

SELLING YOUR HOME



ARIZONA
EXPERIENCE REALTY

RESALE BROKER FOR THE

SHEA PREFERRED™
PROGRAM



OUR GOALS

- **Get** to know you better
- **Ask** you for important information
- **Answer** all your questions
- **Determine** if we are the agents for you





SIGNATURE APPROACH



We believe in an upfront, no-nonsense approach to selling real estate



We will tell you if we are not the best fit for your situation



We will be honest about the pricing of your property

MEET THE TEAM

BEN LEESON

Ben leads the Arizona Experience Realty and Shea Preferred Teams and has a 40-year residential construction background. He has been actively involved with the Energy Star for Homes Program for over 20 years as an Energy Star partner. During that time, he has educated local Realtors, builders, and superintendents on the many benefits of building and selling such a great product. Out of over 80,000 licensed agents, Ben was the very 1st REALTOR in Arizona that partnered with this program. He delivers unbeatable hands-on customer service and industry expertise and continues to be among the top 1% of all agents, locally and nationally, in overall sales and production. On the personal level, Ben was involved with youth sports as a coach, manager, and board member for over 20 years. Ben coached Arizona 5A high school softball, was a 10-year member of the Gilbert Arizona Youth Sports Coalition, and a 12-year executive board member for Gilbert American Little League. He has sponsored more than 50 youth sports groups and programs donating over 250,000 water bottles for fundraising efforts along with numerous other fundraising opportunities. In his spare time, he likes to spend time with his family (his wife, Vicki, 3 daughters and 7 grandchildren). They enjoy trips to Mexico, boating, and sporting events.

VICKI LEESON

Vicki is the Designated Broker for Arizona Experience Realty, LLC and Shea Preferred™ Realty Group. She has been a licensed REALTOR since 1996 and has been the co-owner of Arizona Experience Realty since its inception. She is married to her high school sweetheart, Ben. They love spending time with their 3 beautiful daughters and 7 grand children.

TJ KELLEY

TJ was born and raised in Kansas. She made a visit to Arizona in 1992 and quickly realized she never wanted to shovel snow again! TJ started her real estate career in 2007 as a new home sales associate with Encanterra® by Shea Homes®. She instantly fell in love with the real estate industry and what it had to offer. She was a top performer at Encanterra® and has helped over 200 clients find homes. When TJ is not working she loves spending time with her husband and two boys. They love going to the movies and spending time at the beach!

LACEY COLLINS

Lacey was born and grew up in a small town in Nixa, MO. She moved to Arizona in 2005 and has been here ever since loving every minute of it. Lacey has been with the Shea Preferred Team for 3 years after receiving her real estate license in 2017. She has truly found her passion in real estate and loves helping clients everyday find the home of their dreams. Lacey enjoys golfing, cooking, gardening, bike rides and relaxing by the beach when she gets the opportunity.

TRAVIS WILSON

Travis is our full time field operations manager/handyman. Travis has been with the Shea Preferred team for 2 years.



BEN LEESON
Owner/Realtor



VICKI LEESON
Broker/Realtor



TJ KELLEY
Realtor



LACEY COLLINS
Licensed Transaction
Manager



TRAVIS WILSON
Field Operations
Manager/Handyman

A COMPETITIVE ADVANTAGE

The concept of creating an onsite full service resale real estate office has been something Shea Homes looked at for years. As our Encanterra® and Trilogy® communities continue to grow, the need for this service has greatly expanded. With every Shea Preferred listing in Encanterra® and Trilogy®, each and every member of the sales team is able to promote our Shea Preferred resales as well as new-build listings. This is a new concept to the industry and it has greatly increased traffic for our member's listings while simultaneously holding community home values steady. No one knows our product like the sales staff working onsite daily. In a typical community of this size, and based on the various levels of experience and marketing efforts of the listing agent, homes have the potential to sit for extended time frames with the end result being a lower asking price. It's our commitment to ensure that all buyers interested in our fabulous community will have the opportunity to not only look at our model gallery, but also view our Shea Preferred listings as well, eliminating extended days on market and improving home values for all.



