

**BUTCH LEIBER, REALTOR®**

Broker / Owner

**(602) 390-1399**

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# Thank you

for the opportunity to partner with you to help sell your property. You're in good hands. I have years of marketing and selling homes to maximize your returns and minimize the hassle throughout the process. There are things you can do to help sell your property faster and make you more money. This guide is designed to help you make the decisions to help you achieve your goal.

"If you are looking for a **HIGHLY SKILLED, RESPONSIVE, AND KNOWLEDGEABLE** agent, look no further. Butch's **passion** for working with his clients sets him apart from others. It was like **having a closely trusted friend with us through the entire home experience**. We couldn't be happier with Butch and we look forward to using him again when it's time to make our next move."  
Past Client



I Will Exceed Your Expectations

A family of four is standing in a doorway, smiling warmly. The father is on the left, wearing a dark coat and a scarf. The mother is on the right, wearing a light-colored coat and a pink scarf, holding a tray of cookies. Two children, a boy and a girl, are in the center, both wearing winter coats. The scene is brightly lit, suggesting a sunny day outside.

*“Buying or selling a home involves a series of requirements and variables, and it's important to have someone in your corner from start to finish to make the process as smooth as possible . . .”*

-Leslie Rouda Smith, 2022 President, *National Association of Realtors*

When it comes time to sell, that are myriad factors that determine what a property will sell for, how long it will take and even if it will sell. A professional agent can weigh those factors to help you achieve your goals. What you get with Butch as your REALTOR® is:

### **Skills That Make a Difference to Representing YOU:**

- Over 20 years Industry Experience
- Expert Insights into pricing, staging, and marketing strategies
- Market Knowledge
- Contract and Fine Print Excellence
- Negotiating Experience
- Latest Tools and Technology
- Marketing Experience
- Brokerage and Brand Experience
- Servent mindset
- Commitment to achieving your goals

### **The Experience that created those skills:**

Licensed since 2002

AZ Brokers License

State Licensed Instructor for agent

Continuing Education on:

Contract Law

Disclosure Law

Client Representation

Real Estate Legal Issue

State Standards

Fair Housing

Certified Cromford Report

Instructor –Educating local agent on market conditions and trends.

Certified Risk Management Specialist.



NAR Endorsed C2EX (Commitment to Excellence)



At Home With Diversity Certification



Phoenix REALTORS®, Arizona REALTORS®, National Assoc. of REALTORS® Board of Directors

2023 Phoenix REALTORS® President

2023 REALTOR of the Year AZ Professional Standards Committee

- First-time buyers made up 34% of all home buyers, an increase from 31% last year. 81% Younger Millennials and 48% of Older Millennials were first-time home buyers. Behind these groups, 22% of Gen Xers were also first-time home buyers.
- At 25%, Older Millennials made up the largest generational group of buyers, with a median age of 36, followed by Gen Xers at 22%, who have a median age of 49.
- Gen Xers had the highest household incomes of any generation at \$125,000 in 2020, followed Older Millennials that had a median household income of \$110,300.
- 60% of recent buyers were married couples, 19% were single females, 9% were single males, and 9% were unmarried couples. The highest percentage of single female buyers was in the Silent Generation at 27%. The highest share of unmarried couples were Younger Millennials at 21%.
- 31% of all buyers had children under the age of 18 living at home. 51% of Older Millennials had at least one child under the age of 18 residing in the home.
- 11% of home buyers purchased a multi-generational home to take care of and spend time with aging parents, because children over the age of 18 were moving back, and for cost savings. 15% of Gen Xers purchased a multi-generational home. Younger Baby Boomers comprised the second largest share at 14%.
- Gen Xers continue to be the most racially diverse group of buyers in 2021. 23% of this group of buyers identified as Hispanic / Latino, Black / African American, or Asian / Pacific Islander.
- Younger Millennials are the most educated group, with 84% holding at least a bachelor's degree or higher. The next most educated are Older Millennials.
- The most common reasons for recently purchasing a home vary by generation. For all homebuyers under the age of 57 years, the main reason for purchasing was the desire to own a home of their own. Among the 57 and older age groups, the desire to be closer to friends and family was the top reason to purchase, followed by the desire for a smaller home.





