

# SELLING YOUR HOME

## Preparation Manual



By

**Nate Martinez**

ABR, CLHMS, CRS, GRI, CRP, e-PRO

*“One of Arizona’s Natural Resources”*

**RE/MAX**

**PROFESSIONALS**

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The Nate Martinez Team  
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Glendale, Arizona 85308



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## TRUE PROFESSIONALS

*“Unfamiliar with the area, I walked into the first real estate office I came across. Fortunately it was your establishment. Everyone I had contact with was a true professional. All of you certainly exceeded my expectations. Thank you all!”*

**- Dennis & Linda  
Glankenship**





**NATE MARTINEZ**  
 CRS, GRI, ABR, CRP, e-PRO, CLHMS

**PROFESSIONAL HISTORY  
 &  
 ACCOMPLISHMENTS**

PROFESSIONAL HISTORY AND QUALIFICATIONS

Nate has been a Realtor since 1986  
 He has earned the CRS, GRI, ABR, CRP, e-PRO, and CLHMS designations  
 Active Member of National Association of Realtors  
 Active Member of Arizona Association of Realtors  
 Director of National Association of Realtors 2005-2007  
 Director of Arizona Association of Realtors (AAR), 1992, 1993, 2003-2007  
 Director of Phoenix Association of Realtors, 1992, 1993, 2003-2007  
 President Elect of Phoenix Association of Realtors 2007  
 Arizona Regional Multiple Listing System Committee 2006-2007  
 Active Member of the Arizona CRS Chapter  
 Nate is the past Chairman of the REALTOR Institute (GRI), 1993  
 Local, National, and International Real Estate Speaker and Trainer  
 Nate sells a home on average 50% faster then the MLS average  
 Nate utilizes several personal website that generate buyer leads daily  
 Co-Owner of 5 RE/MAX Professionals Offices in the Valley  
 Co-Owner of Professional Financial  
 Nate's Five Year History:

<u>YEAR</u>	<u>CLOSED TRANSACTIONS</u>
2006	129
2005	290
2004	292
2003	266
2002	180

ACCOMPLISHMENTS AND AWARDS

Nate was awarded the Circle of Legends Award, 2006 (Only 72 Awarded Since 1970)  
 Nate finished in RE/MAX Top 100 Agents Internationally, 1996 - Present  
 Nate is among the Top 10 RE/MAX Agents in Phoenix, 1993 - Present  
 He has been recognized as the top RE/MAX Agent in the Southwest region several times  
 Nate's Team was awarded the "Top Re/Max Team in Arizona", 2001, 2002  
 Phoenix Board of Realtors Presidents Round Table Award, 1989—1994, Now a Lifetime Member  
 Nate was awarded the RE/MAX Lifetime Achievement Award  
 Featured in National Trade Publications and Books  
 Several National Awards in Marketing and Sales  
 Recipient of the Above the Crown Award by RE/MAX International, 1997  
 Sponsor of Children's Miracle Network and the Phoenix Children's Hospital

*"Most agents think that their most important job is to satisfy the customer's expectations. I believe in **EXCEEDING** them!"*

# INTRODUCING THE NATE MARTINEZ TEAM

## ADMINISTRATION



**Sarah Bliss, ABR, e-PRO**

*Team Leader*

**623-643-1015**

Sarah has been on the team since 1997 and helps Nate with the day to day management of the team. In addition to the team leadership role, she is also the director of the education department and a licensed Realtor. Sarah maintains a close relationship with all her past clients and continues to help her clients and their referrals with all their real estates needs. She is organized, professional, and a great team asset.



**Brandi Martinez**

*Listing Manager*

**623-643-1006**

Brandi is the Team Listing Manager. Brandi does all the realtor follow up and reports for the team. She works closely with Nate to manage all the listings currently on the market. She launches a series of actions in order to effectively introduce your home to the market. She brings to the team many years of administrative experience and great organization skills. Brandi is also a licensed REALTOR.



**Jessica LeWin**

*Marketing Manager*

**623-643-1013**

Jessica is the Team Marketing Manager. She works closely with Brandi, our Listing Manager, to ensure optimal customer satisfaction. She prepares flyers, advertisements, and all other marketing pieces for the team. She is also responsible for updating and maintaining all of the teams marketing websites. Jessica brings to the team many years of administrative and customer service experience. Jessica is also a licensed REALTOR.



**Janice Hall**

*Transaction Coordinator*

**623-643-1059**

Janice Hall is our Closing Manager. She works closely with our clients once they have an accepted purchase contract through the close of escrow. She has had her Real Estate license since 2003 and has been with RE/MAX Professionals for the 6 years. Janice is originally from Long Island New York, but loves Arizona and has been here since 1990. In her spare time she enjoys working out, hiking, scuba diving, and reading.

# INTRODUCING THE NATE MARTINEZ TEAM

## Associates



**Danielle Martinez, ABR, GRI, e-PRO**  
*Licensed Associate*  
**623-643-1018**

Danielle joined the Team originally as a Transaction Coordinator assisting in closing over 300 transactions. She has worked with buyers and sellers equally and understands the questions and concerns clients go through during the buying/selling process. She brings 10 years of experience in real estate, great people skills and a positive attitude. Her attention to detail and knowledge of all aspects of a Real Estate transaction aid her in delivering the highest level of service.



