



# Pre-listing Package

Lynn Otlewski, SRS, CDPE, CSSN

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

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

Blog: [www.ThePhoenixRealEstateAdvisor.com](http://www.ThePhoenixRealEstateAdvisor.com)

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# Mission Statement

Lynn Otlewski | RE/MAX Integrity | 623-238-3875

- What are the opportunities or needs that we need to address?

We assist our clients in navigating a home sale or purchase.

We simplify the process of buying or selling a home.

We provide a quality of service that when coupled with honesty, loyalty and understanding is second to none.

We will actively negotiate the best deal for each of our clients, and never forget that serving them is our top priority.

- What are we doing to address these needs?

Our team treats every transaction with the highest priority and integrity, with a focus on results.

Through education, our team keeps up to date with current market trends, solutions and opportunities that benefit our clients.

Through our strategies, tactics and tools, we assist our clients in getting a measurable advantage in a competitive marketplace.

Through focus and attention to detail, we ensure our clients an efficient and hassle-free transaction.

- What principles or beliefs guide our work?

We believe that in assisting our clients and providing value, we fulfill our mission.

Through Clear and consistent communications, we allow our clients to be actively involved in their transactions.

We treat our clients with honesty, even if the honest truth may not be what they want to hear.

We will always act with utmost integrity no matter the circumstances.

Good isn't good enough. By providing our clients with the highest level of service, we receive the privilege of getting referrals from our clients' friends and family.

# About Us

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- ## Our Client-First Philosophy

There are many qualities and skills that you should require and that go into being an excellent real estate professional: Integrity, in-depth community and market knowledge, marketing savvy, effective negotiation skills and a high-quality professional network, all of which are hallmarks of how we work.

That said, in our experience as a Phoenix area real estate professional, we've also found that providing the very best service is essentially about *putting our clients first*. This means keeping ourselves accessible, being a good listener as well as a good communicator, and responding quickly to your needs.

- ## About Lynn and Jay

Lynn and Jay have been in the real estate industry since 1994, beginning as licensees in Michigan. Lynn worked hard to earn her Broker License in 1999. Since that time, they have both maintained their status in the industry serving in various capacities through the years.

Today, they have again joined forces to bring the very best of real estate practice to their business in Arizona. Focusing mainly in the West Valley, they also serve some areas of the North Valley as well.

They have recognized over the years each one's strengths, so they each focus on different aspects of their business. Lynn focuses on the listing side of their business – pricing the homes to sell, marketing and positioning; while Jay specializes in help buyers – mostly active adults (over 55) find their dream home in the many active adult communities the Valley has to offer.

**Need to find a home?** Jay is right there with you every step of the way. Not sure about your options as a retiree? As an SRES (Senior Real Estate Specialist) Jay can point you in the best direction for your business.

**Need to sell a home?** Lynn is the listing and marketing expert. Trying to avoid foreclosure due to a financial hardship? Lynn has been certified as a CDPE agent (Certified Distressed Property Expert) as well as a CSSN (Certified Short Sale Negotiator) with the knowledge of your best options and how to facilitate a result that fits your needs.

# Agent Bio

Lynn Otlewski | RE/MAX Integrity | 623-238-3875

My Name is Lynn Otlewski and I have been in the real estate industry since 1994. I started out in the state of Michigan, and moved to Arizona in 2006

- Married to Jay Otlewski, also a licensed REALTOR® for 20+ years
- We have two adult children. One lives in Glendale, the other in San Jose California
- In my “spare” time I like to make and design jewelry
- I paint (mainly landscapes) using pastels
- We enjoy hiking and scenic drives. I think I am truly an explorer at heart!
- Supporter of the Children’s Miracle Network – with a percentage of each commission dedicated to CMN
- Involved in my church as a Stephen Minister
- Teach Bible study classes at my church

I have worked with people in some sort of service industry my entire life. I enjoy working with people and helping them make good decisions in whatever they are trying to accomplish.

