

SL SINANI LUXURY ADVISORS

YOUR ULTIMATE GUIDE TO SELLING YOUR HOME

 THEAGENCY





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01

Choose Your Agent

Buying or selling a home is one of the most important ventures you can undertake, and both require careful planning and consideration. You want to hire the best real estate agent to represent your interests.

Communication skills

When talking to a potential agent, observe how well they communicate. A good agent should not only pay attention to what you want but also handle your inquiries and issues skillfully. Clear and timely communication at the beginning stages of your search will give you the confidence you need when it comes to trusting someone who will play a huge role not only in your finances but also in the life you and your family will live.

Knowledge of the local market

The right real estate agent must possess in-depth knowledge of the local market. This includes understanding neighborhood trends, property values, and the overall dynamics of the real estate landscape. They should also have access to a wide range of listings, giving you a broad choice when looking for the best homes for sale in the area.

Attention to detail

From property listings to contract negotiations, every aspect of the real estate process requires meticulous attention. A sharp real estate agent ensures that no critical details are overlooked, leading to a smooth transaction and a headache-free overall experience.

In addition to that, a good agent should be attentive to their client's needs. They should be able to listen carefully to your individual goals and tailor their services accordingly, placing your interests front and center.

Excellent negotiation skills

Negotiation skills are a must-have for any good real estate agent. Whether you're buying or selling, having a professional who knows how to negotiate on your behalf will help protect your interests and secure a deal that works in your favor. It may be the case that the client is a strong negotiator themselves but this is what real estate agents do for a living and their negotiation skills have been honed over the course of their careers. Bear in mind that ultimately, the decision will always remain in your hands.



Meet your Realtor. Debbie Sinani

Smart, passionate, and deeply connected to the community she serves, Debbie Sinani brings a local's unparalleled understanding of the Scottsdale and Paradise Valley markets, accomplished marketing expertise, and certified negotiation skills to The Agency Arizona, where she is a Partner. She is also the founder and team lead of Sinani Luxury Advisors.

Debbie advises her clients with experience, empathy, and a strategic mindset, helping them build wealth and realize their real estate goals. Throughout her career, she has represented a diverse range of clients, from first-time homebuyers and second-home owners to discerning luxury buyers and sellers. A RealTrends Verified top 1% real estate professional, Debbie has repeatedly achieved more than \$30 million in annual sales and is recognized for her sophisticated marketing, skilled communication, and determined advocacy. Her professional designations include Real Estate Negotiation Expert, Certified Luxury Home Marketing Specialist, and Resort and Second-Home Property Specialist. She is also a member of the exclusive REALM Global network and the Institute for Luxury Home Marketing. Her background in communication and marketing allows her to position distinctive properties with clarity, creativity, and purpose while negotiating every transaction with confidence and precision.

Born in Toronto, Canada, Debbie has called Scottsdale home since the age of five. Having grown up in the Valley, she offers her clients the rare combination of lifelong local knowledge and an international perspective. She graduated from Arizona State University with a degree in Broadcast Journalism and Marketing. At the heart of Debbie's business is the belief that real estate is never simply a transaction. Her clients are entrusting her with one of their most significant financial assets, and she approaches that responsibility with focus, discretion, and rigorous due diligence. Every recommendation is carefully considered, and every decision is guided by what will best protect her clients' interests, strengthen their position, and support their long-term goals.

Debbie has been married to her husband, Derek, for more than 30 years. Together, they have two adult children, Brandon and Lauren, and two beloved dogs, Cooper and Reign. When she is not representing clients, Debbie loves traveling the world with Derek, visiting family in Toronto, spending summers in Coronado, and returning to St. Lucia, where both of her parents were born.



OVER \$100 Million Dollars in Real Estate Transactions.

Top 1% of Realtors® .

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02

Preparing your home.

Home Repairs

Buyers gravitate towards a turnkey home that's ready for them to move in. Overlooking necessary repairs and maintenance can be a major turn-off and potentially stall your sale.

