

HOME SELLING GUIDE FROM ERIC MERRITT SELLS AZ REAL ESTATE



ERIC MERRITT
Sells AZ Real Estate



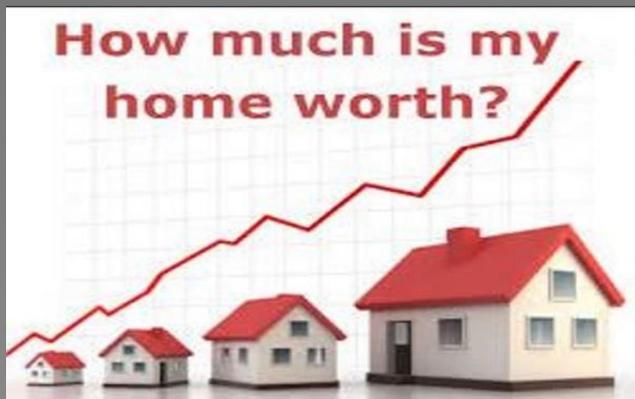
Each office independently owned and operated



Introduction



- This is an introduction of myself and a marketing plan that explains who I am with my Bio, what my services are, and what distinguishes me from other Realtors. If you are interested to in a listing consultation to view your comparable Closed and Active listings in your neighborhood or specific area, we can set up an appointment at no obligation to you. Please don't hesitate to call me at (480) 999-6061. Sincerely, Eric



Eric Merritt Bio



- I have an Associate Degree in Business Administration from Diablo Valley College in Pleasant Hill, CA
- I have a Bachelor Degree from the University of Phoenix in Business Administration with emphasis in Small Business Management and Entrepreneurship
- I have lived in Arizona and the East Valley since Feb 1997 for 22 years. I have lived in Mesa and Gilbert
- I enjoy hiking in the Superstitions, Flagstaff, Tucson, and in So. California; traveling, dining, bicycling,
- I do volunteer work and spending time with dogs, doing fundraisers for different charities
- I enjoy capturing the best photography of AZ sunsets, homes, communities, etc.
- I am a Natural Car Enthusiast because I grew up with New cars because my father worked for corporate Ford and Toyota from 1968-1995
- I sold vehicles to Wholesale and Retail customers, exporters, new car dealers, and used car dealers and negotiated over a thousand of those transactions from 2003 to 2014



Our Zillow Reviews from Our Selling Clients

★★★★★ Highly likely to recommend 

07/27/2018 - happyman1951

Sold a Single Family home in 2018 in Apache Junction, AZ.

Local knowledge: ★★★★★

Process expertise: ★★★★★

Responsiveness: ★★★★★

Negotiation skills: ★★★★★

Eric Merritt sells houses!! Eric called and made an appointment to look at our house and explained the value of the house and what was needed to set it up to sell quickly. He then set up a time to have a video made for showing to get the best customers attention. Well Eric has the right idea for selling homes because the First couple that looked at our house on the first day that we showed it purchased it for a great price!!! He did a great job .Less ^

[Respond to review](#) [f Share on Facebook](#) [t Share on Twitter](#)

★★★★★ Highly likely to recommend 

08/04/2018 - swixom1

Sold a Single Family home in 2018 in Higley Park, Gilbert, AZ.

Local knowledge: ★★★★★

Process expertise: ★★★★★

Responsiveness: ★★★★★

Negotiation skills: ★★★★★

Eric Went above and beyond to get our house sold. We live out of state and when the time came to sell our Arizona house. Eric & his partner Mariam stepped up and coordinated cleaners, handymen and landscapers. He rolled up his sleeves and helped when it was needed. He and Mariam took the time to stage the property, something I wasn't expecting and was pleasantly surprised by. On short notice, I requested the house be on the MLS for the upcoming weekend and he got it done. Stayed up late, pushed hard and by Saturday morning had it online and was advertising for an open house that same day. We had a great turnout, my home was considered a "hot property" by multiple listing sites and after only 2 days on the market my home was under contract to well qualified buyers and closed within 30 days. If your looking for a dedicated, reliable agent Eric Merritt is the Realtor to hire. Thanks Eric & MariamLess ^

[Respond to review](#) [f Share on Facebook](#) [t Share on Twitter](#)

Our Zillow Reviews from Our Selling Clients

★★★★★ Highly likely to recommend 

04/15/2018 - foxman40000

Sold a Single Family home in 2017 in Queen Creek, AZ.

