



# Selling Your Property

*What You Need to Know*

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*“The Home Team”*



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# Selling Your Property - What You Need to Know

## Thank You!

We appreciate you listing your property with us and look forward to working with you. We obviously have the same goal – “to get you the best possible price in the shortest amount of time with the least amount of inconvenience to you”.

Communication is the key to a satisfactory business relationship. To make sure you get the best service possible, we find it helps to give you a detailed overview of what to expect while your home is on the market. There's great information in here on the best way to stage your house, a checklist of what to expect once your property is in escrow, and things to do. If you have concerns about any of the items in this booklet, please, please express them-call us! Nothing is carved in stone and we are very diligent at working with every Seller in the way that is best for that Seller.

Best Regards,

Carolyn and Audra





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## About Our Team

### How We Work

It is our goal to provide you with excellent service and to keep you informed. You can expect regular calls and/or e-mails with updates, monthly written service reports, and regular follow-ups to your concerns and showings.

In our business, we work strictly by referral. This ensures that our time is spent working with current clients and serving them with excellence, and not on advertising and beating the pavement for new clients.

With that in mind, if you are pleased with the level of service we provide, the highest compliment you could give us is to **mention us to family and friends.**

If someone you know is needing a real estate professional and would appreciate how we work, then please give us their name and number. It would be our pleasure and honor to work with your friends and family and we will certainly be happy to follow up with them!

**We are never too busy for your real estate referrals!**





**Carolyn PELLE**  
**Associate Broker**

Carolyn is a part-owner and an Associate Broker at Coldwell Banker-Mabery. She has been with the company since in 1987. With our listers, Carolyn handles most of the client calls and updates on showings, as well as negotiating with other realtors and presentation of any offers. Outside of the office, she is happiest when she travels and can spend time on her newly refurbished houseboat on Lake Powell.



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**Audra (Hess) Stadelman**  
**Associate Broker**

Audra is a rare Arizona native and has been working at Coldwell Banker-Mabery since 1989. She is also a part-owner, Associate Broker, and serves as the office's Sales Manager. With our listers, Audra will be handling many of the "nuts and bolts" issues with regards to organizing all the supporting documents in the listing file, photos, MLS details, etc. When she's not serving clients, Audra loves spending time with her cats and enjoys Lake Powell as her favorite reward in life.





## MLS

### Multiple Listing Service

Your home will be entered into the Multiple Listing Service {MLS} computer by 5pm of the next business day, after it has been submitted to the office. This means the information on your home will be immediately available to any agent that is in our MLS area including Cottonwood, Clarkdale, Camp Verde, Sedona, Cornville and the Verde Valley. That's approximately 700 agents! If an agent is actively searching for a new listing with special features that your home has, it could be shown immediately. The first week or so will be the most active in showings. However, sometimes things get started slowly, so if you become concerned initially, please give us a call. *If your house is on keysafe, we automatically get a report of which realtors have shown your home. We will follow up within a few days to get their feedback and keep you posted with the results.*





## Tours

### Realtor Tours

We hold an Office Tour each week, where just the agents from Coldwell Banker Mabery tour new office listings. We are one of the only offices in the area who do this and also hold a meeting afterwards to discuss the properties. This generates a lot of interest in what is shown. This tour is the most valuable tour in the business in our opinion.

MLS tour is held each Tuesday morning in Cottonwood, Wednesday in Camp Verde, and Thursday in Sedona. This is when the agents in our market tour newly listed homes. When your home is scheduled for a tour, we'll let you know. It is ideal for you to not be present so that we can get candid feedback on your home.

We have recently found that MLS tours in Cottonwood are no longer productive. The agents that participate tend to do so in order to socialize and eat. We will advise you if we feel this is a service of value, but more likely than not we will not have the home on the MLS tour.

**IMPORTANT:** Please have your home ready for the Tours the same way you would if a buyer was coming. Have the lights and soft music on, window coverings opened and everything smelling fresh.





### **How to Avoid the “No Shows”/Listing Appointments**

In our office, when we have agents wishing to show your home, they call Coldwell Banker to set up an appointment. We then call you to tell you that “John Doe from ABC Realty” for instance, wants to show your house between \_\_\_\_ and \_\_\_\_\_. Although it is not always convenient, we recommend you never turn down a showing unless you absolutely have to. It could be THE buyer we have been looking for. Please jot the agent’s name, company, and date shown on the last 2 pages of this book, so you know who to expect and when. Also, this way, you have a running log of who’s been in the home. Hopefully, since the agent knows you have their name, they will feel more committed to keeping their appointment or at least have the courtesy to cancel if their plans change.

