



**DARWIN
WALL
TEAM**

PROFESSIONAL GUIDE
**TO SELLING
YOUR HOME**



 **MLS M**

Not intended to solicit currently listed properties.



DARWIN WALL TEAM
Realty ONE Group
480.726.2100
www.DarwinWallTeam.com

 **ONE REALTY ONE GROUP**

DARWIN WALL TEAM

When you are considering selling your home, don't trust a major transaction with just anyone. Our team is very experienced at selling homes across the Phoenix metro area and Northern Arizona, we work to get you the best price for your home. Our home selling clients receive a custom marketing strategy laid out for each home. This strategy implements both new and old school marketing techniques, proven and successful. A preparation list gets your home ready to show and sell! We work with local stagers if needed. We have many quality contractors if any work is needed such as paint, carpet or a handyman. We leave nothing to chance for our clients. Feel confident, feel protected with the Darwin Wall Team.



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Marketing

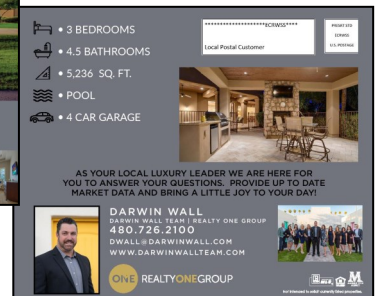
- Multiple Listing Service with Syndication to Hundreds of Real Estate Websites
- Professional Photography/Video
- Post & Sign
- Text Sign Riders—Mobile Website, Phone Number Capture
- Pre-MLS Marketing
- Private Inventory Marketing
- DarwinWall.com
 - MLS Access
 - SEO (Google friendly) - Search Engine Optimization
 - Mobile Version
- Online Exposure
 - Zillow Premium Account
 - Trulia Premium Account
 - Realtor.com Paid Account
 - YouTube Channel
- Social Media Network with Thousands of Followers



Strategies



- Custom Property Website
- Custom Email Blast to Sphere Database
- Realtor Email Blast
- Blogs
- Realtor Home Tours
- Professional Flyers
- Property Listing Book
- Event Open Houses
 - Sign Spinners
 - Neighborhood Invitations
 - Promotions
 - Social Media Advertising
- Business to Business Marketing
- Just Listed/Just Sold Postcards to Neighborhood



The Selling Process from Start to Finish



Preparing Your House for Sale

Try to look at your house through the buyer's eyes as though you've never seen it before. Any time, elbow grease, or money spent on these items brings you back money in return, and hopefully a faster sale. Potential buyers can be nosy—opening drawers, examining window sills, inspecting appliances—as they want to know every detail about one of the biggest purchases of their lives. Invite a friend to walk through your home to double check the level of cleanliness.

Living Areas

- Ensure all walls are in top shape. Repair cracks, nail pops or visible seams in drywall.
- Check ceiling for leak stains. Fix the source of the leak, repair the ceiling and paint.
- In painting or redecorating, avoid offbeat colors. Stick to white or each to work with neutrals.
- Replace faded curtains or throw blankets.
- If you have a fireplace, clean it out.
- Replace burned out light bulbs. Put in brighter light bulbs. Make sure light switches work.
- Remove distracting posters or other personalized décor.
- Clean floors and vacuum rugs.
- Straighten up closets and get rid of excess items.
- Replace air filters.
- Use air freshener to eliminate musty or unpleasant odors.

Kitchen

- The kitchen is the most important room in the house. Make it bright and attractive. If it needs help, paint it or try new curtains.
- Make sure the kitchen is spotless. Clean the floor, windows, cabinets, stove and ventilating hood, etc.
- If the kitchen floor is badly worn, replace it with new flooring.
- Replace any loose tiles on the counter and walls.

- Remove any appliances or knick-knacks you keep on the counters. Clean, uncluttered counters will make the room look bigger.
- Clean and neatly arrange refrigerator, freezer, and pantry.
- Remove refrigerator magnets.

Bathrooms

- Clean all tubs, toilets and sinks. Polish all hardware to a shine.
- Repair any dripping faucets.
- Stow unused shampoos, soaps, cleaners, etc. under sink.
- Remove any decorative items from counters.
- Clean grout and tile and caulk bathtubs, showers and sinks.

Outside

- Make sure the front door and porch are fresh and clean looking. Repaint the front door is necessary.
- Keep the lawn and shrubs trimmed and neat looking. Freshly planted flowers look attractive and inviting.
- Sweep walkways.
- Paint your house if necessary. This can do more for the sales appeal than any other item. If you don't want to paint, consider touching up shutters or window frames.
- Check the roof and gutters for missing tiles/shingles that need to be replaced. Ensure that gutters and downspout are in place.

