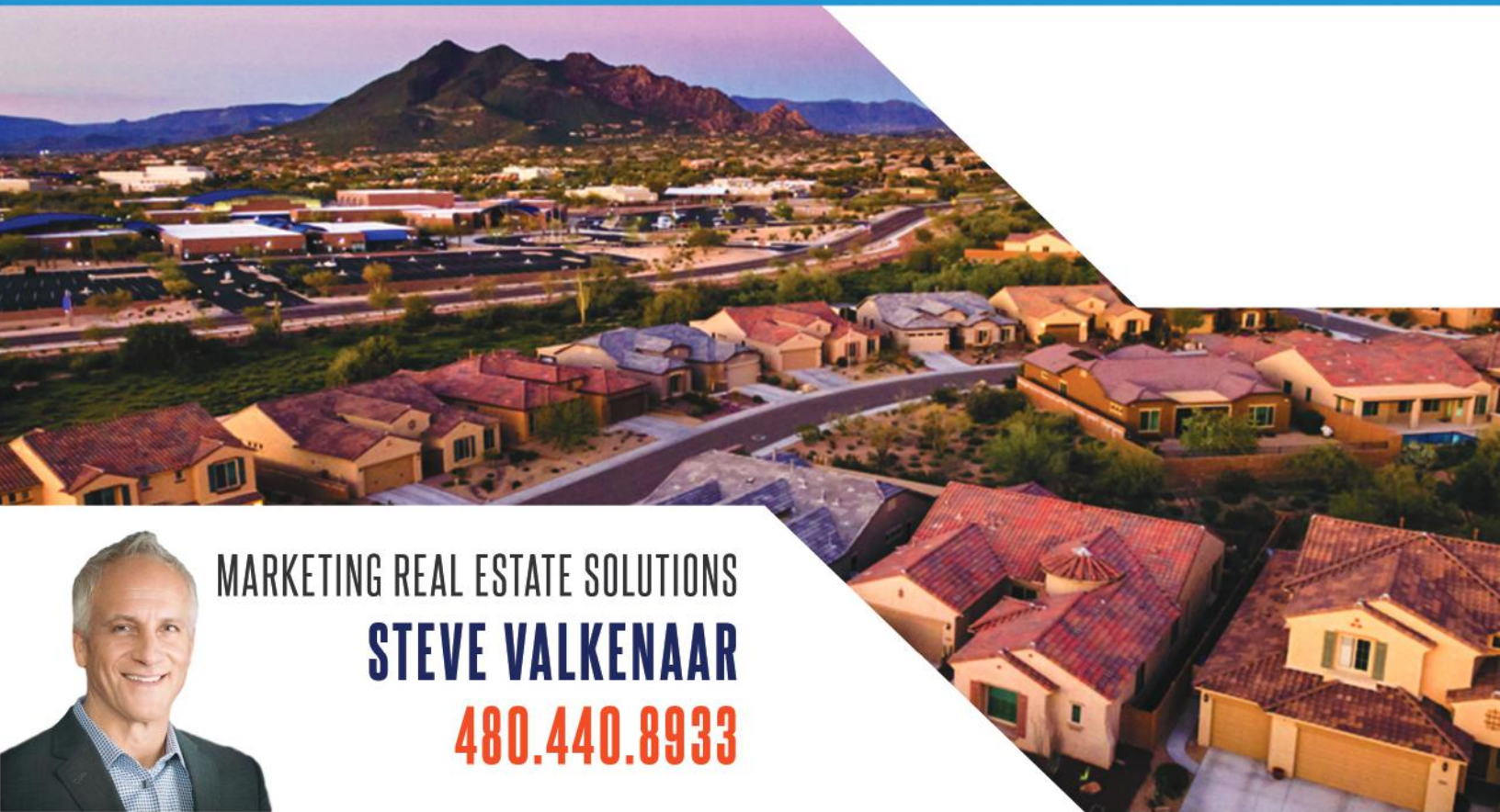




HOME SELLER INFORMATION KIT



MARKETING REAL ESTATE SOLUTIONS

STEVE VALKENAAR

480.440.8933

www.valkenaargroup.com



Please review this package before your next appointment with our team.

Enclosed you will find important information such as:

- **Information about The Valkenaar Group's Team of Professionals**
- **200-Step Action Plan we have created to get your home sold fast and for top dollar**
- **List of questions you should ask ANY Realtor before you sign ANYTHING**
- **Details about our Guarantees**
- **List of Real Estate Myths, and much more!**

The Valkenaar Group's Mission Statement

The mission of Steve Valkenaar and The Valkenaar Group is to provide the highest quality, innovative, and exceptional real estate service available anywhere.

Our clients needs always come first. We will strive to always provide value far in excess of our clients expectations. Our goal is mutual respect and long term relationships that are beneficial to all parties.

Our operation is a great place to work and do business. We are positive, helpful, and enthusiastic at all times - always focusing on solutions, not challenges. We take care of business first and foremost, but have fun and enjoy ourselves in the process.

We run a clean, organized, and efficient operation. We always adhere to the highest standards of integrity and ethical business practices.

We constantly strive to create, develop, as well as implement new ideas and strategies that will benefit our clients. We seek continuing education in all aspects of our business to increase the level of service we offer our clients.

Core Values:

- Honesty & Integrity at all times and in all situations
- Continually improve our services to exceed our clients expectations
- Create and nurture a fun, exciting, creative, and productive work environment
- Tirelessly pursue personal and team growth while reaching well-formulated goals





THE VALKENAAR GROUP

Thank you for taking the time to review this package. We have sent you these materials in advance of our meeting so that you will know a little more about our team, our services, and how they will benefit you.

At this point, we don't know all of your particular needs and objectives, nor do we know your financial and family situation entirely. We do know that selling a home can be an extremely emotionally trying time, or a very exciting one. Our job is to provide you with enough solid information so you can make an honest, informed decision based upon facts not hype.

