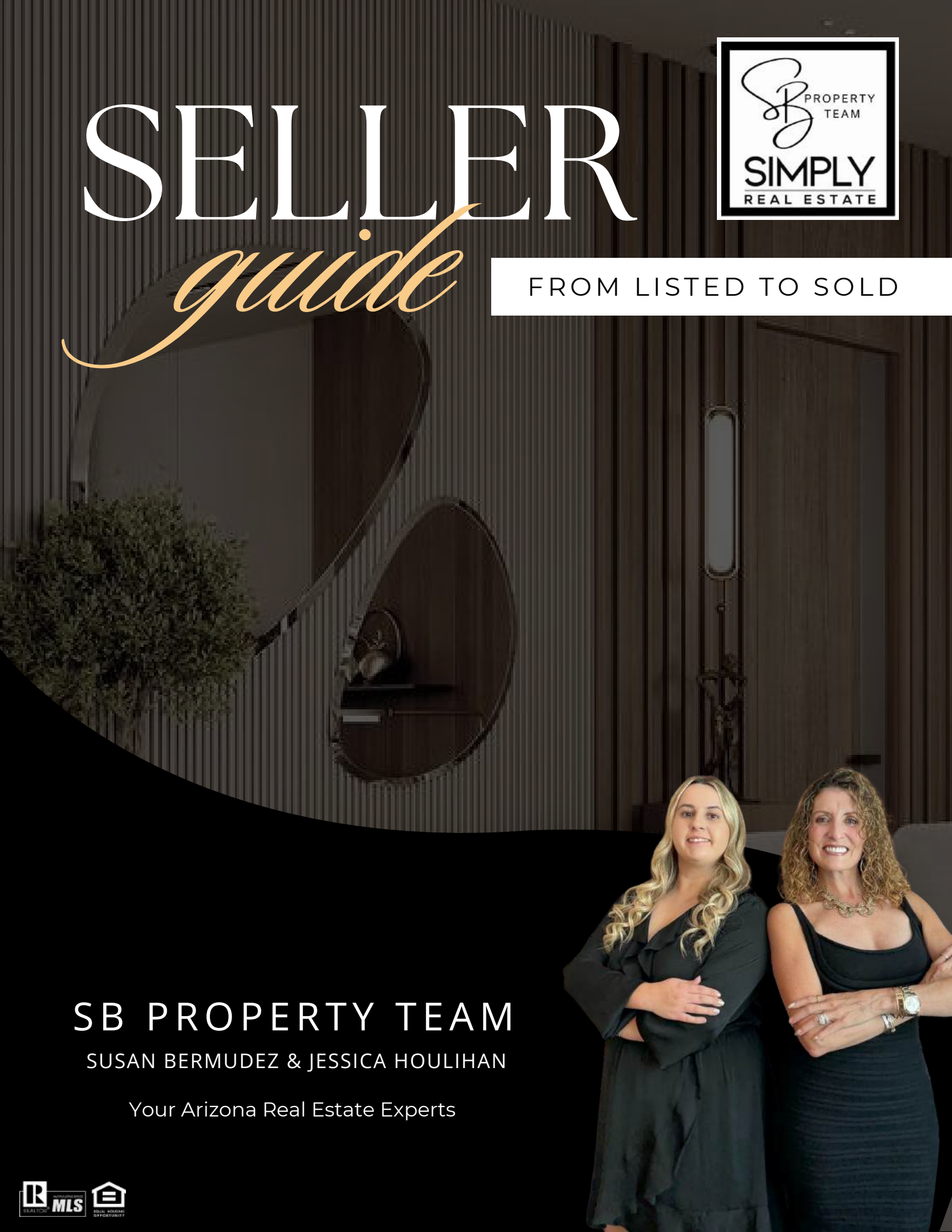
SELLER *guide*

FROM LISTED TO SOLD



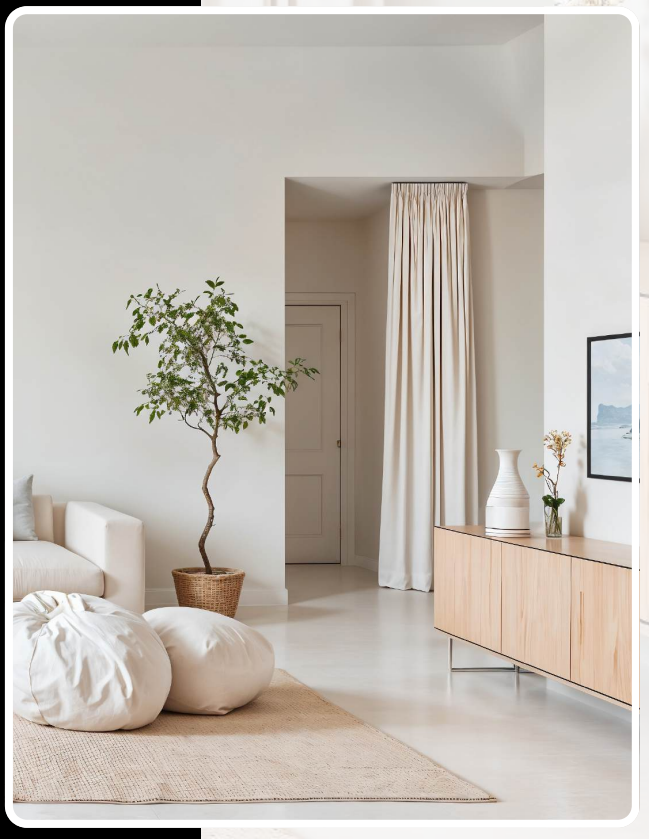
SB PROPERTY TEAM

SUSAN BERMUDEZ & JESSICA HOULIHAN

Your Arizona Real Estate Experts

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ABOUT US



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Location: Gilbert, AZ

SUSAN BERMUDEZ

"REAL ESTATE GAL"
YOUR ARIZONA REAL ESTATE EXPERT

Owner of the SB Property Team, like any successful relationship, communication, trust, and loyalty are crucial and mean everything to me. Known as the Real Estate Gal in Arizona, my name has quickly emerged as a robust, knowledgeable agent representing hundreds of clients with a wide variety of needs.

My drive, dedication, and growth gave me the incredible opportunity to build my team within Simply Real Estate, an innovative, technology-driven real estate company with a powerful team approach.

I believe that buying a home is more than just a transaction—it's a major milestone. That's why I take the time to understand your needs, answer your questions, and guide you every step of the way. From navigating the market to negotiating the best deal, I'm committed to ensuring you feel confident in your decisions.

"Finding the right home isn't just about square footage—it's about finding the perfect place to build your future. My goal is to guide you with honesty, dedication, and a commitment to making your journey seamless and rewarding."

ABOUT US



Phone: 602 - 691 - 5759
Email: Jessica@SBPropertyTeam.com
Website: www.SBPropertyTeam.com
Location: Queen Creek, AZ

JESSICA HOULIHAN

YOUR ARIZONA REAL ESTATE EXPERT

