

Cheryl Benjamin

SERVING PHOENIX FAMILIES SINCE 2005

Preparing For A Successful Home Sale

Together we can!

LOVING PHOENIX TEAM

REALTY ONE GROUP



Welcome

I realize that you have a choice when hiring an agent to help you sell your home…and I truly appreciate the opportunity to present my proven approach and the results I've achieved for my clients. As your agent, there are several services you can expect from me to provide, including:

- Accurately pricing your home.
- Enhancing the perceived - and real - value of your home, enabling you to command a higher asking price.
- Providing unmatched marketing including professional photography, video and custom property web sites.
- Securing a qualified buyer within your specific timeframe.

Regardless of the price of your home, when you hire me as your Realtor, both you - and your home - will be prepared for a successful sale.

Warm Regards,

Cheryl Benjamin

Cheryl Benjamin
Associate Broker
Loving Phoenix Team
Realty ONE Group



CherylBenjamin

Call or Text: (623) 206-9936

cheryl@lovingphoenix.com

About Me

My name is Cheryl Benjamin. I'm originally from Michigan, but I've been living in Arizona for thirteen wonderful years now. I moved out here with my husband, Andy, to get some freedom from the snowy winters and the (too many) rainy days.

We have two beautiful children, Alton Arthur, born September of 2014, and Helen Harper, born in May of 2016. They are the light of our lives! I come from a family of four girls and am thrilled to have started my own family now. We also have two labs, Molson and Charlie, and a crazy cat named Izzy.

Moving to Arizona was one of the best decisions we've ever made and I know that helping people buy and sell real estate is what I am meant to do. I am an Associate Broker with Realty One Group in Glendale, Arizona and a member of the Arizona Board of Realtors, as well as the National Association of Realtors. I have put together a group of real estate agents and other professionals to help with all of my client's needs and wants when it comes to buying or selling real estate. As your full-time real estate agent, I am 100% dedicated to helping you find your next home, or sell your current property.

I am a local market expert with over 10 years of full-time experience representing buyers and sellers throughout the greater Phoenix real estate market, and I'd love to help with all of your buying and selling needs.

I enjoy working with people and believe that my clients deserve:

- The best quality service, always
- To be treated with respect
- Sound real estate advice, based on facts
- Responsive dialogue during their entire transaction
- An honest, compassionate, attentive, and trustworthy Realtor

My number one desire is to guide you toward achieving all of your real estate goals and nothing less will do. The best way to get in touch with me is by cell phone at 623-206-9936. I make an effort to answer every call, but if you happen to get my voicemail, leave a message and I will call you back as soon as possible. If you would prefer to email me you can send it to: cheryl@lovingphoenix.com



Read tons of raving reviews online at:
www.zillow.com/profile/cheryl-daly-benjamin

Testimonials

“Cheryl was an awesome Realtor to work with! In a market that was down for so long, she was able to put our house on the market and by the 2nd day we had an offer. She was very knowledgeable and answered our questions when we had them. She also was helpful in getting our house ready for sale with good contacts for maintenance and cleaning. I’d highly recommend Cheryl to anyone looking to sell their home, and wouldn’t hesitate to use her again. I’ll also be recommending anyone in the Phoenix area looking to sell their home to definitely give Cheryl a call! Thank you so much, again, Cheryl!”

Dolores

“Cheryl was great at not only negotiating the sale of our existing home, but the purchase of our new one. We were concerned that the timing would not work out for us and that we may have to get into a rental, but Cheryl came through for us and ensured a smooth transition. I would highly recommend Cheryl, as she is great at relieving your concerns and alleviating the stress for you. She is very competent and thorough; she ensures that all the "i's" are dotted and "t's" are crossed. You cannot go wrong if you choose Cheryl Benjamin for your housing needs."

Micah & Holly

“I've worked in the real estate industry for over 10 years, and Cheryl is one of the most competent, friendly, and hardworking Realtors I've ever met. Her greatest attribute is that she always has her clients' best interests in mind. I would HIGHLY recommend anyone work with Cheryl. I would send any of my family or close friends to her in the future."

