ONE OF THE TOP REASONS A SALE DOES NOT CLOSE.

COMMON PROBLEMS COULD BE:
FOUNDATION, ELECTRICAL, PLUMBING, PESTS, STRUCTURAL, MOLD, OR RADON

UPON COMPLETION:

•BUYER CAN ACCEPT AS IS

•BUYER CAN OFFER TO RENEGOTIATE

•BUYER CAN CANCEL CONTRACT



HOME APPRAISAL

If the buyer is seeking a loan to purchase your home, they will need to have an appraisal performed by the bank to verify the home is worth the loan amount. As a seller, we want the property to appraise for at least the sale amount or more. It is very difficult to contest your appraisal successfully. An experienced agent demonstrates certain strategies to reveal the value of the home prior to the appraisal.

APPRAISAL COMES IN AT OR ABOVE SALE PRICE

You are in the clear, and closing can be begin!

APPRAISAL COMES IN BELOW SALE PRICE

- Renegotiate the sale price with the buyer
- Renegotiate with the buyer to cover the difference
 - Cancel and re-list
- Consider an alternative all-cash offer

CLOSING THE SALE

WHAT TO EXPECT

Closing is when funds and documents are transferred in order to transfer ownership of the property to the buyer. The escrow officer will review the contract and find out what payments are owed by whom, prepare documents for closing, perform the closing, ensure all payoffs are completed, the buyer's title is recorded, and you receive payoffs that are due to you.



YOUR COSTS

Seller commonly pays:

- Mortgage balance & penalties if applicable
- Any claims against your property
- Unpaid assessments
- Real estate agents, for payment of commission
- Title insurance policy
- Home warranty

WHAT TO DO

Leave the following items at home:

- House keys
- Garage door openers
- Mailbox and any other spare keys

AFTER CLOSING

Keep copies of the following for taxes:

- Copies of all closing documents
- All home improvement receipts



FINAL STEPS

FOR SELLERS



FINAL STEPS

✓ CANCEL POLICIES

Once title transfer has occurred contact your insurance agent to cancel your policy so you can receive a refund of any prepaid premiums.

✓ CLOSE ACCOUNTS

Cancel utilities and close those accounts. Keep a list of phone numbers for each of your utility and entertainment companies.

✓ CHANGE ADDRESS

Let everyone know your new address. Submit a change-of-address form to the post office.

✓ TURN EVERYTHING OFF

Turn off valves to the sinks, toilets, appliances, and water heater. Turn off all light switches and fans. Lastly, call the electric company.

✓ DOCUMENTS

Secure all closing documents as well as the contract and closing documents. Keep them in a safe place.

✓ GATHER HOME PAPERWORK

Put together a packet of manuals, receipts, and any warranties as well.

✓ CLEAR OUT PERSONALS

Move out your personal belongings completely. Check all drawers, cabinets, and closets.

✓ CLEAN

Ensure that your home is completely clean upon leaving the home. Clean the cabinets, refrigerators, and other appliances inside and out. Thoroughly clean out the garage. Schedule trash pick up prior to the day of closing. Leave your home the way you would like to find it if you were the buyer.

✓ INCIDENTALS

Leave all house keys, remotes, gate keys, pool keys, and mailbox keys in a drawer in the kitchen.

✓ FLOORS

Vacuum and sweep floors one more time

✓ LOCK UP

Ensure all blinds are closed, and lock the windows and doors.





CLIENT
TESTIMONIALS

REVIEWS



CC REAL EST  TE

"Christa was instrumental in helping me relocate from California. I was looking for the needle in the haystack, and she found it! After several calls and emails, she narrowed down my options to 3 homes. I didn't think that was enough options, but I trusted that Christa knew exactly what I was looking for. After an afternoon of driving around and learning about the area, Christa found the perfect house for me."

"I couldn't be more happy with my house buying journey. I am from out of town. Christa went above and beyond to help me find a home from long distance. She walked homes for me and then sent me videos along with her commentary. When I found the perfect house Christa walked me through every step of the process.

"I utilized Christa's experience and knowledge to buy and set up several rental properties in Gilbert, Arizona. Not only did she save me tons of money, but she also saved me time!"


"I have relocated 5 times to 5 different states in the past 10 years. It is so hard to find the best area to pick if you are not from there. I found Christa while doing a Google search for agents in southern Arizona. She had great reviews and had experience in relocation. The moment I spoke to her, I knew this would be an easy move. I told her what I was looking for and she narrowed my options to 2 cities and followed it up with walking videos, driving tours and even scouting out all the cool restaurants, shopping and hiking. Christa made the relocation easy and I will definitely use her to sell my house when I move again!"

"Relocating from Utah and looking for at least a 5-bedroom house in the East Valley was daunting, to say the least! I found Christa on a Google search and called her. Immediately she put me at ease with her incredible knowledge and patience, and I knew she would be the best realtor to find us a home. We searched for about 3 weeks, and Christa found a home that wasn't yet on the market! We did some back-and-forth negotiating and ultimately closed on the home with a great price."

WHAT TO EXPECT

HONESTY & TRANSPARENCY
INTEGRITY
RESPECT
TIMELY & REACHABLE
ACTING IN YOUR BEST INTEREST

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