Growing up in the real estate industry, communication, trust, and genuine connection have always been at the heart of how I operate. From hosting open houses with my mom, to staging homes, showing properties to out-of-state buyers, and even working for an open house sign company, real estate has been part of my life for as long as I can remember.

As an Arizona native with deep roots in the East Valley, I bring strong market knowledge paired with a modern, technology-driven approach. I'm highly organized, detail-oriented, and routine-driven—ensuring that every step of the buying process is handled with intention, clarity, and precision. My clients know me for my communication, follow-through, and commitment to always putting their needs first.

I believe that buying a home is more than a transaction—it's a major milestone. That's why I take the time to listen, understand your goals, and guide you with confidence from start to finish. Whether navigating the market or building a strategy that aligns with your vision, I'm dedicated to making the process seamless, informed, and fully supported.

"Buying a home is more than just finding a place to live - it's about discovering a space where memories are made, dreams are nurtured, and your future unfolds. I'm here to support you every step of the way, providing expert guidance, personalized attention, and a passion for helping you find your perfect haven."

MEET THE TEAM

FIND OUT HOW WE CAN HELP YOU!

At SB Property Team, we understand that selling a home is more than just a transaction—it's a major milestone in your life. Whether you're selling your first home, upgrading to a larger space, or investing in real estate, we are here to make the process seamless, stress-free, and rewarding.