- Make sure exterior lights are clean and operating.
- Clean out gutters, paint if needed.
- Wash all windows. Replace any torn screens or cracked window panes, and test windows to be sure each opens.
- Ensure all fences are secure.
- Get rid of oil stains on driveway and patch or seal coat as needed.
- Make sure the doorbell is operational.

Garage

- Clean and sweep out the garage.
- Keep storage nice and neat.
- Box up anything you won't need until you're in your new home.
- Make sure garage door is in good working condition.

Before You Leave Each Day

- Make beds.
- Open drapes and blinds.
- Turn off TV and turn on soft music.
- Wipe down counter tops.
- Turn on lights in dark areas
- Make sure rugs are clean and straight.
- Do a "once over" cleaning—vacuum, sweep and dust.
- Clean and straighten up bathrooms.
- Put away dishes.
- Double check entry way.
- Empty wastebaskets and garbage.
- Final check every room.
- If possible, get pets out of house.

Photography & Videography Preparation Checklist

First impressions are everything and for most home buyer, their first glimpse into your home will come via online photos. For that reason, it is crucial that your home is properly prepared for the photographer. Here is a list of suggestions to help ensure that your home is looking it's best.



Kitchen

Remove the following:

- Clutter on the countertops
- Items on the refrigerator
- Pet bowls
- Hanging towels/rags

Make sure you:

- Wipe smudges from appliances
- Ensure all bulbs are matching & working
- Have all food put away
- Hide the trashcan



Bathrooms

Remove the following:

- Clutter on the countertops
- Visible soaps
- Bath mats
- Used towels & laundry

Make sure you:

- Clean the mirrors
- Ensure all bulbs are matching & working
- Wipe down counters
- Close toilet lids



Bedrooms

Remove the following:

- Laundry & hampers
- Family portraits
- Tissue boxes
- Personal items

Make sure you:

- Nicely make beds
- Put decorative pillows to work
- Hide phone charger cords
- Make sure bedside lamps are working



Living Areas

Remove the following:

- Clutter from tables
- TV remotes
- Tissue boxes
- Children's toys

Make sure you:

- Wipe smudges from screens
- Properly arrange cushions & pillows
- Hide phone charger cords
- Turn off ceiling fans & TVs



Exterior

Remove the following:

- Cars, boats, RVs, etc.
- Trashcans
- Children's Toys
- Gardening equipment

Make sure you:

- Mow the lawn
- Trim bushes, flowers, trees
- Dispose of leaves
- Close garage door



Other

Remove the following:

- Firearms & weapons
- Evidence of animals
- Items of questionable legality
- Pool/spa toys

Make sure you:

- Turn on all lights
- Open all blinds
- Set the table
- Embrace your home's uniqueness

The Life of an Escrow

OPENING THE ESCROW

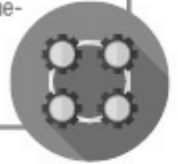
Items needed to open escrow:

- Fully executed Purchase Contract
- Earnest money deposit
- Copy of listing
- New lender information
- Existing loan payoff information
- HOA Information



PROCESSING THE ESCROW

- Escrow deposits earnest money funds
- Escrow orders preliminary title report from title department
- Escrow requests payoff or assumption information, homeowner's association information, etc.



TITLE EXAMINATION

- Property and parties are researched by the Title Examiner
- Preliminary Title Report is typed and sent to Escrow Officer, Agents, Sellers & Buyer



ESCROW CLOSING PREPARATION

- Preliminary title report received by Escrow Officer and is reviewed for any surprises, i.e. tax liens, judgments, unknown liens of record, discrepancies in legal description, delinquent taxes, access problems, etc.
- Escrow informs Agents if additional information is needed to clear any surprises revealed by the Preliminary Title Report
- Escrow follows-up on receipt of the following if needed, per purchase contract:
 - Termite Report -Home Protection Plan (Warranties)
 - Buyer's Hazard Insurance -New Loan Package
 - Pay-off Information -Repair Bills
- Loan documents are received and the Escrow Officer 'works' the file to reflect closing and advises Agents of funds that are needed for closing.
- Closing appointment times are set for Buyer and Seller with Escrow Officer.
- Inform all parties executing documents to bring a valid government issued picture I.D. (drivers license, passport, etc).
- Inform Buyer to bring in a cashier's check or wired funds for closing.

EXECUTION OF DOCUMENTS

- Buyer & Seller meet with Escrow Officer and execute all documents



LENDERS FUNDS

- After all parties have executed the necessary documents, Escrow returns the loan package to new Lender for review and funding
- Lender funds the loan and Lenders check or wired funds are sent to Escrow for processing



RECORDATION

- After Escrow receives all funds needed and have ascertained that conditions are met, original documents are recorded.
- Once documents are recorded, Escrow notifies Agents.
- Agents will make arrangements for you to receive your keys.