Chris



Read tons of raving reviews online at:
www.zillow.com/profile/cheryl-daly-benjamin

Continued

"Cheryl Benjamin is an amazing Realtor!! We were finally ready to purchase a home and as we started researching homes, we became overwhelmed! So many homes, so many locations, so many questions. Cheryl was there to answer every single question we had! Her expertise was spot on, and she explained each phase of the homebuying process in detail so there were no surprises. Because of Cheryl, our homebuying experience was a huge success and we will recommend her to ALL our friends and family! Thank you Cheryl!"

Erin & Alex

"I had Cheryl list our home after I read her reviews. I knew I wanted the person that listed our home to be a broker, because I was told they usually know the business like no other Realtor and could sell our home fast. Cheryl did! She was amazing. For every question I had, she had an answer. She was impressive from start to finish. I would (and have) recommended her to others, should they decide to sell. Thank you Cheryl for all your hard work. You are the Broker that I was hoping you would be."

Tina

"We interviewed three of the top real estate agents in our greater metro area and chose Cheryl to list our home. She has an excellent business background and was exceptional in listing and marketing our home. She has a high level of integrity and is honest and straightforward with her clients. We loved her 'What you see is what you get' approach. Upon listing our home, Cheryl got right to work with a high level of efficiency."

Dave & Gaye



How Homes Sell

UNDERSTANDING HOW BUYERS EVALUATE HOMES

The marketing I do to promote your home has only one purpose - to increase awareness among potential buyers which leads to in-person showings. Once buyers reach your front door, the job of marketing is over.

Your home must now compete with other homes in two areas;

Features and Price

If your home has more features that appeal to buyers - or your home is priced lower than comparable homes - your home will stand out as the better value.

Conversely, if your home lacks the features that potential buyers desire, your only option is to compete on price.

To be effective, your home should stand out as one of the top two to three best values in your immediate marketplace.



What Happens To Overpriced Listings?

1. They receive fewer showings and offers (perfect for competing listings nearby!)
2. They lose credibility (buyers don't come back even after the price is reduced)
3. Not everyone likes to play "Let's Make a Deal" Some sellers want to start out high and negotiate down, but many buyers would simply rather pay a fair price without the hassle.
4. You squander the early days! The majority of successful offers happen within the first 30 days of a listing. Don't miss that advantage!
5. Your listing gets stale. Buyers begin wondering what's wrong with your house when it's on the market too long.
6. People won't even see your listing! If a buyer searches for a home below $350,000…and your home is listed at $355,000, they may not even see it, and a successful opportunity may have been missed.
7. The house won't appraise at the higher price. Most buyers need financing to buy a home. If the property doesn't appraise at the higher value, and the loan falls through, the seller must put the home back on the market, which can be very costly!

Sales Price

PRICING YOUR HOME FOR A SUCCESSFUL SALE

Pricing your home accurately is the most effective way to ensure a successful sale.

Allow me to repeat that:

Pricing your home accurately is the most effective way to ensure a successful sale.

No amount of marketing can sell an overpriced home.

Many sellers are tempted to list their home with the agent who quotes them the highest price. Please keep in mind that the agent doesn't set the price…nor does the seller. Rather, it's the market that establishes the true price (or value) of your home.

By listing with me, I will price your home to sell and help you avoid the common practice of less experienced agents "buying your listing" by suggesting a higher price than can actually be achieved.



Factors That DO Influence Market Value

- Supply & Demand
- Economic Conditions
- Selling Prices of Competing Homes
- Your Home's Condition
- Some (but not all) Property Improvements
- Buyer's Perception of Your Home

Factors That DO NOT Influence Market Value

- The Price the Seller Paid for the House
- The Seller's Expected Net Proceeds
- How Much the Seller Owes on the Home
- Sales of Similar Homes Across Town
- Sales of Homes Over Six Months Ago

Market Analysis

DETERMINING THE VALUE OF YOUR HOME

I prepare comprehensive and detailed analyses for each and every one of my listings. With over 11 years of experience in the real estate industry, I have performed well over 1200 comparative market reports for homes throughout the valley.

My comparative market analysis consists of the following:

- A professional opinion of the current market value of your home based on prevailing market conditions.
- "Apples-to-apples" comparisons to similar properties within 1 mile of your home, within 20% of the gross living area of your home, and within 10 years of the age of your home.