Consider high level repairs and upgrades like decluttering and depersonalizing, adding a fresh coat of paint, pressure washing, or sprucing up the curb appeal.

Putting in the leg work now will not only boost the sale price of your home, it will keep the sales process moving quickly once a buyer shows interest.

Use the checklist provided on the next page and walk through your home, room by room, as if you are a buyer. Keep their perspective in mind as you make decisions on repairs.

Please reach out to me if you need assistance with getting your home ready to list. I can schedule vendors and make referrals. Teamwork makes the dream work.



Seller Disclosure

Part of the contract that you'll ultimately enter into may require that you complete statutory and contractually required disclosures.

One of the largest and most important obligations of any seller, is passing on to the buyer all material matters that may affect the value or desirability of the property. It is beneficial to have these documents prepared before offers are presented. I will guide you through the process and help you explore your options with regard to the timing of this requirement.

Listing Preparation Checklist

Use this checklist to perform a walk through of your home, room by room as if you are a buyer. Check off what needs to be addressed, and then check off once you've completed the task. Consider hiring a home inspector to assess if anything needs to be repaired.

GENERAL

TO DO DONE

- | | | |
|--------------------------|--------------------------|-------------------|
| ☐ | ☐ | Light fixtures |
| ☐ | ☐ | Light bulbs |
| ☐ | ☐ | Carpets |
| ☐ | ☐ | Windows |
| ☐ | ☐ | Cabinets |
| ☐ | ☐ | Sinks and faucets |
| ☐ | ☐ | Paint |

TO DO DONE

- | | | |
|--------------------------|--------------------------|--------------------------|
| ☐ | ☐ | HVAC |
| ☐ | ☐ | Flooring |
| ☐ | ☐ | Doors and trim |
| ☐ | ☐ | Wallpaper |
| ☐ | ☐ | Hardware |
| ☐ | ☐ | Carbon monoxide detector |
| ☐ | ☐ | Smoke detector |

KITCHEN

TO DO DONE

- | | | |
|--------------------------|--------------------------|---|
| ☐ | ☐ | Clean counters and declutter |
| ☐ | ☐ | Clean backsplash |
| ☐ | ☐ | Clean appliances (Inside & out) |
| ☐ | ☐ | Organize drawers, cabinets and pantries |
| ☐ | ☐ | Clean floors |
| ☐ | ☐ | Clean sink and disposal |

BATHROOMS

TO DO DONE

- | | | |
|--------------------------|--------------------------|---|
| ☐ | ☐ | Dust and clean all surfaces |
| ☐ | ☐ | Declutter countertops and drawers |
| ☐ | ☐ | Fold towels |
| ☐ | ☐ | Tidy cabinets and remove unnecessary toiletries |
| ☐ | ☐ | Clean or replace shower curtains |
| ☐ | ☐ | Clean moldy areas |

LIVING & DINING

TO DO DONE

- | | | |
|--------------------------|--------------------------|--|
| ☐ | ☐ | Remove clutter & personal items |
| ☐ | ☐ | Stage with pillows and throws |
| ☐ | ☐ | Dust and clean all surfaces and fixtures |
| ☐ | ☐ | Keep all tables clear and decluttered |

EXTERIOR

TO DO DONE

- | | | |
|--------------------------|--------------------------|------------------------------------|
| ☐ | ☐ | Pressure wash concrete or driveway |
| ☐ | ☐ | Clean or repaint doors |
| ☐ | ☐ | Repaint trim |
| ☐ | ☐ | Wash windows |
| ☐ | ☐ | Sweep walkways & patios |
| ☐ | ☐ | Trim hedges |

BEDROOMS

TO DO DONE

- | | | |
|--------------------------|--------------------------|-------------------------------------|
| ☐ | ☐ | Remove clutter & personal items |
| ☐ | ☐ | Clean out and organize closets |
| ☐ | ☐ | Repair any damage in walls |
| ☐ | ☐ | Keep closets closed during showings |
| ☐ | ☐ | Make beds before any showings |

"Buyers decide in the first 8 seconds of seeing a home if they're interested in buying it. Get out of your car, walk in their shoes and *see what they see within the first 8 seconds.*"

BARBARA CORCORAN

03

The Debbie Difference

Marketing your home.