- Marketing Director for an Internet based marketing company my husband and I started.
- Eastern Michigan University with an English and marketing major
- RE/MAX 100 in Commerce Twp., MI
  - Licensee in 1994
  - Broker license in 1999
  - Consistently in the top 10 agents in my market area
- RE/MAX Integrity in Glendale, AZ
- CDPE in 2009
- CSSN in 2010
- SRS in 2010
- GRI in progress

# Awards and Education

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Lynn is proud to have earned the prestigious Certified Distressed Property Expert® (CDPE) designation, having completed extensive training in foreclosure avoidance techniques with an emphasis on short sales. As a CDPE, Lynn has been educated on how to help distressed homeowners through difficult financial situations and also how to communicate with lenders effectively to negotiate the best solution for both parties. The knowledge obtained by being a CDPE is invaluable in education and assisting homeowners through all the options available to them. Lynn's expertise in this field has allowed her to provide continued support to her clients during some of their most difficult times as a homeowner.

Lynn is also proud to have earned the Certified Short Sale Negotiator (CSSN) designation by completing even more extensive training in negotiation techniques. These techniques not only help her distressed homeowners, but can be used to skillfully negotiate her owner occupied listings as well.

More than 1 in 4 homeowners are currently upside-down on the mortgage and looking for answers. One of the options available to these homeowners is a short sale. As a CDPE and a CSSN, not only can Lynn increase your chances of completing a successful short sale, she can provide you with answers and guidance.

The SRS (Seller Representative Specialist) designation has only been earned by an elite few throughout the US and Canada. Lynn is proud to be on the cutting edge of representing her clients to the best of her ability!

*If you or someone you know could benefit from the expertise of an agent with the CDPE and CSSN designation, or you know*

*someone who owes more on the house than it is currently worth, please have them contact Lynn at 623-238-3875. There are options available. Lynn is here to help...*

# The Team

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Lynn and Jay work great together as a team. They have worked together since 1994. They have put systems in place to help them do the best job possible for their customers and clients.

An integral part of their team is the incredible office staff at RE/MAX Integrity. We also use the services of an experienced transaction coordinator, Lynne Turshmann. Lynn and Jay also have a close working relationship with various lenders and title companies who can get the job done in a timely manner, accurately and with professionalism.



# The Company

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RE/MAX is consistently the top listing and selling company in the Phoenix market:

- 13.31% of the listings sold in Metro Phoenix were by RE/MAX agents
  - More than any other brand
- Full Time Agents
- Agents control all of their own advertising and marketing
- Agents take all calls made on their own listings



\*Each office independently owned and operated

# Questions to Ask Other Agents

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Your real estate agent will be your partner in this important financial transaction and life-changing transition. Here are a few questions to ask other agents applying for the job:

- Do you work as a full-time REALTOR®?
- Will I be dealing directly with you or your assistant?
- What methods do you use to communicate with your clients? Cell phone, work phone, email?
- How often will I hear from you after my home as been listed?
- What is your background and experience?
- How do you find potential buyers?
- What is your marketing plan and how do you get homes sold?
- Will you produce a flyer with details of my home?
- How will you determine the best selling price of my home?
- What can I do to assist in the process of selling my home?
- What is the market trend right now?
- What knowledge/expertise do you have pertaining to my community?
- What professional materials will you use to sell my home?

Hopefully, these questions will aid you in making the best choice possible for you and your home.



# Seller Pitfalls – Common mistakes sellers make

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- **Overpricing your home.**

It is a mistake to believe that you will get more for a property by asking more.

Overpricing your home will

- Help your competition sell their homes
- Reduces advertising response
- Sends interested buyers to other properties
- May cause appraisal problems
- Extends time on the market
- Usually sell below market value

Lynn and Jay are experts on the current market conditions and will be able to determine the best selling price for your home. Ask your agent to go over information on recent sales in your area. The right agent will have up-to-date information on the market in your community as well as a proven strategy in pricing properties.

- **Not looking into the agent's background.**

It is imperative that you look into an agents qualifications and background. As in many professions there are those who excel and those who do not. You should ask your prospective agent about their successes, experiences and qualifications. Ask them to describe their marketing plan and how they get homes sold.