If you would like a free
Comparative Market Analysis
for your property,
please give me a call.

There is never any obligation whatsoever!



Home's Condition

PREPARING YOUR HOME FOR A SUCCESSFUL SALE

With the typical agent, you only discover potential deal-killing repairs after you're already under contract - when the buyer hires a home inspector to scrutinize every aspect of your home.

When you list your home with me, I'll inspect your home "pre-listing" and let you know everything that I can see that may be alarming to a buyer. I have seen thousands of homes and have been to plenty of inspections. As a result, I'll be able to give you valuable information that will help during the actual inspection period of your home.

Discovering and repairing problems early in the marketing process places you in control, eliminating the stress of making repairs on the buyer's schedule. Having your house in move-in condition also helps you avoid delays to closing and demonstrates to buyers, agents and the buyer's home inspector that your house has been very well maintained. We want buyers to focus on how they would live in your home - not what they would have to repair. Additionally, your house will stand out from the competition as a better value and thus command a higher price.

I will also recommend trustworthy, professional contractors to address any repairs that are needed. The extent that these repairs are made will directly affect your listing price. You have the ability to command a higher asking price, and substantiate it when your home is in top condition.

Marketing Your Home

SHOWING YOUR HOME TO AS MANY PROSPECTS AS POSSIBLE

Your home is now priced accurately and looks great. Let's show it off! The marketing of your home will reflect an established history of how buyers search for, and purchase, homes. Here are the facts:

- 95% of buyers use the Internet during their initial home search.
- 85% of all home sales in Phoenix are co-brokered. This means there is a listing agent who represents you, the seller, and another agent who represents the buyer of your home. As a result, marketing to Realtors® is our most productive activity.
- The most effective way to get the attention of productive agents and buyers is through accurate pricing, great photography, and the utilization of every available exposure medium in order to introduce your property to as many prospects as possible.







Photography

PROFESSIONAL PHOTOS FOR YOUR PROPERTY

After your home is ready to list, I will pay to have your home photographed by a professional real estate photographer. With 95% of buyers using the Internet to search for homes, professional photography is essential to any comprehensive marketing plan.

More people will view your home online than will ever visit it personally. Getting (and holding) their attention online with professional photography is one way to increase the probability of an in-person showing.

"Buyers perceive homes with professional photography to be worth, on average, 12% more than the actual price."