Local knowledge: ★★★★★

Process expertise: ★★★★★☆

Responsiveness: ★★★★★

Negotiation skills: ★★★★★

Eric Merritt is incredibly knowledgeable of home sale prices within the East Valley, and he uses this expertise to find an accurate price for our home. As a result, we sold in 10 days. He advised us on staging our house to provide optimal space for the buyers' imaginations, and he helped us understand the process from start to finish. Eric has an incredible attention to detail, which is evident in the quality of his listing pictures and even the choice of sign for our former front yard. Most important of all, he was willing to ensure our house was ready to go for the new owners by helping us scrub walls. He might not do this for everybody, but it goes to show how he is willing to help in any way. Eric is sincere and trustworthy, and my wife and I felt that way about him immediately. If you want your house sold quickly, for full asking price, Eric is your man. Thanks, Eric![Less](#) ^

[Respond to review](#)  [Share on Facebook](#)  [Share on Twitter](#)

★★★★★ Highly likely to recommend 

06/24/2019 - cdaniels29

Sold a Single Family home in 2019 in CW Ranch, Avondale, AZ.

Local knowledge: ★★★★★

Process expertise: ★★★★★

Responsiveness: ★★★★★

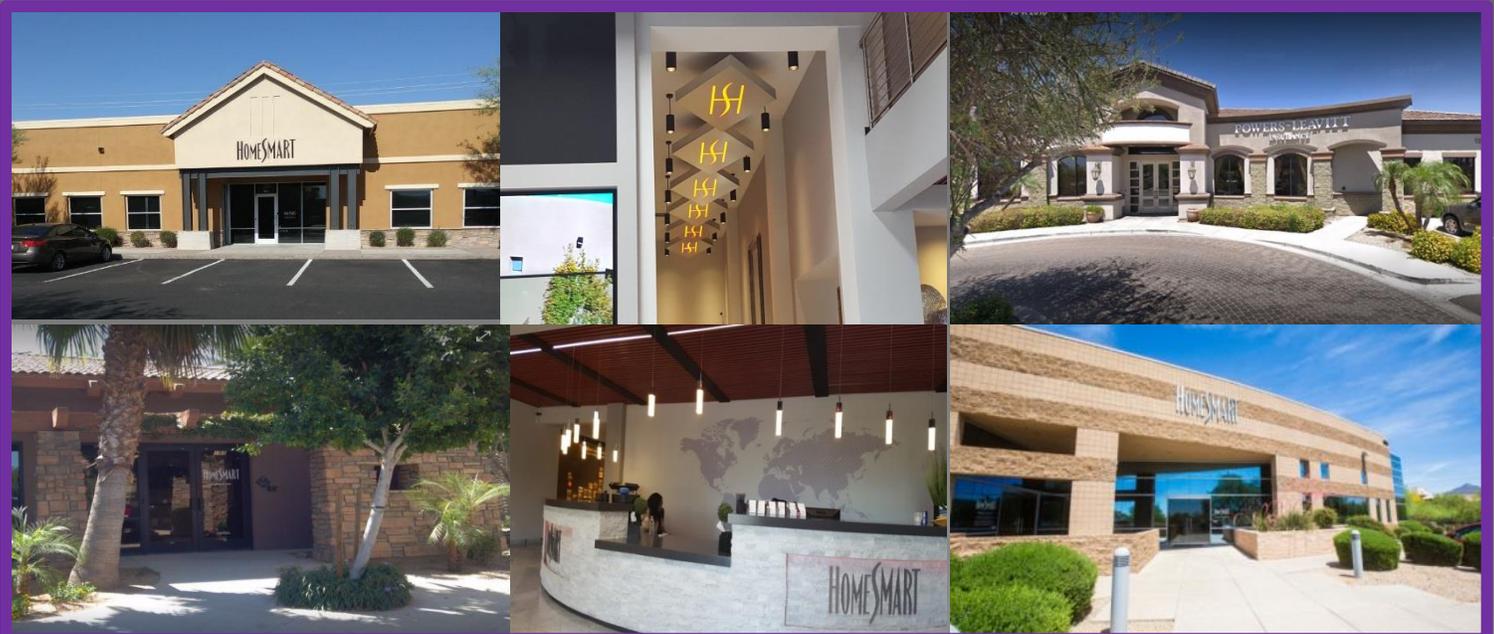
Negotiation skills: ★★★★★

I met Eric when he listed the house next door to mine and mentioned I might be looking in the next year or so. He didn't pressure me, just checked in about every 3 months. When my parents came to visit I simply called Eric and he had homes with property for them to view within two days and was able to close on their property quickly, even though they were no longer in state at the time of closure. When it came time to list my property, I called Eric again. When I was unable to leave work to contact or meet a handyman, Eric found one for me and made sure the work was done. He kept me current as to the showings and answered all my questions, as I had never sold a home before. I would recommend Eric to anyone looking to buy or sell.[Less](#) ^

More to come in 2020!!

Our HomeSmart Realty Offices