- **Not using a professional REALTOR®**

Buyers who look at homes that are not listed by agents are usually bargain hunters. If you are not careful and equipped to back your price with the analysis a professional agent can provide, you could end up losing a lot of money in this important financial transaction



# Seller Pitfalls – Common mistakes sellers make

## Continued...

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- **Failure to make needed home repairs.**

Be sure to listen to your agent's suggestions to make your home sell faster and at a higher price. Buyers often deduct more than the actual cost of perceived repairs in their offer. You are required by law to disclose any defects you are aware of in your home. Failure to do so can be very costly. We will be able to help you comply with the law and prevent you from costly legal consequences. Using a professional real estate agent is imperative.

- **Failure to keep home in a good condition.**

Ensure that your home looks as inviting and attractive as possible. More than anything you could add to enhance the presentation of your home, the property should be clean. It is important to have the property clean inside and out and that you maintain a good "curb appeal". The front of your home, your yard, driveway and mailbox are all part of the first impression a potential buyer will have – make it a good one!

- **Breach of Contract**

The contract that you sign with buyers is a binding agreement and not cooperating with the terms of that contract will delay the transaction. Not fulfilling agreed-upon repairs and maintenance or denying property inspectors access to the home only leads to problems. The buyer expects you to abide by the terms of the agreement just as you expect them to uphold their end. If you have any questions regarding these contracts, please bring them up with your agent.

# Show to Sell – Tips for home preparation

Lynn Otlewski | RE/MAX Integrity | 623-238-3875

If you are thinking of selling your home, there are a number of things you can do to improve the overall impression made by your home. But first, you must learn to look at your home through the eyes of the buyer.

Following are just a few tips on things you should be looking for when evaluating your home through the eyes of the buyer. Most of these suggestions are no-cost or low-cost improvements and this early investment in your home's appearance pays off when selling your home.

- Open the draperies, pull up the shade and let in the sunlight
- Have CLEAN windows – sparkling windows can make or brake a first impression
- Create a positive mood, turn on all lights, day or night
- Install higher wattage light bulbs to show areas of your home more brightly
- Remove all clutter from each room to visually enlarge
- Keep your home dusted and vacuumed at all times
- Have a family emergency 'game plan' to get the home in order quickly if necessary
- Air out your home one half-hour before the showing if possible
- Lightly spray the room with air freshener so it has the chance to diffuse and air before the buyer arrives (microwave a small dish of vanilla 20 minutes before the showing and place it in an out-of-the-way place in the kitchen)
- Make sure beds are made and linens and curtains are fresh and clean
- Organize your closets, remove unnecessary items and put them in storage
- Bathrooms need to be SPOTLESS and keep the toilet seat down
- Do not leave used towels around



# Show to Sell — Tips for home preparation

## Continued...

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- RE-caulk if caulking is not sparkling white
- Have fresh towels and decorative soap for showings
- Set the scene by setting the table! Highlight your dining room potential
- Remove all small appliances from the kitchen to enhance counter space
- Highlight the eat-in area of your kitchen by setting it for dinner
- Shampoo all carpets and vacuum daily (replace carpet if needed)
- Improve traffic flow through each room by removing unnecessary furniture and knick-knacks, but try to avoid a 'sterile' looking environment.
- If you have numerous family photos, put some of the extra ones away to allow prospective buyers to envision themselves in your home rather than your family's photo memories
- Organize storage areas in the attic, basement or garage
- Rent a storage area for any removed items, or have a garage sale
- Clean all light bulbs and light fixtures for better lighting
- Remove posters and adhesives from walls and fix any holes
- If needed, paint all walls, not just wash to make home look bigger and brighter
- Replace any doors, windows, screens, banisters, handrails, tiles, or fixtures that are damaged
- Water and prune all plants
- Remove extension cords or exposed wires



# Show to Sell — Tips for home preparation

## Continued...

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- Crack open doors to areas you want the potential buyer to see such as walk-in closets, pantries, attics, etc.
- Keep the yard mowed, raked and fertilized. Use flowering plants to dress up the yard, patio and walkways
- Paint entrance doors
- Porches, verandas and balconies should be uncluttered and in good condition
- Create an outside living/dining area to highlight the yard or patio
- Make any minor repairs to the exterior as possible
- Remember, you get one opportunity to make a good first impression. That first impression starts from the curb!