It is important to understand why sometimes agents can’t be at your home in the time they have stated. Sometimes, their customer is late for the appointment, or they stay longer at one house throwing the showing schedule off. Some people look at houses for five minutes, and some look for 20 minutes. There is no way of knowing. Sometimes a buyer changes direction in mid-stream with what they want to look at. So, an agent has to go to entirely different areas, and may not be able to call you at that moment to cancel their appointment. If you seem to have a large number of “no shows”, please let us know so we can try to figure out the reason.

Unfortunately, having your home on the market means that total strangers might come to your door and ask to see the house. Please do not let them in. Ask them to call us or their agent to set an appointment. If they are serious buyers, they will follow through. totally inopportune, then ask the agent to come back when it is convenient.





We would recommend leaving every time the house is shown. Even if you just take a walk or run to the store. We know from past experience that buyers stay longer and ask their agent the questions they need to ask **ONLY** if the seller is not within earshot. Buyers stay longer and really “try the house on” if the seller is not there.

If you absolutely cannot leave, we recommend you act totally uninterested in the showing. Do not make the mistake of following the buyers and agent around telling them everything about the house. The less conversation you have with the other agent and the buyer the better. The one thing you may want pointed out about your home may be the one thing the buyer isn't too keen about. Casual remarks that you feel are harmless could possibly cause the prospect to eliminate your home.

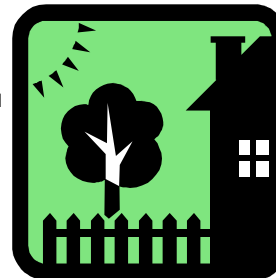
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### **Help Us Merchandise Your Home:**

Just like any other showroom, your home needs to appear in “perfect” condition **EVERY DAY!** This is difficult and we understand especially when you have children or animals. But, a home remaining unsold on the market is more trouble than keeping it tidy.

Remember that if buyers aren't drawn to the image created by the front of your house, they will never see the

inside! Fresh paint on your front door, touch up trim, colorful flowers in the front; all these factors communicate an “I care” attitude to buyers. Now is the time to keep the front yard well groomed.





It is also important to “stage” your home. When you know someone is coming, turn on lights, music and simmer potpourri, cinnamon on the cook top or a little vanilla extract warming on a piece of aluminum foil in the oven, or even put on a pot of coffee to brew. These “feel like home” elements can go a long way in persuading a potential buyer. Pets and children can be distracting and cause a house to be eliminated. Also, now is the time to start packing. Unnecessary objects around the home can make it look cluttered.



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### **How Will Your Home Be Promoted?**

We are strong believers in doing what works. We will have a Coldwell Banker sign placed strategically on your property within 48 hours. Approximately 50% of inquiry calls on properties come from our sign.

Within the first few days or so we will put together a flyer on your property. We will print a color brochure and supply a brochure box on the signpost in front of your house for the parties that drive by. We will periodically check, but please call us when you need refills.

A virtual tour will be ordered on every home and will be posted to the following sites, you will also receive a weekly hit report from [tourfactory.com](http://tourfactory.com).





COLDWELLBANKER.COM  
CWBANKER.COM  
REALTOR.COM  
COTTONWOODHOMETEAM.COM  
TOURFACTORY.COM  
TRULLIA.COM

Here's a chart published November 2010 that helps shows where buyers come from in today's market;

Looked online for properties for sale	36%
Contacted a real estate agent	19
Looked online for information about the home buying process	11
Contacted a bank or mortgage lender	8
Drove-by homes/neighborhoods	7
Talked with a friend or relative about home buying process	7
Visited open houses	4
Looked in newspapers, magazines, or home buying guides	2
Attended a home buying seminar	2
Contacted builder/visited builder models	1
Contacted a home seller directly	1
Read books or guides about the home buying process	1
Other	*



### How Often Will We Personally Show Your Home?

Although we love selling our own listings, and our office sells more homes than anyone, we also realize that our first responsibility is to you, our client. In order to get the most for your home, we promote your home to as many offices, agents, and buyers as possible. We have a network of agents with our company as well as others that are contacted when there is a new listing. We may not be the agents who sell your home, but we will be the reason your home sells!



## My Property is Under Contract—Now What?

### At the Beginning of Escrow

It is important for you to realize that there will be somewhat of a waiting period for you while the purchasers' loan is being processed. This process could take two to four weeks. Now is time for you to focus on moving, and to provide the title company with what you can of the following documents: loan numbers, including second mortgages and home equity lines, and home owners association information if applicable.