As you look through this package, use the forms at the back to note any questions that you have for us so that we will not forget to address them at our meeting

We are preparing a complete presentation and market analysis for our meeting. We will cover many important items that other agents may not even know, such as:

- The proven 200 Step Home Selling System
- And much more

Selling your home is a complicated task, so it is crucial to have every possible advantage you can. We look forward to working with you. Please let us know if you have any questions at any time during the process of your real estate transaction.

Sincerely,

Steve Valkenaar
ABR, REALTOR®

All Agents Are NOT Equal

Professional athletes have statistics that substantiate their performance; their salary contracts are subject to how well they perform. Realtors have statistics, (although most don't keep track), and they should be paid accordingly.

How can you tell if your real estate agent has the knowledge and experience you need to obtain extraordinary results?

You Interview them

On the next page of this guide is a page designated to questions you should ask a Realtor before you hire them. One of those questions asks; What is your List Price to Sales Price %. This is important as it identifies:

1. How well do they know the market value?
2. How well do they negotiate?
3. How good are they at helping the seller prepare and position their home for a great sale?

A strong experienced agent will have a narrower difference between List Price and sales price, they will help you price more effectively and as a strong negotiator will defend their pricing, netting you more money for your home.

How this translates: If the average agent has a list price to sales price of 96% and mine is 99%. I will net you 3% more on your sale. On a \$450,000.00 home 3% is \$13,500.00 more dollars in your pocket.

The Valkenaar Group tracks its performance statistics and uses these stats to refine, modify, and adjust what we do on a consistent basis to produce superior results for our clients.

SUGGESTED QUESTIONS TO ASK Your Listing Agent

1. Do you work as a full-time Realtor ?
2. How many potential buyers and sellers do you talk to within a week? A month? Of those you speak with, how many actually contact you as opposed to cold calling ?
3. In what ways will you encourage other Realtors to show and sell my home ?
4. What can you tell me about the real estate market in this area ?
5. What price do you recommend for my home, and what is it based on?
6. What are your average days on market?
7. What is your list to sales price ratio?
8. What kind of advertising do you do? May I see some samples. (Video, Web, Social Media, Direct Mail)
9. How often will my home be advertised, and where?
10. How do you attract buyers from outside the local area?
11. Will you prepare an informative feature sheet for my property? May I see a sample?
12. Where and how will the feature sheets be distributed, and to whom ?
13. Do you have a system to follow-up with other agents and brokers so that we get valuable feedback after every showing?
14. How often, and in what way will be kept informed?
15. Are you associated with a national referral network that refers their buyers to you and gives you the opportunity to refer me to the top agent in the town or state I may be moving to?
16. Do you have a Team to help with the details, or are you a one man/woman wonder show and do it all yourself ?
17. Do you have away to market my home through the Internet, Virtual Tours + Videos ?
18. Do you have a Specific Marketing Plan designed to sell my property quickly and for top dollar?How does it go beyond placing a sign in my yard, an ad in the paper, and notifying the Multiple Listing Service ?
19. May I see a copy of your last listing as it appears to other Realtors on the MLS? (Called a "Realtors Full report")
20. Do you have references that may call ?
21. What happens if I am not happy with your service? Do you have a 100% satisfaction guarantee policy? Can I cancel my listing if am not satisfied or am locked in ?

EASY EXIT LISTING AGREEMENT

What's your biggest fear when you list your home with a real estate agent? It's simple, you worry about being locked into a lengthy listing agreement with a less than competent real estate agent, costing your home valuable time and exposure on the market.

Well, worry no more. The Valkenaar Group takes the risk and the fear out of listing your home with a real estate agent.

How? Through our **EASY EXIT Listing Agreement.**

The Valkenaar Group agents have strong opinions about real estate service. They believe that if you are unhappy with the service you receive, you should have the power to fire your agent. Therefore, when you list your home through our EASY EXIT Listing Agreement, you can cancel your listing with us at any time.

No hassles. It's easy.

- ✓ You can cancel your listing anytime
- ✓ You can relax, knowing you won't be locked into a lengthy contract
- ✓ Enjoy the caliber of service confident enough to make this offer

Only one restriction applies...we ask that you voice your concern and give us seven (7) days to try and fix the problem. That seems fair, doesn't it? If we can't fix any concerns within the seven-day period, you are free to withdraw your listing



SELLING YOUR HOME

FACT...

On the average...Buyers inspect 12 homes before making an offer. That means **11** other homes are competing against yours.

WHAT THAT MEANS TO YOU...

Your home will sell at highest price and in the quickest amount of time when all the ingredients are combined perfectly.

If only one ingredient is left out of the formula or is out of proportion to the others. Your home will take longer to sell and will, quite possibly **COST YOU MONEY**.

The Valkenaar Group knows what ingredients combine to sell your home fast and for top dollar.



5 ESSENTIAL INGREDIENTS to Selling Your Home

In today's market, buyers are increasingly savvy. Many sellers are "testing the market" resulting in a high number of listings. This means the competition is stiff!

Working together, we can make sure your home gets the attention it needs to stand out from the pack.

Your job is to make your home bright, shiny, and clean-as close to a model home as possible. Our job, as your real estate team, is to tell the world and work to gain maximum market exposure.

Let's go through these essential ingredients to selling your home fast and for top dollar.



5 ESSENTIAL INGREDIENTS to Selling Your Home

There are five essential ingredients that comprise the formula for a SUCCESSFUL SALE of your home.

1. CONDITION

The pricing of your home must accurately reflect its condition. The general upkeep and presentation of your home is critical to obtaining the highest value for your home. Nature of the roof, plumbing, carpets, and paint all relate to condition. Basic rule: If we can smell it...we can't sell it

2. LOCATION

The pricing of your home must reflect its location, the better the location, the higher the acceptable price. School districts, high or low traffic, and highway accessibility, all need to be considered in determining the value of your home's location. We cannot control the location.