- The HomeSmart Realty Headquarters is located in Scottsdale near Princess Drive and the 101 freeway
- HomeSmart Realty started in the year 2000
- We exceeded 15,000 agents as of last year and we are in 19 states
- We have offices all over the Phoenix Metro Area that we all can share and use. No need to drive across town to meet in a conference room for a consultation.



HomeSmart Is Syndicated Thru All Of These Sites



When You List Your Home
With HomeSmart, You Get
E-normous Exposure!

HOMESMART

ADWERX

Life and Homes

RealtyStore.com

ZakelhomesUSA.com

apartment list

Apartments.com

FreedomSoft

BACK AT YOU
MEDIA

THE Real Estate Book

LandWatch

realtor.com

HOMES&LAND

RealtyTrac

foreclosure.com

LotNetwork.com
The One Site for HomeSellers

HomeWinks
The EASY Way to Find Homes for Sale

HARMONHOMES
AND MORE

Ylopo

Vast

Property Shark.com

Zillow.com
Your Edge in Real Estate

GC HOMESEARCH
THE PLACE TO FIND YOUR NEW PLACE

Keyboom!
The Most Powerful Brand

SHOWINGSUITE.COM

USHUD.com
America's Real Estate Network

investability

wikiREALTY

zumper

900+

search engines and consumer websites nationwide.

trulia
real estate search

HomeFinder.com

Lands of America
#1 in Rural Real Estate Online

openhouse

kahping

HomePath.com
by Fairway Lane

Oprecom

Homes.com

HOMESMART

Real Estate Made Easy.

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Reasons to Sell Your Home- What are your Goals that are Motivating You to Sell Your Home?

- Relocate to a different part of town or Out of State
- Having better schools for your children?
- Being closer to your occupation or business?
- Need more rooms for an up-coming family member or a mother in-law suite?
- Need to downsize because the children are out of the house?
- Want some land and flexibility and not having an HOA?
- Want to have a maintenance-free living of a condominium or a townhome?
- Want a newer home or a BRAND NEW one?
- Desire to have a home with a view, be in a master planned community for the amenities, or be in a golf course community?
- Have a home with a private pool or a community pool?
- And many others not listed here.....