With a deep understanding of the market, years of experience, and a client-first approach, we are committed to guiding you every step of the way. From helping you navigate listings and securing financing to negotiating the best deal and closing with confidence, we provide the expertise and support you need to make informed decisions.

We believe in building lasting relationships with our clients by prioritizing integrity, transparency, and personalized service. Every buyer has unique needs, and we take the time to truly understand your goals, preferences, and concerns to ensure you find not just a house, but a place to call home.
At SB Property Team, your success is our priority. Let's turn your real estate dreams into reality—together.

REAL ESTATE PROFESSIONALS



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602-584-0616
Admin@SBPropertyTeam.com

CLIENT TESTIMONIALS

WHAT OUR CLIENTS SAY

Nothing speaks louder than the experiences of our happy clients. Here's what they have to say about working with us —real stories from real people who found their perfect home with our help!

JAMIE HANCOCK

★★★★★

GILBERT, ARIZONA | OCTOBER 2025

Susie and her team were amazing. We had offers right away. She is professional. She truly cares about her clients and goes out of her way. Thank you for all your hard work.

ERICA HERMAN

★★★★★

CHANDLER, ARIZONA | NOVEMBER 2025

Susie and her team were absolutely wonderful to work with! They were both professional and personable, making the entire process smooth and stress-free. We felt informed and in the loop every step of the way. Our questions were responded to promptly and they took the time to explain everything clearly. We truly appreciate their dedication and care. We couldn't have asked for a better real estate agent!

NATHAN OSBOURN

★★★★★

SCOTTSDALE, ARIZONA | JANUARY 2025

Susan is amazing to work with! Always available and gives her clients "White Glove" Service. She went above and beyond to ensure every detail was handled flawlessly during my clients home buying process. Her expertise, professionalism, and genuine care for her clients set her apart. Susan made what can be a stressful experience feel seamless and enjoyable. I couldn't recommend her more highly!

HOME SELLING ROADMAP

A HOME SELLER ROADMAP

1

CONSULTATION

Discuss goals, timeline, and plan.

2

PRICING

Set a competitive price.

3

PREP

Declutter, stage, and improve.

4

MARKETING

Professional photos and ads

5

LISTING

Launch on MLS and websites.

6

NEGOTIATION

Review and negotiate offers.

7

CONTRACT

Manage inspections and paperwork.

8

CLOSING DAY

Congrats! Time to get to hand over your keys

PRICING YOUR HOME

Setting the right price from the start is key to selling your home quickly and for the best possible price. Pricing too high can limit interest, while pricing too low may leave money on the table.

- **20% Above Market Value** → Appeals to 10% of Buyers
- **10% Above Market Value** → Appeals to 30% of Buyers
- **At Market Value** → Appeals to 60% of Buyers
- **10% Below Market Value** → Appeals to 75% of Buyers
- **15% Below Market Value** → Appeals to 90% of Buyers

The closer your price is to true market value, the larger your pool of interested buyers—helping you sell faster and for a better overall outcome.