3. MARKET

Recession, inflation, interest rates, mortgage availability, competition, and the public's perception of the general economy all make up the market. It may be a buyers market or a seller's market. The pricing of your home must reflect the current nature of the market because we cannot influence the market. We can, however, take advantage of the market.

4. TERMS

The more financing terms and options you accept, the more potential buyers there will be for your property. The pricing of your home must reflect the terms available. The easier the terms, the more valuable your property becomes. (And this is where my team of professional Affiliates really shine-by offering abroad, full-spectrum of mortgage products and options to both you and all potential buyers.)

5. PRICE

PRICE is the #1 most important factor in the sale of your home.

PRICE IS THE #1

Most important factor in the sale of your home.

The consequences of making the wrong decision are painful. If you price your home too low, you will literally give away thousands of dollars that could have been in your pocket.

Price it too high, and your home will sit unsold for months, developing the reputation of a problem property (everyone will think that there is something wrong with it).

Failure to understand market conditions and properly price your home can cost you thousands of dollars and cause your home not to sell... fouling up all of your plans. Setting the proper asking price for your home is the single biggest factor that will determine the success or failure of your home sale.

We Won't Let This Happen To You!

Utilizing the latest computer technology and my in depth knowledge of the market, we will analyze current market conditions in combination with your personal time requirements to identify the correct price range for your home.

You can't afford any "guesswork in this critical step!"

PRICING YOUR HOME TO SELL

PRICING GUIDELINES

1. What you paid for your property does not affect its value.
2. The amount of money you need to get out of the sale of your property does not affect its value.
3. What you think it should be worth has no affect on value.
4. What another real estate agent says your property is worth does not affect its value.
5. An appraisal does not always indicate what your property is worth on the open market.
6. The value of your property is determined by what a ready willing and able buyer will pay for it in the open market, which will be based upon the value of other recent closed sales. BUYERS DETERMINE VALUE!!!

**DO NOT AUTOMATICALLY LIST WITH THE AGENT
THAT GIVES YOU THE HIGHEST PRICE.**

Consumer Reports Stated.

Expect the agent to suggest a price range, but don't let that frame you in. Be aware that some devious agents will, at first suggest a very handsome price. Then, after they have the listing and the house hasn't sold, they'll comeback with a pitch to lower the price.



BENEFITS OF Proper Pricing

FASTER SALE: The proper price gets a faster sale, which means you save on mortgage Payments, real estate taxes, insurance, and other carrying costs.

LESS INCONVENIENCE: As you may know, it takes a lot of time and energy to prepare your home for showings, keep the property clean, make arrangements for children and pets, and generally alter your lifestyle. Proper pricing shortens market time.

INCREASED SALES PERSON RESPONSE: When salespeople are excited about a property and its price, they make special efforts to contact all their potential buyers and show the property when ever possible.

EXPOSURE TO MORE PROSPECTS: Pricing at market value will open your home up to more people who can efforts it.

BETTER RESPONSE FROM ADVERTISING: Buyer inquiry calls are more readily converted into Showing appointments when the price is not a deterrent.

HIGHER OFFERS: When a property is priced right, buyers are much less likely to make a low offer, for fear of losing out on a great value.

MORE MONEY TO SELLERS: When a property is priced right, the excitement of the market produces a higher sales price in less time. You NET more due to the higher sales price and lower carrying costs.



DRAW BACKS OF OVER PRICING

REDUCES ACTIVITY: Agents won't show the property if they feel it is priced too high.

LOWER ADVERTISING RESPONSE: Buyer excitement will be with other properties that offer better value.

LOSS OF INTERESTED BUYERS: The property will seem inferior in amenities to other properties in the same price range that are correctly priced.

ATTRACTS THE WRONG PROSPECTS: Serious buyers will feel that they should be getting more for their money.

HELPS THE COMPETITION: The high price makes the others look like a good deal.

ELIMINATES OFFERS: Since a fair priced offer will be lower than asking price and may insult the seller, many buyers will just move on to another property.

CAUSES APPRAISAL PROBLEMS: Appraisers must base their value on what comparable properties have sold for.

LOWER NET PROCEEDS: Most of the time an overpriced property will eventually end up selling for less than if it had been properly priced to begin with, not to mention the extra carrying costs.



RESPONSE ADVERTISING AND 24-HOUR MARKETING

Unlike most agents that run image advertisements that focus on themselves and how great they are, The Valkenaar Group utilizes Response Generating Marketing that focuses on potential buyers and what they really want!

These ads are much different than those that most agents run. A very high number of prospects call because of these non-threatening, emotion-arousing ads!

These strategies, combined with the cutting edge technology of our 24-hour Automated Marketing System provide us a steady stream of qualified buyers.

This incredible system allows callers to receive detailed information about your home—even have a feature sheet on your home sent to them...24 hours a day!

The system also allows us to track exactly how many calls are received on every house and from each ad, it even captures the caller's phone number and most names and addresses.



GET A FREE Home Buyers Kit

Call now to receive our Savings Guarantee!

NO OBLIGATION | E-MAILED DIRECTLY TO YOU

- HOME BUYER GUIDE
- 15 BUYER AGENT INTERVIEW QUESTIONS (QUESTIONS YOU SHOULD ASK BEFORE HIRING AN AGENT)
- 8 BUYER TRAPS TO AVOID
- 12 MONTH LOVE IT OR LEAVE IT GUARANTEE

ARE YOU READY TO CALL STEVE VALKENAAR AT 480.440.8933

Call or Text **480.440.8933** for more information, or visit our website at www.FreeBuyerKit.com

This is not intended to solicit properties currently listed for sale.