# Where Buyers Found The Home They Purchased

AGE OF HOME BUYER

	All Buyers	23 to 31	32 to 41	42 to 56	57 to 66	67 to 75	76 to 96
Internet	51%	65%	60%	59%	47%	39%	28%
Real estate agent	28	23	23	24	31	36	36
Friend, relative or neighbor	6	5	6	6	6	9	19
Home builder or their agent	6	2	4	5	7	7	6
Yard sign/open house sign	4	2	3	3	4	7	9
Directly from sellers/Knew the sellers	3	3	3	3	4	3	2
Print newspaper advertisement	*	*	*	*	*	*	1
Home book or magazine	*	*	*	*	*	*	*
Other	*	*	*	*	*	*Less than 1 percent	



**95%**

95% of home buyers use the internet to search for a home



**74%**

74% of home buyers search on the internet using a tablet or mobile phone

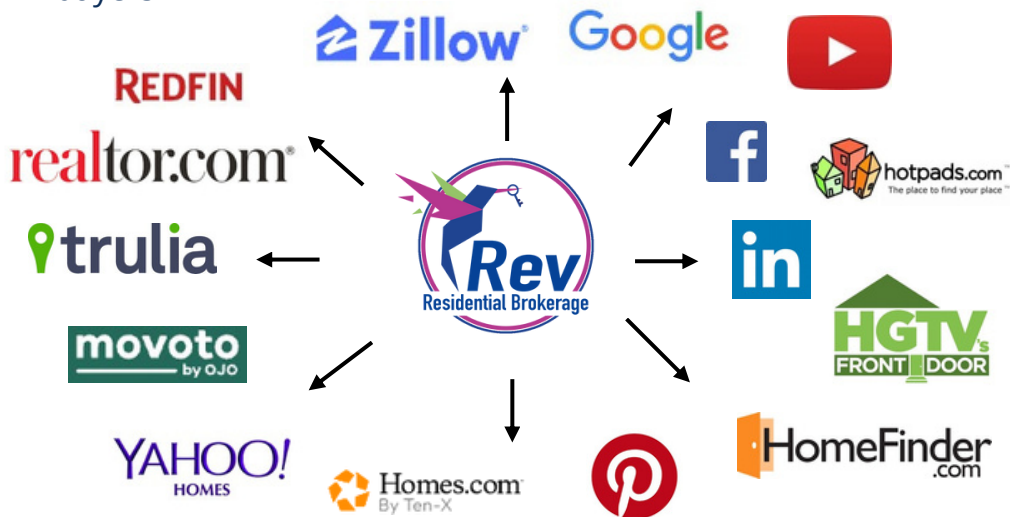


**87%**

88% of home buyers searching the internet for a home used a real estate professional to purchase their homes (4% bought directly from a seller)

# Maximum Exposure

Being connected to a vast network of the most productive agents and powerful industry partners, I am able to create a custom marketing plan to give your property optimal exposure. Your listing will appear across a vast network of over 85 international sites reaching over 60 million potential buyers



## My Job:

### National Association of Realtors® Code of Ethics

**Article 1 :** When representing a buyer, seller, landlord or tenant or other client as an agent, REALTORS® *pledge themselves to protect and promote the best interests of their client...and treat all other parties honestly.*

*My marketing plan is complemented by our local, regional, national and global advertising, marketplace coverage and industry leadership.*

## My Service Promise:



- I see myself as your consultant and trusted advisor. We will start with a consultation to understand your goals in selling your home and create a plan to achieve that goal.
- We will create a pricing strategy for your home that considers all the factors that will impact the process of finding the perfect buyer.
- I will post your property on the Multiple Listing Service (MLS) making it available to thousands of other REALTORS® in our city, state, across the country and around the world.
- I will market your property to get the most exposure possible to the most potential buyers. We will use the power of the MLS, word-of-mouth marketing, social spheres, online and print marketing in addition to other local, regional, national, and global reach.
- I will communicate - with you, with other agents, and with potential buyers. I answer my phone! We will get and share feedback from all showings.
- My goal is to sell your property in the quickest amount of time, with the least amount of inconvenience to you. Throughout the listing process, it is my job to verify that the property is continuously being positioned well - from marketing, advertising and staging, to showings and researching the competition.
- I represent YOUR interests throughout the process making sure you understand the process and issues, if they arise, so you can make informed decisions.
- I work with you and for you to assure your complete satisfaction in the process and the result.