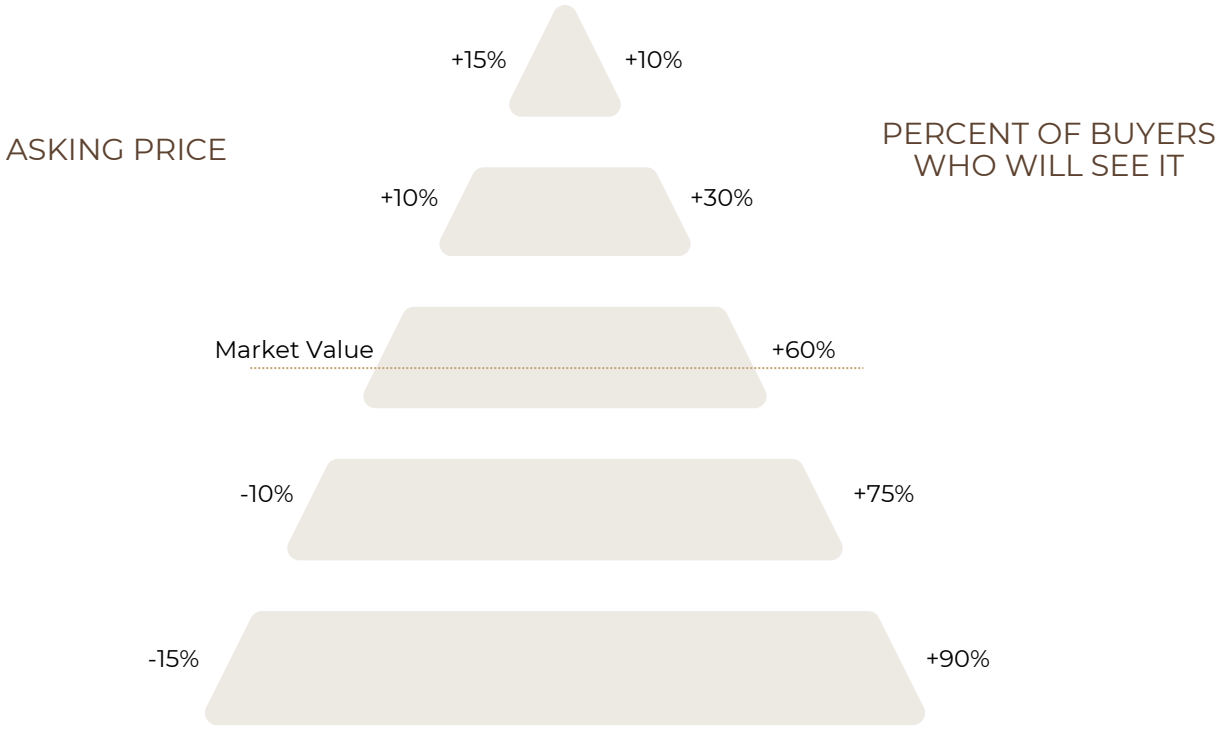


Pricing Strategies

GETTING IT RIGHT FROM THE START MATTERS

DID YOU KNOW...

- Homes priced accurately from day one often sell faster and for more money.
- Overpricing can reduce interest, extend days on market, and lead to price reductions later.
- The first 2–3 weeks are crucial—this is when your home will get the most attention.
- A strategic pricing plan helps attract serious buyers and maximize your return.



HOME SELLING TIP

Thinking about "testing the market" with a high price?

That approach can actually backfire. Here's why:

- **Fewer showings**: Buyers skip overpriced listings that don't match market value.
- **Appraisal risks**: A high price may not meet the lender's valuation, causing delays or contract issues.
- **Negative perception**: Homes that linger on the market can raise red flags.
- **Reduced negotiating power**: Extended time on the market can lead to lower offers later.

PREPARING YOUR HOME



INTERIOR

- Wipe down the washer and dryer.
- Clean counters, sinks, and cupboards.
- Put all clothing away.
- Clean or replace the shower curtain.
- Check that water is draining correctly.
- Place fresh, clean towels and mats.
- Declutter closets and shelving.
- Organize furniture to make rooms look spacious.
- Launder bedding and pillows.
- Tidy, discard, or pre-pack items.
- Ensure all appliances are working.
- Check that all lights are functioning properly.

EXTERIOR

- Address driveway cracks or stains.
- Clean interior and exterior windows.
- Check that gutters are clear.
- Clean or paint the front door.
- Tidy or remove outdoor furniture.
- Touch up exterior paintwork.
- Rake and remove fallen leaves.
- Apply fresh paint or stain to wood fences.
- Repaint or stain the patio.
- Mow the lawn and trim edges.

"USE THESE TIPS TO ENHANCE THE AESTHETIC APPEAL OF YOUR HOME AND ATTRACT POTENTIAL BUYERS!"

PHOTO PREPERATION

CHECKLIST

- [ ] **Declutter & Depersonalize** – Remove personal items, excess furniture, and unnecessary knick-knacks to create a clean, open space.
- [ ] **Deep Clean** – Dust, vacuum, mop, and wipe down all surfaces for a spotless home.
- [ ] **Sparkling Windows** – Clean all windows to allow maximum natural light and clear views.
- [ ] **Bathroom Refresh** – Scrub sinks, toilets, bathtubs, and showers; hang fresh towels for a polished look.
- [ ] **Kitchen Organization** – Clear countertops, clean appliances, and organize storage areas.
- [ ] **Touch Up Paint** – Refresh interior and exterior walls where needed for a well-maintained appearance.
- [ ] **Furniture Arrangement** – Optimize furniture placement to create an open and inviting layout.
- [ ] **Yard Maintenance** – Mow the lawn, trim hedges, and ensure both front and back yards look neat.
- [ ] **Hide Trash Bins** – Store trash bins out of sight to enhance curb appeal and listing photos.
- [ ] **Pet-Free Photography** – Remove pets from areas being photographed to maintain a distraction-free space.
- [ ] **Plan Photography Shots** – Make a checklist of key areas to capture for listing photos.





