



**KELLER
WILLIAMS®**
REALTY

**YOUR
NEW HOME
BOOK**

Prepared By

Debbie Lanier, CRP





Ways to Communicate



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Toll Free: 888-765-0923

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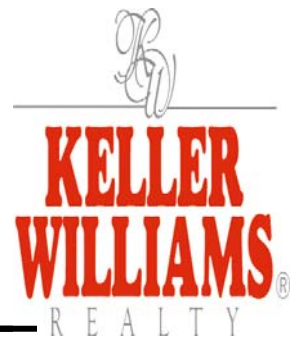
Website: www.kwrelo.com



Debbie Lanier, CRP



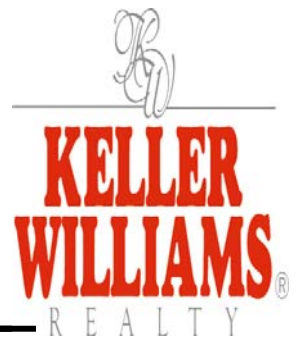
My Resume



- 17 Years Experience
- Certified Relocation Professional Designation (CRP)
- Relocation Director
- Designated and Managing Broker at Relocation Company
- Relocation Consultant
- Area Realtor
- Prior to Real Estate Career, I served as Assistant and Interim Director for local Crisis Center
- Raised 3 kids in Phoenix



Let Me Help You Decide



My Areas of Focus

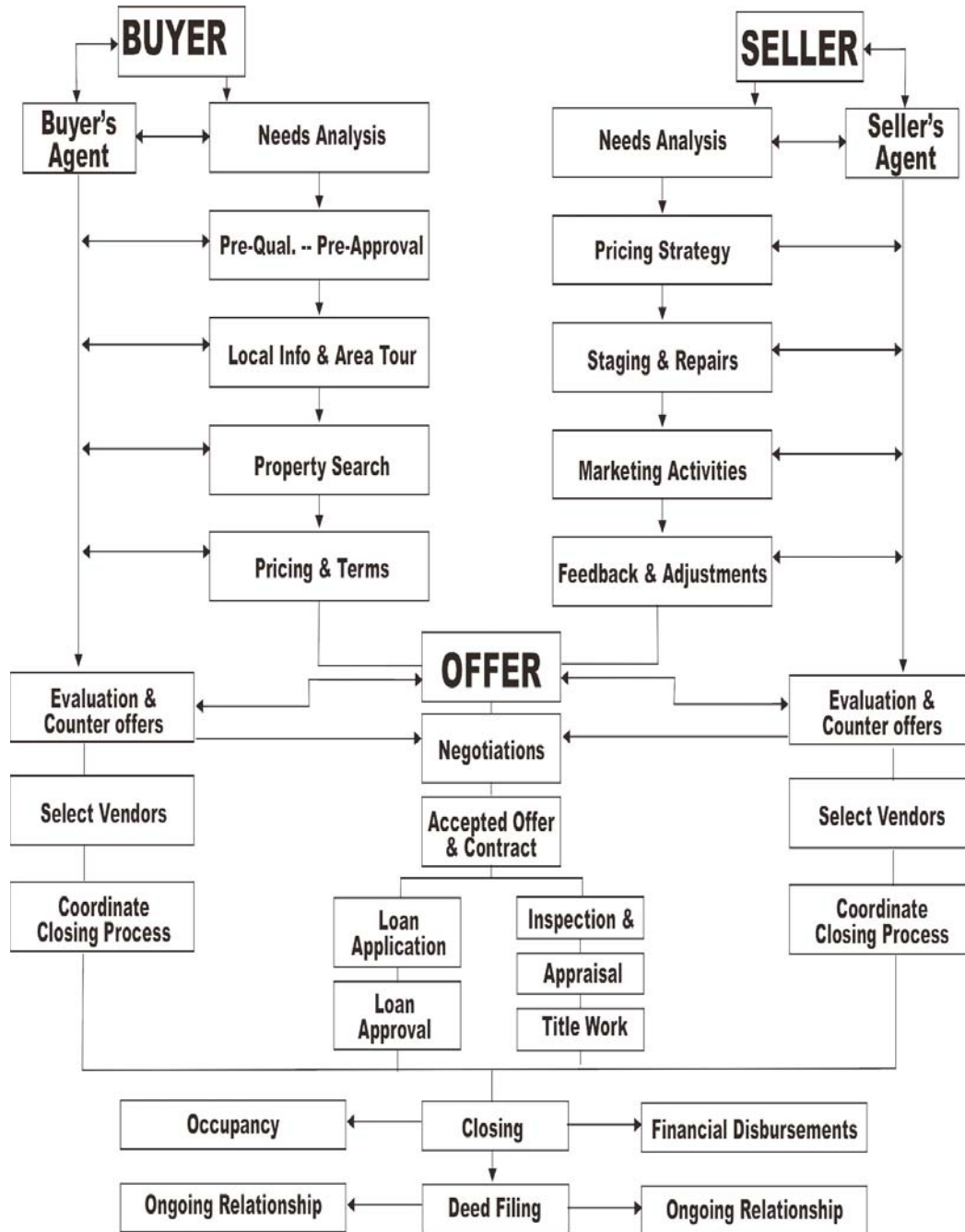
Personal Service Areas:
General Sales - East Valley
Valley Wide - Relocation