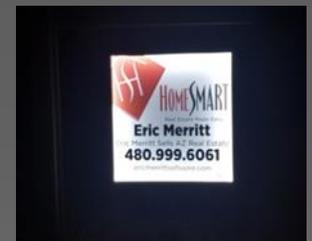
Our Marketing Pledge



Reasons for Choosing Eric Merritt Sells AZ Real Estate



1. Get the Most Comprehensive Market Analysis Using the Following:
 - a. Full Analysis of Closed, Pending, and Active Transactions from our Arizona Regional Multiple Listing Service
 - b. Discuss the 8 Variances that Affect Your Home Value
 - c. RPR Report (Realty Property Resource)
 - d. Pricing Strategy That Fits Your Needs (Equity or Time/Convenience Based)
 2. Professional Photography Included with Every Listing (Drone and Twilight Optional)
 3. Innovative Lighted Listing Sign For Exposure After Dusk/Evening (Optional)
 4. **GUARANTEED FIRST OFFER IN THE FIRST 7 DAYS!!** **Ask us for Details**
 5. Full Concierge List of Vendors for any Cosmetic or Mechanical Reconditioning
 6. The MOST INNOVATIVE Open Houses Around Using Video and Up to 35 Coro-Tint Signs
 7. Extensive Marketing Campaigns Using Social Media and Conventional Methods Even Before It is LIVE!!
- *** MAKE AN APPOINTMENT TODAY WITH ONE OF OUR LISTING CONSULTANTS AT NO COST/NO OBLIGATION TODAY AT (480) 999-6061***

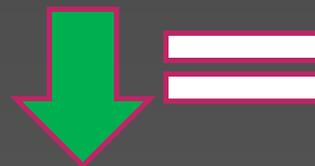


If your home is listed with another Realtor, this is not intended to be a solicitation.