THE ULTRA VIP
YOUR 4 BUYER BENEFITS

CALL STEVE VALKENAAR AT 480.440.8933

Our Exclusive Services

1. You get a written Satisfaction Guarantee that ensures you are satisfied with your purchase.
2. You get a written cancellation guarantee, signed by us, that allows you to cancel if we do not live up to the promises we make.
3. Our specialized market knowledge backs you.
4. You Receive a home warranty (\$300.00)

The Benefits To You

1. If within 12 months you are not 100% satisfied with your new property the Valkenaar group will sell it for free!
2. You are in control, not the real estate agent, we take all the risk so you don't have to!
3. You get the house you want at the lowest possible price and on the best terms and conditions.
4. You have the security of knowing your home is protected.

OUR GUARANTEES

VIP Buyer Cancellation Guarantee
If we don't deliver the service we promise, you can cancel your agreement with us. We are so confident that our real estate system will work for you that we guarantee you the right to cancel our buyer's agreement at any time without penalties or obligation if our service doesn't live up to our promise.

VIP Buyer Satisfaction Guarantee
If you are not happy with the home you purchase within 12 months of the date you close, we will sell it for FREE!

To Discuss Purchasing a Home, CALL OR TEXT TO 480-440-8933

IF YOU ARE CURRENTLY WORKING WITH A REAL ESTATE PROFESSIONAL, PLEASE DISREGARD THIS SOLICITATION. CERTAIN CONDITIONS APPLY.

EXCLUSIVE MARKETING SYSTEM

INTERNET EXPOSURE WITH PROFESSIONAL PHOTOGRAPHY + VIDEO

175 + COUNTRIES 100 + MILLION PEOPLE

Photographer will take these digital photos immediately and they will be submitted the same day your home hits the MLS!!!

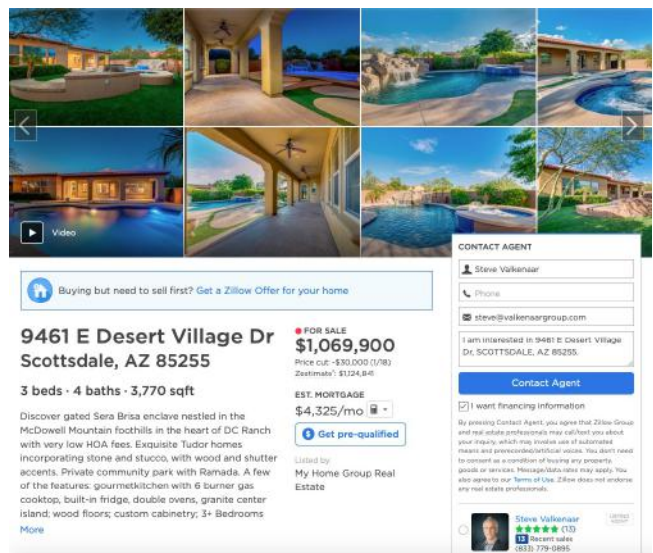
In keeping pace with innovation and advancements in computer technology, we now will place your home on our Internet site along with over 350 other Real Estate websites!

We are constantly looking for ways to give our clients advantages over competitors in the marketplace that go beyond the traditional methods of marketing and promotion.

Full color pictures and a detailed description of your home, where targeted areas of your home will be highlighted. These amazing digital photo montages will be available to well over 100 million people worldwide—anyone with access to the Internet on their computer.

And the best part...Our Professional Photographer will take these digital photos immediately and they will be submitted the same day your home hits the MLS!!!

VIDEO MARKETING THROUGH SOCIAL MEDIA PLATFORMS LOCALLY + ABROAD BRINGS ADDITIONAL RECOGNITION + ENDORSERS TO YOUR HOME

Buying but need to sell first? Get a Zillow Offer for your home

FOR SALE
\$1,069,900
Price cut: -\$30,000 (1/18)
Zestimate: \$1,124,846

3 beds · 4 baths · 3,770 sqft

Discover gated Sera Brisa enclave nestled in the McDowell Mountain foothills in the heart of DC Ranch with very low HOA fees. Exquisite Tudor homes incorporating stone and stucco, with wood and shutter accents. Private community park with Ramada. A few of the features: gourmet kitchen with 6 burner gas cooktop, built-in fridge, double ovens, granite center island, wood floors; custom cabinetry; 3+ Bedrooms

Listed by
My Home Group Real Estate

CONTACT AGENT
Steve Valkenaar
Phone
steve@valkenaargroup.com
I am interested in 9461 E Desert Village Dr, SCOTTSDALE, AZ 85255.
Contact Agent
 I want financing information
By getting Contact Agent, you agree that Zillow Group and real estate professionals may call/text you about your inquiry, which may involve use of automated means and pre-recorded/robotic voices. You don't need to consent as a condition of having any property, goods or services. Message/data rates may apply. You also agree to our Terms of Use. Offer ends and expires any real estate professionals.

Steve Valkenaar
★★★★★ (13)
Recent sales
USD: 779-0895

THE HOME HUNTER SYSTEM

The Valkenaar Group has a unique, proprietary system to attract buyers and ensure that each buyer will be properly assisted in finding the home that they are searching for.

Our team has a system that focuses specifically on assisting the large inventory of buyers that our innovative marketing strategies produce.

Each buyer is interviewed to determine the features and specifications that they are looking for in a home. "That data" is then entered into a computer system that will list the homes that match the buyer's criteria.

Buyers are given the features and benefits of those homes that meet their criteria, and will be assisted through each step of the process.

We focus all our efforts on finding a buyer for your home, unlike traditional agents who passively wait for a buyer to come along.

The system allows us to give exceptional service to a large inventory of buyers.



WE VERY WELL MAY ALREADY HAVE A BUYER FOR YOUR HOME

REFERRALS / RELOCATION

Significant portions of our buyers come from outside the local area. These are often job transfers, corporate relocations, Snowbirds looking for vacation homes and area buyers seeking a better lifestyle.

As a member of several relocation and referral networks, we get the information on these buyers before anyone else.

This provides more potential buyers for your home, since we always try to show our own listings first to these qualified buyers.

