

The Listing Plan of Action

Erica Hoffman
520.245.7438
hoffmangroup1@gmail.com

Josh Conzemius
520.440.1033
joshconzemius@gmail.com



the **HOFFMAN** group
Tucson Real Estate Team

Keller Williams Southern Arizona

Each Keller Williams office is independently owned and operated.



In 2011, The Hoffman Group ranked number 10 out of 5000 agents in Tucson for the number of homes sold – 78 homes sold in 2011. One to two homes sold per week at over 97.79% of the sales price with an average of only 30 days on the market.



The Hoffman Group Partners

Erica Hoffman and Josh Conzemius are the listing & showing agents on our team. Their job is to get to know the wants and needs of their clients and keep up with market inventory. They will make marketing calls for your property everyday looking for potential buyers. They will initially meet with the buyers to gain a full understanding of their needs. They will then search those homes that fit the buyers' criteria, always showing your home first. They consult the team daily on the latest market updates. Their knowledge, sales skills, and positive mental attitude make them invaluable to you. Most importantly, they are committed to communicating directly with you weekly regarding the progress of your sale.

Erica Hoffman

University of Arizona Alumni.

Graduated Cum Laude

Former High School Teacher

Realtor - Expert in Residential Sales in Tucson since 2003

Bilingual – Spanish

Josh Conzemius

University of Arizona Alumni

Former Elementary and Middle School Teacher

Realtor – Expert in Residential and Commercial Sales & Leasing in Tucson since 2002

Bilingual - Spanish



The most critical step in preparing to market a home is determining the listing price.

The High Cost Of Overpricing

All sellers want to realize the highest possible return from their property. Pricing a property too low cannot provide the highest return; pricing a property too high will also produce less than the best return. The right price produces the best return.

Property misses its market

When a price is too high, those buyers for whom the home would be right won't see the house because it is out of their price range. Buyers who are in the price range suggested by the asking price will not see the property as a good value and will buy something else. Agents will be reluctant to show the property, except perhaps to make a competing property look like a good buy.

Testing the market

Sellers often feel that they want to test the market at a high price. This can be risky. A property receives its fullest exposure in the first three to five weeks on the market. The best buyers for any property are those choice prospects who see a property during those first weeks. If it does not appear to be a good value, they will decide not to buy and it is rare that such buyers return to a property later even if the price is reduced.

Seller expectations

Another danger of testing the market is that the seller will come to believe in what started out as an exploratory price. Even when the market provides evidence that the price is too high, the seller will be unwilling to reduce the price. Or, what is worse, a seller may turn down an offer that is low, but which is the best offer that will be received. In an extreme example, a seller whose house was listed at \$600,000 turned down an early offer of \$450,000; a year and a half later the house sold only after the asking price was reduced to \$395,000.



Increased market time

The overpriced house stays on the market, and statistics from the Multiple Listing Service indicate that the longer a house is on the market, the lower the selling price in relation to the asking price.

Other cost of overpricing

A home on the market is a non-productive asset. An unsold house represents financial resources committed to continuing ownership cost: Interest, taxes, maintenance and the loss of the potential alternative uses of the funds tied up on the property.

Non-monetary cost

An unsold house prevents the owner from proceeding with whatever plans led to the decision to sell: purchase of a different home, moving from the area, consolidating households, liquidating an estate, concluding a divorce.

Correct pricing

Pricing a home is part art, part science. The pricing process should be based on evidence; the prices paid for comparable properties in recent sales. Since no two homes are exactly alike, however, the evidence must be evaluated and a judgment reached.

Because of the emotional attachment to our homes, the judgment of professional agents with a detached view is vital. The right price produces the best return.



The Listing Plan of Action

Our Three Objectives When You Hire Us

1. To assist in getting as many qualified buyers as possible into your home until it is sold.
2. To communicate weekly the results of our actions.
3. To assist you in negotiating the highest dollar value for your property.