STAGING

MAKING YOUR HOME MARKET-READY





TIPS FOR SHOWING YOUR HOME FOR A BETTER IMPRESSION

- **Declutter & Depersonalize** – Remove personal items and excess decor to help buyers visualize the space as their own.
- **Deep Clean Every Room** – Ensure floors, windows, kitchens, and bathrooms are spotless for a fresh and inviting feel.
- **Maximize Natural Light** – Open curtains and blinds to brighten rooms and create a spacious, welcoming atmosphere.
- **Neutralize Odors** – Eliminate strong smells from pets, food, or smoke; use light air fresheners or fresh flowers instead.
- **Enhance Curb Appeal** – Mow the lawn, trim bushes, plant flowers, and make the entrance inviting with a clean doormat and fresh paint.
- **Stage Each Room with Purpose** – Arrange furniture to highlight functionality and create an open, flowing layout.
- **Keep It Bright & Inviting** – Use warm lighting, add mirrors to reflect light, and choose neutral tones for broad appeal.
- **Fix Minor Repairs** – Patch holes, touch up paint, fix leaky faucets, and replace burnt-out bulbs to show the home is well-maintained.
- **Create a Cozy Atmosphere** – Add soft throws, fresh linens, and small decorative touches to make the home feel warm and inviting.
- **Be Flexible with Showings** – Accommodate potential buyers' schedules to increase exposure and improve chances of receiving an offer.

HOME SHOWCASING

MAKING THE BEST FIRST IMPRESSION

A well-presented home attracts more buyers and helps create an emotional connection.
Here's how we ensure your home shines during showings:



Stunning Visual Presentation

High-quality photography, virtual tours, and captivating listing descriptions will highlight your home's best features.

Strategic Staging

Thoughtful staging enhances space, light, and functionality, helping buyers envision themselves living in the home.

Immaculate Cleanliness

Every showing-ready home should be spotless, decluttered, and free of distractions for the best buyer experience.

Enhanced Curb Appeal

First impressions matter! Fresh landscaping, a clean entryway, and well-maintained exteriors set the tone for a welcoming tour.

Seamless Showings

We ensure flexible and convenient scheduling for buyers, making it easy for them to experience your home at its best.

TIME FOR SHOWINGS

MAKE A GREAT IMPRESSION EVERY TIME

Preparing your home for a photoshoot is key to making a strong first impression online. This checklist will help ensure your space is camera-ready and looking its absolute best.

BEFORE THE SHOWING

- ☐ **Deep Clean**: A spotless home leaves a powerful impression.
- ☐ **Declutter**: The less clutter, the more spacious your home feels.
- ☐ **Stage**: Arrange furniture to highlight the best features and create inviting spaces.
- ☐ **Light & Bright**: Open blinds, clean windows, and turn on lights.
- ☐ **Comfy Temperature**: Set the thermostat to a comfortable level.
- ☐ **Fresh Scent**: Eliminate odors; consider light, pleasant scents.
- ☐ **Curb Appeal**: Tidy the lawn, sweep walkways, and clean the front door.
- ☐ **Safety First**: Secure valuables, medications, and personal items.

DURING THE SHOWING

- ☐ **Give Space**: Leave the house during showings so buyers feel comfortable exploring.
- ☐ **No Pets**: Take pets with you or secure them out of sight.
- ☐ **Lights On**: Leave all lights on to create a warm, welcoming feel.
- ☐ **Music Off**: Turn off music or TVs to minimize distractions.

DON'T FORGET

- ☐ **Lockbox**: A secure lockbox ensures safe and convenient access. You'll be notified each time it's used.
- ☐ **Feedback**: We gather and share feedback from buyers after each showing to keep you informed.



