

EVERY HOME HAS A STORY.



**team
graff**

real

Brokered by: Real Broker, LLC



**MOVE.
FORWARD.
POWERFULLY.**



INSIDE TEAM GRAFF

Formed in Phoenix Arizona in 2001, TEAM GRAFF has had the pleasure of serving over 4,000 families in the Phoenix Metropolitan Area. With a modern approach to sales and marketing derived straight from the new home sales sector, TEAM GRAFF offers a completely customized and turnkey real estate experience. We intentionally challenge the boundaries of our traditional industry by implementing trends and technology as the platform of our business.

Our goal is to combine market knowledge, passion and skills that will exceed every clients expectations and most of all, to move forward powerfully.



SCOTT GRAFF ASSOCIATE BROKER

Born and raised in the Phoenix Metropolitan Area, Scott grew up in a real estate family and started his real estate career while attending Arizona State University. His greatest successes are measured with the client satisfaction and relationships that have been developed through the years. With over 30 years of experience in residential real estate, Scott's market knowledge and business ethics have made him a leader in the real estate community.

YOUR PROPERTY IS

unique.

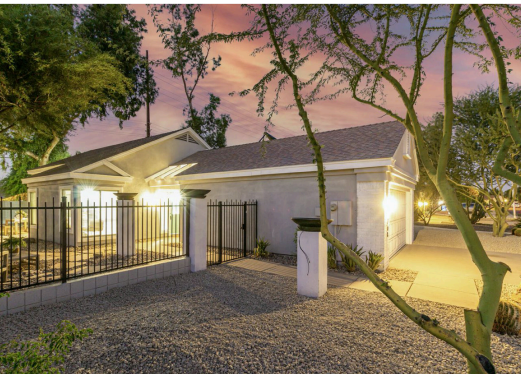
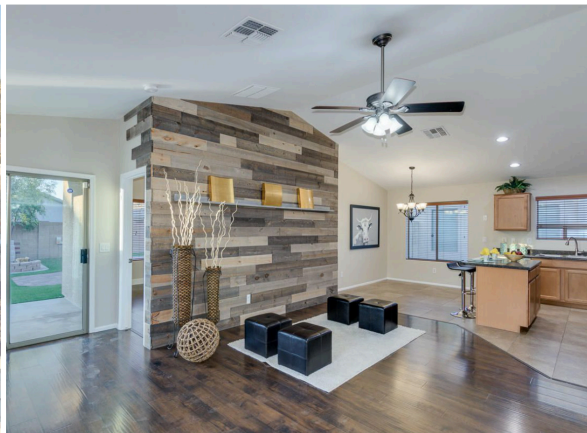
It deserves to be marketed as such. We believe that no two properties are the same. Each has a unique story and our job is to tell that story.

A unique sales and marketing strategy is designed for every property. While we use only the best tools and resources, arguably the differentiation lies in our ability to individualize our listings.

We think through the mind of the buyer and create a custom marketing theme that directs everything in how we showcase the property. This can include the staging and styling, the content and messaging, the photography and videography which provides the content for our online and offline strategies.

WE CREATE A MARKETING

experience.



A sampling our SOLDs.

9 REASONS TO SELL with TEAM GRAFF

WHO YOU WORK WITH MATTERS



1. BREATHTAKING PHOTOGRAPHY

First impressions count. 96% of home buyers start their property search online, swiping through thousands of photos to find "the one." This makes it difficult for a buyer to distinguish one listing from another. When there's just a split second to captivate a buyer's attention and have your home stand out from the rest, the property photos have to stop them in their tracks. Professional photography, with a creative eye for every listing, is our standard.

- + **TWILIGHT PHOTOS** are very special photos that capture a property in a very unique way. Every property is deserving of this special look.
- + **ARIEL PHOTOS** showcase more than just the home. They really change the perspective on how a buyer views a home... no pun intended!

2. HD CINEMATIC VIDEO

Our unique custom property videos have a viral effect. By strategically targeting the potential buyer demographic for your listing, a top quality property video will typically attract 100's, if not 1,000's of views. Our climatic property videos are always professionally filmed and edited. Both long form and short form videos will be crafted uniquely to showcase the property on a multitude of platforms.