Our Proactive Approach: Here's what makes The Hoffman Group one of Tucson's top 10 real estate teams

- In-depth consultation with you regarding your wants and needs.
- Completion of all contract and listing related forms
- Install 24 Hour 1-800 information hotline; program the system, monitor, and respond to calls on your home.
- Submit your home to our local Multiple Listing Service.
- Submit your listing to the Top 250 real estate websites worldwide.
- Price your home competitively...to open the market vs. narrowing the market.
- Direct access to a real estate network of more than 80,000 Realtors in the U.S. and Canada – an excellent resource for buyer referrals.
- Develop a list of features of your home for the Brokers to use with their potential buyers.
- Make contact with 60 potential buyers for 6 hours per day.
- Contact over the next seven days...my buyer leads, sphere of influence and past clients or their referrals and prospective buyers.
- Provide you with weekly updates about any changes in the marketplace.
- Add additional exposure through a professional sign and lock-box.
- Whenever possible pre-qualify the prospective buyers.
- Keep you aware of the various methods of financing that a buyer might want to use.
- Follow-up on the salespeople who have shown your home for their feedback and response.
- If the home has not sold after doing all of the above we will assist you in re-evaluating the price.
- Represent you on all offer presentations...to assure you in negotiating the best possible price and terms.
- Handle all follow-up upon a contract being accepted...all mortgage, title and other closing procedures.
- Deliver your check at closing.



The Team Members

Transaction & Closing Manager

Linda Olson ensures your experience with us is smooth and uneventful. She coordinates with all the parties involved in the sale of your home. Escrow, Title, Appraisal, Termite, Inspection, Lender, Buyer, Seller, Listing and Buyer Agents are just a few of the many people she contacts on your behalf. There are approximately 32 people to coordinate with in a transaction. She consults with the team members on a daily basis, and is always ready and willing to go the extra mile for you. Call Linda at 520.615.8428 if you have any questions about transaction paperwork or closing.

Mortgage Financing & Loan Processing

Fairway Mortgage is our preferred Lender. John Saavedra pre-approves all potential buyers to ensure that only qualified candidates view your home. He has access to many investors, so financing of your property is never a problem. His extensive background in Real Estate Sales & Mortgage Financing provides an aggressive approach to any finance question you may have. John and his assistant will compile all the necessary documentation for the investor. This includes information from the Agents, Escrow Company, Title Company, Appraisal, and the borrower. John coordinates the loan approval, loan documents, and loan closing with the investor and the escrow company in a timely manner. Call John at 520.749.3900 for all your mortgage lending needs.

Escrow Manager

Elisa Jennings' experience in escrow and office administration helps her deal with the volume of sales that we generate. She oversees the escrow process for each transaction, and works closely with the Team in solving an occasional problem that arises. Elisa's personal, calm style adds balance to our team and makes her invaluable to you, our clients. If you have questions, call Elisa at 520.575.1900.

Title Representative

Erin Fitzgerald assists in the marketing of all listings. Erin helps implement and communicate our aggressive marketing techniques that will generate activity on your home. She reviews each Property Profile and Title request on your property to ensure all deeds and records are in proper order. Erin's commitment to her job and our clients is second to none. She is available to answer any of your title questions.

Short Sale Negotiator

Travis Pottinger is our shortsale expert and has personally negotiated over 250 shortsales over the last 7 years, with almost every lending institution. Travis has a 90% closing ratio for every shortsale we open with him. Travis works side by side with The Hoffman Group to ensure that every step is taken to close the sale. Call Travis at 520.370.7916 with your short sale questions.

Referral Networks

We have two networks of Realtors which comprise of over 80,000 agents in the United States and Canada in over 700 market centers. If you need a professional in the U.S. or Canada, we will have someone for you, guaranteed.



Award Winners



2004: Prudential Real Estate – 52 Homes/Properties sold

2005: Prudential Real Estate – 54 Homes/Properties sold

2006: Realty Executives – 50 Homes/Properties sold

2007: Realty Executives – 53 Homes/Properties sold

2008: Realty Executives – 48 Homes/Properties sold

2009: Realty Executives – 55 Homes/Properties sold

2010: Keller Williams – 74 Homes/Properties sold

2011 Keller Williams – 78 Homes/Properties sold

#1 Listing Agents at Keller Williams

#1 Top Closed Units at Keller Williams

List of References

Please feel free to call these references to learn what other sellers have to say about our quality of service.

Michelle Macklin: 612.562.2608

Calvin & Susan Bergdahl: 520.578.9232

Arnold & Elizabeth Vezanni: 650.948.0416

Mark Titus: 520.668.0958

Joseph LaMantia: 520.881.5687

Greg Gadna: 520.248.1277

Janet Russell: 520.975.9983

Janet Poynter: 570.271.8686

Gordon McDonald & Jane Wright: 509.899.2264

Tom Wuelpern: 520.955.1712

Argelia & Manuel Celis: 520.495.8931