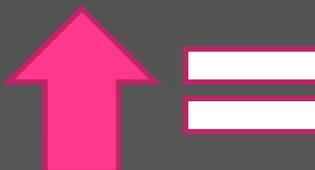


Our Pyramid Model of Setting the Correct Price

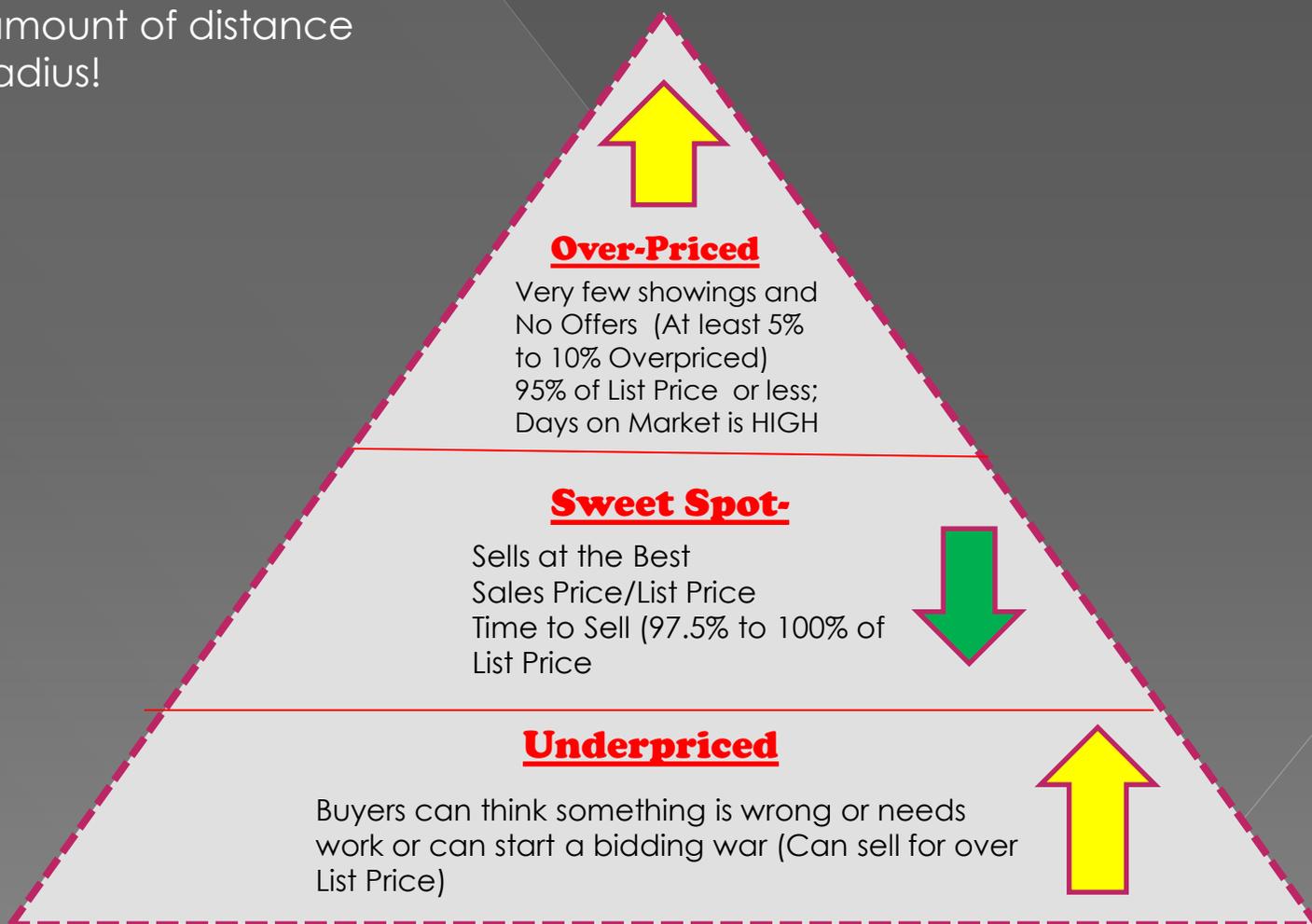
To see how we can help you stand out from the rest, hire us as your professional to guide you in pricing your home correctly to not only take into account your model/floorplan, but your competition of other listings in a certain amount of distance radius!



SELL QUICKER AND FOR MORE \$\$ (SP/LP RATIO)



CAUTION in Time



Over-Priced

Very few showings and No Offers (At least 5% to 10% Overpriced)
95% of List Price or less;
Days on Market is HIGH

Sweet Spot-

Sells at the Best
Sales Price/List Price
Time to Sell (97.5% to 100% of List Price)

Underpriced

Buyers can think something is wrong or needs work or can start a bidding war (Can sell for over List Price)

10% Over-Priced or more will not have any Showings
5% Over-Priced = Showings but no Offers
> 5% = Will have Showings and Offers

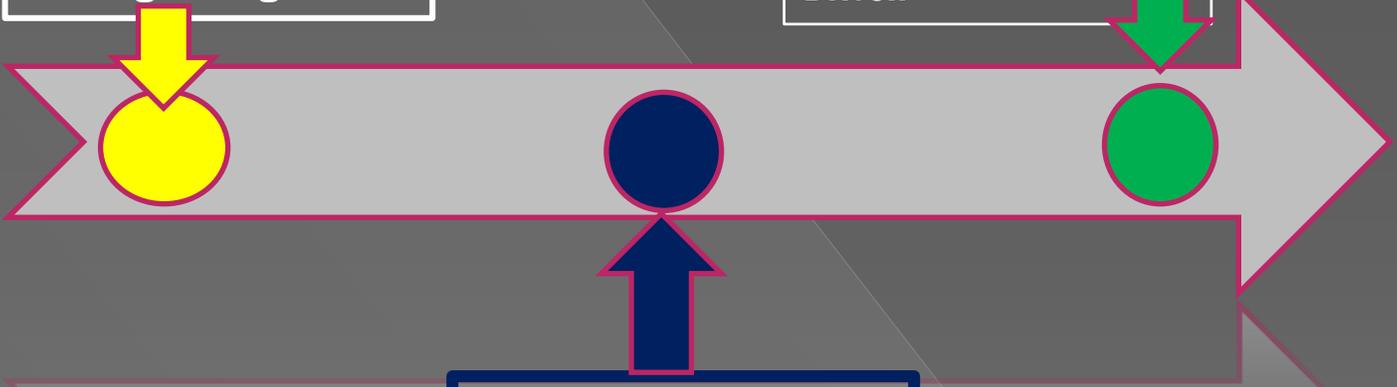
Seller Motivation Towards Price Time and Convenience VS. Max Equity