# PREPARING YOUR HOUSE TO SELL

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Selling your property at or above fair market value and in a timely manner is my priority. In order to do that, the house needs to be in proper shape to meet the demands of today's buyer. ***Here are the top three recommendations that will improve the conditions for a successful transaction:***

## ***Think Big Picture –***

# 1

- Take care of items that need maintenance.
- Touch up the interior or exterior paint where needed.
- Complete any incomplete home repair projects.

## ***De-Clutter –***

# 2

- You may have personal possessions that you no longer need or want. Now's the time to reduce clutter. Hold a yard sale, donate your stuff to charity, give it away or just throw it out.

## ***Start Packing –***

# 3

- Start boxing up any items that you want to keep but won't be using before moving day. Put them in the garage or in storage and out of the way.





# FIRST IMPRESSIONS

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For many, buying a home is a sensory and emotional experience. Anything you can do to improve that experience can help you get your house sold. Potential buyers get an immediate sense of your home when they pull up the first time for a showing. Then, they must wait while their agent gets the key from the lockbox. This gives the potential buyer time to really study the entryway and front yard.

- ➔ Tidy up the landscaping. Mow the lawn. Pull the weeds.
- ➔ Sweep and clean the entry way leaving it free from dead leaves, spider webs or other clutter or mess.
- ➔ Check the front door? Does it need cleaning or a new coat of paint?
- ➔ Colorful plants or flowers by the front door can put the prospective buyer in a bright, sunny mood to see the rest of the house. A few dollars spent here can make a world of difference.
- ➔ An attractive welcome mat can make a warm greeting and keep your carpets and floors clean.
- ➔ Look for any distractions at the front of the house that could concern buyers – such as cracked windows, broken roof tiles, etc.





## THE BASICS

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**Start by airing out the home** - Most people are turned off by even the smallest odor. Odors must be eliminated, especially if you have dogs, cats or young children in diapers or if you are a smoker.

**Windows and light** - Clean all the windows in the house, inside and out and if possible, keep all blinds open during showings to make the house as light and bright as possible. And speaking of light, replace any burnt out light bulbs.

**Furniture** - If your home feels cluttered take out some furniture and put it in the garage or a storage unit. Make sure rooms flow nicely and feel open and airy.

**Flooring** - If you haven't had the carpets cleaned in a while this may be a good time. Bare floors should also be waxed or polished.

**Start Packing** - Those piles you've been avoiding: pack 'em up and put that stuff away. Get everything off the floor and those cluttered shelves.

**Deal with the little things** - Check for the little things you've been living with-leaky faucets, squeaky doors, broken outlets, and those other things you've tolerated. A few hours of handyman services can make a huge difference in the ease (and price) of your sale. Feel free to ask for a referral!

**The Pool, Patio and Yard** - Have the pool and backyard look inviting and welcoming. Pick up dog waste, throw away the junk you've been ignoring. Look with a critical eye for the things that a little work can be corrected for potential profit.

**Kids** - We know it's a hassle, but kid's toys should be organized and kept in one location, preferable out of the yard and out of sight.