My signature Marketing Plan

PRE

- Professional Architectural Photography*
- Aerial House Photography*
- Professional Cinematography/Video*
- Selective Outreach to Professional Network
- Price Analysis
- Tailored Listing Copy drafted by in house copywriters
- Custom Designed Property Brochure
- Customized Listing Sheet Highlighting Home's Features
- Order Design & Signage Placement
- Coming Soon Status optional
- Coming Soon Pre Marketing optional

LAUNCH

- Enter Property into ARMLS
- E-Blast to Agency Network
- Publish listing on The Agency's Website -Global Exposure.
- Broadcast listing on Top Agent Network
- Publish listing on Savills Website- a network of over 700 international offices.
- Publish listing to REALM network
- Listing published to Mansion Global
- Listing Touted at Luxury Home Tour, attended by Arizona's Top Producing Agents
- Open House optional
- Broker Opens optional
- Advertise in the following magazines* So Scottsdale, Luxury Home, Haven,Homes & Land, City Lifestyle
- Zillow Showcase

ACTIVE

- Outreach to active leads
- Showings
- Promote via the Agency's Social Media
- Promote on Social Media & Google.
- Global Ad syndication through Properstar
- Postcard Campaign
- Weekly Status Updates
- Open House *optional
- Special Events *optional
- Property Highlighted in the Agency Weekly Newsletter- reaches over 185,000+ subscribers.



*Media placement and initiatives are contingent upon the quality, relevancy and timelessness of information. The Agency will distribute the information to its extensive networks, thereby greatly leveraging your chance for exposure and placement. The Agency cannot guarantee media placement.

Pricing Your Home

Pros & Cons of Pricing

AT MARKET VALUE

- + Buyers and agents will recognize a fair price
- + No appraisal issues
- + Home will appear on more relevant buyer searches

BELOW MARKET VALUE

- + The home will receive high interest and a quick sale
- + Multiple offer scenario, which may include offers higher than asking price
- Risk of having to sell at a lower price

OVER MARKET VALUE

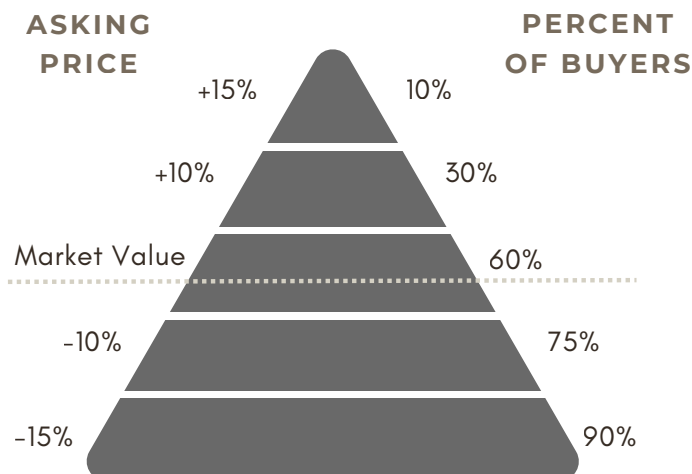
- It could take longer to sell
- The longer it's on the market, the less favorable it appears to prospects
- The home may not appraise by the buyer's lender. Back to negotiations!

Properties that are priced right from the beginning *typically sell for more in the end.*

If you price your home too high, the home will stay on the market longer. The longer a home stays on the market, the less it will be shown. A property attracts the most interest when it is first listed, so it is crucial to price it correctly initially.

It's important to thoroughly evaluate the market to determine the market value of your home.