3. CUSTOM PRINT MARKETING
All of our marketing pieces are custom designed. Our graphic design team created polished and modern print materials tailored to each listing.



4. ONLINE MARKETING

Our team has sophisticated online marketing and social media tools to target, track and convert buyers. For each and every property, we determine the demographic profile your potential buyer and run online campaigns. We use the industry's best systems to host a campaign strategy that can include coming soon ads, targeted and segmented email blasts, retargeting campaigns, just listed and open house postings.





TEAM GRAFF Staging Solutions Warehouse



5. HOME STAGING SOLUTIONS

It is a fact. Staged homes sell faster and for more money. Mortgage Daily News reports that the increase is well in excess of 3%. At TEAM GRAFF, we have our own in-house staging service, TEAM GRAFF Staging Solutions, which we built out over the last 12 years. Every property deserves to smile! **“YOU’VE BEEN STAGED”** is that moment in time where your homes attractiveness to the marketplace has been enhanced. Bottom line - staging works.

6. OPEN HOUSES & SPECIAL EVENTS

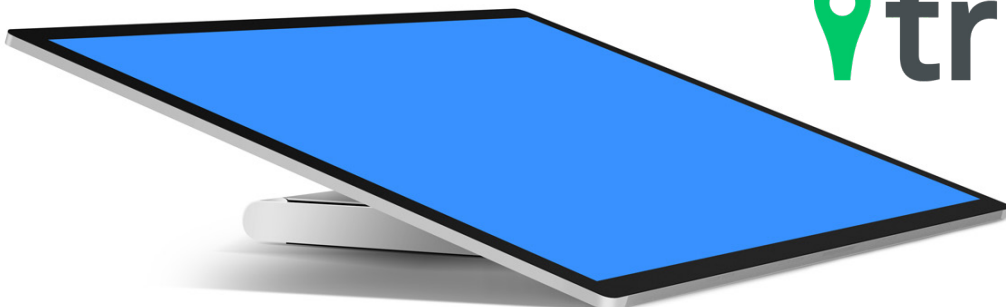


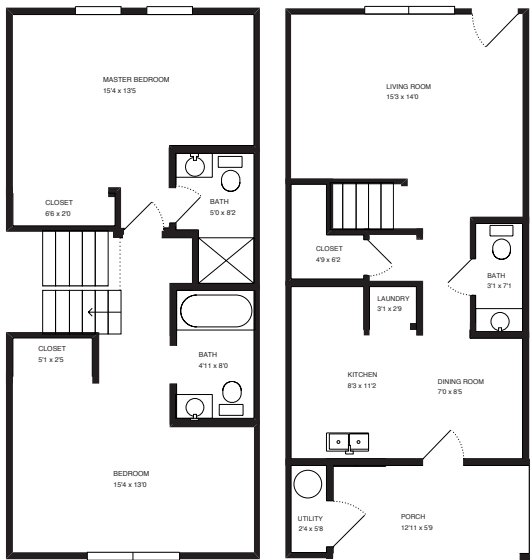
7. THE IMAGINE CAMPAIGN

Created in our Builder Services Division representing new developments, we've transferred this strategy to the residential resale world by creating real-world lifestyle possibilities for a potential buyer, just like new home builders do by using the benefits of both on-site and off-site amenities of a featured property. "IMAGINE a run along Tempe Town Lake with your dog?"



8. GLOBAL REACH ON SOME OF THE MOST POPULAR WEBSITES





9. PROFESSIONAL FLOOR PLANS

One of the most iconic tools in the residential real estate world, yet one of the most underutilized is a floor plan. It demonstrates the house design in a visual form. (AS NEEDED)

10. DIRECT PROSPECTING

- You want as many people to see your listing as possible.

- + **BUYERS** - Our expansive and rapidly growing network of buyer contacts will receive visually appealing online marketing about your listing,
- + **REALTORS** - We have carefully curated a Realtor network that is categorized by their typical buyer price points and neighborhoods.
- + **SCOPE** - Our network spans outside the reach of the Phoenix Metro Area.
- + **MEDIA & INDUSTRY** - We are media trained. We maintain a thorough list of media and industry contacts to help ensure maximum exposure for your listing. Where applicable, we submit professionally written press releases including photos, video, marketing content, links to floor plans and other marketing materials to reputable blogs and news sources.
- + **OPEN HOUSES** (Physically & Virtually) - Our Open Houses are planned based on your property type and location. We aim to create buzz and strong interest in your property through strategic online marketing.