***Remember, the more you are willing to do before going on the market, the more money it could put in your pocket.***



# THE MOST IMPORTANT ROOMS

## The kitchen and the bathrooms

- Go over the kitchen like a health inspector. Clean the oven, range (new drip pans) and the seal of the dishwasher door.
- Take things off the counter you don't use every day and put them in a cabinet.
- Aromas from fragrant goodies like freshly baked gingerbread or just-brewed coffee bring back wonderful memories of home. Strong leftover smells from last night's dinner don't help sell the home.
- Keep clutter off kitchen counters and remove dirty dishes from the sink. A couple of cute baskets can help organize the mail, keys and other items that clutter up a counter. Then you can toss these in a cabinet quickly for a last minute showing.
- Clear everything off your refrigerator. Old magnets or tape, vacation snapshots or finger-painting masterpieces can be a distraction to a potential buyer.
- Bathtubs, showers and sinks should be clean. The grout should be clean and in good condition
- Fix drippy faucets and running toilets: If any of your sinks or bathtubs drain slowly, unclog them.
- Like the kitchen, try to declutter the space on the countertops to make them look clean and spacious.

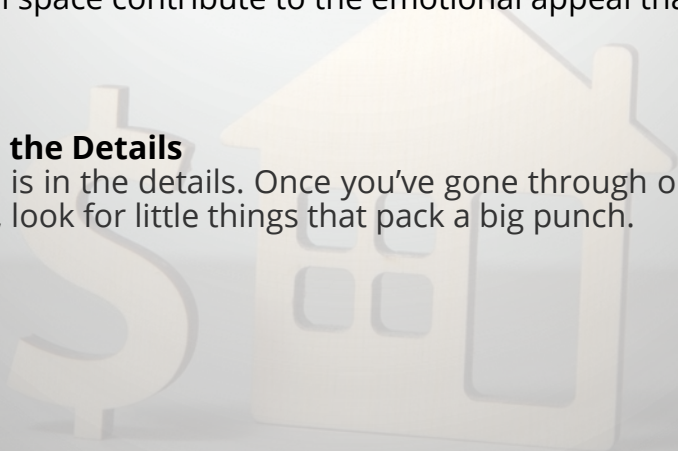


# Do you really want top dollar?

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For those willing to go all in to get top dollar on their sale:

- ✓ **Do a deep clean.**  
Clean the carpets, appliances, mirrors, grout, walls - no surface should go untouched.
- ✓ **Get a Pre-Listing Home Inspection and Make Necessary Repairs**  
A buyer on your property will do their own home inspection. Getting one in advance can eliminate surprises. We often live with small issues in our homes (doors that don't latch, flaking paint, windows that don't lock) but repairing them before a sale could make a difference in your sale price.
- ✓ **Paint**  
Fresh paint can make a big difference in making a house go from shabby and dim to bright and inviting.
- ✓ **Staging**  
How the property is staged can have a huge impact on a buyer's impression of the property. Moving around existing furniture or furnishing a vacant property with small ideas can help inspire buyers to see themselves in the home. Plants, simple artwork, and open space contribute to the emotional appeal that impact buyers.
- ✓ **It's all in the Details**  
The devil is in the details. Once you've gone through our checklist, look for little things that pack a big punch.





# SHOWING YOUR HOME

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It's a hassle to sell your home but keeping it as show ready as possible will pay dividends.

## ***Please leave for all showings.***

Buyers are often intimidated by the presence of the seller and tend to hurry through. Let the buyer be at ease.

***Make your house as available as possible*** and DON'T MAKE YOURSELF CRAZY. If a requested time is inconvenient, make sure to let us know. Anytime you decline a showing, you risk losing that buyer.

## ***Please stay in communication with us.***

If you plan to leave town or need to schedule a day with no showings for a sick child, please let us know as soon as possible.

We will create a showing schedule that fits your needs.

## **Showing Tips:**

Clean homes sell. Dirty homes do not.

- Take out the trash
- No dirty laundry laying about
- No dirty dishes in the sink
- Put away pet toys / kid's toys
- Clean cat litter boxes so they are fresh
- Make the beds
- Toilet seats and lids down, always!
- Vacuum and sweep up
- Do a quick trip around the yard and tidy up anything out of place

This video about getting ready for a showing from our friend Leigh Brown in South Carolina always makes us giggle: <https://twb.llc/h15>

# SAFETY FIRST!

Our lockbox system is safe but don't tempt fate!