- Senior's Real Estate Specialist Network
- Accredited Buyer Representative Network
- e-PRO Internet Referral Network
- Certified Finance Specialist Network
- Canadian International Referral Network Local Chamber of Commerce
- Real Talk Group of Top Agents Across The Country.



CONTRACT & NEGOTIATION

When an offer is presented on your home, you will have three basic choices in deciding how to respond.

1. Accept the offer.
2. Reject the offer.
3. Make a counter offer.

Together we will thoroughly analyze the offer, and discuss its strengths and weaknesses. After studying the entire contract, we will give you my recommendation, and then you will decide how to respond.

This is where a competent agent can be worth their weight in gold, because having the right wording or contingency clause in the contract can mean the difference between a smooth transaction and a messy court battle.

Being intricately familiar with real estate contracts, we know how to protect your best interests. Our vast experience in contracts and negotiation will benefit you!



CONTRACT & NEGOTIATION

CLOSING AND ESCROW

There is only one way to know what can go wrong in a real estate transaction.

Experience

We do not claim to know everything, since each day we learn something new in this ever-changing industry. However, we do have a vast knowledge base here within our company. Other companies may also have a large collective knowledge base. The biggest difference is that here at The Valkenaar Group we share that knowledge with each other.

We are constantly sharing experiences and solutions, to make each individual and therefore the entire team stronger, and better able to manage each transaction.

Our dedicated closing department ensures that your transaction is getting the attention it needs.





THE VALKENAAR GROUP'S

200-Step Action Plan to Get Your Home Sold Fast and For Top Dollar

1. Research tax records to verify full and complete legal information is available to prospective buyers and buyer's agents on MLS printout.
2. Research property's ownership and deed type.
3. Research property's public record information for lot size & dimensions.
4. Research and verify legal description.
5. Research property's land use coding and deed restrictions.
6. Research property's current use and zoning.
7. Verify legal name(s) of owner(s) in county's public property records.
8. Research sales activity for past 6-18 months from MLS and public records databases.
9. Research "Average Days on Market for property of this type, price range, and location.
10. Research competitive properties that are currently on the market.
11. Research competitive properties that have been withdrawn.
12. Research competitive properties that are currently under contract.
13. Research expired properties (properties that did not sell during their time on the market).
14. Research competitive properties that have sold in the past six months.
15. Call agents, if needed, to discuss activity on the comparable properties they have listed in the area.
16. Research the previous sales activity (if any) on your home.
17. Download and review property tax roll information.
18. Prepare "Comparable Market Analysis (CMA) to establish fair market value.
19. Obtain and verify accurate methods of contacting you.
20. Gather information to help assess your needs.

21. Review current title information.
22. Measure interior room sizes.
23. Confirm lot size and obtain your copy of certified survey, if available.
24. Obtain copy of floor and pool plans, if available.
25. Review current appraisal, if available.
26. Identify Home Owner Association manager, if applicable.
27. Verify Home Owner Association fees, if applicable.
28. Verify security system, current term of service and whether owned or leased.
29. Verify if you have a transferable Termite Bond.
30. Ascertain need for lead-based paint disclosure.
31. Verify if property has rental units involved; if so, make copies of all leases, verify all rent and deposits, inform tenants of listing and discuss how showings will be handled.
32. Compile list of repairs and maintenance items.
33. Prepare showing instructions for buyers agents and agree on showing time window with you.
34. Assess your timing.
35. Assess your motivation.
36. Assess your immediate concerns.
37. Ask your questions about the property and yourselves to learn how to better serve and provide helpful information if needed.
38. Discuss your purchase plans and determine how The Valkenaar Group can assist you in your next purchase (local, new home construction, investment, or relocation)
39. Determine how quickly you need to move.
40. Obtain information that will help us prepare the listing, advertising and marketing materials, Questions will include: What type of improvements have you done to your house in the past five years? What other features of your home make it attractive to buyers (Type of cabinets, flooring, Solar Panels, pool, fireplaces, etc.)? What do you think the home is worth? How much do you owe on the property?
41. Prepare you by asking you to gather home information: to have a copy of the deed, current tax bill, copy of a survey, copy of your title policy available (this could potentially save you money if you purchased less than three years ago).

42. Obtain one set of keys, which will be inserted in the lock box.
43. Perform Interior Decor Assessment.
44. Review results of Interior Decor Assessment and suggest changes to shorten time on market.
45. Perform exterior Curb Appeal Assessment of subject property.
46. Review results of Curb Appeal Assessment with seller and provide suggestions to improve salability.
47. Give you an overview of current market conditions and projections.
48. Provide a home audit to discuss constructive changes to your home to make it more appealing show exceptionally well, and help yield the greatest possible price from an interested buyer.
49. Reivew and explain all clauses in Listing Agreement (and addendum's , if applicable).
50. Enter your name, address, phone number, and email address in order to keep you informed of market changes, mortgage rate fluctuations, sales trends or anything that may affect the value and marketability of your property.
51. Compile and assemble formal file on property.
52. Present Comparable Market Analysis (CMA) Results to you, including comparable's sold, current listings and expired listings.
53. Offer pricing strategy based on professional judgment and interpretation of current market conditions.
54. Asssist you in strategically pricing home to enable it to show up on more MLS Searches.
55. Discuss goals with you to market effectively.
56. Discuss and present strategic master marketing plan.
57. Expore method of pricing your property below comparable value to bring the most buyers to your property quickly.
58. Present and disucss The Valkenaar Group's Program to market your home the most effectively and bring the most buyers to you in the shortest amount of time.
59. Explore the option of marketing your home with an incentive of buying down points on the buyers' loan: potential results are: you retain a higher agreed upon price (which results in more proceeds to you) and the buyer saves on monthly payments and tax credit).