THE BOTTOM LINE

Our sales and marketing is designed with this end result in mind: **To sell your property for the most amount of money, in the least amount of time, with the least amount of hassle and stress.**

TESTIMONIALS

"I have personally worked with Scott Graff as he has helped me sell multiple properties as well as represented me on the buy side as well. Scott has a diverse and knowledgeable real estate background and a knack for what it takes to navigate the Phoenix real estate space. With my fast-paced life, I need to have advisors I trust."

- Phill W.

(Former) Vice Mayor of Chandler, Arizona

"As an out of state and first time home buyer, I highly recommend Scott as your Realtor. Scott is very knowledgeable about every area of Phoenix metro and made the purchase process seamless. Looking forward to continuing to work with Scott for my Phoenix real estate goals."

"Scott Graff, my real estate agent, had a clear marketing vision for the sale of my Ahwatukee home on the South Mtn preserve. His marketing materials and drone videos showcased my home and the beautiful dawn to dusk desert views. As I had moved out of state, Scott and his team handled all of the details and kept me updated along the way. I would highly recommend Scott as a realtor to anyone in the market to buy or sell their home!"

"Team Graff exceeded my expectations as a realtor. They made the process seamless and they also spent time giving me decorating tips! In addition, the people that they recommended for the loan and inspector of the property were top notch. Great overall experience and very professional. I highly recommend this company. Thanks team Graff!!"

"When we initially spoke to Scott he was very professional and I noticed that he had ton of experience and insight into the market. He asked us about our specific needs and after listening to us we set a plan in place. And from that time on our experience with him has been nothing but amazing. I can't stop bragging about this guy and will recommend him and his team to everyone I know. This is a bold statement, but I have no doubt that Scott Graff is one of the best if not the best realtor in Arizona."

"We recently found our dream family home with Scott Graff and could not have been more impressed by Scott from start to finish. His enthusiasm, availability, communication, understanding of the market, ability to negotiate... It is all beyond expectation and you truly feel comfortable and informed through the whole process."



OUR SELLING PLAN

- 6%** TEAM GRAFF markets your home and it sells through MLS. We handle all the details of the escrow and the Buyer's Agent receives a 3% commission.
- 5%** TEAM GRAFF represents you in the sale of your home and on the purchase of your next home within 1-year of closing. The discount will be given on the lower priced property as a credit at closing on the last property to close.
- 4.5%** TEAM GRAFF finds the buyer and there is no other agent involved.
- 1.5%** You find the buyer and there is no other agent involved. You choose to have TEAM GRAFF handle all details of the transaction.
- 0%** You find the buyer and choose to handle the transaction without TEAM GRAFF's assistance.

SELL YOUR HOME YOURSELF

Sell your home yourself during our listing agreement and pay us nothing. This does not apply to a buyer exposed to your home through our Marketing Plan or another agent.

CANCEL ANYTIME

Cancel our listing agreement at any time prior to accepting an offer. We are so confident in our superior level of service that you can cancel our listing agreement at any time with one quick phone call and absolutely no penalty.

NO UP FRONT FEE

Pay us nothing up front. We only receive compensation when your home is SOLD.

NO PRESSURE OFFER PRESENTATION

All offers will be delivered to our team and presented to you by us, via email, Zoom or in person without pressure from the buyer's agent.

MISSION

To enable *YOUR* real estate vision!

- Sound advice
- Extensive market knowledge
- Remarkable marketing
- Innovative technology

VISION

To be the real estate team of choice!

VALUES

God, family, then business!

BELIEFS

What guides our actions!

- **Relationships** – matter most
- **Excellence** – commitment to delivering the best
- **Growth** – always learning based
- **Leadership** – influencing positive change with a servant's heart
- **Creativity/Passion** – heart behind unique solutions
- **Trust** – the foundation by which everything is built
- **Service** – purposely walking with others towards their goals

PERSPECTIVE

TEAM**GRAFF** positively influences and impacts lives through real estate experiences.

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