Motivated By Least Amount of Time to Sell, Want to Close in Less Than 2-3 Weeks, Do Not have Necessary Funds to Put your Home in Tip Top, Show Ready Condition OR would cost too much to Recondition because of Existing Damage

**T
I
M
E**

Motivated to Sell and Is Willing Fix, Recondition, and Do Light Remodeling FOR EXAMPLE: Install 20" Tile, Wood Plank Tile, Paint cabinets, Replace Counter tops, Paint interior and/or Exterior, Can Wait within Reasonable time for Top Dollar Offer, Equity Driven

**E
Q
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T
Y**



Motivated to Sell but can spend some money to paint interior, fix minor items, Leave Home in Basic Builder Materials as Home was Built

Knowing your timeline and your needs will help us better understand how we can help you in determining your motivation in selling your home.

Extras That We Include In Our Listings

FastEm@il Flyers *Fast Flyers, Fast Buyers*

MEMBER HOME | CREATE NEW FLYER | PURCHASE CREDITS | EDIT PROFILE | FAQ | CONTACT US

Account Summary

Account Name:
Eric Merritt
HomeSmart

Flyer Credits:
0

Home Region:
Southeast Valley Regional Board

Purchase Flyer Credits

Click here to pay by Paypal

Credit Card Payment

Credits to Purchase *Buy More and Save up to 50%!*

- 1 Flyer Credit: \$29.95
- 5 Flyer Credits: \$112.25 (\$22.45/each) SAVE 25%
- 10 Flyers Credits: \$149.50 (\$14.95/each) SAVE 50% - BEST DEAL!

Billing Address*

Billing City*

Billing State*

Billing Zip*

Billing Phone*

Card Number*

Expiration* /

This company is based in Las Vegas, NV and they are tied into our Realtor Associations in Arizona. They can email blast to all Realtors in any Association of Realtors. The Southeast Valley Board of Realtors has 9,000 members and the Phoenix Association of Realtors has 19,000 members.

CUSTOM Showing Time Feedback Form

Showing Feedback

Eric Merritt
HomeSmart
(480) 999-6061
emerritt@hsmove.com

We would appreciate your customer's opinions and any additional comments you may have. Thank you very much for your assistance!

Property: 123 Test Ave. TestCity
Listing ID: EXAMPLELISTING
Price: 100000
Listing Agent: Eric Merritt
Date/Time: Feb 28, 2019 from 3:00 PM to 4:00 PM

What did your client think of the price of the home?

In reference to Question #2, what do you think this home is worth?

What did your client think of the floorplan of the home?

In reference to Question #3, if the floorplan DOES not meet their needs, what is missing?

What does your client like MOST about the home?

What does your client like LEAST about the home?

Is your client interested in this home to possibly make an offer?

Is your client considering to see this home again?

Send feedback received notifications?

Thank you for your assistance! Please click "Submit" below to send us your feedback.

VS.

Standard Showing Time Feedback Form

Showing Feedback

Eric Merritt
HomeSmart
(480) 999-6061
emerritt@hsmove.com

We would appreciate your client's opinions. Please select from the choices below and fill in any additional comments you may have. Thank you very much for your assistance!