60. Prepare an equity analysis to show you expenses, closing costs and net proceeds.
61. Explain the use of the Seller's Property Disclosure Statement you will complete, and that will be presented to the buyer of your home. This will help you avoid devastating setbacks and preserve your legal rights.
62. Take full color digital photographs of the inside and outside of your home for marketing flyers, advertisements, and the Internet.
63. Develop video content for real life viewing of highlights and special features of your property, creating additional marketing and exposure.
64. Set up Home Warranty, if you choose, to protect your home during listing period and for 12 months after the sale to reassure buyer of the quality of your home.
65. Install hi-tech lockbox to allow buyers and their agents to view your home conveniently but does not compromise your family's security.
66. Write remarks within the MLS system specifying how you want the property to be shown.
67. Prepare showing instructions for buyers' agents and agree on showing time window with you.
68. Prepare detailed list of property amenities to have readily available at your home, to include in Marketing Booklet, and assess the market impact.
69. Prepare MLS property Profile Sheet.
70. Proof read MLS database listing for accuracy—including proper placement in mapping function.
71. Enter property data from Profile Sheet into MLS Listing Database.
72. Electronically submit your home listing information to The Multiple Listing Service for exposure to all active real estate agents in the area.
73. Immediately submit digital photos of the interior and exterior of your home to the MLS at the same time the listing is input allowing buyers and agents to view pictures when narrowing down homes they will actually tour.
74. Add property to the Valkenaar Group's Active Listings list; provide information in office for Realtors' when potential buyers call for details.
75. Provide you with signed copies of Listing Agreement and MLS Profile Data Sheet.
76. Explain marketing benefits of Home Owner Warranty with you.
77. Assist you with completion of Home Owner Warranty application.
78. Submit Home Warranty application for conveyance at time of sale.

79. Provide you with a Personal Customized Services sheet to explain specific marketing available for your property.
80. Provide you with a personalized Advertising Questionnaire for your input in verbiage for advertisement.
81. Review the Valkenaar Group's Full Service Marketing System and the benefits provided, resulting in the rapid sale of your property.
82. Offer Realtor tour, if applicable, to provide you with professional feedback and additional ways to best promote your home.
83. Offer a Broker's Open, if applicable, to promote your property to local Realtors and their customers, to maximize showings.
84. Create advertisements with your input from Personalized Advertising Questionnaire.
85. Prepare mailing and contact lists.
86. Create, print, assemble, and mail compelling flyer's to hand delivery and/or mail to target customers, to stimulate calls on your home.
87. Advise Network Referral Program of listing.
88. Provide marketing data to buyers coming from referral network.
89. Create a marketing property brochure of features and lifestyle benefits of your home for use by buyer agents showing your home. This will be prominently displayed in your kitchen or dining room.
90. Prepare copies of Seller's Disclosures and Home Owner's Disclosures to be placed in your home to be available for buyers; these are to be included in a contract.
91. Create a custom "Home Marketing Book" to be placed in your home for buyer's agents to reference home features, area map, plat/lot map, floor plan (if available), tax information, and other possible buyer benefits. Provide 5 for your property, and replace as needed. This makes your home stand apart in the buyers' minds long after they have left your property.
92. Deliver Home Marketing Book to your property and display in prominent location for buyer's easy access.
93. Respond within 15 minutes to leads over the Internet through our exclusive Lead Router program, which is a highly effective way to communicate with buyers who are interested in your property. Over 84% of all inquiries come from the Internet.
94. Convey all price changes promptly to Internet real estate sites.

96. Capture feedback from Realtors after all showings.
97. Place regular weekly update calls or emails to you to discuss all showings, marketing, and pricing.
98. Research weekly current laws, interest rates, and insurance conditions as it relates to the housing industry, and specifically how it impacts the sale of your property. Notify you of any conditions promptly.
99. Notify you immediately of any offers, potential offers, or needs.
100. Discuss feedback from showing agents with you to determine if changes will accelerate the sale.
101. Search the MLS System for Realtors most likely working with interested and capable buyers matching your home, then email copies of your home listing information for them to review immediately.
102. Maximize showing potential through professional signage. The Valkenaar Group has one of the most recognizable logos and trademarks in Maricopa County.
103. Install The Valkenaar Group sign in the front yard when allowed by Home Owners Association.
104. Market your home on the following internet sites: Realtor's, Trulia, Yahoo, Google, Front door, New York Times, Zillow, over 350 other sites. We are the exclusive Realtors for www.findcavecreekhomes.com, www.valkenaargroup.com, and www.cavecreektoday.com for all of Maricopa county. This produces additional potential customers for you.
105. Submit a crisp, clean digital montage of photos detailing your home and upload on all websites.
106. If Open House is to be held, arrange for ad to be placed in various social media avenues before Open House to maximize number of customers.
107. Target market to determine whom the most likely buyer willing to pay the highest price will be.
108. Discuss marketing ideas with "Mastermind" group of top Realtors from across the country.
109. Deliver copies of print add material of your home for your review.
110. Distribute Video Flyers to all 2000 agents in the local area.
111. Use other marketing techniques; such as offering free reports to multiply chances of buyers calling in discussing, pre-qualifying for and touring your home.
112. Help you to prepare the Homeowner's information sheet which includes information on utilities and services the buyer will need to know when transferring after closing.