The Wall Street Journal



Click HERE to View Sample Video

Or visit www.215PaintYourWagon.com



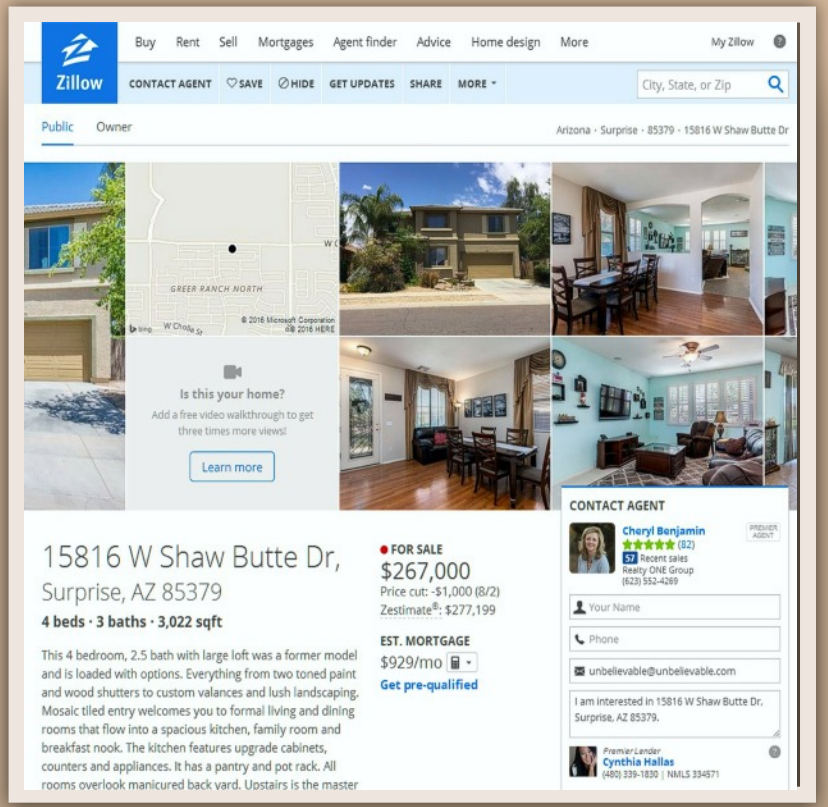
Video Production

HIGH DEFINITION VIDEO TO SHOWCASE YOUR HOME

In addition to professional photography, I will create a high-definition video of your home. A well-scripted and produced video gives potential buyers a feel for what living in the house would actually be like - long before they make a personal visit.

Video enables us to "tell a story" about your home - why you loved living there - making an emotional connection for buyers. We are able to address the emotional needs for comfort, family, relaxation and more…that photos alone cannot communicate.

While many agents create "video" slide shows with the pictures of your home, I will hire a professional videographer to capture the true layout and feeling of your home. I think you'll see the difference – I know your buyer will.





Zillow Highlight

YOUR HOME WILL BE A FEATURED LISTING ON ZILLOW

In recent years, Zillow has quickly become the top-rated real estate website in the country…and is now the "go-to" online destination for home shoppers nationwide.

In recognizing the effectiveness of advertising your home on Zillow, I take advantage of maximizing that exposure by making each of my listings a "Featured Listing". It costs more than a standard listing, and as a result, most agents don't do it. However, I feel it's an important part of successfully marketing your home, and generating the necessary interest in order to maximize your profit potential.

Features of a showcase listing include:

- Up to 25 oversized photos
- High-definition video tour
- Detailed descriptions of your home.
- Interactive maps
- Open house notices
- Lead generation forms for potential buyers



Worldwide Exposure

Whether someone is moving cross town, cross country, or from another part of the globe, your home will be available for them to view online.

Internet Marketing

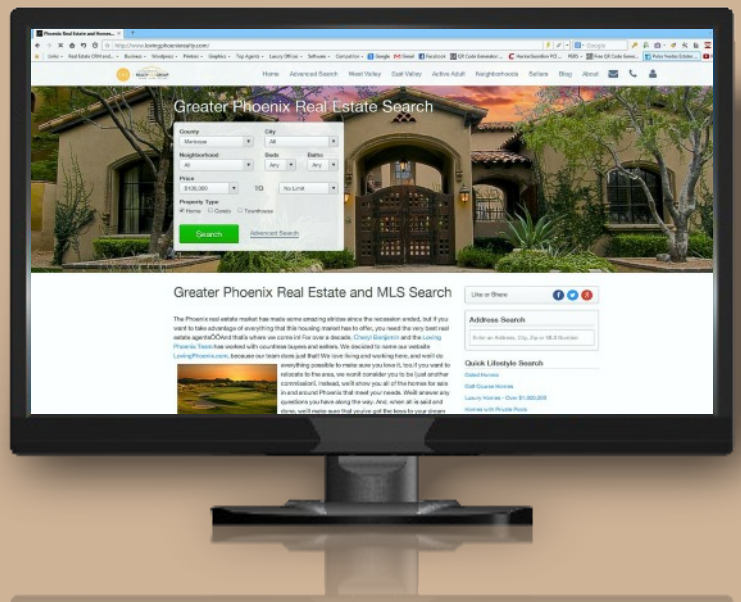
FOUND BY EVERYONE…EVERYWHERE.

Although Zillow is very popular, we don't want to miss the opportunity to have your home featured on other internet sites as well. Some of the more prominent real estates are Homes.com, Trulia.com, HomeFinder.com, Yahoo Real Estate, and Realtor.com to name a few.

On top of that, your home will appear on 1,000's of individual real estate agents' websites via MLS syndication…meaning that anyone searching for a home like yours…will be able to see yours!

