



## LISTING GUIDE

TEAM MINIK  
(623) 777-5810



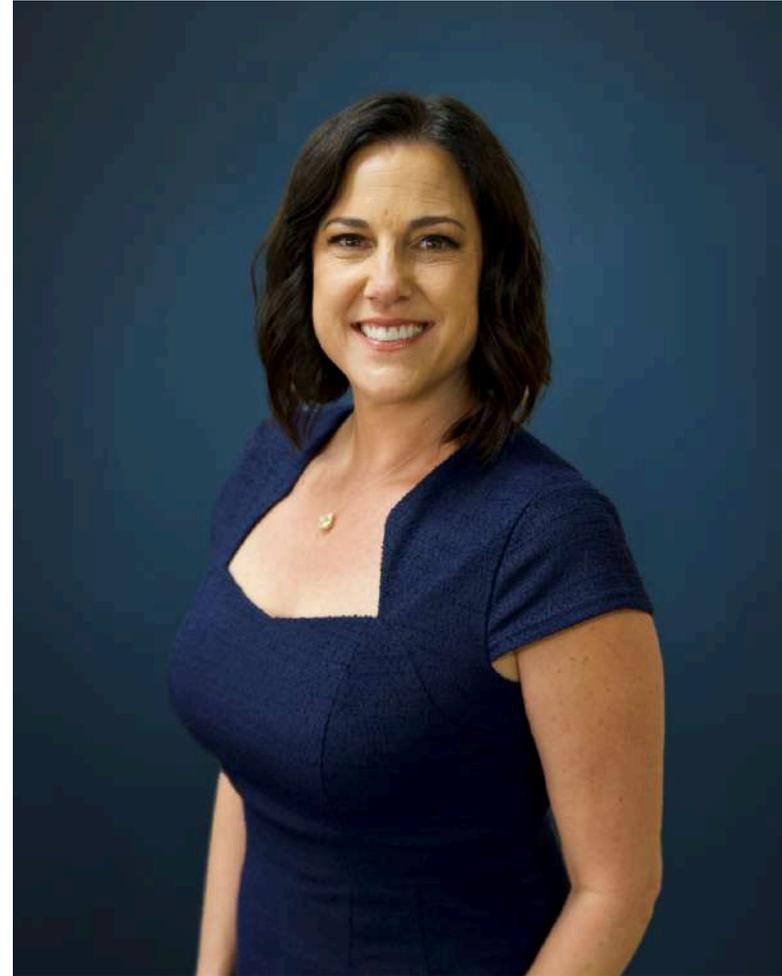


Our mission is to empower agents to succeed while fostering stronger, more connected communities. We are committed to earning trust through transparency and delivering exceptional customer service. Our goal is to exceed expectations at every stage of the real estate journey, whether buying or selling. With a passion for what we do, we specialize in helping individuals and families navigate the real estate market and achieve their goals.



## MEET YOUR LISTING EXPERT

You're about to sell a property in one of the most competitive real estate markets, having an experienced and well-connected real estate agent isn't just helpful, it's essential. **Realty of America** is the brokerage behind it all, and **Team Minik** is the powerhouse team you've been searching for.. We provide deep insights on current buyer demands, offer access to an exclusive network of top agents and the buyers they represent, and leverage top technology tools to promote your listing. Beyond data, tools, and technology, our talented team invests our unrivaled industry expertise, time, and energy into making sure you feel confident throughout your transaction.



TEAM LEAD - MICHELLE MINIK REALTOR® | 602.488.5432 | MICHELLE@TEAMMINIK.COM

# CHECK OUT OUR REVIEWS



“

**Michelle and Caroline have been great to work with!**  
*They've provided their expertise and recommendations not only for real estate, but also other local services and amenities that will help us feel settled in a new state..*

★★★★★

“

*As a first time home buyer I was very unsure and nervous going into the process of buying a home. However everything got easier because I had April walking me through it step by step.*  
**She was amazing...**

★★★★★

“

*Michelle, Zander and team went way above and beyond your expectations from start to finish.*

**We truly appreciate making this experience enjoyable  
God bless you and your team.**

★★★★★

“

**Deborah Houser is one of the best realtors I have had the pleasure of working with.** *I can't recommend her enough..*

★★★★★

“

**Michelle and her team are the best!** Even with all the ups and downs we went through she kept a positive vibe through the whole process **(which made our lives easier).**

★★★★★

“

When shopping for your new home, go see Team Minik at. **Kim and Michelle are so kind, knowledgeable, funny, understanding, and go beyond the extra mile.** We got our dream home!

