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Home Seller's
LISTING GUIDE

reptions
real estate consulting

01

Presentation

You'll get to know who we are, what we do, how we serve, and how to reach us.

02

Promotion

My strategic marketing plan shows how we'll get the most exposure for your home so it sells for more money in less time.

03

Negotiation

How we'll negotiate the best terms and qualify every single buyer who submits an offer.

04

Transaction

Once we enter escrow, I'll give you key contract dates to add to your calendar and keep you updated until we close.

05

Compensation

Closing day is a big deal! So I'll be right there to ensure that escrow closes smoothly and you get paid!

06

Evaluation

Tell us how we did! Give us your honest feedback so we can create an even better client experience for you in the future.

07

Communication

Let's keep in touch! We'll reach out to you periodically to check-in, see how you're doing, and see how we can be of service!

The Milestones

HELLO *and* WELCOME

We know what makes your home sell, from pricing to marketing to negotiations. Not only are we residents and experts in Maricopa County, we've got access to the best tools and technology to get your home sold for the best price and in the least amount of time! We can't wait to work with you!

Maree



Meet Maree

REAL ESTATE AGENT YOUR BRAND NAME

Hey Valley of the Sun, I'm Maree Seiter! As a native of Mesa, AZ, I've had the incredible fortune to grow up in this amazing community, and I couldn't imagine living anywhere else! I was born in Mesa and chose to come back in 2019 because I LOVE IT SO MUCH!!



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I'm a Real Estate agent with a passion for helping my clients get exactly what they want by listening to them, getting real with what they need, and implementing the best strategies to get to that treasured END ZONE. Whether that is staging to sell or finding that little gem you've been looking for, (even when you didn't know exactly WHAT you're looking for!), I'M YOUR GIRL!!

I love to be hiking, playing volleyball with my kids and wake surfing at the lake!! When I'm not coaching volleyball or doing Real Estate, I am mom to 5 really cool humans, and an even cooler husband! I will probably never have enough good Mexican, Indian and Thai food in my life...I can't decide which is my FAV??!! I LOVE Real Estate.....and so does my General Contractor husband Wes! We've been building or buying Real Estate for over 20 years and LOVE the industry!:-). I currently live in the Eastmark neighborhood with my Hubs and my brood of 5 crazies, rollerblading and biking through all the amazing trails in the community!! I'm passionate about serving God, my community, and coaching kids to help them build more confidence in life!! I look forward to connecting with you!

See you around town!

ABOUT US

Meet the Team



BROKER/ATTORNEY

Nathan Palmer

Nathan was first licensed as an agent in 2001 and has been licensed as a Broker since 2004. As a graduate from ASU in 2002 with a Bachelor of Science Degree in Business Management, Nathan has successfully operated as the Owner and Designated Broker of RE Options through both good markets and bad.

Additionally, Nathan earned his Juris Doctorate degree from Sandra Day O'Connor College of Law in 2018 and is licensed as a real estate and business attorney in through Westlyn Law.

His specialties include: Consultation Services, Contract Representation, Residential Purchasing & Sales, Land Purchasing & Sales, Land Development, Builder Representation, Short Sale Negotiations, and Trustee Sale Auction Services.

Nathan has been recognized as a multi-million dollar real estate producer and has held specialized designations including Accredited Buyer Representative (ABR), Certified Land Sales Specialist (CLSS), and Certified Short Sale Specialist (CSP).

nathan@reoptions.com



BUYER'S AGENT

Jeanna Boren

Jeanna has extensive and diversified experience in real estate. She and her husband have successfully owned and operated custom framing and home building businesses, constructing well over 250 homes in the valley. She offers unique interior design perspective and is a good resource for residential home buyers and sellers to find, remodel, stage or build their dream home.

jeanna@reoptions.com

STRATEGIC *Marketing Plan*



Home Staging Consultation

Home staging is one of the most effective marketing strategies to sell your home for more money, faster.



Photography

Using lighting, composition, and everything in between, the right photos will make your home listing pop!