Please keep Money, Medications, Jewelry, and Guns put away and in a safe place.

Do not let strangers into your house. Make agents use the lockbox to access the key. Do not let anyone in who is not accompanied by an agent.

**Stay in touch – never hesitate to call with questions or concerns!**



# SOME TIPS ABOUT PRICING

<p>Price your home to compete - not to sell the competition.</p>	<p>Value is based on what a willing and able buyer will pay - not what you need or want.</p>
<p>Overpricing your home affects which buyers will see your property.</p>	<p>Overpriced houses sit on the market, causing concern for potential buyers.</p>
<p>Though a buyer may agree to an overpriced home, if they are getting financing, it must still pass a bank appraisal.</p>	<p>Sellers waiting to sell an overpriced home may miss out on other opportunities.</p>

If...

... we get no showings

We missed the mark. We need to adjust the price by at least 10%

... we get few showings and no offers:

We missed on price by 6%-10%

... we get some showings but not offers

We may need a minor price adjustment

... we get showings and offers:

**Bullseye!**



# FACTORS THAT WILL AFFECT THE SALES PRICE OF YOUR PROPERTY

## PRICING:

Effective pricing can determine the length of time it will take to sell your property and the quality of offers you receive.

## INVESTORS (CASH BUYERS):

The activity of investors can affect the supply and demand of houses within a certain time period.

## INTEREST RATES:

Interest rates directly affect affordability for buyers and impacts demand.

## THE ECONOMY:

The economy can greatly impact the real estate market, affecting affordability and demand.

## CONDITION:

Buyers often make decisions emotionally. First impressions count and optimizing appearance maximizes value

## TIMING:

The market can not be manipulated. A good marketing plan will analyze current market conditions and position your property appropriately.

## COMPETITION:

Prospective buyers compare your home against other listed properties and recent sales in the neighborhood.

## LOCATION:

Location is the single most important factor in determining value - and the least controllable.

MORE



CONTROLLABLE



LESS

# TRADITIONAL vs NON-TRADITIONAL SALE OPTIONS

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The real estate market continues to evolve, and sellers have more choices every day. Over the last few years, the iBuyer option has looked good for certain sellers.

An iBuyer is a real estate company that uses algorithms and technology to buy and resell homes quickly. The "i" is for "instant." When selling a home to an iBuyer, you may get a cash offer in as little as 24 hours. These offers may or not be competitive in the market.

When you work with an iBuyer you will pay extra for the convenience they offer.

There are two costs to consider: iBuyer fees, and the difference between the iBuyer offer and what you could get by selling through a traditional real estate agent. In a hot seller's market, you will most likely make more money via a traditional sale than through an iBuyer.

The average iBuyer fee can be significantly higher than fees you'll pay to an agent. Plus, many iBuyers will inspect the home and deduct the cost of necessary repairs from the sales price.

iBuyers are a great option for people who want to sell their homes quickly and avoid the uncertain wait to find traditional buyers. They are a great option for people who are struggling through a loss of income or are not interested in doing the minimum work to increase their bottom line.

*But there are other options available to sellers. As a trusted advisor, I want you to make the best choice for you! Please allow me to advise you on your options and help you find the best solution for your needs.*

I work with investors ready to help people when a traditional sale is not in their best interest.





# MOVING CHECKLIST

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## CHANGE OF ADDRESS

- Bank(s)
- Credit Cards
- Magazines
- Clubs and Organizations
- Register to Vote
- Forward your address with the post office

• Driver's License & Vehicle

Registration  
(ServiceArizona.com)

- Schools

If moving to a new area, don't forget school transcripts, medical, dental and veterinary records and prescriptions.