★★★★★

“

**Great experiences with Michelle, Zander, and Team Minik!** Before working with Michelle, we had been referred to another agent in the area. We were looking to relocate from MO. We were interested in a few homes in the Phoenix area and set a date to go there and view the homes. The previous agent told us we weren't ready to buy, so they would not be available to show us homes or areas when we were in town. We flew to Phoenix, canceled our relationship with that agent, and filled out a form to see a house we liked. **We got lucky, and Michelle contacted us within 5 minutes.**

★★★★★

## FIND MORE REVIEWS



## HIGHLY RECOMMENDED

- ★★★★★ LOCAL KNOWLEDGE
- ★★★★★ PROCESS EXPERTISE
- ★★★★★ RESPONSIVENESS
- ★★★★★ NEGOTIATION SKILLS

# SALES VOLUME

## VOLUME NATIONWIDE

# \$378,140,188.11

<p><b>1,575</b></p> <p>UNIT CLOSINGS</p>	<p></p> <p>1300 S Litchfield Rd STE 220P Goodyear, AZ 85338</p>	<p></p> <p><b>ROA CARES</b> Building stronger, more connected communities.</p>
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# PRICING YOUR PROPERTY



List price is undoubtedly the first thing you want to talk about, and we get it. But the final decision on how to price your property will become clear after we've done the work to make it market-ready. During this process, we'll consider all variables; location, features, and demand.

## COMPS MATTER, BUT THEY DON'T TELL THE WHOLE STORY

Your property is unique, and we'll work with you to set a price that:

- **Illustrates your property's fair market value in relation to current conditions**
- **Considers the best features of your property, as well as realistic drawbacks**
- **Compares your property to others that have recently sold or have lingered on the market**
- **Reflects a deeply analyzed price range that will attract the most qualified buyers**

Pricing your property correctly from the start is crucial. Overpricing can lead to challenges, as price reductions often signal negativity to buyers. With our local expertise, we'll ensure it's done right the first time.

# YOUR MARKETING SUITE

Every piece of marketing reflects our passionate attention to detail and maximizes exposure in ways that make the most significant impact on buyers.

## ONLINE

Ninety percent of potential buyers start their search Online, both locally and abroad. Your home will be well represented on every Online outlet, including but not limited to Google, Homes.com Zillow and Realtor.com.

## SYNDICATION

Comprehensive listing syndication is a simple and efficient way to authorize the distribution of listings to consumer-facing websites hosted by third parties. On every online outlet, including but not limited to Google, Homes.com, Zillow and Realtor.com.

## OPEN HOUSES

Busy open houses create buzz, driving competitive offers and quick action. Our proven approach often leads to more viable offers and strong sales statistics. On every online outlet, including but not limited to Zillow and Realtor.com.

## PHOTOGRAPHY

Amazing photos can sell your property before buyers visit. Purchases are often driven by an emotional connection, making impactful online images essential. Our skilled photographers use lighting, composition, and detail to showcase your space beautifully.

# PROFESSIONAL PHOTOGRAPHY

According to Real Estate statistics, homes that were professionally photographed were up to 20% more likely to sell. In addition, they sold for up to \$11,000 more and sold up to 23 days (or 35%) faster than homes that were not professionally photographed.

Aerial photos allow buyers to get a better understanding of what the property looks like, its dimensions, and the surrounding area. Make your home stand out.



# ACTUAL LISTING PHOTOS



**Location: Waddell, AZ**  
**Price Sold: \$415,000**  
**On The Market: 62 days**



**Location: Litchfield Park, AZ**  
**Price Sold: \$447,000**  
**On The Market: 114 days**



**Location: Avondale, AZ**  
**Price Sold: \$368,500**  
**On The Market: 35 days**



**Location: Sun City, AZ**  
**Price Sold: \$649,900**  
**On The Market: 107 days**



**Location: Goodyear, AZ**  
**Price Sold: \$581,000**  
**On The Market: 43 days**



**Location: Wickenburg, AZ**  
**Price Sold: \$852,000**  
**On The Market: 97 days**

# MARKETING YOUR PROPERTY

Marketing your property effectively is how we attract dependable and highly motivated buyers. We expect to present you with the best offers. With our team of professionals, we can definitely help you find a buyer within the first 30-45 days after placing your property on the market; depending on the market.