**Brandon Howe, ABR**  
*Licensed Associate*  
**623-643-1004**

Brandon is a valley native and brings to the team a variety of knowledge, experience, and refreshing enthusiasm. His personal service provides his clients with the tools they need to help them meet all their real estate goals. Brandon is energetic and passionate about Real Estate and looks forward to a long career servicing his community.



**Kristy Montognese, ABR**  
*Licensed Associate*  
**623-643-1007**

With a passion for Real Estate, Kristy promises to provide you with the highest level of service, the most up to date information on the market and will show a true commitment to your best interests. Kristy is a dedicated, trustworthy representative who works at a diligent pace to get the job done. Kristy is an expert negotiator and is confident she will far exceed your expectations that you will want to refer her to your friends and family.

# INTRODUCING THE NATE MARTINEZ TEAM

## CUSTOMER SERVICE DEPARTMENT



**Larry Gosnell**  
*Team Customer Service Driver*  
**602-430-6283**

Larry is the Team Client Service Driver. He assist the Team by taking photos, installing signs and posts, delivering flyers and checking on vacant homes. His positive attitude and dedication to his job are a wonderful asset to the team and our clients. In addition, our Client Service Truck helps us advertise with our “moving billboard”.



*“From the moment I listed my house until I closed, the team never dropped the ball. They stayed close and kept me informed at every step of the way!*  
**GREAT TEAMWORK!**

*Terri Morrissey*

# ADVANTAGES OF USING THE NATE MARTINEZ TEAM

*“Working as a team allows us to take customer service to new levels.”*

## EXPERIENCE

You will benefit from more than 21 years of successful residential real estate marketing, financing, and transaction processing.

## ETHICAL STANDARDS

Integrity and strict ethical standards are assured by Nate Martinez and his team of professionals. We support and practice the professional standards of the National Association of REALTORS<sup>®</sup>, the Arizona Association of REALTORS<sup>®</sup> and the local boards of REALTORS<sup>®</sup>.

## PREPARED SALESPEOPLE

Nate’s extensive, comprehensive education program prepares all team members to be immediately effective in the field. Moreover, continuing education presents ways of sharpening the teams professional skills, assuring accuracy and competence in an ever changing industry. Positive results in helping thousands of families are a testimonial to these facts.

## BROAD EXPOSURE

Nate has a very proactive marketing and networking plan to reach both the internal and external markets. Your home will be exposed to qualified buyers generated by our convenient neighborhood offices throughout the Phoenix Metropolitan area and all over the country.

## IMMEDIATE COVERAGE

As a result of our membership in the Arizona Regional Multiple Listing Service, information on your home will be communicated immediately to the entire real estate industry via the World Wide Web.

## FULL-TIME EFFORT

All your real estate needs will be satisfied by a devoted team of seven full-time licensed real estate professionals.



*“As a team of experts with a game plan, we work together, from the day the sign goes in your yard, until the day your moving truck drives away!”*

# ADVANTAGES OF USING THE NATE MARTINEZ TEAM

*“Nate Sells or Lists A Home Every 23 Hours”*

## STATE-OF-THE-ART TECHNOLOGICALLY ADVANCED OFFICE

Over ten networked computers with instant access to our database.

## MASSIVE NETWORK OF PRE-APPROVED BUYERS

We may have a buyer before your home even hits the market.

## FULL COLOR PAGE ADVERTISEMENT IN NORTH WEST VALLEY NEWS

Over 45,000 weekly shoppers gazing at your home!

## PEORIA AND GLENDALE DISPLAY ADVERTISING

The City of Peoria Recreation Guide Delivered quarterly to over 62,000 households in Peoria alone!  
The City of Glendale Recreation Guide Delivered quarterly to over 75,000 households in Glendale alone!

## 24 HOUR AUTOMATIC VOICE INFORMATION

Promoting your house ... even while you sleep. Buyers love it!

## TARGET MARKET DIRECT MAIL PROGRAM

Designed precisely to entice your potential qualified homebuyer!

## DIRECT RESPONSE PROPERTY BROCHURE BOX

Turns drive by traffic into buying prospects.

## COMPREHENSIVE COLOR BROCHURES

Provides answers to buyers' questions while they are excited about your home!

## PROFESSIONAL PHOTOGRAPHER

High resolution professional photos and 360 degree virtual tours make your home shine!

## INTERNET EXPOSURE

Home is showcased on Realtor.com, REMAX.com, and NatesHomes.com



*“One of Arizona’s Natural Resources!”*

# LISTING ACTIVITY PLAN...

## *And Marketing Samples*

*In addition to consistent communication via mail/email, you can trust in the following process when you list your home with Nate and his team:*

- 1) Listing will be entered into the Phoenix Metro Multiple Listing Service (MLS).
- 2) An introduction call from the Listings Manager to explain the process, and go over any paperwork needed.
- 3) Sign will be installed in your yard.
- 4) Nate's Licensed Associates will preview your home.
- 5) Photos will be uploaded to MLS and Realtor.com.
- 6) Color flyers will be delivered to your home.
- 7) A hotline detailing the features of your home will be recorded and a hotline sign rider will be installed.
- 8) Advertisement in *The North West Valley News and Homes and Land Magazine*.

### **Home will be showcased on:**

**[www.natemartinez.com](http://www.natemartinez.com)**

**[www.nateshomes.com](http://www.nateshomes.com)**

**[www.RE/MAX.com](http://www.RE/MAX.com)**

**[www.Realtor.com](http://www.Realtor.com)**