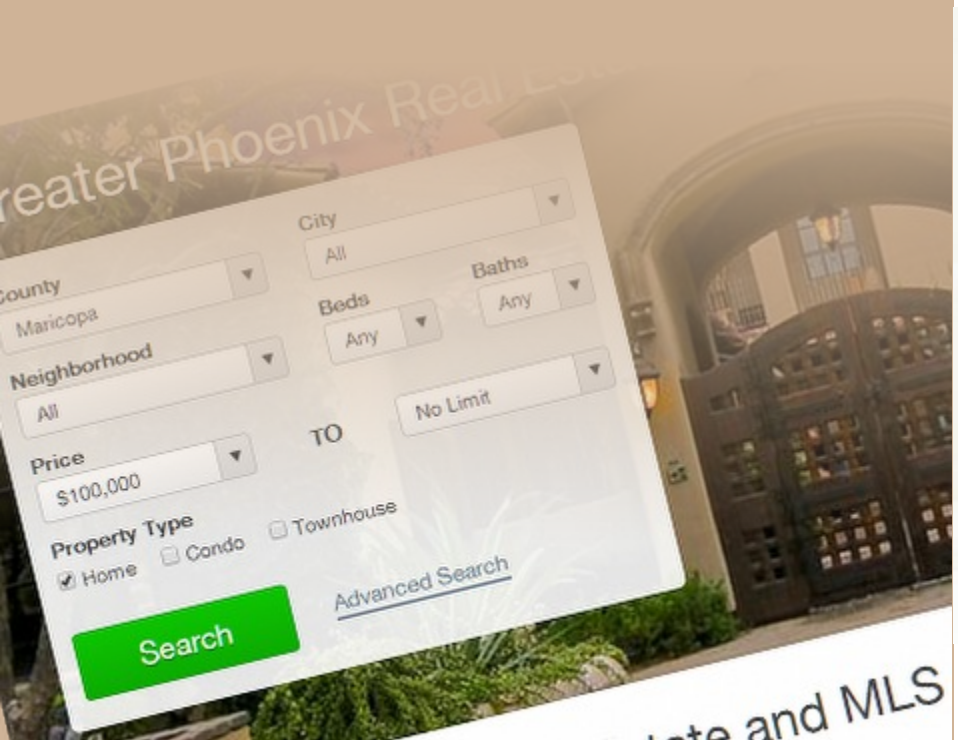
And it won't matter whether they are using their computer, tablet, or smart phone to search! Your home will show up everywhere!





Click to Visit

www.LovingPhoenix.com



LovingPhoenix.com

YOUR HOME FEATURED PROMINENTLY ON OUR OWN WEBSITE

Our own website, www.LovingPhoenix.com, is one of the top local real estate websites in the greater Phoenix metropolitan area. It provides state-of-the-art search functionality, and offers tips and hints to help guide buyers and sellers navigate through the entire real estate process.

We also advertise a lot, and promote our website on everything we do. As a result, we receive a ton of traffic in terms of first-time and return visitors, and your home will be featured prominently on the site, along with open house schedules and other information.



facebook



Click to Visit

facebook.com/LovingPhoenixTeam

Social Media

BEING SOCIAL AND GETTING THE WORD OUT

Your home will also be marketed extensively on Facebook, the world's leading social media site. I will market your home using several proven approaches, including highly-targeted ads, video, photos and more.

Facebook represents an opportunity to reach tens of thousands of local Phoenix residents.





Print Marketing

PROFESSIONAL HIGH-IMPACT PRINT MATERIALS

Many real estate agents nowadays will simply upload a property's information to the MLS, and keep their fingers crossed that another agent brings them a buyer. I, on the other hand, will have a professional flyer, brochure, or combination mailer designed and printed so that prospective buyers have your home's information literally at their fingertips. Here's why:

- Most buyers view many, many properties in their search for a home (usually without a flyer available.) Our print materials enable your home to completely stand out from the crowd when the buyers are deciding upon which home to submit an offer.

- I'll also typically mail 1,000 or more to the surrounding neighborhood, as our research shows that buyers frequently know someone who already lives in the community. For that reason, we want to make sure everyone in the neighborhood is aware that your home is available, so they can tell their friends, family, and co-workers.

Maximizing a home's exposure allows us to generate more interest, frequently resulting in quicker and higher offers, and ultimately a higher selling price.