OPEN HOUSES

Open houses are a powerful marketing tool that can generate excitement and foot traffic.

To ensure your open house is a success, I will:

- ☐ Promote it on top real estate websites and social media
- ☐ Post directional signage to guide buyers in
- ☐ Provide flyers and brochures to highlight your home's features
- ☐ Ensure your home is staged, spotless, and ready to impress

OPEN HOUSE

HOSTING A SUCCESSFUL OPEN HOUSE

An open house is a great way to generate excitement and attract serious buyers. Here's how we ensure your event gets the best results:



Strategic Online Marketing

Your open house will be featured on top real estate websites like Zillow and the local MLS for maximum exposure.

Social Media Promotion

Your event will be highlighted on platforms like Facebook and Instagram to reach a larger audience.

Show-Stopping Staging

First impressions matter! A well-staged home creates a "wow factor" for buyers. Before the open house, ensure everything is clean, tidy, and inviting. Property details will also be available for buyers to take home.

High-Visibility Yard Signs

We'll place multiple "Open House" signs at key locations in the neighborhood to guide potential buyers to your home.

Targeted Print Marketing

Professionally designed postcards and flyers will be distributed to drive more interest and attendance.



MARKETING

PROMOTING YOUR HOME



PROFESSIONAL PHOTOGRAPHY

High-quality photos and videos attract more buyers and generate greater interest. Our expert photographers will showcase your home at its absolute best.

SOCIAL MEDIA EXPOSURE

With most buyers starting their search online, our strong social media presence ensures your home reaches the right audience across multiple platforms.

PRINT MARKETING

A professionally designed brochure provides key details about your home, highlights its best features, and showcases nearby amenities to inform potential buyers.

OPEN HOUSE STRATEGY

We tailor open house options to suit your comfort, offering both in-person and virtual tours to maximize exposure while making the process as seamless as possible

MARKETING YOUR HOME

TAILORED PLANS FOR MAXIMUM EXPOSURE

Every home is different—and so is every marketing plan we create. By combining proven traditional techniques with cutting-edge digital tools, we ensure your home stands out in today's competitive market. Whether it's showcasing your home online, in print, or in person, we will use a customized blend of strategies to attract serious buyers and deliver top results.

COMPREHENSIVE MARKETING TOOLS TO ELEVATE YOUR LISTING

CLASSIC PRINT & COMMUNITY MARKETING

Visibility & Exposure

- ◻ Eye-catching yard signage
- ◻ Well-attended public open houses
- ◻ Exclusive broker previews
- ◻ Neighborhood and community events

Printed Materials

- ◻ Professionally designed brochures
- ◻ Local print and magazine advertising
- ◻ Custom postcards and flyers

Targeted Mailers

- ◻ Direct mail campaigns
- ◻ Inclusion in relocation and welcome packets

Professional Networking

- ◻ Personal agent-to-agent outreach
- ◻ Office and brokerage announcements

Public Relations Campaigns

- ◻ Press release distribution
- ◻ Featured stories in local publications
- ◻ Direct community engagement
- ◻ Phone campaign for buyer outreach

INNOVATIVE DIGITAL & ONLINE MARKETING

High-Impact Visuals

- ◻ HD photography by professionals
- ◻ Interactive virtual tours
- ◻ Engaging video walkthroughs
- ◻ Instagram Reels & TikTok videos

Digital Reach

- ◻ Personalized property websites
- ◻ Top placement on brokerage sites
- ◻ Optimized Facebook listing page

Launch Strategy

- ◻ Coordinated listing launch plan
- ◻ Syndication to national real estate sites

Social Media Buzz

- ◻ Cross-platform promotion (IG, FB, TikTok)
- ◻ Custom content to attract modern buyers

Email Campaigns

- ◻ Strategic email blasts to buyer lists

Pre-Listing Hype

- ◻ "Coming Soon" campaigns to build anticipation



DIGITAL MARKETING PLAN

1

MLS & REAL ESTATE WEBSITE SYNDICATION

Example Platforms:

- Homes.com
- Zillow
- Realtor.com
- Redfin
- Trulia
- Local broker websites (e.g., Compass, Keller Williams, etc.)