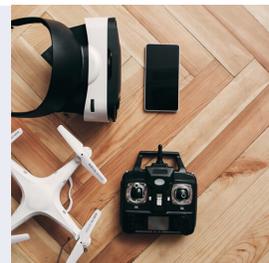
Videography

We'll show off your home right – and attract more viewers in the process – with video or a virtual home tour that puts buyers right in the middle of the action.



Drone Footage

Aerial images and videos pack an enormous “wow” factor. Let buyers get a better feel for your property with drone footage.



Online Marketing

A powerful marketing campaign can make or break your home selling efforts. Here's our plan for meeting your home's buyers where they are – online.



STRATEGIC *Marketing Plan*



Open House Events

Open houses sell homes. Our brilliant open house event plan will bring in offers on your home fast.



Socia Media Marketing

Snail mail is OUT, social media is iIN! We get your property marketed on on all the platforms that get the most attention so your property gets the most attention possible!



Listing Syndication

In addition to MLS, we'll get your listing on sites like Zillow and Redfin so buyers — and buyer's agents — can find them.



Signage

There's still nothing quite like seeing that "for sale" sign outside of a beautiful home. Here's how we make traditional marketing materials work for you.



Strategic Pricing

Selling a home fast involves more than just pulling a price from thin air and listing it. Strategic pricing will ensure that you get top dollar for your home.