DISBURSEMENT OF FUNDS

- All Disbursements are made in accordance with the settlement statement

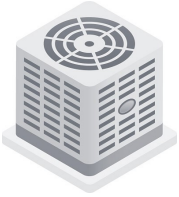


POLICIES ISSUED

- Purchaser receives Owner's Title Insurance Policy from Magnus Title Agency
- New Lender receives ALTA Loan Policy from Magnus Title Agency



Home Inspection Checklist



Furnace & A/C: If your furnace has not been tuned up with in the last year, have an HVAC professional service the system as part of general maintenance.



Lots and Grounds: Remove any dead trees, trim tree limbs that overhang onto roof. Back fill any low areas around foundation, repair any trip hazards more than inch at driveway, walks and patio.



Roof: Have your roof inspected if more than four years old. If your roof is more than 5 years have it inspected and certified by a qualified roofing contractor.



Plumbing: If your water heater is over 10 years old have a plumber flush and certify proper function. Fully disclose if there is any galvanized or polybutylene water pipes.



Smoke Detectors: Verify all smoke detectors are functioning. Replace any smoke detectors that are more than 10 years old.



Electrical: Verify all wet areas have GFCI protected outlets, exterior outlets covered, no exposed wire in garage and attic areas.



Windows: Verify all windows have no glass defects, open and close properly, latch and have window screens.



Carbon Monoxide Detectors: Make sure there is a working carbon monoxide detector within 15 feet of any bedrooms.



Bathrooms: Verify toilets are tight to the floor and don't continue to run after flushing, no leaks under the sink, stoppers working, tub and shower surrounds are property grouted and caulked.



Fireplace: Wood burning fireplaces should be cleaned and inspected by a qualified contractor. Gas fireplaces should be working, pilot light on and fireplace lights.



Exterior: Paint any exposed wood siding or trim. Replace any rotted trim.



Kitchen: All appliances function properly. Disposal working, no leaks under sink.



Structure: Check visible areas of the foundation for cracks and diagonal cracks above windows and doors. Any cracks wider than the width of a quarter should be evaluated by structural contractor.



Garage: Make sure the safety reverse system of the door opener functions properly, disconnect door from opener and verify the door opens easily and stays open when all the way up.

What is an Appraisal?

An appraisal is a written estimate of a property's market value, completed by an Appraiser, an objective third party, whose job it to give their professional opinion of the market value of a home.

What does an appraiser look for?



General condition of the home



Size of the home and the property



Location of the home



Number of bedrooms and bathrooms



Upgrades or remodeled areas



Architectural features, such as fireplaces



Materials used for countertops, floors, etc.



Outdoor amenities, like a pool, gazebo, etc.



Type of appliances such as a gas vs. electrical stovetop



Functionality and layout of the home



Exterior of the home and materials used



Condition of the yard

Moving Day Checklist



- Be completely packed (boxes should be filled completely and sealed with tape).
- Remove breakables and loose items from drawers (clothing can stay).
- Unplug all appliances and electronics that you are moving (have a plumbing professional disconnect washers, dryers, and water lines from refrigerators).
- Label boxes on top and sides clearly.
- Change your address (here is a link to the official USPS site: moversguide.usps.com).
- Get medical, vet and school records in order.
- Order new utilities and disconnect current ones.
- Take apart outdoor furniture and playhouses.
- Consider moving plants on your own.
- Cancel or forward subscriptions to newsletters, newspapers and magazines.
- Figure out meals for the day of and days surrounding your move.
- Make a “Do Not Move” box, this is where items you will need to survive in your new home should go. Pack all prescriptions, toiletries, clothes for several days, pet food, contacts and other necessities. Act a though you are going on a trip for several days and pack accordingly.
- Make arrangements for pets and children on moving day.
- Pack personal valuables like jewelry, watches, wallets, cash and check books and transport in your vehicle.
- Use up as much of your refrigerated foods prior to moving day. Pack refrigerated items in coolers.
- Have clearly defined names for bedrooms such as Master, Daughter’s Room, Bobby’s room and make sure boxes are labeled with their destination.



Recognitions & Awards

Top 1% of Realtors in Arizona

2020-Top Team Realty One Group East Valley

2020-Phoenix Magazine Top Producing Real Estate Team-Gold Level

2019-Top team in Realty One Group East Valley

BREA Awards 2016 & 2017 City of Chandler's Top Realtor

BREA Awards 2017 Top 10 Producer in Volume

BREA Awards 2017 Top 10 Producer in Units Closed

2016 & 2017 ProSmart Team of the Year

Two Time ProSmart Realtor of the Year—Darwin Wall

Two Time ProSmart Diamond Award Winner

SEVRAR Silver Society in 2011 for 10 Years of Achieving
Presidents Million Dollar Award

SEVRAR Top Producers Gold Award in 2017 for 15 Years of Achieving
Presidents Million Dollar Award