Professional Designations:
Certified Relocation Professional (CRP)
Broker License (8 Years)

Specialty:
Residential Real Estate Sales-New and Resale
Seller Representation and Marketing Homes
Buyer Representation

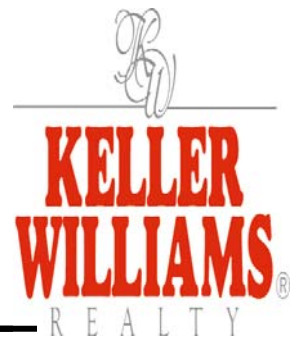


The Points of Fiduciary Delivery Model





The Language of Realty Fiduciary Service



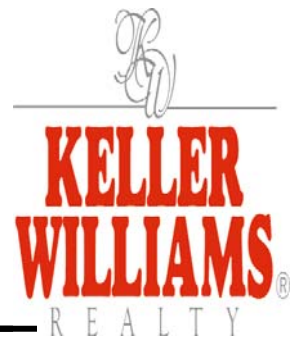
MY CLIENT SERVICES PLEDGE:

- I will keep my clients fully informed and consistently updated.
- I will respond to all my client's inquiries and concerns.
- I will protect my client's interest.
- I will quality control all other parties to the transaction.
- I will assure the accuracy of all paperwork.
- I will continually seek feedback and assure my client's satisfaction.
- I will respond to and resolve all problems and issues, quickly.
- I will make each real estate transaction a positive experience.
- I will always be the calmest person in the transaction.
- I will consistently provide value-added services.

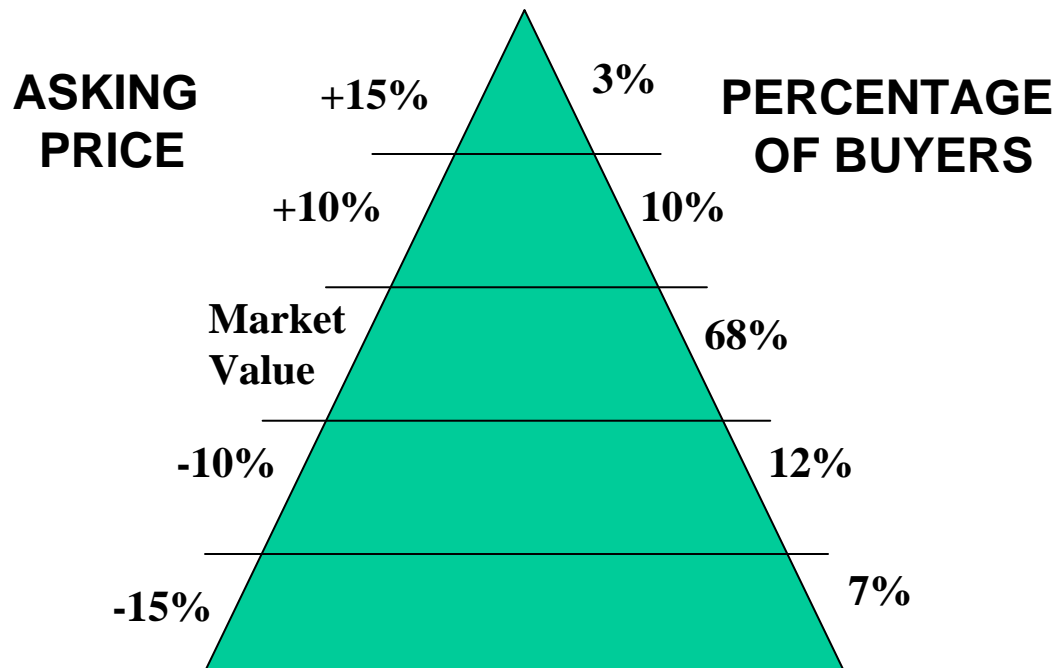
TRUTH

A Service Pledge is only rhetoric or sales-speak if there are no specific standards of fiduciary delivery. Talking like a Realty Fiduciary and then not walking the talk is, in the end, worse than never having set a fiduciary expectation!