YOUR HOME'S

Estimated Value



Low

\$700,000

High

\$800,000

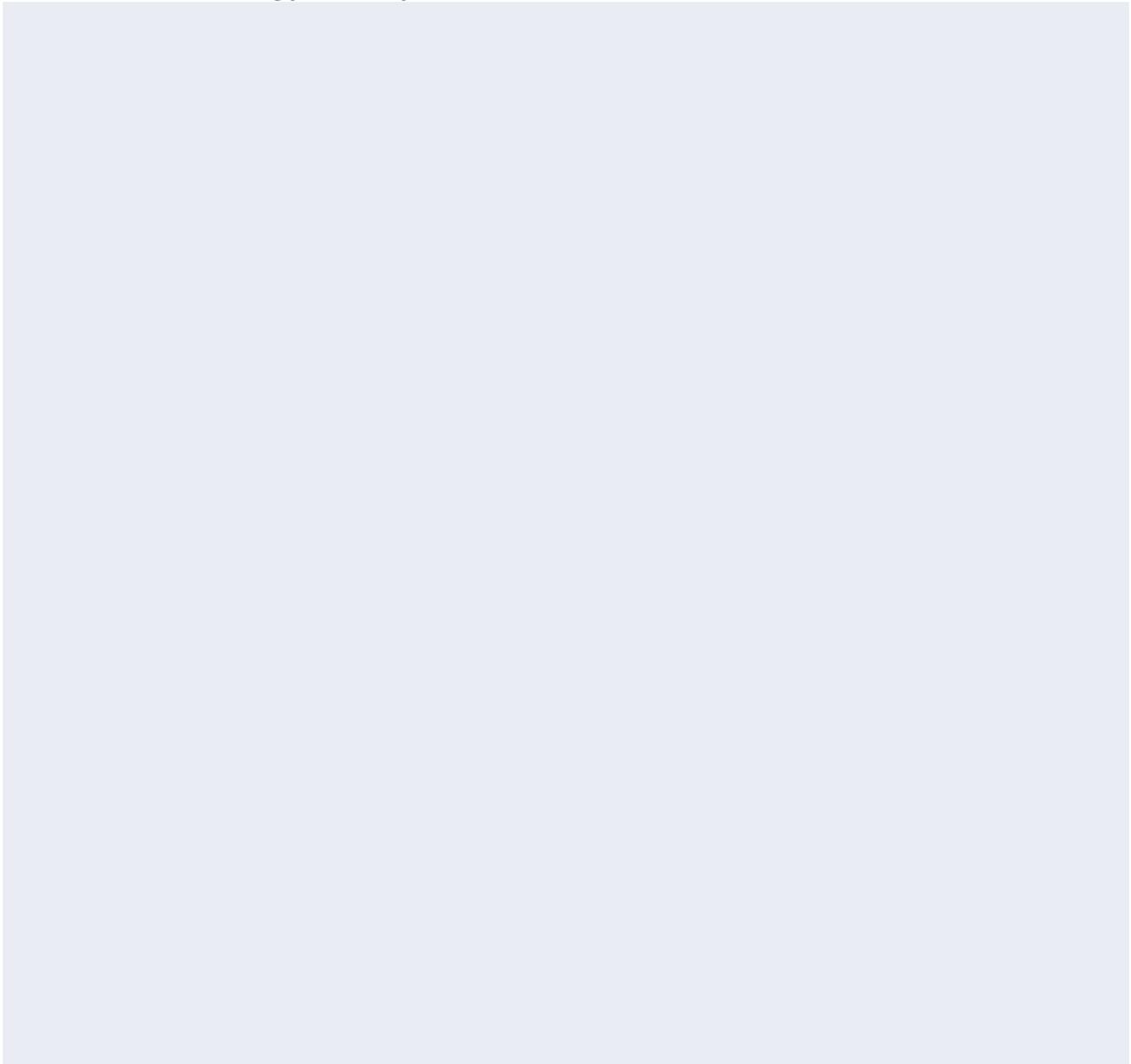
RECOMMENDED

\$750,000

SELLER

Questionnaire

What are the best selling features of the home?



SELLER

Questionnaire

<i>How many bedrooms?</i>	<input type="text"/>
<i>How many bathrooms?</i>	<input type="text"/>
<i>What's the square footage of the home?</i>	<input type="text"/>
<i>What's the square footage of the lot?</i>	<input type="text"/>
<i>How many garage spaces?</i>	<input type="text"/>
<i>Does the home have a pool?</i>	<input type="text"/>
<i>How many stories?</i>	<input type="text"/>
<i>What style is the exterior of the home?</i>	<input type="text"/>
<i>Landscaping features?</i>	<input type="text"/>
<i>Homeowner's association (HOA)?</i>	<input type="text"/>
<i>Personal home or investment home?</i>	<input type="text"/>
<i>How long have you owned the home?</i>	<input type="text"/>
<i>How soon do you want to be in your new home?</i>	<input type="text"/>
<i>Would you buy a home without a pool?</i>	<input type="text"/>
<i>Will the home be occupied or vacant after it's listed?</i>	<input type="text"/>
<i>Will you be purchasing or renting your next home?</i>	<input type="text"/>
<i>Do you need assistance with your relocation?</i>	<input type="text"/>

HIGH-PROFIT

Home Staging Checklist

Most buyers can't visualize a home's true potential. Home staging overcomes this obstacle, by highlighting the best features of the home, so buyers can see themselves living in it. Use this checklist to prepare for every showing.

DAILY SHOWING CHECKLIST:	DECOR CHECKLIST:
Light each room <input type="checkbox"/>	Remove family photos <input type="checkbox"/>
Open window treatments <input type="checkbox"/>	Reduce books on shelves <input type="checkbox"/>
Make beds daily <input type="checkbox"/>	Group decorations into 1, 3, or 5 <input type="checkbox"/>
Close closet doors <input type="checkbox"/>	Remove magnets from fridge <input type="checkbox"/>
Clear all counters and sinks <input type="checkbox"/>	Remove children's art from walls <input type="checkbox"/>
No clutter, no smells, no trash <input type="checkbox"/>	Remove posters <input type="checkbox"/>
Close all toilet seats <input type="checkbox"/>	Hang art at eye level <input type="checkbox"/>
Turn on the AC or heat <input type="checkbox"/>	Prune houseplants <input type="checkbox"/>
Protect all valuables <input type="checkbox"/>	Remove clutter <input type="checkbox"/>
Scan each room before leaving <input type="checkbox"/>	Remove or repair broken items <input type="checkbox"/>