113. Prepare a financing sheet with several financing plans to educate buyers on methods to purchase your home.
114. Advertise home to my VIP Buyers as well as qualified buyers in my database.
115. Distribute flyers to all 2000 agents in local area. Promote your home by distributing flyers to local lenders and potential buyers who are relocating to our area.
116. Promote the benefits of your property to all 2000 agents in the local area, and update them on any changes so they may convey enticing information on their buyers.
117. Deliver copies of marketing material of your home to you for your review.
118. Promote your home to top Realtors in other areas.
119. Login all home showings to keep record of marketing activity and potential purchasers.
120. Follow up with all the agents who have shown your home via email or personal phone call to answer questions they may have.
121. Send a personalized letter or postcard to residents in your immediate neighborhood promoting the features and lifestyle benefits of your home. Often neighbors know of friends or family members who are thinking of moving into the neighborhood.
122. Personally call your immediate neighborhood and surrounding neighborhood to promote the benefits of your home.
123. Prepare a weekly market analysis update of any activity in your neighborhood (i.e.: new homes on the market, homes that have sold etc.) to keep you informed about key market conditions within your area.
124. Pre-qualify all buyers whom our agents will bring to your home before showings to avoid wasting your time with unqualified showings and buyers.
125. Discuss qualifications of prospective buyers to help determine buyer motivation, ability to purchase and probability of closing on the sale.
126. Provide Open Houses with a licensed Realtor at your request.
127. Handle paperwork if price adjustment needed.
128. Screen all calls for qualified buyers and protect you from curiosity seekers.
129. Receive and review all Offers to Purchase contracts submitted by buyers or buyers Agents to determine best negotiation position.
130. Contact buyers agents to review buyer's qualifications and discuss offer.
131. Evaluate offer(s) and prepare a "net sheet" on each for you for comparison purposes, if required.

132. Counsel you on offers. Explain merits and weakness of each component of each offer.
133. Deliver Seller's Disclosure form to buyers agent or buyer (upon request and prior to offer being made if possible).
134. Confirm buyer is pre-qualified by calling Loan Officer.
135. Obtain pre-qualification letter on buyer from Loan Officer.
136. Negotiate highest price and best terms for you and your situation.
137. Prepare and convey any counter offers, acceptance, or amendments to buyer's agent.
138. Deliver copies of contract and all addendum to closing Title Company.
139. When an Offer to Purchase Contract is accepted and Signed by you, deliver signed offer to buyer's agent.
140. Record and promptly deposit buyer's earnest money in escrow account.
141. Deliver copies of fully signed Offer to Purchase contract to you.
142. Deliver copies of Offer to Purchase contract to Selling Agent.
143. Deliver copies of Offer to Purchase contract to lender Provider.
144. Copies of signed Offer to Purchase contract for office file.
145. Provide copies of signed Offer to Purchase contract to Title Agency.
146. Advise you in handling any additional offers to purchase that may be submitted between contract and closing.
147. Change status in MLS to "Sale Pending".
148. Review buyer's credit report results - Advise seller of worst and best case scenarios.
149. Assist buyer with obtaining financing, if applicable and follow-up as necessary.
150. Coordinate with lender on Discount Points being locked in with dates.
151. Deliver unrecorded property information to buyer.
152. Order septic system inspection, if applicable.
153. Receive and review septic system report and assess any possible impact on sale.
154. Deliver copy of septic system inspection report lender & buyer.
155. Coordinate termite inspection ordered.
156. Coordinate mold inspection ordered, if required.

157. Coordinate home inspection ordered and handle contingencies, if any.
158. Confirm Verifications Of Deposit & Buyer's Employment Have Been Returned.
159. Follow Loan Processing Through To the Underwriter.
160. Contact lender weekly to ensure processing is on track.
161. Relay final approval of buyers loan application to you.
162. Coordinate buyer's professional home inspection with you.
163. Review home inspectors report.
164. Assist seller with identifying and negotiating with trustworthy contractors to perform any required repairs.
165. Schedule Appraisal.
166. Provide comparable sales used in market pricing to Appraiser.
167. Follow-Up On Appraisal.
168. Assist seller in questioning appraisal report if it seems too low.
169. Coordinate closing process with buyer's agent and lender.
170. Update closing forms & files.
171. Ensure all parties have all forms and information needed to close the sale.
172. Confirm closing date and time, and notify all parties.
173. Assist in solving any title problems (bondary disputes, easements, etc.).
174. Work with buyer's agent in scheduling and conducting buyer's Final Walk-Thru prior to closing.
175. Research all tax, HOA, utility and other applicable pro-rations.
176. Request final closing figures from closing agent.
177. Receive & carefully reivew closing figures on HUD statement to ensure accuracy of preparation.
178. Review final figures on HUD statement with you before closing.
179. Forward verified closing figures to buyer's agent.
180. Request copy of closing documents from closing agent.
181. Confirm buyer and buyer's agent have received title insurance commitment.
182. Provide "Home Owners Warranty" for availability at closing.
183. Review all closing documents carefully for errors.

184. Forward closing documents to absentee seller as requested.
185. Review documents with closing agent.
186. Provide earnest money deposit check from escrow account to closing agent.
187. Coordinate financing, final inspections, closing and possession activities on your behalf to help ensure a smooth closing.
188. Assist in scheduling the closing date for you and all parties.
189. Set up final walk-through of your home for buyer's and their agent.
190. Coordinate closing with your next purchase and resolve any timing problems.
191. Arrange possession and transfer of home (keys, warranties, garage door openers, community pool keys, mailbox keys, educate new owners of garbage days/recycling, mail procedures, etc.).
192. Have a "no surprises" closing and present seller a net proceeds check at closing.
193. Change MLS listing status to Sold. Enter sale date and price, selling broker and agent's ID numbers, ect.
194. Answer questions about filing claims with Home Owner Warranty company if requested.
195. Attempt to clarify and resolve any conflicts about repairs if buyer is not satisfied.
196. Respond to any follow-on calls and provide any additional information required from office files.
197. Help you relocate locally, or out of area with highly experienced Valkenaar Group Referral agents across the globe you are sure to have the highest quality agent to help you on both sides of your move to make it worry and stress free.
198. Send letter with picture of your new home on it delivered to 20 friends and family providing your change of address.
199. You benefit from the experience and contacts that over 28 combined years brings with it.
200. Our team consists of full time Real Estate professionals - no part time. You benefit from our years of experience, market knowledge, state of the art technology and software, and innovative widespread marketing systems to promote your home.

Is there any questions why the Valkenaar Group has sold homes for 100% of asking price with as little as 30 hours on the market?