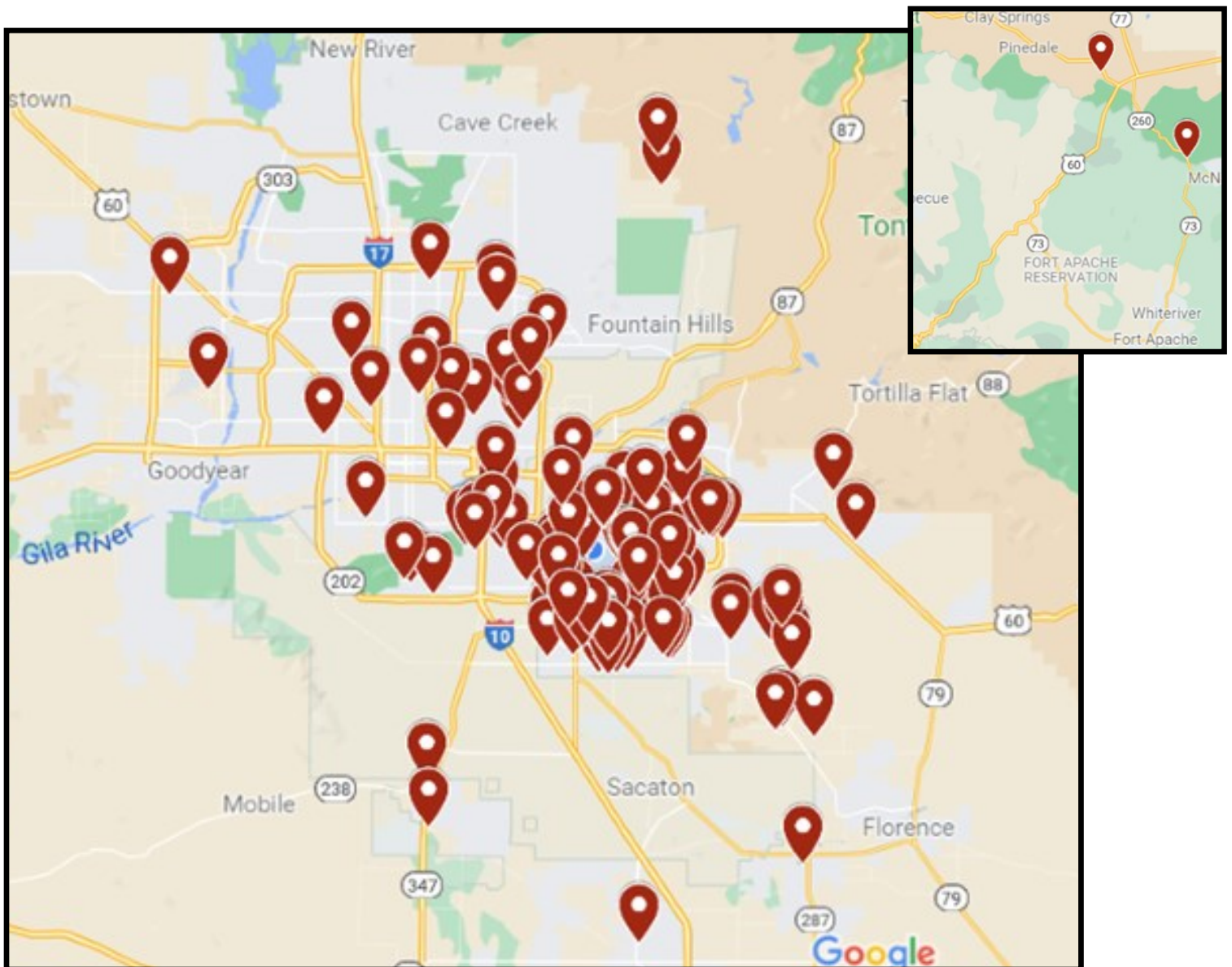
2016 Nominee for Residential Team of the Year by
Arizona Journal of Real Estate and Business

Top 20 Phoenix Real Estate Agents on Social Media



THE DARWIN WALL TEAM SOLD **179** HOMES IN 2021
THAT'S OVER **101 MILLION DOLLARS** OF REAL ESTATE
AND IS RANKED IN THE **TOP 1%** OF ALL REALTORS® IN ARIZONA!

Let YOUR Home be the Next One We SELL in 2022!





MAGNUS TITLE AGENCY

*With Magnus
You Matter*

Magnus Title Agency has been serving Maricopa County since 2004.

Our company was built on a philosophy of integrity, a focus on innovation, and a compassion for our clients and our employees.

Our experienced senior management team leads our organization of outstanding title and escrow professionals. Our commitment is to consistently deliver solutions that make sense for each client, in every transaction.





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