Property: 123 Test Ave. TestCity
Listing ID: EXAMPLELISTING
Price: 100000
Listing Agent: Eric Merritt
Date/Time: Feb 28, 2019 from 3:00 PM to 4:00 PM

Is your client interested in this listing?

Please rate your overall experience at this showing.

Your (and your client's) opinion of the price:

Please rate this listing (5=Best, 1=Worst):

COMMENTS/RECOMMENDATIONS:

Send feedback received notifications?

Thank you for your assistance! Please click "Submit" below to send us your feedback.

The Custom Showing Time form can be modified to get to the responses and feedback from specific questions.

Getting Exposure after Dusk On Your Listing

Get the most amount of exposure even after dusk! Stand out from the crowd! Available



Solar LED Power



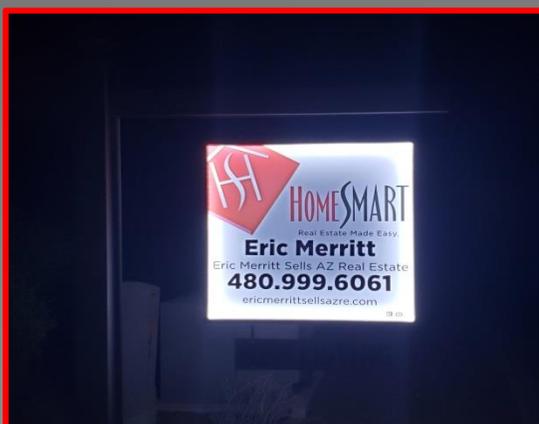
Solar LED Power



Solar LED Power



HomeSmart Lighted Listing Sign



Our Professional Photography

Having quality photos can make a listing get the attention that it needs to sell for top dollar and have low Days on Market. Photos that are small have very little light will deter buyers from wanting to see your home. Buyers are always browsing online and the pre-qualified Buyers more than likely are on an ARMLS subscription based on their specific search parameters. Even on our listing under \$300K, we always use a professional photographer. We do twilight pictures if we feel that your home will benefit from it and we have drone photography to showcase your lot size if needed.

We use MarketExpertly based in Gilbert. Her name is Cari Hall. The website link is: <https://marketexpertly.com/>

Some of her work is showcased below:



Our Professional Photography

Our continued photography examples.



Staging Especially If Home Is Vacant

Staging is very important especially when the Home is vacant. Our staging materials will make a Home feel "Homey" so the Buyers can visualize your home being theirs! Here is an example of our staging ideas in these pictures. THIS HOME WAS UNDER CONTRACT IN 2 DAYS AFTER IT WAS LIVE ON OUR ARMLS!



Open Houses



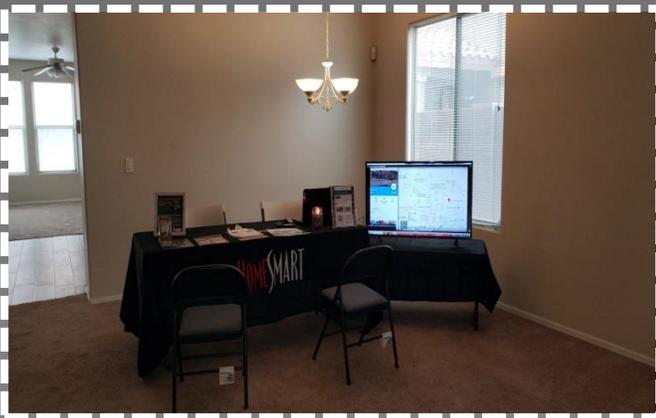
1. Besides the “standard” advertising an Open House in the MLS and putting up some Open House signs, we do....
2. We have 4 DIFFERENT LEVELS of an Open House
3. We put up Open House signs from Major Street intersections all the way to every corner and even putting them straight for long distances using our 18” x 24” Coro-Tint signs with Step stakes (Up to 1-2 Miles Out)
- *4. Advertise your Open House up to 3 days minimum up to 1 week in Advance to capture and bring in more traffic using a video tour of your Home and community videos on Facebook and YouTube
- *5. Door knock at least 30 houses around your Home to promote your Open House
6. Use these Facebook posts and YouTube videos leverage traffic long after an Open House is held
7. We have up to 67 Open House signs (3’ x 2’ Coro-Tint Signs and 18” x 24” Coro-Tint Signs with Step Stakes
8. Due to our COVID-19 Pandemic, Open Houses are on a case by case basis and at your discretion. We also hold a “Virtual Open House.”