Compare this to the local agency averages and you can see why this "200 Step Action Plan" is so effective.

COMMON REAL ESTATE MYTHS. SOLVED,

MYTH: The Valkenaar Group sells a lot of real estate. Perhaps they are too busy to pay attention to my listing.

TRUTH: Just as great restaurants are always busy and superior doctors have a heavy patient load. The Valkenaar Group's success in marketing and selling homes has resulted in a busy schedule. But like good restaurants and doctors, Steve Valkenaar has assembled a team of top-notch people to assist with all of the details. The result is outstanding customer service and support. The long list of satisfied clients speaks for itself.

MYTH: "A discount broker can do just as well and save me money."

TRUTH: Successfully marketing a property in our competitive market place takes skill and resources. All of the promotional costs such as photos, brochures, printing, signs, advertisements, MLS fees, direct mail, etc. are paid for by The Valkenaar Group. How will a discount broker offer such a complete marketing campaign? Does the discount broker have a team to personally tend to your specific needs? Do they have a proven track record of success, or are they just using the lower commission to try to win your business? Do they have the expertise to guide you through the problems that often develop during the closing process.

Remember that you only actually pay a brokerage fee if and when your property sells. Many sellers have found that their commission with a discount broker was really zero, because their property never sold. It is interesting to note that a discount broker does not have a dominant market share in any major city in the country. The Valkenaar Group does.

MYTH: "I should select the agent that suggests the highest list price."

TRUTH: This is the oldest scam in real estate sales: Tell the seller what they want to hear, compliment the home, and agree to list it at an unrealistically high price just to get the listing. Then, after you have the listing for a few weeks, start telling the seller that they need to reduce the price.

We don't play any games. We provide a well researched computerized market analysis to determine the true realistic price that your home will bear in today's marketplace. The decisions of which agent to list with and what price to ask are two completely separate decisions.

Never select an Agent based on the price they suggest; rather select your agent based on their CREDENTIALS and MARKETING PLAN, and then decide on price together

MYTH: “Property condition is not that important to buyers.”

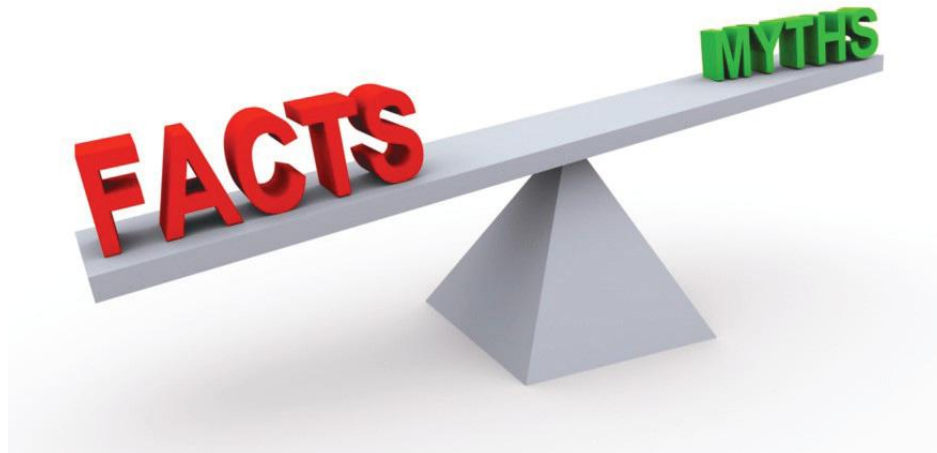
TRUTH: WRONG! property in superior condition will sell faster and for a higher price than a home in average condition. Buyers purchase properties that are most appealing, and a home in great condition with a reasonable asking price always tops the list. Sellers that invest in necessary repairs and keep their home clean and fresh always reap the rewards.

MYTH: “Empty homes are harder to sell than occupied homes.”

TRUTH: Vacant homes often sell faster for several reasons, but again it all depends on condition. A vacant home that is clean, in good repair, and priced fairly will sometimes sell fast because the rooms will appear larger without furniture and clutter, buyers can easily visualize their furnishings in the home, and most agents prefer to show vacant homes because they can go anytime without worrying about making appointments, etc.

MYTH: “Pricing a home for sale is a mysterious process.”

TRUTH: Your home will sell for what the market will bear. To determine the range of value for your home, it takes a solid knowledge of the market and because every home is unique, your home will sell more near the high or low end of the range depending on its specific attributes like location and condition. We utilize a computer database along with years of experience to help you decide where to set the price. It is not simple, but it isn't mysterious either.



THINKING ABOUT SELLING

When you work with The Valkenaar Group we want to act in YOUR best interests. We are eager to have you share your concerns and expectations about the sale of your home. Please take a moment to complete the survey below.

What are you most concerned about?

	Not Concerned			Very Concerned	
Advertising?	0	1	2	3	4
Open Houses?	0	1	2	3	4
Show Procedures?	0	1	2	3	4
Multiple Listing Service?	0	1	2	3	4
Pricing?	0	1	2	3	4
Closing costs?	0	1	2	3	4
Commissions?	0	1	2	3	4
Security?	0	1	2	3	4
Buyer Qualifications?	0	1	2	3	4
Marketability?	0	1	2	3	4
Financing?	0	1	2	3	4
Negotiations?	0	1	2	3	4
Communications?	0	1	2	3	4

GETTING TO KNOW YOU

QUESTIONS

Selling your home is a complex process, and it's only natural for you to have some questions and concerns. Please don't hesitate to ask any question that you may have. When it comes to selling your home, there is no such thing as a dumb question.

1.
2.
3.
4.
5.

ABOUT YOUR HOME.

When you purchased this house, you did so for very specific reasons. Reasons that might sell it as well. If someone were looking at your home, what specific things would you want to point out?

1.
2.
3.
4.
5.

NOTES

A series of horizontal dotted lines for taking notes.