BUILDING A NEW HOME?

We have excelled in listing and selling properties, but did you know our #1 overall area of expertise is new home sales and representation?

Builders have always offered Realtors a referral fee (at no cost to the buyer) when bringing in potential new home buyers. As the team leader our entire brokerage takes advantage of our unparalleled experience in this area. Ben has been in and around the home building business since the age of 5 as his father and a few family members were custom builders. He followed that up working with a framing crew at the age of 16, going to a 2-year nationally accredited construction school, partnered with the U.S. Energy Star program nearly 20 years ago, taught numerous classes on home building and building science and has worked for several of the largest and most successful builders in America. If you want help at the design center, picking that perfect lot, have questions about home orientation, want someone to provide a detailed list to the builder pre-drywall and prior to your final walk, reach out to us. We have represented over 400 buyers of new construction since 1995.



EXCLUSIVE PHOTOS

Our Encanterra® and Trilogy® communities are unique & have their very own lifestyle. You simply can't just post interior photos alone onto the MLS, cross your fingers & hope it sells. You have to be able to articulate that uniqueness...one way we are able to accomplish this on the MLS is to provide top quality community photos highlighting some of the ways a potential buyer can enjoy the good life at Encanterra®. Due to our exclusive licensing agreement, we are the ONLY agents with the ability to add community photos to all of our marketing.





QUICK FACTS

- The Arizona Experience Realty/Shea Preferred offices are located in the model gallery at Encanterra® (second Model on the right, across from the Peach Tree Cafe).
- Our team has been recognized both locally and nationally for consistently being in the top 1% of all REALTORS. In 2019, out of 14,000 agents we finished # 9 in overall sales dollar volume in the entire East Valley of Phoenix including Tempe, Chandler, Gilbert, Mesa, Queen Creek, and San Tan Valley.
- Our Arizona Experience Realty team of agents specializes in all areas of residential real estate, which includes energy efficient homes and building science.
- With our owner having a 40-year residential construction background, this provides expertise every investor, buyer, or seller should take advantage of.
- We have aligned our company with competent home inspectors that understand the components in energy efficient construction, offer discounted title fees through Security Title, and work with top lenders for anyone requiring a loan to purchase. We offer an in-house full listing service for our customers.

SUPERIOR ENCANTERRA® EXPERIENCE



186

HOMES SOLD
IN ENCANTERRA®



\$67.9
MILLION
IN SOLD PROPERTY



59+

COMBINED FULL
TIME REALTOR
YEARS
OF EXPERIENCE

FULL SERVICE START-TO-FINISH

- Full-time staff available 7 days a week
- Full-time Marketing + Transaction Coordinator
- Connections to competent, service-oriented affiliates
- Secure web based document repository and transaction management software
- Place your home on a lock box, enhancing convenience for buyer viewing and maintaining security for you and your family
- Quick showing feedback
- Instant buyer leads capture using proven text system
- Ensure prospective buyer pre-qualification
- Regularly email new, pending, and sold listings in your neighborhood to keep you up-to-date on the market
- Arrange weekly phone calls to provide feedback, answer any questions, and evaluate listing price strategy
- Send you a regular marketing summary report
- Coordinate inspection, financing, and closing activities on your behalf to ensure a smooth, hassle-free closing
- Actively represent YOU in contract negotiations with buyers to help get the best selling price for your home, and minimize any stress



CLIENT TESTIMONIALS

“

We were very pleased to have Ben and TJ help us along the way with a new build. We completed the project from another state and were very comfortable with them as our point people. They kept us informed of timelines and made sure items that needed to be addressed were handled in a timely fashion.

Paul and Becky H.

“

Ben and TJ were always available to answer any questions or concerns that we had and were able to lead us through the Shea construction and purchase process. We would highly recommend them for your next purchase!

Bill and Kari N.

“

Anyone looking to purchase or sell a home could do no better than using your services. You were always available with accurate information. I could not imagine a better real estate firm.