I have a deep understanding of market conditions on a local and national level. But my method goes beyond bedroom counts and square footage. While those are factors, I take it further and take account of the intangibles, the architectural details or historical significance that may emotionally engage the buyer; the nuances of a floor plan or interior design. Then communicate these intangibles and what they mean for the overall value of the home.





What's the big deal about listing photos & videos?

The photos of your home directly influence whether or not a potential buyer will schedule a showing of your home or not. It is crucial that we take high quality, attractive photos and videos showcasing the best qualities and features of your home.



Because of this, I work with the top real estate photographers and videographers in the area to capture your home in the very best light at no cost to you.



The photos to the left are examples from previous listings of mine.

Listing Photos Prep Checklist



GENERAL PREP

- Declutter & depersonalize countertops and public areas
- Open curtains and window treatments for natural light
- Arrange furniture to create a sense of space and flow
- Remove personal items (family photos & excessive knick-knacks)
- Hide cords and wires from view (TVs, lamps, chargers)
- Dust all surfaces, including shelves, baseboards, and ceiling fans
- Replace burned-out lightbulbs
- Turn off TVs, computers, and ceiling fans

LIVING ROOM & COMMON AREAS:

- Fluff and neatly arrange pillows
- Remove remote controls, magazines & books
- Remove excess décor from surfaces
- Hide personal items like purses, keys, and mail

EXTERIOR & CURB APPEAL:

- Mow the lawn, trim hedges, and remove weeds
- Sweep porches, patios & walkways
- Remove cars from driveway & front of house
- Hide garbage cans, garden tools & hoses

KITCHEN:

- Clear counters of clutter—store small appliances, dish racks & cutting boards
- Wipe down all surfaces, including countertops, cabinets, & appliances
- Remove fridge magnets, papers & mail
- Hide trash cans and dish soap bottles

BEDROOMS:

- Make all beds with fresh, neutral-colored linens
- Remove personal items like photos, toys & excess décor
- Store clothes, laundry baskets & shoes
- Tidy nightstands & dressers—limit décor to 1 or 2 neutral pieces

BATHROOMS:

- Remove all personal toiletries from counters and showers
- Close toilet seats and shower curtains
- Put out fresh, neutral colored towels
- Hide trash cans, bath mats & used towels

PET CONSIDERATIONS:

- Arrange for pets to be out of the house for shoot
- Remove pet-related items (bowls, crates, beds, toys)
- Clean up any pet hair or stains



Modern Marketing Strategy with Global Reach

Insta-Showcases

Your home's story deserves to be told. Through captivating Instagram posts, I highlight unique features and offer behind-the-scenes tours, creating a personal connection with potential buyers.

SEO Driven Strategies

Behind the scenes, I employ SEO strategies to boost your listing's online presence, ensuring it ranks highly on search engines and reaches potential buyers before they even know they're looking.

Hollywood-Level Home Tours

Think of this as your home's movie debut. I produce high-quality, cinematic videos that tell the unique story of your property, engaging potential buyers emotionally and visually.

Viral Visuals & Engaging Copy

Every post, video, and listing is crafted with the aim to go viral. From stunning visuals to storytelling copy that captures the heart and imagination, I make your home the main character in its own story.



#1 LUXURY BROKERAGE
-Inman

BROKERAGE OUT REACH

500k

INSTAGRAM
FOLLOWERS

5.8 m+

WEBSITE
VIEWS

4.0m+

MONTHLY
IMPRESSIONS
AGENCY

87k+

MONTHLY
IMPRESSIONS
AGENCY AZ



Staged to Sell

Staging goes beyond mere aesthetics. It's about creating an experience that allows buyers to envision their lives unfolding within the walls of your home.

In a market where first impressions are everything, a well-staged home stands out, inviting and compelling.

Data from the International Association of Home Staging Professionals reveals that staged homes not only sell three to 30 times faster than non-staged ones,

but they also fetch higher prices – often 20% more than expected.

And the best part? The investment in staging usually costs less than the first price drop you might have to make if your home lingers on the market.

It's a smart, strategic move with proven results.