## UTILITIES PLUS (off at the old house –check for refunds for prepaid accounts –and on at the new house

- Electric
- Gas
- Water/Sewer/Garbage
- Cable/Satellite
- Internet
- Alarm Systems
- Pool Service
- Landscaper
- Cleaners
- **Homeowner's Insurance**

## Useful Contact Numbers:

SRP: 602-236-8888

<https://myaccount.srpnet.com/power/residentialelectric>

APS: 602-371-7171

<https://www.aps.com/en/Residential/Account/Start-Stop-and-Move-Service>

SWGAs: 877-860-6020

<https://myaccount.swgas.com/Portal/#/StartService>

USPS: 800-275-8777

<https://usps.com>

AZMD: 602-255-0072

<https://azmvdnow.gov/home>

# HOME SELLING TIMELINE & CHECKLIST

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## **1: PRIOR TO GOING LIVE ON THE MARKET**

- Stage / Prepare house for showings. We'll work with you to help put your best foot forward.
- Complete the Disclosures. State law requires sellers to disclose what they know about the property to potential buyers. We'll provide you the form(s) to make this disclosure easy.
- Request a Claims history from your Homeowner's insurance company and send a copy to your agent.

## **2: NEGOTIATIONS AND DUE DILIGENCE**

- We will qualify each buyer and offer as they come in so you can make decisions to minimize your risk and achieve your sales goal.

## **3: ACCEPTED OFFER**

- Once we receive an accepted offer, we will open escrow. Your escrow officer is a neutral third party ensuring the transaction is handled per the contract. They will reach out to you for information about your current mortgage so they can arrange payoff at close of escrow.

## **4: BUYER'S DUE DILIGENCE PERIOD**

- Our standard contract allows for buyers to perform inspections - at their cost -on the property. You are obligated to make the property available for inspection and make sure the utilities stay on until close of escrow.
- After inspections, the buyer may request repairs to the property should they find something of concern to them during their inspections. We will work with you -and for you -in negotiating this process.
- If you agree to repair requests by the buyer, they must complete no later than 3 days prior to close of escrow. Please provide us copies of any receipts for repairs you complete.



## 5: APPRAISAL

- If the buyer is getting financing, their lender will most likely require an appraisal, and the house will need to appraise for the sale price.



## 6: BEGIN PACKING

- Start packing and sending your change of address notices to your friends and business relationships.
- Unless otherwise agreed, you are required to leave utilities on until close of escrow. Don't forget to have them switched out of your name for the close of escrow date.

## 7: THE SIGNING

- Prior to our closing date you will meet with the escrow officer to sign the deed over to the buyer. This usually occurs a few days prior to close of escrow and will be scheduled at your convenience.

## 8: THE CLOSE AND THE MOVE

- Congratulations! You're on to what's next. You must be out of the property by close of escrow and leave the property free of debris and in a condition you would want to move into for yourself.
- Please leave all keys including mailbox and pool keys, garage door openers, manuals and any instructions that will be useful for the buyer.

If you've never sold a home in Arizona, it might be different from what you've experienced in other states. In Arizona, the buyer and seller rarely meet in person. Transfer is handled by an escrow company.

Close of Escrow (COE) occurs electronically and is when ownership changes hands. Sellers must be out of the property *prior* to COE, unless otherwise agreed to in writing.

Please ask questions to ensure a smooth sale!



Quality service is not the same as fiduciary service. Any salesperson or service provider can deliver high-level quality service. Fiduciaries move to a higher level of accountability—taking responsibility for and acting in the best interest of their clients.

I am so committed to meeting your sales objectives in a professional and pleasing manner that I am willing to put our guarantee in writing.

**I will develop a Property Marketing Plan that will most effectively promote your property to the widest possible audience.**

**If I don't act according to the agreed activities in the Plan, you may:**

**•Advise me that you aren't satisfied and ask for a revision of the plan**

**Or**

**•Cancel the listing agreement\***

**Your complete satisfaction in my foremost concern.**

A handwritten signature in blue ink, appearing to read "Butch Leiber", is written over a horizontal line.

**Butch Leiber**

***If at any time throughout the process you are unhappy with my service, please let me know.***

***And, if you are happy, please let everyone know.***

***Your referrals are what keep me in business!***

***Thank you! I'm excited to work with you!***

\*Some conditions apply. Broker approval is required and reimbursement for funds already used to market your property may be requested.

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