

THENETWORKARIZONA.COM

# SELLING YOUR HOME

THE NETWORK  
FOR  
ARIZONA REAL ESTATE

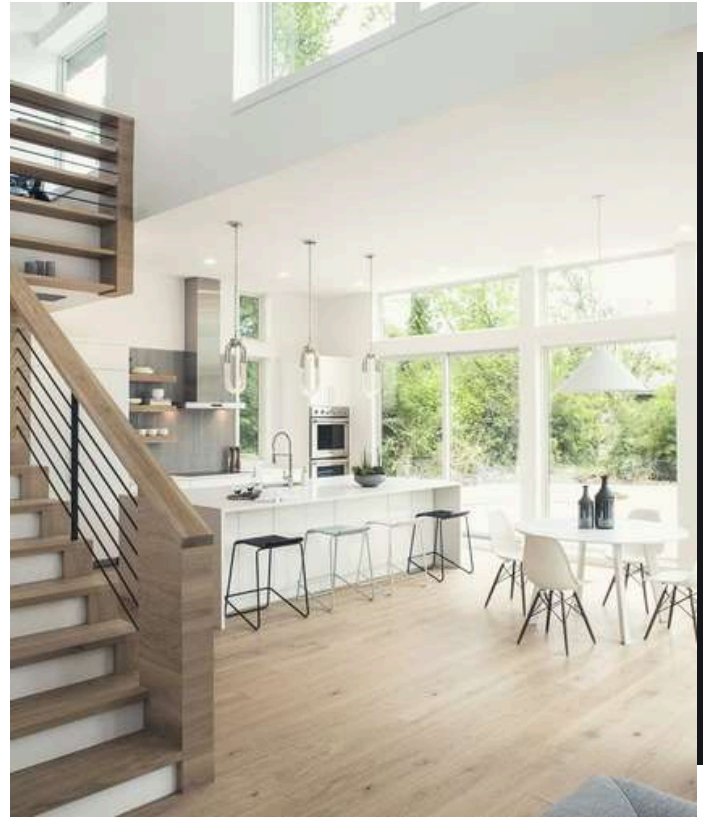


PRESENTED BY

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FARAH SUTTON

Farah Sutton is the founder and designated broker of The Network for Arizona Real Estate, a boutique real estate brokerage located in Phoenix, Arizona. With a deep-rooted commitment to client success, Farah offers an exceptional level of personalized service and experience in residential real estate, commercial real estate, 1031 exchanges, real estate development, new builds, and complex family transactions. Her extensive expertise in negotiation and market strategy has positioned her as one of Arizona’s top real estate professionals.

Before launching The Network for Arizona Real Estate, Farah cultivated a successful career in real estate. As an active real estate licensed professional, Farah consistently delivers outstanding results for her clients. Her ability to navigate complex transactions and deliver seamless experiences for her clients has earned her a loyal following and a reputation for excellence in the Arizona real estate market. She has built a strong reputation in the industry by providing exceptional service, expertly guiding clients through every stage of the real estate transaction process. Her attention to detail and commitment to client satisfaction have made her a trusted advisor for buyers, sellers, and investors alike.

In addition to her real estate accomplishments, Farah has earned a Ph.D., MBA, M.Ed., and a graduate certificate in GIS with an emphasis in spatial econometrics. Her education, combined with years of experience in private equity, government affairs, and market analysis, allows her to provide strategic insights and tailored solutions to her clients.

With her unique blend of expertise, passion for service, and dedication to her clients, Farah Sutton is redefining the real estate experience in Arizona.

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[\*\*www.TheNetworkArizona.com\*\*](http://www.TheNetworkArizona.com)

# CLIENT TESTIMONIALS

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E.R.E  
PEORIA

“

As an out-of-state seller handling multiple estate transactions, I needed a real estate professional I could trust, and Farah delivered. Farah took care of every detail, from preparing the properties for sale to managing the negotiations. She kept me informed at every step and made the entire process stress-free. Her professionalism and attention to detail was outstanding, and I couldn't have done it without her!

G.F.  
PHOENIX

“

I completed a 1031 exchange with Farah, and her expertise was invaluable. She helped me sell my original property under tight deadlines. Her knowledge of 1031 exchanges and the Arizona real estate market made the entire process smooth and less stressful. I highly recommend Farah to any investor looking for expert guidance in navigating complex transactions. She will definitely be handling my future Arizona real estate transactions.



# THE SELLER ROADMAP

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This is a brief summary of the timeline for selling your home. Remember, as your Real Estate Agent, I will be there to be sure you feel confident during each step of this process.





# ABOUT YOUR HOME

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01

What drew you to this home when you bought it?

02

What is your favorite feature of your home?

03

What do you like most about your neighborhood?

04

What are some nearby attractions and amenities?

05

What don't you like about your home?

# ABOUT YOU

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As your Real Estate Agent, my number one goal is to help you achieve your own. I make it my priority to understand your situation when it comes to selling your home so we can accomplish your goals.

01

## YOUR WHY

Why are you moving? How soon do you need to move?



02

## YOUR PLAN

What will you do if your home doesn't sell in the expected timeframe?



02

## OBSTACLES

Do you anticipate any major challenges with selling your home?



# PRICING

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We will work together to establish a fair market value for your home and make sure that you feel confident in the price that we set to list your home at. Our goal is to attract the greatest amount of buyers as soon as your home hits the market.



## PRICING

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Our goal is to price your home correctly the first time.



## HOME VALUE

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We will discuss what factors determine the price of your home.



## FACTORS

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What factors do NOT determine the price of your home?





# IMPORTANT INFO

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Preferred day for photographs:



Open house Best Day/Time:

Is a showing appointment required? If yes, preferred notice?

Do buyers need to take their shoes off?



Will pets be in the house during showings?

Do you have a security system that will be on during showings?



# PHOTO PREP CHECKLIST

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- Clean the entire house
- Create a list for the photographer of areas of your home you want them to capture (and any areas you do not)
- Turn on all lights, lamps and overheads. Be sure to replace any burned out bulbs
- Shutters and blinds should all be set to matching angles
- Clean all glass mirrors
- Declutter all counter spaces in kitchen and bathrooms
- Turn off all ceiling fans
- Remove your furry friends from the areas being photographed
- Store away pet supplies, food bowls, toys, etc.
- Cut the lawn and make sure your patio furniture is arranged
- Sweep the porch and exterior area





# FARAH SUTTON

REAL ESTATE AGENT

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Thank you for choosing me to help you in the task of selling your home. I look forward to working with you to help you achieve all of your real estate goals.

YOUR LOCAL REALTOR®