**OPEN HOUSE**

MON, JAN, 01 | 00PM - 00PM  
1234 CIRCLE RD, ATLANTA, 12345

3 BEDROOMS    3 BATHROOMS    SINGLE FAMILY

ELIZABETH BURKE  
REALTOR® | 123.456.7890

**ROA**  
REALTY OF AMERICA

**ROA** REALTY OF AMERICA™

SIGN IN

**WELCOME**  
TO MY OPEN HOUSE

TAKE A LOOK  
*around*

CAN YOU SEE YOURSELF LIVING HERE?

YOUR NEW HOME AWAITS

**ROA** REALTY OF AMERICA™

**JUST LISTED**

IN YOUR NEIGHBORHOOD

435 N. Circle Rd, Atlanta, GA, 30019

4 Bedrooms

2 Bathrooms

# STEPS TO LISTING YOUR PROPERTY



**STEP 1**

**MEET WITH  
A REALTOR®**



**STEP 2**

**STRATEGIC  
PRICING (CMA)**



**STEP 3**

**ESTABLISH  
PRICE**





**STEP 4**

**PREPARE  
YOUR HOME**



**STEP 5**

**LIST PROPERTY  
ON MLS**



**STEP 6**

**PROPERTY  
SHOWINGS**



**STEP 7**

**OFFERS &  
NEGOTIATIONS**



# STEPS TO LISTING YOUR PROPERTY



**STEP 8**

**CHOOSE  
BEST OFFER**



**STEP 9**

**UNDER  
CONTRACT**



**STEP 10**

**SCHEDULE  
INSPECTION**





**STEP 11**

**APPRAISAL**



**STEP 12**

**TITLE & ESCROW**



**STEP 13**

**FINAL DETAILS &  
WALK-THROUGH**



**STEP 14**

**SOLD!**



# SELLER'S REAL ESTATE TERMINOLOGY

<b>AMORTIZATION</b>	A system of paying off the mortgage that combines interest and principal.
<b>APPRAISED VALUE</b>	Dollar value assigned to your home by a public tax assessor for the purpose of city/state taxes.
<b>CLOSING COSTS</b>	All of the miscellaneous expenses and fees paid by the buyer (and sometimes seller) when a deal closes.
<b>CLOSING</b>	The meeting in which the sale of a property is completed. Buyers and sellers sign documents and exchange funds.
<b>CMA</b>	Comparative Market Analysis is a report of similar homes in the area that were recently sold.
<b>CONTINGENCY</b>	A clause in an agreement that keeps things from being legally binding unless a condition is met.
<b>EARNEST MONEY DEPOSIT</b>	This is a payment to a seller to show you are serious about buying the property counted towards the down-payment, and refundable.
<b>MLS</b>	An organization that collects and distributes home sale information & populates home listing sites.
<b>REALTOR®</b>	A Realtor® is a real estate agent that is a member of the National Association of Realtors®.

# LISTING INTAKE FORM

## PROPERTY

ADDRESS \_\_\_\_\_

SELLER \_\_\_\_\_ MOBILE \_\_\_\_\_

EMAIL \_\_\_\_\_

HISTORY NOTES \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## PROPERTY INFORMATION

