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# Tips for Sun Lakes Sellers

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***Do you want to sell your Sun Lakes property fast and get the best price possible?***

This eBook will give you the simple insights and tips you need to sell your home quickly and easily with as little stress as possible.

And for more information, please contact us directly. We'd be happy to answer any questions you may have.

Thank you!

Becky Kolb

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## What to Look for When Hiring a REALTOR® to Sell Your Sun Lakes Property

**Sell your home at the best price as quickly as possible with these tips**



Sun Lakes, Arizona is a fantastic, active adult community with friendly people, beautiful weather, lots of fun activities, good food, lovely scenery, and more.

That means there are a lot of folks who want to live here.

That's good news for you if you have a Sun Lakes property to sell.

But... only if you have a good REALTOR® who can get you the best price and sell your property as quickly and stress-free as possible.

### ***So what should you look for when hiring a REALTOR® to sell your Sun Lakes Property?***

- **Have local knowledge, experience and a proven record for success.**

Not all realtors are alike.

You definitely want to work with someone who has experience and a proven-record for selling homes in Sun Lakes quickly and at a good price.

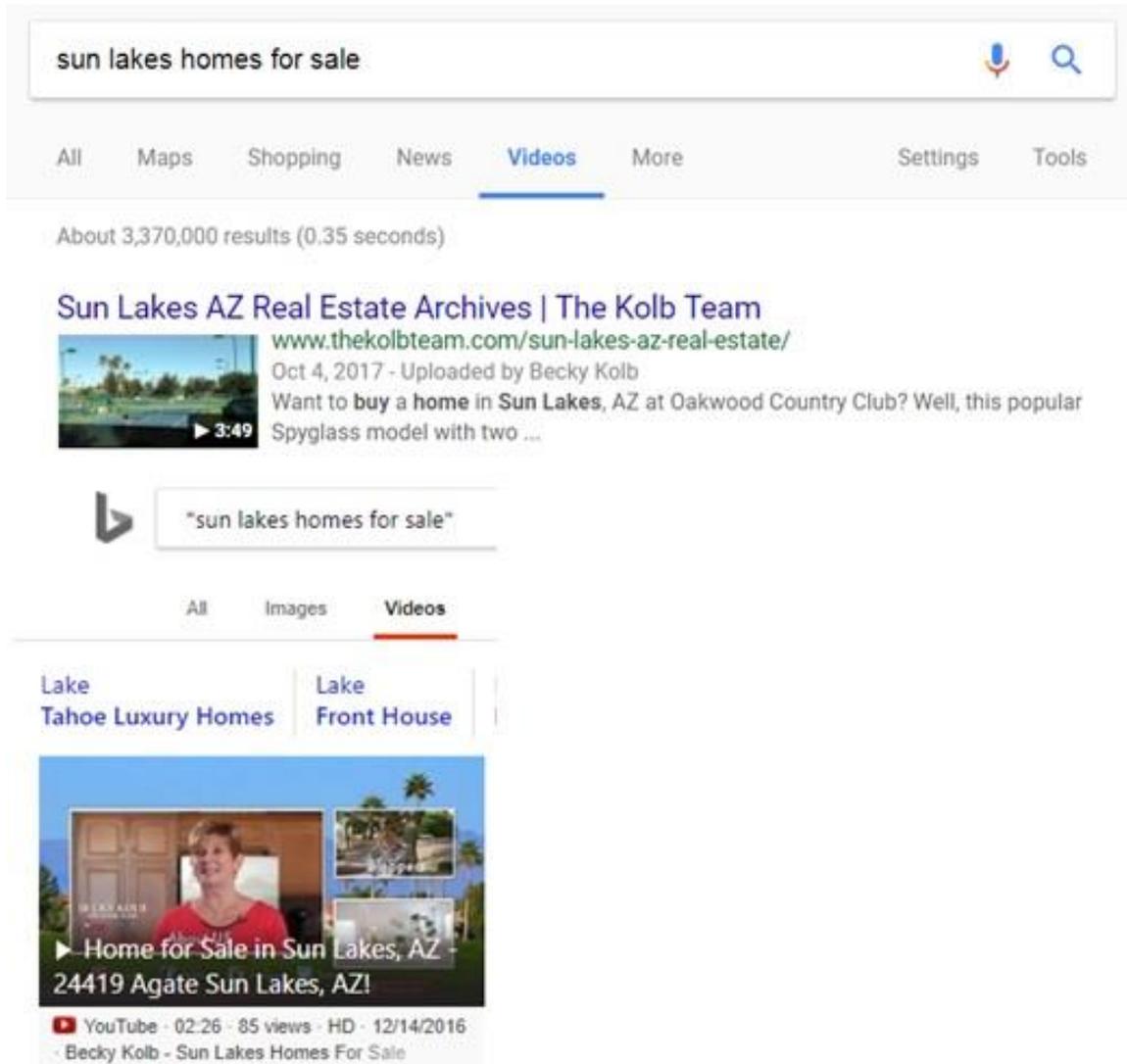
But more important, it's essential to find an expert who lives in the area.