Outstanding Service

WHAT YOU CAN EXPECT THROUGHOUT THE TRANSACTION

In addition to the services we've covered, you can expect me to also provide the following:

- Attentive one-on-one service. The responsibility of managing the sale of your home is never passed off to other agents or assistants. I will follow up on all showings to ensure your home is presented properly and to gather valuable feedback from buyers' agents.
- Regular communications regarding every aspect of my efforts and the results of those efforts as well as any changes in the market, including new listings, price changes of competing homes, sales and how we should re-position your property to remain competitive.
- Assistance negotiating offers and preparing contracts.
- Review all documents prior to the closing to ensure all contract provisions have been met and that you are fully satisfied with the results of your sale.



People Helping People

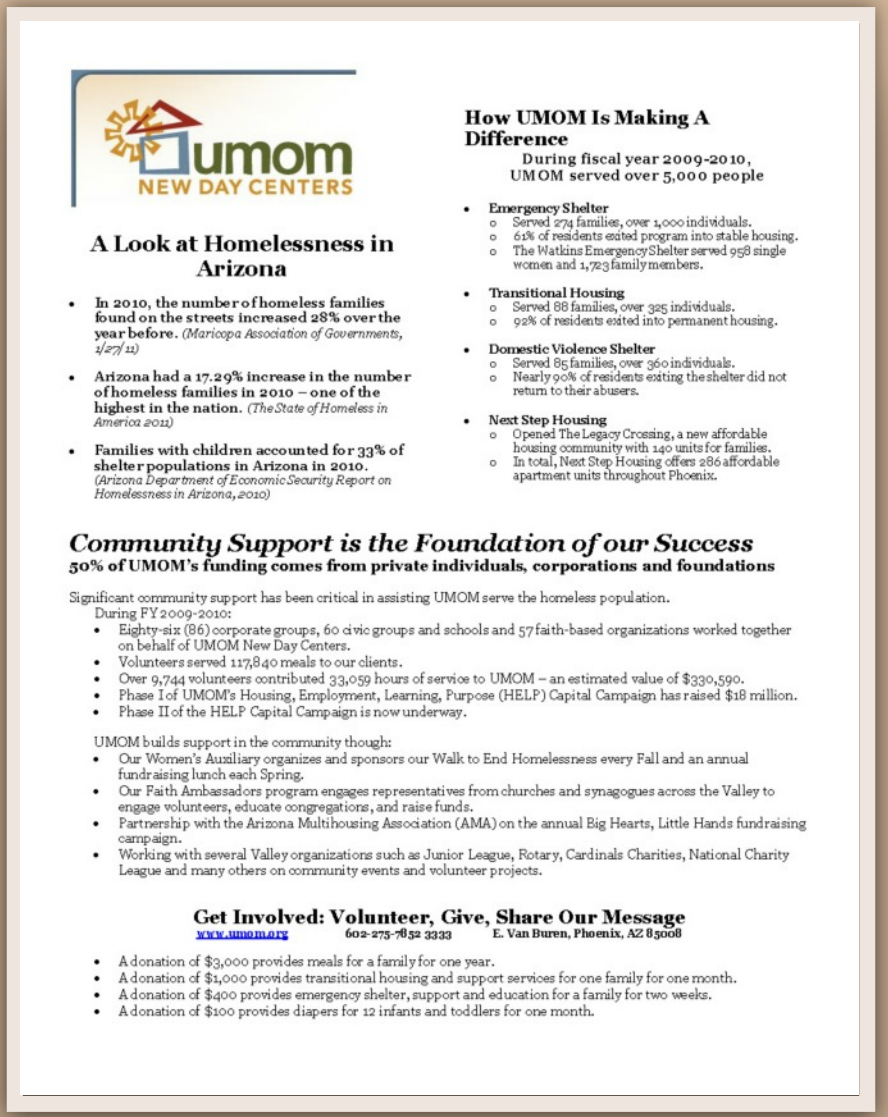
Giving Back

BUILDING HOMES FOR FAMILIES IN NEED

I'm a proud member of Giveback Homes and will donate a portion of my commission to help this great cause build homes for families in need.

Giveback Homes is a community of real estate professionals who are committed to creating social change by helping build homes for deserving families around the globe.