HIGH-PROFIT

Home Staging Checklist

<i>Clean home top to bottom</i>	<input type="checkbox"/>	<i>Purchase white towels for bathrooms</i>	<input type="checkbox"/>
<i>Clean or replace rugs and carpet</i>	<input type="checkbox"/>	<i>Fold bathroom towels into thirds</i>	<input type="checkbox"/>
<i>Add 1 centerpiece to dining table</i>	<input type="checkbox"/>	<i>Replace tub caulking and sealing</i>	<input type="checkbox"/>
<i>Remove extra chairs from dining table</i>	<input type="checkbox"/>	<i>Replace shower curtains</i>	<input type="checkbox"/>
<i>Replace anything stained or worn</i>	<input type="checkbox"/>	<i>Repaint house (if needed)</i>	<input type="checkbox"/>
<i>Clean exhaust fans and hoods</i>	<input type="checkbox"/>	<i>Repaint trim (if needed)</i>	<input type="checkbox"/>
<i>Organize fridge and pantry</i>	<input type="checkbox"/>	<i>Repaint front door (if needed)</i>	<input type="checkbox"/>
<i>Rearrange furniture to create space</i>	<input type="checkbox"/>	<i>Pressure wash decks</i>	<input type="checkbox"/>
<i>Clean and organize closets</i>	<input type="checkbox"/>	<i>Clean and clear clutter</i>	<input type="checkbox"/>
<i>Replace all burned out bulbs</i>	<input type="checkbox"/>	<i>Repair broken fences</i>	<input type="checkbox"/>
<i>Replace broken light switches/plates</i>	<input type="checkbox"/>	<i>Prune shrubs and trees</i>	<input type="checkbox"/>
<i>Repair paint and cracks in walls</i>	<input type="checkbox"/>	<i>Mow lawn</i>	<input type="checkbox"/>
<i>Clean fireplaces</i>	<input type="checkbox"/>	<i>Lay fresh mulch</i>	<input type="checkbox"/>
<i>Clean windows</i>	<input type="checkbox"/>	<i>Clean and organize garage</i>	<input type="checkbox"/>
<i>Clean and clear clutter</i>	<input type="checkbox"/>	<i>Add scented plugins</i>	<input type="checkbox"/>

TRUSTED

Vendors

Construction	480-709-2097
Plumbing	999-999-9999
Painting	999-999-9999
Landscaping	999-999-9999
Flooring	999-999-9999
Moving	999-999-9999
Carpet Cleaning	999-999-9999
Pest Control	999-999-9999
Window Repair	999-999-9999
House Cleaning	999-999-9999
HVAC	999-999-9999
Irrigation	999-999-9999
Roofing	999-999-9999
Electric	999-999-9999
Locksmith	999-999-9999
Spender's Appliances	999-999-9999
Home Inspection	480-984-7200

SAMPLE

Escrow Timeline

OFFER

DAY 01

DEPOSIT

DAY 1-3

TITLE + INSURANCE

DAY 0X

DISCLOSURES + INSPECTIONS

DAY 10

REPAIR REQUESTS

DAY 10

APPRAISAL

DAY 0X

CONTINGENCY REMOVAL

DAY 0X

CLOSE ESCROW

DAY 30

Frequently Asked Questions

Q1. Your question goes here?

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Q2. Your question goes here?

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Q3. Your question goes here?

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YOUR BRAND NAME

Client Testimonial



Add your testimonial text here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Eu augue ut lectus arcu bibendum at. Senectus et netus et malesuada fames ac turpis egestas. Vitae congue eu consequat ac felis donec et odio pellentesque. Turpis massa sed elementum tempus. Convallis posuere morbi leo urna molestie at elementum eu facilisis. Ipsum dolor sit amet consectetur adipiscing. Sapien et ligula ullamcorper malesuada proin libero nunc. At augue eget arcu dictum varius dui at consectetur. Mauris vitae ultricies leo integer malesuada. Adipiscing enim eu turpis egestas pretium. Faucibus nisl

Laura

Client Testimonials



Laura said...

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Tim said...

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REAL ESTATE GLOSSARY

ADJUSTABLE-RATE MORTGAGE (ARM)

The interest rate is tied to a financial index making the monthly mortgage payment go up or down.

ANNUAL PERCENTAGE RATE (APR)

The percent of interest that will be charged on a home loan.

APPRAISAL

An estimated value of the property, usually completed by a qualified 3rd party, such as a bank.

BALLOON MORTGAGE

A long-term mortgage loan that starts small but has a large payment due at maturity.