This way, they know the neighbors, local events and "inside scoop" that others simply can't access. This can be important information to have when selling your property in the area.

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- Take professional photos and videos.



With the market competition, you want to present your property in the best way possible. This means that your real estate agent should work with experienced and professional photographers **and** videographers who know how to capture your home in the best way possible.

Today, video is extremely important in a listing. Some real estate agents may tell you that this isn't necessary... probably because it takes extra time and money. However, it can help you reach top buyers online quickly.

For example, when The Kolb Team does a video listing, we often appear number one on the search rankings again and again.

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(Take a look at our current, [Sun Lakes community listings here](#) and [videos here](#).)

Hire a real estate expert who feels comfortable in front of the camera and knows how to speak to targeted buyers in a way that showcases all of the benefits your property has to offer.

Then, you can take full advantage of video and all of those potential buyers searching for a home online.

- **Publish a website that generates traffic and ranks in the search engines.**

According to research by [The National Association of Realtors](#), “95% of all buyers use an online website when searching for a home.”

That’s why it’s essential to have your property posted online... where buyers can actually find your listing.

And your listing not only needs to include the great photos and videos mentioned above, but it also needs to be on a website that is fairly popular and ranks on the search engines for specific keyword phrases (like Sun Lakes Homes for Sale, Sun Lakes Homes, etc.)

If your real estate expert doesn’t have a current website using the latest, search engine optimization tools, you will miss out on good buyers who are searching for properties like yours online.

- **Develop a unique marketing plan for you.**

Your real estate agent should prepare a specific marketing plan for your property. This includes focusing on the benefits and leveraging all of the appropriate forms of print and online marketing available.

“Cookie-cutter” marketing templates where “one-size fits all” just do not work in today’s competitive, Sun Lakes’ real estate market. You need an agent who knows how to use the latest marketing techniques, and social media, to sell your home as cost-effectively as possible.

- **Gets results!**

Obviously, this is the most important factor. You want your real estate agent to get you the best results possible when selling your Sun Lakes property. With this in mind, your agent should be able to provide specific details on local properties including days on the market, list-to-sale ratio, and more.

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Find an expert who knows what is going on in the local market so you can be as competitive as possible.

### **Sell Your Sun Lakes Property Fast with the Right REALTOR®!**

Not all real estate agents are the same. And with fierce competition for homes in the Sun Lakes' area, you want to work with the best expert possible.

Look for a local resident who has extensive experience selling homes in the area, uses professional photos, videos and more on a well-ranked website, creates a unique marketing plan for you using the latest off- and on-line techniques, and has the latest information necessary to get results!

Conduct research and ask for referrals. Take the time to find an agent who has the qualifications above. It is well worth it. You will save thousands of dollars and hours selling your Sun Lakes property and avoid unnecessary stress too!

***Are you ready to sell your Sun Lakes home?***

**[Contact us here to get started right away.](#)**



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# What to Avoid When Hiring a REALTOR® to Sell Your Sun Lakes Property

## 4 Simple Reminders When Selling Your Home



If you are ready to sell your Sun Lakes property, there are a few things to be aware of in order to save money, avoid stress and have the best, overall experience.

As a local resident and experienced REALTOR®, I've seen and heard it all and want to help you through this process.

With this in mind, here are...

## 4 Things to Avoid When Hiring a REALTOR to Sell Your Sun Lakes Property

### 1. Discount brokers who advertise or readily offer a discount.

***If they can't negotiate their fee and show their value, how will they negotiate effectively when they get an offer on your house?***

Look for a real estate professional who has years of experience negotiating deals successfully.

### 2. A big, fancy website with just graphics.

While images are nice to look at, does the realtor's website include articles, newsletters, blogs, links, and other, current content?