83%

83% of buyers' agents said that staging a home made it easier for buyers to visualize the property as their future home.

NATIONAL ASSOCIATION OF REALTORS

73%

Professionally staged homes spend 73% less time on the market compared to homes that haven't been staged.

REAL ESTATE STAGING ASSOCIATION

04

Showing Your Home

It's showing time! Together we'll set parameters on the hours and days we plan to host showings.

Homes show best when the homeowner is not present. If this is not possible, we will work together to create the best experience for the buyer that also fits your lifestyle.

I will provide you with an electronic lockbox to store a set of house keys. Any time this lockbox is opened, I am notified. That means no one is accessing your home without my knowledge.

After each showing I will share any feedback I received from the potential buyers.

Before each showing, follow the checklist on the next page to create the best atmosphere possible for potential buyers.





Showing Prep Checklist

INTERIOR

- Remove personal items & excess decor
- Wipe down counters, tables & surfaces
- Vacuum carpets, sweep & mop all floors
- Turn on lights & open blinds
- Open windows briefly to neutralize odors
- Don't over do it with candles or scents
- Ensure temperature feels comfortable

EXTERIOR

- Mow lawn, trim bushes & clear weeds
- Sweep porch, clean doors & hardware
- Clean windows (inside & out)
- Clear leaves & debris
- Arrange patio furniture neatly
- Clean outdoor areas
- Remove cars from driveway

GET GRANULAR

Living Room

- Fluff pillows & cushions
- Fold blankets neatly or store them
- Store remote controls & clutter

Kitchen

- Clear & wipe countertops
- Put away dishes & empty sink
- Take out the trash
- Clean appliances (inside & out)
- Hide sponges & dish soap

Pet Prep

- Remove pet beds, toys & food bowls
- Eliminate pet odors

Bedrooms

- Make all beds neatly
- Put away laundry & clothes
- Clear nightstands/ dressers of clutter
- Open blinds & curtains for light

Bathrooms

- Close toilet lids & shower curtains
- Wipe down mirrors & countertops
- Hang clean towels neatly
- Put away personal items
- Empty trash cans

FINAL TOUCHES

- Turn on all lights
- Open all blinds & curtains
- Store & secure valuables
- Light Candles throughout home
- Soft background music
- Set thermostat to a comfortable temperature.



Here come the Buyers

An Offer Is In

Congrats, your first offer is in. Offers will include the offer price, desired inclusions/exclusions of personal items (such as appliances and fixtures), amount of the buyer's initial deposit, desired dates the potential buyer would like to take possession of the home, contingencies and the date the offer expires. I will walk you through it.

Let's Negotiate

We know that negotiating truly begins before the first offer arrives. By marketing your home properly and effectively communicating its value, we can prime buyer's agents to encourage their clients to write favorable offers. Price is only one of many factors to weigh as we evaluate and negotiate an offer. You may want to consider other factors, such as the buyer's desired possession dates, inclusions, contingencies and the amount of the earnest funds. I will help you assess each offer to determine whether it's right for your unique needs. We will assess a potential buyer's needs, which may assist us in negotiating a competitive price. For example, buyers who have already sold their home and need to move within a certain timeframe may be willing to compromise on price if they can negotiate a date that coincides with the completion of their home sale.

Due Diligence

An agent's scope of duty includes ensuring that you complete your due diligence with regards to completing statutory and contractually required disclosures.



Why Offering Buyer Agent Compensation is a Smart Move



Expands your property's visibility

Offering a commission makes your listing more appealing to real estate agents, leading to increased showings and opportunities for offers.

Encourages smooth transactions

Offering compensation fosters cooperation between agents, leading to smoother negotiations and a more efficient sale process.

Positively impacts sale outcomes

Properties offering agent compensation often sell quicker and at better prices due to heightened exposure and agent motivation.

Signals a professional approach

This strategy demonstrates a commitment to a fair and efficient selling process, setting a positive tone for the transaction.