Bill & Joanne S.

“

We have been involved in purchase or sales of real estate 9 times now throughout our lives. This was by far the most painless of any of them. TJ and Ben made it easy from day one. I never thought I would say it was a pleasure to go through a real estate purchase process, but it was. Thank you!

Jay and Cathe M.

“

Best Ever Quality Real Estate Sales Team with Sellers Needs a Priority! Personal, Professional, and always available to help and answer questions in a timely manner! So thankful and much appreciation in selling our home within 12 hours of listing!

Carey and Linda F.

“

The house sold in two weeks at our asking price. What more can you ask? Perfect.

Brent and Dianne O.

MARKETING PLAN



WEBSITE MARKETING

Feature your home on
www.enclbrokers.com
AND www.azexp.com
(on Featured Listings Pages
and thru the MLS search)



ON-SITE ADVANTAGE

We will promote your home to
nearly 2,400 annual guests at
our office in the Model Gallery
at Encanterra®



HOME STAGING

We will suggest constructive
changes to your home to make it
more appealing to a broader
prospective buyer audience



PROFESSIONAL FLYERS

Beautifully designed and
professionally printed flyers



PROFESSIONAL PHOTOS

Striking professional
photography



PROFESSIONAL VIRTUAL TOUR

Professional virtual tours allowing
buyers to view the home from their
computer

MARKETING PLAN



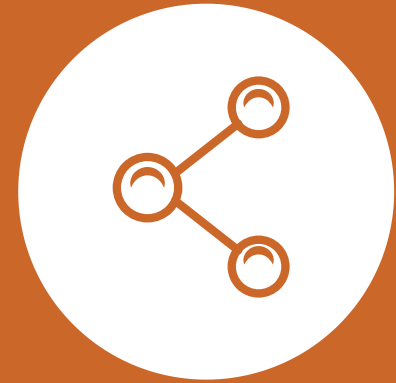
TEAM APPROACH

Tour your home with the entire Encanterra® Sales team to ensure maximum exposure and knowledgeability for potential buyers



MLS + IDX MARKETING

List your home on the MLS, and have it available through other agents's IDX search webpages



BLOG POST +NEWSLETTER FEATURE

Post about your home on our company blog and feature it on our bi-weekly email newsletter