If so, they are providing regular and valuable information to potential buyers and the local community. This offers credibility. Plus, the search engines look for this content in order to give a site higher rankings. And these higher rankings mean that your property shows up at the top of searches when potential buyers want a property like yours.

With this in mind, you also want to see if the realtor's website shows up in online searches.

***For example, when you do a Google search for other homes like yours in the area, or particular terms pertinent to your property, does that realtor's site come up on the results page?***

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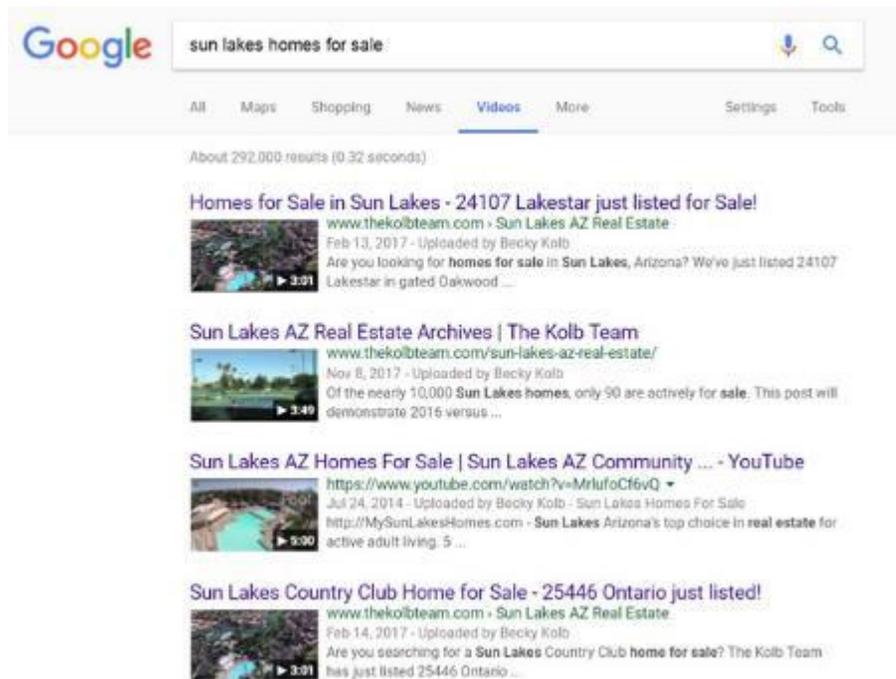
If not, this can be an issue. After all, if a buyer is searching for a home like yours, you want them to easily find your listing online along with the realtor's information and contact data, too.

### 3. No social media presence.

Not only are 95% of all buyers using a website to search for a home (Per [The National Association of Realtors](#)), but social media is an important of the home-buying process as well. In fact, [SocialMediaToday](#) indicates that online influencers will continue to be an important trend in 2018:

“Studies show that 74% of people look to their networks on social media for advice on buying decisions, and 40% of people have bought something based on seeing it being promoted by an influencer on Instagram or Twitter.”

This means that your realtor needs to be active on social media providing regular insights, valuable tips and more on Twitter, Facebook, Pinterest, and others. Plus, they should be taking advantage of Facebook Ads, Google Advertising and more to reach a larger audience.



Targeted buyers actively review this information to get the “inside scoop” from local experts, residents, friends, family members, and business owners in the area.

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If your realtor does not have an active and current social media presence where they are sharing information on a daily basis, you will miss out on a large market of potential buyers.

#### **4. No professional video or photo services.**

In addition to having great content and a social media presence, realtors today must use professional videos and photos in their sales process.

Why?

“People now watch 1 billion hours of YouTube per day,” per [TechCrunch](#). That means there is a lot of competition out there for views, and you only get one chance to make a good first impression.

***With professional videos and photos, your realtor can show your property in the best way possible and entice buyers to take a more in-depth look.***

Plus, when professional videos are produced and posted correctly, they can take your property listing to the top of the search engines – reaching many more potential buyers worldwide.

#### **5. No knowledge of the local community.**

If you really want to get the best price on your Sun Lakes home, and sell at the right time, you need to work with a REALTOR® who has sold properties in the local community for years AND lives in the area, too.

Only a local knows what is going on with neighborhoods, crime, events, gossip, and other information relevant to selling your home. Plus, they know local residents, family and friends with information on potential buyers looking for property in Sun Lakes.

An experienced REALTOR who lives in the community, has valuable information you won't find anywhere else. And you can use this to your advantage when selling your home.