**Should I/we continue to let agents show the house?**

We will enter your home into the MLS as *Pending Continue to Show*. Until the buyers have completed their inspection(s). Please allow agents to show the house. We will put up a “Sold” sign AFTER the property condition and financing contingencies have been removed by the buyer. Also, not until the inspection and appraisal are completed will we remove the lockbox. It will be better to leave it on until closing to allow access for the walk-thru and any other inspections that might require access to the property.

**What about the Inspection?**

Ideally we like to have our sellers available when the home inspections are done. Please just allow the home inspector and the buyers to proceed with their examination. Often because a homeowner is so familiar with the components of the home, they may be able to explain something that the home inspector may question.

Once the home inspection is completed and the buyer has the report, they have their inspection period to submit a list of items they would like to have you repair. Please do not offer or agree to fix anything during the walk through inspection. If a question arises, just simply tell them to submit any requests to your agent.

**When do I/we turn off the utilities?**

If you are giving possession after closing, arrange for the meters to be read the day you are vacating the property. If you plan to move out prior to closing, the meters should be read the day of closing. Do not turn the utilities off prior to closing as the purchaser has the right to check the systems of the house up through the day of closing.





*NOTE:* If you have propane gas, be sure to give us the name of the company who services you, and whether or not the tank is a rental.

### **Walk-through?**

The purchasers are entitled to a final inspection of your property. This is typically conducted just prior to closing to assure them that the property is in the same condition as the day the contract was signed and also to inspect any repairs that were agreed to. We will notify you of this time when the selling agent advises us.

### **Do I/we make our next mortgage payment?**

Typically yes, as late fees will accrue if the escrow is delayed. Also, always remember that your interest is in arrears and so your payment is a “catch up” from the month before.

### **When is the closing?**

We schedule signing of closing documents generally between 1 and 4 days before the closing, however, if you are going to be gone, we can make arrangements with the title company to sign sooner. Keep in mind that the closing documents have to be drawn in the same month that the property closes.

### **What do I/we bring to closing?**

Be sure to bring personal identification. Your driver’s license is ideal. **All keys, garage door openers and appliance booklets should be left on the kitchen counter.** We will take the lockbox key and give it to the selling agent for the buyer.



**What do I/we need to do on the Close of Escrow date?**

You have already done all the necessary signing of paperwork to transfer ownership of your property. The close of escrow date is the day the county recorder's office records the transfer of ownership information. You do not have to go to the title company or anywhere else for this process. You are likely going to be en route to your new home.

**Home Warranty**

If you have agreed to provide the buyers with a Home Warranty in the contract, we will make the necessary arrangements.

**Homeowner's Insurance**

Call your insurance agent and let them know the date that you are planning on closing. Be sure to keep your policy in effect until that date. Give them your new address so that they can mail you a refund check if applicable.

**After Closing**

The title company will forward you any monies that were charged you for miscellaneous expenses that were not used. Your lender will forward any refund due you within 30-45 days after they receive the pay off on your loan.

**And...RELAX!**

We are here to assist you and make this process smooth and easy. Remember, if you have any questions, please give us a call. The Home Team prides itself on great client service and satisfaction!



# DOCUMENT CHECKLIST:

## (please complete ASAP)

\_\_\_\_\_ Listing Agreement Completed and Returned to Realtor

\_\_\_\_\_ MLS Listing Sheet Signed and Returned to Realtor

\_\_\_\_\_ Sellers Property Disclosure Completed and Returned to Realtor

\_\_\_\_\_ Well Papers Delivered to Realtor

\_\_\_\_\_ Affidavit of Disclosure (if in unincorporated area & not a subdivision)

\_\_\_\_\_ **5-Year Insurance History Letter Delivered to Realtor**

\_\_\_\_\_ Septic Tank Location/Map Delivered to Realtor

\_\_\_\_\_ Client Information Form Completed and Given to Realtor



## Price is the same, it just costs less

Date	Loan Amount	Interest Rate	Monthly Payment (P&I)
Today	\$170,000	5.05	\$917.80
Nov 2010	\$170,000	4.17	\$828.36
Difference in mortgage payments			<b>\$89.44</b>

## John Burns Real Estate Consulting

**“Prices will decline, potentially significantly.”**

Prices will decline because there is more than a one year supply of homes on the market, and several bank servicing arms and REO managers have told us that they will drop price to get the loans and homes off their books.



John Burns Real Estate consulting 9/2010



## Inventory vs. Price

Months Supply	Pricing
1-2	Double digit appreciation
3-4	Single digit appreciation
5-6	The Norm
7-8	Single digit depreciation
9+	Double digit depreciation

Source: KeepingCurrentMatters.com 01/10

## Sales vs. Months Supply



Source: NAR







Mabery Real Estate