How to Structure an Offer



IMPORTANCE OF AN OFFER

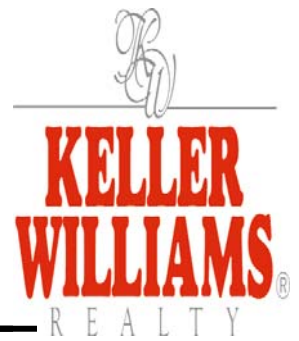


As the triangle graph illustrates, more buyers purchase their properties at market value than above market value. If you price your property at market value, you are exposing it to a much greater percentage of prospective buyers and you are increasing your opportunity for a sale.





Sale to Settlement



The “OFFER”

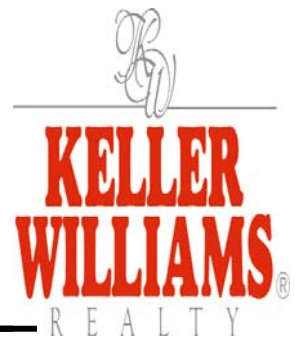
A very crucial period of time begins when an offer is received. This is when an experienced agent is critical to your success.

My responsibilities are to:

1. Successfully negotiate the offer to help you achieve purchasing the house you want at the price you want.
2. Review the active homes and the most recent sales in the neighborhood with you to help set the offer price.
3. Review financial options in the offer to comply with your mortgage specifications to ensure a successful close.
4. Deliver all necessary documentation related to the sale to all parties expeditiously.
5. Strategically negotiate through inspection and repair request stage of contract for your best interest
 - General Home Inspection
 - Wood Infestation Inspection
 - Pool and Spa Inspection
 - Roof Inspection
 - Mold Test
 - Septic Inspection and Certification



Sale to Settlement



5. Assist by providing names of licensed inspectors, contractors and experts capable of performing required repairs.
6. Insuring documentation and receipts for repairs are completed and delivered as required. *Most relocation transactions require all inspection and repair issues to be settled immediately.*
7. Follow up on your mortgage and appraisal progress to protect your interest. *Relocation transactions require documentation of conditional loan approval (CLA) to be presented at time of offer.*
8. Follow the time line of each part of the transaction and to keep you aware of any issues that arise.
9. Maintain communication with all parties to be certain that all appropriate documentation has been delivered to Title Company.
10. Verify all parties have signed the necessary documents, all monies required to close have been received, and that the Escrow Officer has successfully submitted to Recorder's office for "recordation of deed".
11. Verify and Communicate "recordation". *This is when the home truly become YOURS and keys can be delivered.*

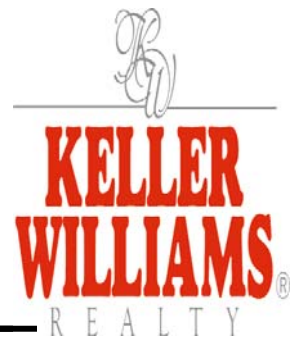


Information Page- “Household Services”



| | |
|--|-----------------------------------|
| Electric Service | |
| SRP | 602-236-8888 or 1-800-258-4777 |
| SRP Irrigation Program | 602-236-3333 |
| APS | 602-371-7171 |
| Water Service | |
| Chandler | 480-782-2280 |
| Gilbert | 480-503-6800 |
| Glendale | 623-930-3190 |
| Mesa | 480-644-2221 |
| Peoria | 623-773-7286 |
| Phoenix | 602-262-6251 |
| Scottsdale | 480-312-2461 |
| Tempe | 480-350-8361 |
| Telephone Services | |
| Qwest | 1-800-244-1111 |
| Cox Communications | 623-594-1000 |
| Southwest Gas | 602-861-1999 |
| Cable TV-Cox Communications | 623-594-1000 |
| Newspaper-Arizona Republic | 1-866-458-5532 |
| Voter Registration | 602-506-1511 |
| Car Registration & Driver's License | 602-255-0072 |
| Driver's License & Car Registration | 602-255-0072 |
| Vehicle Emission Testing | 602-470-4646 |