### Type of Home

SFH  Townhouse/Condo  Multi-Unit  Other

Bedrooms \_\_\_\_\_ Bathrooms \_\_\_\_\_

Stories/Style \_\_\_\_\_ Sq. Ft. \_\_\_\_\_

Garage  Yes  No Condition \_\_\_\_\_

Water Heater \_\_\_\_\_

Roof \_\_\_\_\_

Furnace \_\_\_\_\_

Windows \_\_\_\_\_

A/C \_\_\_\_\_

## ADDITIONAL INFORMATION

Electricity Acct. Number \_\_\_\_\_

Gas Acct. Number \_\_\_\_\_

Permit/Violations \_\_\_\_\_

Tax \_\_\_\_\_

### Condo/Townhouse

Association \_\_\_\_\_

Contact \_\_\_\_\_

Phone \_\_\_\_\_ HOA \_\_\_\_\_

Special Assesments \_\_\_\_\_

\_\_\_\_\_

Amenities \_\_\_\_\_

\_\_\_\_\_

## IMPROVEMENTS

\_\_\_\_\_

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## NOTES

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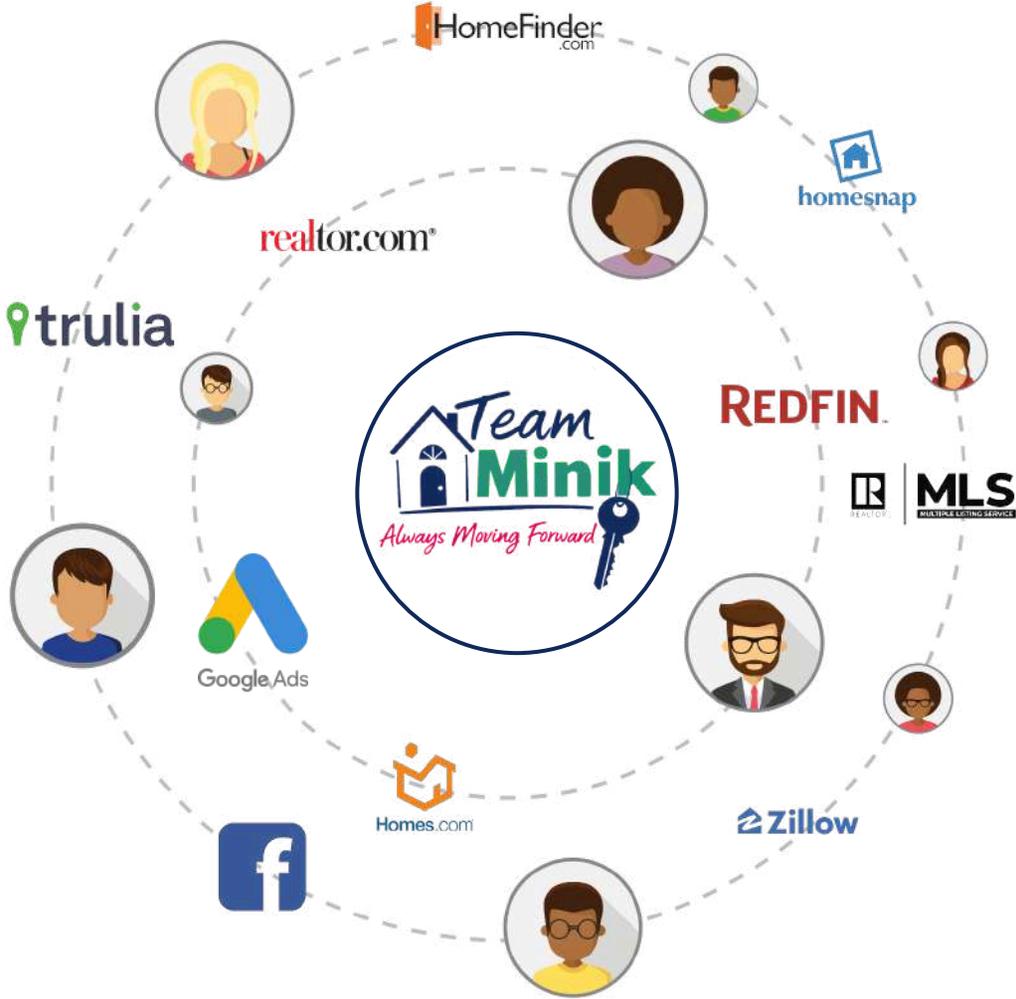
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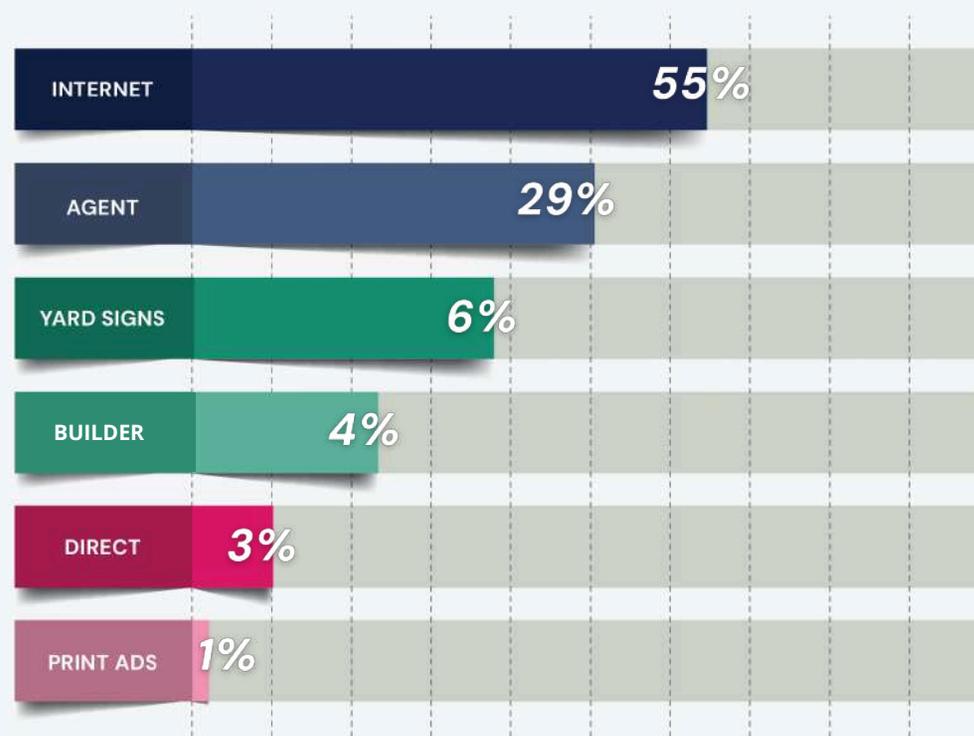
# SYNDICATION