2

SOCIAL MEDIA ADVERTISING

Example Ads:

- Facebook carousel ad showcasing multiple rooms
- Instagram story ad with swipe-up link to the listing
- "Just Listed" boosted post targeting nearby ZIP codes
- Retargeting ads for users who viewed similar properties

3

PROFESSIONAL PHOTOS & VIDEO TOURS

Example Media:

- 30+ high-res interior & exterior images
- Aerial drone footage of the home and neighborhood
- 3D virtual Matterport tour
- 3D virtual Zillow tour
- Branded listing video for YouTube and social platforms

4

CUSTOM PROPERTY WEBSITE

Example Features:

- Full photo gallery
- Interactive map & school info
- Downloadable flyer and contact form
- Embedded video tour

5

EMAIL MARKETING CAMPAIGNS

Example Campaigns:

- “Just Listed” email to 1,000+ local agents
- New listing alert to buyer database
- Price reduction or open house reminder
- Drip campaigns for interested leads





SOCIAL MEDIA MARKETING PLAN

1 PLATFORM STRATEGY & OPTIMIZATION

Example Platforms:

- Facebook Business Page
- Instagram Professional Account
- TikTok for Business
- LinkedIn Company Page
- Pinterest Boards for Visual Branding
- YouTube Channel for Video Content

2 CONTENT CREATION & SCHEDULING

Example Content:

- Branded graphics, short-form videos, and lifestyle posts
- “Behind the scenes” clips and team highlights
- Educational or tip-based reels
- Weekly posting schedule (3–5 times per week)
- Seasonal content planning and hashtag strategy

3 ENGAGEMENT & COMMUNITY BUILDING

Example Actions:

- Reply to comments and direct messages daily
- Host live Q&A sessions or “Ask Me Anything” events
- Collaborate with local influencers or community pages
- Encourage user-generated content with branded hashtags
- Engage with followers’ posts to build relationships

4 ADVERTISING & PROMOTIONS

Example Campaigns:

- Boosted posts to increase reach and visibility
- Lead generation ads with contact form integration
- Retargeting campaigns for past visitors or video watchers
- Event promotion ads (open houses, webinars, etc.)
- Geo-targeted ads to reach local audiences

5 ANALYTICS & PERFORMANCE TRACKING

Example Metrics:

- Follower growth and engagement rate
- Click-through rate (CTR) on links or ads
- Conversion rate and cost per lead
- Best-performing content insights
- Weekly social media performance reports



THE OFFER PROCESS

AFTER AN OFFER IS SUBMITTED

OUR TOP TIP!

Being flexible will help the offer and negotiation process go smoother, moving you one step closer to finalizing the sale of your home!

STEP 1: SELLER'S OPTIONS (WE CAN)

- Accept the offer.
- Decline the offer.
- If the offer isn't close enough to your expectations and further negotiation is needed, we can counter the offer.

STEP 2: BUYER'S OPTIONS (THE BUYER CAN)

- Accept the offer.
- Decline the offer.
- Counter the offer.
- Negotiations can go back and forth as many times as needed until both parties reach an agreement or one party decides to walk away.

STEP 3: OFFER ACCEPTED

- Once an agreement is reached, both parties sign the purchase agreement, and you are officially under contract!
- This period is called the contingency period, during which inspections, appraisals, and final approvals take place.



OFFERS & NEGOTIATIONS

NAVIGATING THE OFFER & CLOSING PROCESS

Once you receive an offer, several key steps must be handled correctly. Ensuring full disclosure, adhering to contract terms, and meeting deadlines are all essential for a smooth transaction. Once an offer is accepted, the escrow process begins, and we'll be there to guide you every step of the way.

DISCLOSURES

Sellers are legally required to disclose specific information to potential buyers. These disclosures help buyers make informed decisions about the property. Failure to provide accurate disclosures can result in serious legal consequences.

INSPECTIONS

Understanding contingencies in an offer is crucial. The standard inspection contingency typically gives buyers 10 days to complete all necessary inspections. It's important to be aware of your obligations and options during this period, and your agent will ensure all deadlines are met.

FINANCING & APPRAISALS

Reviewing offers carefully is essential to avoid financing issues. Your agent will verify that buyers are fully pre-approved and financially qualified, reducing the risk of delays or complications.