Please note: By law, all commission rates are negotiable.

05

The Closing Process



This process begins once we accept an offer on the home. Here are the major milestones to expect:

Escrow: The buyer typically places an earnest money deposit into an escrow account as a sign of good faith. Escrow is a neutral third-party account that holds funds until the transaction is completed.

Buyer's Due Diligence: The buyer conducts inspections, appraisals, and any other necessary investigations to ensure the property's condition and value align with their expectations.

Loan Approval and Appraisal: The buyer's lender evaluates the property's value to determine if the buyer qualifies for a mortgage. An appraisal ensures the property's value matches or exceeds the agreed-upon purchase price. Depending on the contract, meeting these approvals may be contingencies of the sale.

Final Walkthrough: Just before closing, the buyer usually conducts a final walkthrough to ensure the property is in the agreed-upon condition.

Closing Day: The buyer signs the mortgage documents, pays closing costs, receives keys and takes possession of the property. You receive the proceeds from the sale.

INSPECTION PERIOD & ESCROW PROCESS

INSPECTION & REPAIRS

The contract affords the buyer an investigation contingency, they may have anywhere from a few days to a few weeks or more to schedule inspections and investigations as they deem necessary. Their objection to any specific findings can potentially result in their desire to cancel or perhaps to renegotiate by asking for repairs to be completed, credits to be offered or even price concessions to be made.

THE ESCROW PERIOD

- Escrow period—the period of time between the offer being accepted and the final closing of the deal—and buyer deposits earnest money.
- Receive escrow instructions and sign documents.
- Title search; preliminary title report to buyer.
- Appraisal scheduled by buyer's lender (if applicable).
- Review inspections and disclosures.
- Complete any agreed-upon repairs.
- Removal of any remaining contingencies.
- Final inspection and walk-through by buyer and seller.
- Loan funding/remaining funds deposited into escrow.
- Transfer title to the new owner.



MOVING CHECKLIST



4-6 WEEKS BEFORE MOVING

- | | |
|--|--|
| ☐ Declutter, discard & donate | ☐ Choose a mover and sign contract |
| ☐ Collect quotes from moving companies | ☐ Create a file of moving-related papers and receipts |
| ☐ Locate schools, healthcare providers in your new location | ☐ Contact homeowner's insurance agent about coverage for moving |
| ☐ Secure off-site storage if needed | ☐ Contact insurance companies to arrange for coverage in new home |

3-4 WEEKS BEFORE MOVING

Notify the following about your change of address:

- ☐ Banks + Post Office
- ☐ Credit Card Companies
- ☐ Insurance Companies

Notify utility companies of date to discontinue or transfer service

- | | |
|-----------------------------------|-----------------------------------|
| ☐ Electric | ☐ Gas |
| ☐ Water | ☐ Internet |
| ☐ Trash | ☐ TV |

2-3 WEEKS BEFORE MOVING

- | | |
|--|---|
| ☐ Notify DMV of new address | ☐ Close/open bank accounts |
| ☐ Discontinue additional home services (housekeeper, gardener/lawn service) | ☐ Arrange for child and pet care on moving day |
| ☐ Start using up things you can't move, such as perishables | ☐ Notify HOA about upcoming move, reserve elevator usage |

1 WEEK BEFORE MOVING

- | | |
|--|--|
| ☐ Confirm final arrangements | ☐ Label moving boxes with the contents inside |
| ☐ Arrange transportation for your pets and plants | ☐ Pack an essentials box for quick access at new home |
| ☐ Review your moving-day plan with moving company | ☐ Schedule cleaning of empty home |





Next Steps

While the home selling process may seem daunting, here's what you need to know, You are in great hands. Myself, my team as well as the Agency are working towards one goal, A Successful sale and happy clients. We will be with you every step of the way, providing invaluable support and guidance to make the transaction process as smooth and seamless as possible. And yes, that's entirely possible.

Getting your home sold is a huge deal and I am honored to be considered to get the job done.

Debbie Sinani

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