While individual brokerage sites may lack high traffic, national platforms attract millions. We'll ensure your property is showcased on these key sites, maximizing visibility to potential buyers.

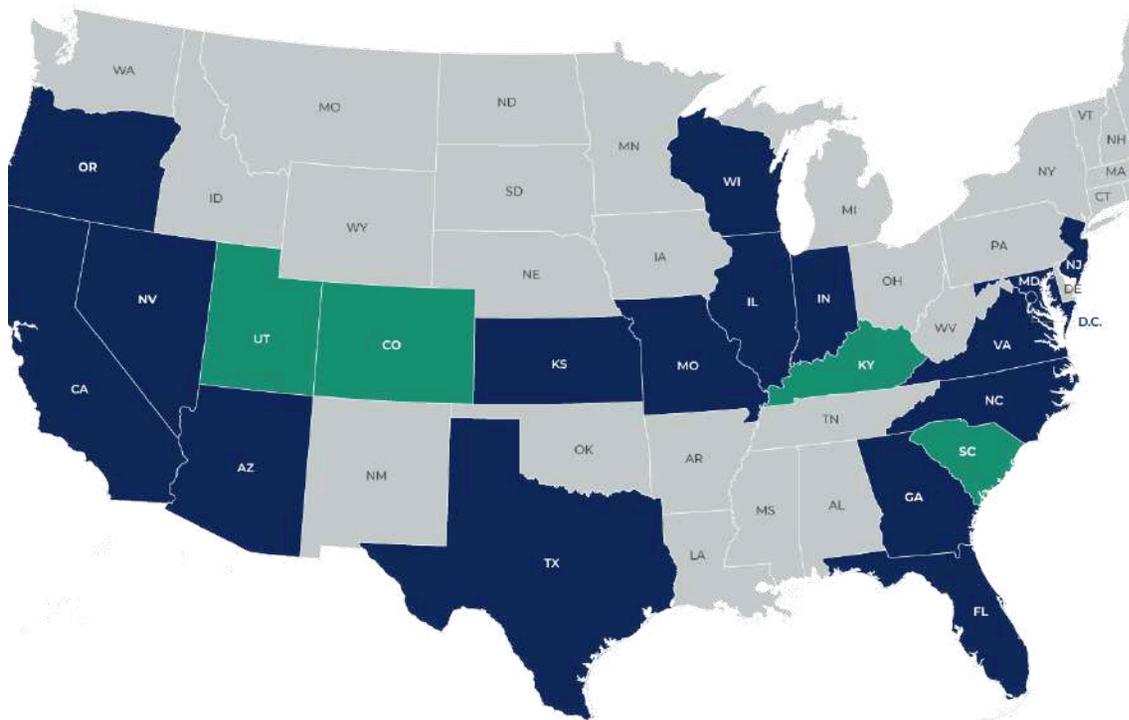
# BUYER STATS

## WHERE BUYERS COME FROM



# OUR NETWORK

The Realty of America (ROA) national network provides the our team with a powerful platform for growth. With connections across key markets nationwide, the team gains access to valuable insights, tools, and opportunities to expand beyond local borders.



## CURRENTLY ACTIVE MARKETS

Arizona	Washington DC
California	Nevada
Illinois	Wisconsin
Indiana	Missouri
Maryland	Kansas
New Jersey	Indiana
Virginia	Texas
Florida	North Carolina
Georgia	Oregon

## PHASE 1: COMING SOON

Utah  
Colorado  
Kentucky  
South Carolina

## PHASE 2: COMING SOON

Everywhere Else!

**OUR LOCAL OFFICE:** 1300 S Litchfield Rd Ste 220P Goodyear, AZ 85338, USA



[www.realtyofamerica.com](http://www.realtyofamerica.com)

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ROA™

REALTY OF AMERICA

Team  
Minik

*Always Moving Forward*