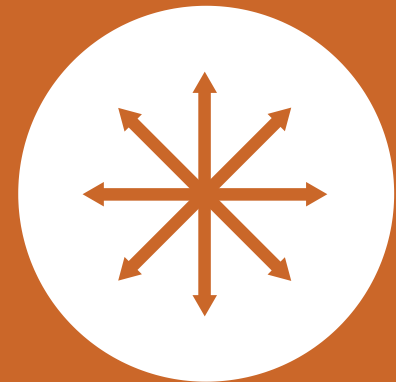


SOCIAL MEDIA

Market your home on our Facebook, YouTube, Instagram, Twitter & Pinterest pages



SHEA HOMES NEWSLETTER FEATURE



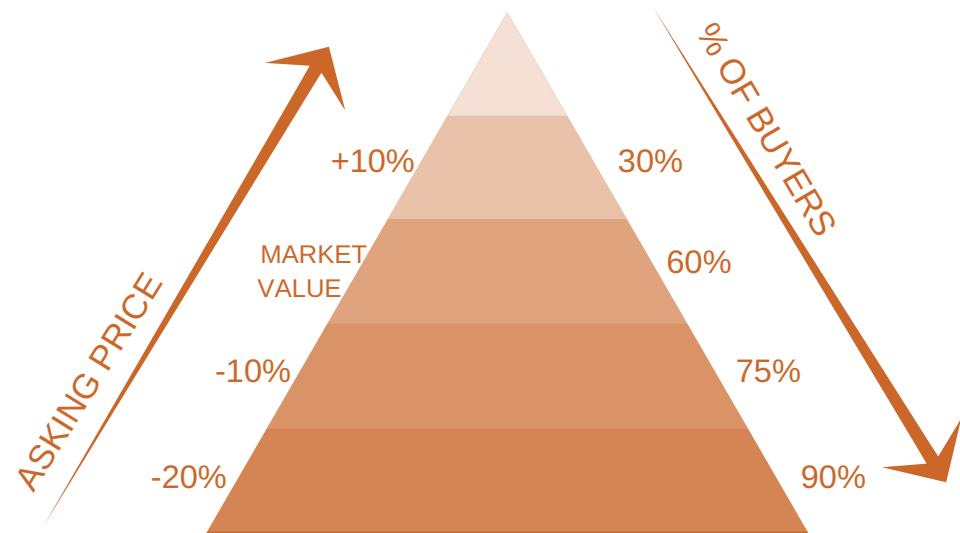
SYNDICATION TO 100+ WEBSITES

Your home will be featured on 100+ real estate marketing websites



THE PRICE

As illustrated by the chart, more buyers purchase properties at or below market value. Pricing a property at market value exposes the property to a much greater percentage of prospective buyers, increasing the opportunities for a sale.





PRICING STRATEGY

It is very important to price your house at a competitive market value at the signing of the listing agreement. Typically, your first offer is your best offer.

~~WHAT
YOU
PAID~~

~~WHAT
OTHER
AGENTS
SAY~~

~~WHAT
YOU
WANT~~

~~WHAT
YOU
HEAR~~

~~WHAT
YOU
NEED~~

~~COST
TO
REBUILD~~

BUYERS DETERMINE VALUE

The value of your house is determined by what a **BUYER** is willing to pay in today's market. Buyers make their pricing decision based on comparing your property to other properties **SOLD** in the area.

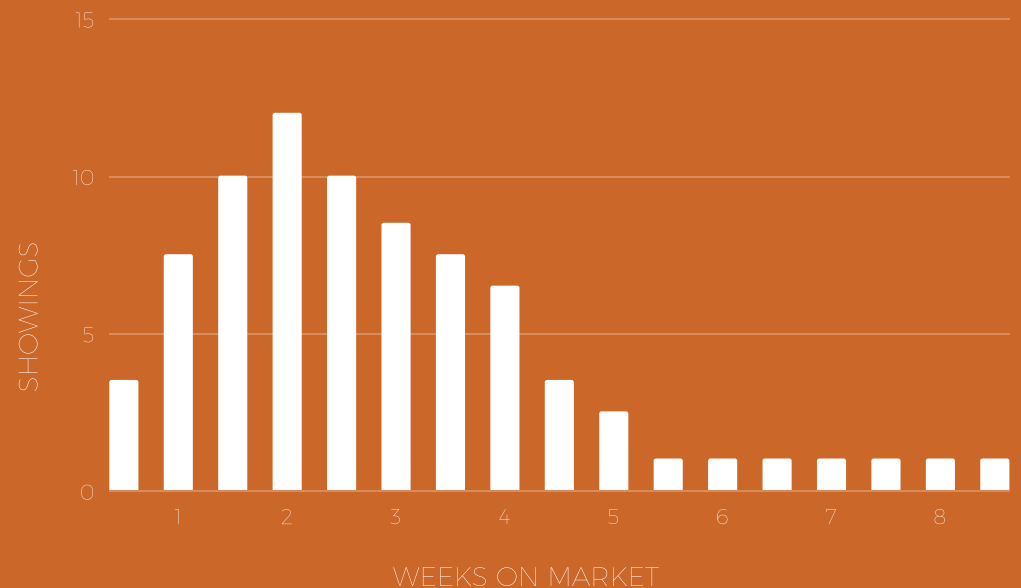
FACTORS AFFECTING SALE





SHOWINGS VS. DAYS ON MARKET

Timing is extremely important in the real estate market. A property attracts the most activity from the real estate community and potential buyers when it is first listed. Pricing to 'leave room for negotiating' will only deter buyers and cause your property to remain on the market longer.



THANK YOU!

Selling your home is a big deal and we take the task very seriously. We believe that who you work with matters, and the fact that you have considered us to help you means the world to us!



CONTACT US



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