### **Enjoy a stress-free, selling experience!**

When you are ready to sell your Sun Lakes property, there are a few things to consider when looking for a REALTOR. Avoid discount brokers who can't negotiate well. Also, big websites with little content that are void of active, social media accounts and professional photos and videos are warning signs.

Instead, look for a local REALTOR® who knows the area well and uses the latest social media, photography and video technology to promote your home online AND in person.

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This way, you'll get "insider" information and connections you won't get anywhere else.

And that's what you need to beat the competition and get your property sold as quickly and easily as possible!

**Are you ready to sell your Sun Lakes home?**

**[Contact us here to get started right away.](#)**



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# How to Sell Your Sun Lakes Home for the Best Price in the Shortest Amount of Time

**All Sun Lakes, AZ real estate agents are not the same**

## Want to sell your Sun Lakes home?

Well, there is some important information you need to know before moving forward as all Sun Lakes, AZ real estate agents do not provide the same services.

Sun Lakes, AZ offers a fantastic, active adult community for those looking for exclusive amenities, various indoor and outdoor activities, beautiful views, great weather year-round, and much more.



It's a great place to live... so many residents keep their homes for many years.

This means there can be major competition for homes on the market, and if you are selling, you definitely want to work with a professional who can sell your home quickly at the best price. With this in mind, here are...

## **3 Tips to Sell Your Sun Lakes Home with the best Sun Lakes AZ Real Estate Agents Available!**

### **1. Conduct research to find the right REALTOR® for your specific needs.**

The best place to start is within your inner circle. Ask friends and family members who have sold their homes in the local area and had good results.

Ask them what went well with the process and what didn't. This will give you great details on their experience and help you decide whether or not this real estate professional is right for you. After all, your contacts may have a good recommendation, but you want to ensure that their REALTOR® will meet your unique specifications, too.

And we mention this frequently, but it is extremely important ... find a real estate professional who has the inside scoop on the local community, uses the latest technology and has a track record for success.

For those you select to interview, check their website and social media prior to calling them for a meeting.

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- *Is their content professional?*
- *Do they use great photos and informational videos?*
- *Do they provide detailed specifics on the benefits they provide and why they are unique?*
- *Do they list credible testimonials, data about the local area and more?*

Once you decide which Sun Lakes AZ real estate agents you are going to meet with, prepare a list of questions to ask including:

- *Can you show me how you rank online compared to the competition?*
- *How will you use your website and social media to market my home?*
- *Do you use professional photographers and videographers in your marketing processes?*

Think of what's important to you and be prepared to get answers!

## **2. Meet with the REALTOR® and feel confident in your final choice.**



When you meet with a potential, real estate agent, you should feel confident in that person and be able to share your points openly.

This way, the Realtor will know what's important to you and how to negotiate the best, selling points of your home.

In fact, they should discuss pricing strategies with you. A good REALTOR® will be able to honestly tell you how much you can get for your home and how quickly it will sell. After all, pricing a home accurately is the first step in the process of getting your home sold. No amount of marketing or technology will sell a home that is overpriced.

With this in mind,

## **3. Ask to see the agent's track record and other, important data.**

Good real estate agents know the market and have access to the latest data. In addition to asking them how many homes they have sold in the last six months, past year, etc., ask them for their average days on market.

Also, the local Multiple Listing Service (MLS) often allows agents to print a report to show this information. Ask to see it.

This monthly report should show a statistical analysis about Sun Lakes real estate that includes:

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- Status
- Number of Listings
- Sold Volume
- List Price
- Sold Price
- Approximate Square Feet
- List Price Per Approximate Square Feet
- Sold Price Per Approximately Square Feet
- Agent Days On The Market
- MLS#
- Floor Plan (some agents omit this from their reports)
- Address
- Number of Beds and Baths
- Year The Home Was Built
- Close Of Escrow Date and more

If the agent can't provide this information, find another real estate agent who can!

### **Feel Confident When You Sell Your Sun Lakes Home.**

When you are ready to sell your property, it's important to find an experienced real estate agent who knows the local, Sun Lakes market well and has sold many homes in the area.



Research potential professionals and prepare a list of questions to ask.

If the Sun Lakes real estate agents you are interviewing cannot provide the data you request, move on to other prospects!

Your home is an important investment, and you want to get the best price for it while having a pleasant experience.

**The right agent is waiting to help you sell your Sun Lakes Home now.**

For more information, please [contact us here to get started today.](#)

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