CLOSING

Our goal is to guide and support you through every step of the transaction. We understand that buying or selling a home is a major milestone, and we are committed to being your trusted real estate professional—not just for this transaction, but for life.

PROPERTY INSPECTIONS & HOME APPRAISAL

PROPERTY INSPECTIONS

Home inspections are conducted to ensure the property is in the condition it appears to be. If the inspector discovers any issues, the buyer has the option to:

- Proceed with the purchase as-is.
- Negotiate repairs or credits.
- Back out of the contract if the issues are significant.

HOME APPRAISAL

If the buyer is financing the home, their lender will require an appraisal to confirm the property's value aligns with the loan amount. As a seller, the goal is for the home to appraise at or above the sale price.

Contesting an appraisal can be challenging, so working with an experienced agent is key. A knowledgeable agent will implement strategies to highlight the home's value before the appraisal takes place, helping to support a favorable valuation.







FINAL STEPS BEFORE CLOSING

As you prepare to hand over your home to its new owners, here's a final checklist to ensure a smooth and respectful transition:

Administrative Tasks

- Cancel Insurance Policies
- Contact your insurance agent to cancel your homeowner's policy and request a refund of any unused premiums.
- Close Utility Accounts
- Cancel or transfer your utilities, internet, and cable services. Keep a list of providers' contact information in case of billing follow-ups.
- Submit a Change of Address
- Notify the post office, your bank, subscriptions, and any other relevant contacts of your new address.

Shut Off & Secure

- Turn Off Systems
- Shut off water valves to sinks, toilets, appliances, and the water heater. Switch off lights, ceiling fans, and unplug appliances.
- Call the Electric Company
- Notify them of your move and confirm final readings and service disconnection or transfer.

Organize & Deliver Documents

- Save Closing Paperwork
- Secure all contracts, closing documents, and receipts in a safe place for future reference or tax purposes.
- Compile Home Paperwork
- Create a folder for the new owner with manuals, warranties, service records, and receipts for recent repairs or appliances.

Move Out & Clean Up

- Clear Out Personal Belongings
- Remove all items from drawers, cabinets, closets, and storage areas.
- Deep Clean
- Thoroughly clean all rooms, including appliances, cabinets (inside and out), bathrooms, and the garage. Arrange for trash pickup prior to closing.
- Final Floor Sweep
- Vacuum and sweep one last time before locking up.

Leave Behind Essentials

- House Keys & Remotes
- Leave all labeled keys, remotes, garage openers, mailbox keys, and pool keys in a visible spot—such as the kitchen counter.

Lock Up

- Secure the Property
- Close all blinds, lock all windows and doors, and ensure everything is secure for the new owners.

CLOSING DAY!



WHAT TO EXPECT

Closing marks the final step in transferring ownership of your home. The escrow officer will review the contract, confirm all outstanding payments, prepare the necessary documents, and ensure the buyer's title is properly recorded. Once everything is finalized, all payments will be settled, and you will receive any funds owed to you.

FINAL COSTS TO EXPECT

- Real estate agent commissions
- Title insurance policy fees
- Home warranty (if applicable)
- Remaining mortgage balance and any prepayment penalties

WHAT TO BRING TO CLOSING

- A valid government-issued photo ID
- A beautiful smile!

CONGRATULATIONS! YOUR HOME SALE IS OFFICIALLY COMPLETE!

RECOMMENDED RESOURCES

HANDYMAN

Ace Handyman Service
www.acehandymanservices.com
(480) 409 - 7850

ATTORNEY

Timothy Derden
Matthew Lopez Law
(602) 600 - 6288

MOVERS

Sterling Interstate
www.sterlinginterstate.com
(480) 602 - 9669

CONTRACTOR

Wow Factor Properties
wowfactorprp@gmail.com
(480) 415 - 6333
Kash Elkins & Aaron Medina

ELECTRICIAN

Parker & Sons
www.parkerandsons.com
(480) 493 - 4690

LANDSCAPING

Regency Landscaping
www.gotyardservice.com
(480) 433 - 9959

PLUMBING

Cactus Plumbing
cactusplumbingllc@gmail.com
(480) 410 - 0041

HOME & AUTO INSURANCE

Goosehead Insurance
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jacob.bermudez@goosehead.com
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CLEANERS

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