We work together to organize fundraising events, mobilize teams of volunteer homebuilders, and inspire others to take action for social good.



umom NEW DAY CENTERS

A Look at Homelessness in Arizona

- **In 2010, the number of homeless families found on the streets increased 28% over the year before.** *(Maricopa Association of Governments, 1/27/11)*
- **Arizona had a 17.29% increase in the number of homeless families in 2010 – one of the highest in the nation.** *(The State of Homeless in America 2011)*
- **Families with children accounted for 33% of shelter populations in Arizona in 2010.** *(Arizona Department of Economic Security Report on Homelessness in Arizona, 2010)*

How UMOM Is Making A Difference

During fiscal year 2009-2010, UMOM served over 5,000 people

- **Emergency Shelter**
  - Served 274 families, over 1,000 individuals.
  - 61% of residents exited program into stable housing.
  - The Watkins Emergency Shelter served 958 single women and 1,723 family members.
- **Transitional Housing**
  - Served 88 families, over 325 individuals.
  - 92% of residents exited into permanent housing.
- **Domestic Violence Shelter**
  - Served 85 families, over 360 individuals.
  - Nearly 90% of residents exiting the shelter did not return to their abusers.
- **Next Step Housing**
  - Opened The Legacy Crossing, a new affordable housing community with 140 units for families.
  - In total, Next Step Housing offers 286 affordable apartment units throughout Phoenix.

Community Support is the Foundation of our Success

50% of UMOM's funding comes from private individuals, corporations and foundations

Significant community support has been critical in assisting UMOM serve the homeless population.

During FY 2009-2010:

- Eighty-six (86) corporate groups, 60 civic groups and schools and 57 faith-based organizations worked together on behalf of UMOM New Day Centers.
- Volunteers served 117,840 meals to our clients.
- Over 9,744 volunteers contributed 33,059 hours of service to UMOM – an estimated value of $330,590.
- Phase I of UMOM's Housing, Employment, Learning, Purpose (HELP) Capital Campaign has raised $18 million.
- Phase II of the HELP Capital Campaign is now underway.

UMOM builds support in the community though:

- Our Women's Auxiliary organizes and sponsors our Walk to End Homelessness every Fall and an annual fundraising lunch each Spring.
- Our Faith Ambassadors program engages representatives from churches and synagogues across the Valley to engage volunteers, educate congregations, and raise funds.
- Partnership with the Arizona Multihousing Association (AMA) on the annual Big Hearts, Little Hands fundraising campaign.
- Working with several Valley organizations such as Junior League, Rotary, Cardinals Charities, National Charity League and many others on community events and volunteer projects.

Get Involved: Volunteer, Give, Share Our Message

www.umom.org 602-275-7852 3333 E. Van Buren, Phoenix, AZ 85008

- A donation of $3,000 provides meals for a family for one year.
- A donation of $1,000 provides transitional housing and support services for one family for one month.
- A donation of $400 provides emergency shelter, support and education for a family for two weeks.
- A donation of $100 provides diapers for 12 infants and toddlers for one month.

$100 Donation In Your Name At Closing

Donating in Your Name

PROVIDING SHELTER FOR THOSE IN NEED

At the close of your transaction, I will make a $100 donation in your name to UMOM in order to help provide homes and shelter to Arizona's homeless families in need.

Founded in 1964, UMOM is located in Phoenix, Arizona and is the largest shelter for homeless families in the state. They keep families together, and provide a continuum of care from emergency shelter to transitional housing and finally, permanent, affordable housing. Families at UMOM have the opportunity to gain the skills, medical care, quality child care, and education they need to rebuild their lives and succeed when they leave.

Every night, they provide safe shelter and supportive services for over 170 homeless families and also offer nearly 300 units of affordable housing across the Valley, each community with Program Centers for residents.

Visit www.UMOM.org for More Information



Thank You!

SERVING ALL OF YOUR REAL ESTATE NEEDS

Thank you for the privilege of introducing myself, and for the opportunity to work with you. As always, feel free to call me if you have any questions.

I look forward to meeting with you and helping you achieve a successful sale.

Cheryl Benjamin

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Top Agent. Top Service. Top Results.