# Your Next Step

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Call anytime for further information, to have your questions answered (you will have them!) or just to bounce ideas off someone.

- 623-238-6875 is my cell phone
- Understand that if I do not answer I am usually with a client or having dinner; Just like when I am with you, I will let the call go into voice mail to be returned as soon as I am available.
- If your question is urgent, please send a text message to my cell phone above
- My experience and ethics make the difference. My client base can rest assured that I am doing the best possible job to help them make good decisions that will affect them for many years to come.
- I am here to help...

# Marketing Plan

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- Work with homeowners to **properly price their home** based on current market conditions.
  - Our goal is to sell your home based on current market conditions.
  - My goal is to sell your home for the most money, in the shortest time you have allowed.
- **Submit your listing to the Multi-List service** for 100% coverage with all Brokerages.
- Print Advertising. My advertising is geared toward finding buyers for your home and will be the **heaviest in the first 30 days**.
- We will **personally answer all incoming calls** about your home.
  - Your calls will not be answered by part-time agents or agents not familiar with your home.
- Your home will be **advertised heavily on the Internet**. National Association of REALTORS® studies have shown that over 80% of homebuyers begin their search on the Internet.
  - [www.REALTOR.com](http://www.REALTOR.com)
  - [www.ValleyREadvisor.com](http://www.ValleyREadvisor.com)
  - [www.ThePhoenixRealEstateAdvisor.com](http://www.ThePhoenixRealEstateAdvisor.com)
  - [www.RetiringToAZ.com](http://www.RetiringToAZ.com)
  - [www.fb-RealEstateAdvisor.com](http://www.fb-RealEstateAdvisor.com)
  - [www.Trulia.com](http://www.Trulia.com)
  - [www.Zillow.com](http://www.Zillow.com)
  - [www.Craigslist.com](http://www.Craigslist.com)
  - [www.Postlets.com](http://www.Postlets.com)
  - Yahoo Real Estate

# Marketing Plan Continued...

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- My personal Facebook page
- Jay's personal Facebook Page
- RE/MAX.com
- **Virtual Tour** will be created for your home and placed on these sites.
- Your home will be set up in the **Voice Pad** system
- Your home will be **advertised at all times** in at least one or more of the above media.
- **Feature sheets** will be placed in the home with color photo included within 3 days of listings.
- A detailed **“home book”** will be created for your home. Included will be information about:
  - The property
  - Schools
  - Disclosure report
  - The area
- Your home will be featured in our **monthly mailing**. This mailing goes out to at least 300 people.
  - Friends
  - Family
  - Past Clients
- Postcards to the neighborhood will be sent to let people know there is a home available so they can tell their friends
- Help you decide if **minor repairs or redecorating** would help sell your home. Some repairs can help bring much higher offers.
- Extensive use of Listings, Sales and Closing in progress **checklists** to make sure that every aspect of your sale is covered start to finish.
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# Marketing Plan Continued...

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- **Follow-up** on all showings, communicating with sellers at least once a week by mail, phone calls, email, or in person.
- **Reverse prospect** search on the Multi-list computer to actively find agents with buyers for this home.
- Help **separate the lookers from the buyers** saving you time and grief from people that aren't ready and able to buy.
- Place a highly colorful **yard sign** in your yard.
- Update homeowners **every 14 days** if home has not sold as to market conditions and comparable sales during the listing period.
  - Set predetermined, automatic price reductions every 14 days in the case of a short-sale
  - Set predetermined, automatic price reductions every 21 days in the case of a regular sale
- **Communicate** with your lender in the case of a short-sale.
- Most importantly, **if we do not follow through with the marketing plan outline, I will release this listing immediately per homeowner's request.** I am confident you will be happy with the level of service I supply that's why I can make this guarantee.