Our Open House Setup

Our Open Houses are very revolutionary to make it easier for prospective buyers to engage in our home!

1. We use a 43" Flat Screen TV to displays videos, the Arizona Regional Multiple Listing Service, and other important Buyer and Seller documents
2. We have a video running of YOUR home with music as guests are entering!
3. We stage our Open Houses depending on if they are Owner Occupied or are Vacant
3. If they are Vacant, we have many candles and plug-in air fresheners to create a great scent.
4. We can use an I-Pad for prospective clients to register into our Open House
5. Due to our COVID-19 Pandemic, Open Houses are at your discretion and a "Virtual Open House" can be done instead. If an ACTUAL Open House is to be done, the use of Facemasks and Hand Sanitizer will be required.



Our Preparedness of Dealing With COVID-19 In Our Marketing

We have also added in Our Marketing for Listings the Following:

- 360 Camera for Virtual Tours (Not A Slide Show)
- 3D Photo Tour [3D Photo Tour From My Professional Photographer](#)
- Floorplan Layout Using the Matterport Format
- CBS Code Required For All Agents to Enter Your Home for them to call us to have Access to Your Home
- Each listing will have a Bottle of Disinfectant Wipes and Hand Sanitizer, and Booties are on order for prospective Qualified Buyers

To see what the Value is on Your Home,
click on this link: [What Is Your Metro Phoenix Home Worth?](#)

Or Call Us at (480) 999-6061 for a Private Home or Virtual Consultation!

3D Photo Tour



Lets buyers tour your home as if they are there! This will lead to less people to tour your home to receive offers and with the peace of mind of safety!

Our Unique Lighted Listing Sign:



Our COVID-19 Supplies:



Types of Buyers Based on Acceptance of An Offer To Buy A Home



Cash is KING! Cash payment is normally a wire transfer and they can have a closing in as soon as ONE week! No concessions offered.

Conventional is the second best form of payment! Most people that have a conventional loan have a credit score of 680 or higher and up to an 800 FICO. Have a relatively low debt to income ratio. Conventional loans can be had as low as 3% down with the normal having 5% down, 10%, 20%, or more down. Usually the funds of their down payment is coming from equity from another house. Concessions can be asked for but it is rare.



VA loans are for people that have served in our armed forces of the US Military. These loans have 100% full financing and do have a very stringent VA home inspection from the lender. One of our lenders said they can start at a 600 score. These people may or may not need closing cost assistance.



FHA is the third form of payment to buy a home. Buyers that are qualified for an FHA loan usually have a credit score from as low as 580 up to 660. Debt to income ratios are usually above 40% and can be as high as 57%. They can have a down payment coming from equity from another home. The standard amount of down payment is 3.5% but can be higher. These also can be first time homebuyers with their own saved down payment.



These buyers usually are first time home buyers that are now qualifying for an FHA loan. Debt to income ratios will be in the high range from 45% to as high as 57% depending the lender. Buyers that are needing Down Payment assistance or a gift from a relative will also need seller concessions to cover for closing costs. Also, the 90 DAY FHA FLIP RULE DOES NOT ALLOW FHA BUYERS TO WRITE A CONTRACT ON A PROPERTY OWNED BY AN LLC OR PLC UNTIL IT PASSES THE 90TH DAY. DPA is short for Down Payment Assistance.

These buyers unfortunately have to compete against the other types of buyers above and need to act quickly to buy a house.