Information Page- “Vendors”

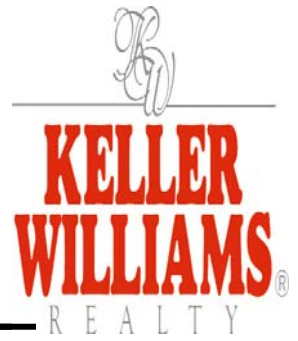


| | |
|--|---------------|
| Air Conditioning & Heating | |
| Brewer's | 480-893-8335 |
| Collins Comfort Masters | 480-655-7575 |
| Chas Roberts | 602-749-0999 |
| Carpet Cleaning | |
| Jasper's Carpet Cleaning | 480-777-2222 |
| Mountainside Carpet | 480-759-0453 |
| Chem-Dry | 480-759-2122 |
| Tolivers | 480-894-9444 |
| Cleaning Service | |
| Maid in the USA (Ebelia Cruz) | 480-239-5666 |
| Molly Maid | 480-970-1972 |
| Lupita Amparano | 480-495-1457 |
| Creative | |
| Maison Nouvelle (MaryLee Hoffman) | 480-994-5040 |
| Home Decorators | 602-971-4639 |
| Electrician | |
| Don Buxbaum | 480-496-0127 |
| Fusion Electric | 602-369-9493 |
| All-Valley Electric | 602-956-9892 |
| Fencing | |
| Ironman Pool Fence-Jim Gemmell | 480-892-6121 |
| American Fence | 480-832-6380 |
| Handyman Services | |
| Dunn-Rite Remodeling (Terry Baier) | 480-968-1427 |
| Jeff Harada (Does Everything) | 602-616-0944 |
| Al Baker (Kara Jensen) | 602-505-68874 |
| Rick K (Joe Rowan) | 480-225-7531 |
| Matt Stevens w/ Larsen Construction | 602 697-3446 |
| Home Inspections Companies | |
| Cornerstone Inspections (Greg Land) | 480-892-7113 |
| Valley Home Inspections (Kirk Kraft) | 480-461-0432 |
| Amerispec Nation Home Inspection, Inc. | 480-951-8898 |
| Premier 1 Inspections (Bob DeFalco) | 602-717-8400 |

LIST IS NOT AN ENDORSEMENT.
Research on Prices, License and Reputation is Strongly Urged
No Affiliation Implied.



Information Page- “Vendors”



| | |
|--|--------------|
| Home Warranty Providers | |
| American Home Shield | 800-776-4663 |
| Old Republic Home Warranty | 800-445-6999 |
| First American Home Warranty | 800-444-9030 |
| Homeowner's Insurance | |
| American Family (Tim Purvis) | 480-456-5200 |
| State Farm (Bill Quigley) | 480-899-7878 |
| Triple A-Scottsdale | 602-274-1116 |
| Farmers Insurance | 480-994-9014 |
| Landscaping | |
| Arnolfo Rios (Licensed) | 602-397-2637 |
| Higinio Bautista (Not Licensed) | 602-578-8765 |
| Lawn Care-North Valley | 623-980-3115 |
| Arte Verde Landscape Design | 480-556-0575 |
| Elite Sprinkler Repair and Landscaping | 602-485-4205 |
| Al Tree and Yard Work | 480-488-5988 |
| Jim's Sprinkler's | 480-620-6062 |
| John Monty (Deb Dombrowski) | 602-722-2099 |
| Jason's Sprinkler Repair (Mike White) | 480 221-5563 |
| Locksmith | |
| 24 Hour Emergency Service | 602-404-2830 |
| Bills Lock and Key | 480-831-7959 |
| Arrowhead Lock & Key | 623-516-0601 |
| University Lock & Key | 480-966-4504 |
| Miscellaneous | |
| Mold Detection and Mitagation | 602-561-2446 |
| We-Seal-It Pest Control | 602-341-4062 |
| Painters | |
| D&J Renovators | 602-418-6536 |
| Adams Painting | 602-254-5191 |
| Calvary Painting | 623-977-8535 |