CLOSING

This is the final meeting where the buyer and seller sign the necessary paperwork, complete the transaction, and transfer possession of the property.

CLOSING COSTS

Expenses associated with the transaction other than that of the actual cost of the home.

CLOSING DISCLOSURE

A form that provides the final details about the loan, such as loan terms, projected monthly payments, and fees.

COLLATERAL

Something of value that is held to ensure repayment of a mortgage or loan.

COMMISSION

A percent of the sale price of the home that is paid to both the buyer's agent and the listing agent.

COMPARABLES

A list of homes in the area that have recently sold.

CONTINGENCIES

Conditions that must be met to close escrow.

COUNTEROFFER

The response from the seller in regards to an offer.

DEBT TO INCOME RATIO

A lender will look at a borrower's debt compared to income to determine the amount of loan they are eligible for and if they can repay their debt plus the home loan.

DOWN PAYMENT

A percent of the cost of the property that is paid upfront as a part of the loan.

EARNEST MONEY DEPOSIT

The deposit made from the buyer to the seller when submitting an offer.

ESCROW

Money held by a third party.

EQUITY

The difference in the market value of a home versus what is owed on the home.

FHA

A mortgage that is financed through a private lender and insured by the Federal Housing Administration, often requiring a lower down payment and income to qualify.

FIXED-RATE

The interest rate will remain the same for the entire life of the mortgage.

HOA FEE

A monthly maintenance fee levied by certain housing communities.

HOME EQUITY LINE OF CREDIT (HELOC)

A loan or line of credit that is determined based on the equity or home's value after subtracting the loans owed.

HOME INSPECTION

When a professional inspects the seller's home for issues, then creates a report for the buyer to review.

HOME WARRANTY PLAN

An annual service that covers the cost of repairs or replacements to items covered in the plan - like stoves, washer/dryers, etc.

HYBRID

A loan that starts with a fixed-rate period then converts to an adjustable-rate.

MORTGAGE INSURANCE

Insurance that protects the lender in the event the borrower cannot repay their loan. This is usually not required if the borrower has 20% or more for the down payment.

MORTGAGE NOTE

A promise to pay a sum of money during a specific term that is secured by a mortgage.

MULTIPLE LISTING SERVICE (MLS)

The national list of real estate properties that are available for sale.

PRE-APPROVAL

When a bank approves the creditworthiness of a potential homebuyer.

PRE-QUALIFICATION

When a bank calculates an estimated monthly payment for a potential homebuyer.

PRINCIPAL

The amount of the loan, less the interest.

PROPERTY TAXES

These are the taxes that are enforced by the city, town, county, and state government entities.

REO

Real estate owned properties or foreclosed properties currently owned by a bank.

REVERSE MORTGAGE

Allows seniors to convert the equity in their home to cash.

SHORT SALE

When the seller's lender is willing to accept an offer and allows the sale to be completed for an amount less than the mortgage.

TITLE

A legal document proving ownership of the property.

UNDERWRITING

When a potential home buyer is evaluated for their financial ability to obtain and repay a loan.

VA LOAN

Loans administered by the Department of Veteran Affairs that are given to Americans who have served in the armed forces.

SELLER FEEDBACK

Questionnaire

NAME:

How likely are you to refer us to a friend?

1 2 3 4 5

How was your overall client experience?

1 2 3 4 5

How well did we know the community?

1 2 3 4 5

How well did we negotiate the contract?

1 2 3 4 5

How well did we anticipate roadblocks?

1 2 3 4 5

How well did we communicate during escrow?

1 2 3 4 5

Additional feedback:

REFERRAL



*Wonderful people tend to
know other wonderful people...*

...If you happen to know anyone as wonderful as you,
who's thinking about making a move, I'd love to be of service.

Please feel free to pass along my contact info anytime.

THANK YOU!

REQUESTS



THANK *You!*

From my family to yours, I hope you find happiness and JOY in the most sacred place you can be...your HOME!

I am always here for you with any of your Real Estate needs!! Please reach out if you ever have questions, concerns or excitement along the way!!! Can't wait to work with you!!

THANK YOU

Thank You!