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| Pest Control | |
| Valleywide Termite and Pest Control | 602-522-8864 |
| Poor Boy Termite Control Only | 480-994-4240 |
| Uni-Tech Termite Control | 602-863-4042 |
| Lady Bug (NOT TERMITES) Pest Control | 480-833-1111 |
| We-Seal-It Pest Control | 602-341-4062 |
| Pool & Spa Service & Repair | |
| Swimming Pool Service & Repair | 602-267-7203 |
| Big John's Pool Service | 602-777-7859 |
| The Pool Shop | 480-759-9965 |
| Roofer | |
| Mountainside Roofing (Brian Deems) | 602-919-3120 |
| Sunvek Roofing | 480-951-3223 |
| Arrowhead Roofing | 623-561-1591 |
| Scott Roofing | 602-944-6506 |
| Sewer & Drain Cleaning | |
| Roter-Rooter | 602-277-9588 |
| All State Rooter | 623-435-5677 |
| Window Washing | |
| Klear Pane Views | 602-216-2966 |
| Arizona Window Cleaning | 602-252-3128 |
| Crystal Window Cleaning | 623-878-7880 |
| Champion Window Cleaning | 480-830-0900 |
| Window/Glass Repair | |
| Gilbert Glass | 480-892-1556 |
| Mercury Glass | 602-258-7908 |
| Slide Right | 480-921-3003 |
| Ever-Ready Glass | 623-487-7100 |

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Information Page- “Websites”



| General Information | |
|---------------------------------------|--|
| General Info. About Arizona | www.azcentral.com |
| | www.50states.com/arizona.htm |
| | www.accessarizona.com |
| ADOT | www.dot.state.az.us/ |
| Air Quality | www.maricopa.gov/envsvc/air/airday.asp |
| Area Codes- phones | www.555-1212.com/geo.jsp . |
| AZ Environmental Quality-602-207-2300 | www.adeq.state.az.us |
| Cox Cable | www.cox.com/phoenix/ |
| Crime Statistics | <i>(see city listings and demographic sites) 602-262-6543</i> |
| Demographic/ Neighborhood Info. | www.azcentral/hbc/community.php |
| Energy Usage Ratings | www.eren.doe.gov/consumerinfo/energy_savers/shoppingguide.html |
| EPA Home Page | www.epa.gov/ |
| Pests- Stuctural Pests | www.sb.state.az.us |
| Sex Offender- DPS site | www.azsexoffender.org |
| Registrar of Contractors | www.rc.state.az.us/ or (602)542-1525 |
| State of Arizona site | www.state.az.us/ |

WEBSITE LIST AVAILABLE VIA EMAIL UPON REQUEST:
 kwrelo@msn.com
 Emailed List Allows Access with a Simple Click.

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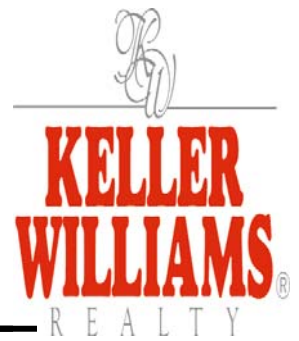
| Utilities and Moving Help | |
|--|--|
| APS - Electric Company (some areas of Valley) | www.aps.com/home |
| SRP - Electric Company (some areas of Valley) | www.srp.net.com/ |
| Southwest Gas | www.swgas.com/ |
| Telephone Service-Qwest | www.qwest.com/ |
| Cox Cable (Cable TV and Telephone Service) | www.cox.com/phoenix/ |
| Movers Guide | www.moversguide.com |
| Moving Guide | www.moving-guide.com/ |
| DMV address change | www.servicearizona.ihost.com |
| EDUCATION: | |
| Each City Site will have Public, Private and Secondary School Info.....See Above | |
| School Test Scores | www.arizonacentral.com/news/education/schoolscore |
| Public School Info. | www.ade.state.az.us or www.greatschools.net <i>Arizona Department of Education: (602) 542-5393</i> |
| Private School Info. | www.greatschools.net |
| National Private Schools Asso. Group | www.npsag.com |
| About.com | www.privateschool.about.com |
| State Education Departments | www.ccsso.org/seamenu.html |
| Resources for Schools | www.schoolnet.com |
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Thank You



Thank you so much for inviting me to participate with you on the selection of your new home. My research and dedication to the home buying process has proven to be very successful for my clients. This “Buyer’s Manual” contains a brief description of some of the things I will be doing to expedite the purchase of your home.



You can see how I plan to keep you informed throughout the entire process and provide continuous guidance and support until closing has occurred and you are successfully moved in to your new home.



Providing excellent real estate service and consultation is my mission. I welcome the opportunity to work for and with you in obtaining your goals in finding, acquiring and moving in to a great new home!

Sincerely,

Debbie Lanier, CRP

Keller Williams - Relocation Director
Associate Broker

Office: (480) 759-4300

Direct: (480) 206-5833

