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## **‘PROFESSIONAL LISTING APPRAISALS’**

*Experts agree - pricing a home is the key to selling.*

- ***Syndicated columnist Robert J. Bruss states "Price your home right and its half sold" <sup>1</sup>***
  
- ***National trainer for real estate sales agents, David S. Knox, lists these seven benefits to proper pricing. <sup>2</sup>***
  1. **Faster sale.**
  2. **Less inconvenience.**
  3. **Exposure to more prospects.**
  4. **Increased salesperson response.**
  5. **Better response from advertising and sign calls.**
  6. **Attracts higher offers.**
  7. **More money to sellers.**

So, to assist you in setting the correct price for your listing, Censeo Valuation Consultants has created the **‘PROFESSIONAL LISTING APPRAISAL.’** Just as lenders prequalify home buyers, now you can prequalify your listing to sell. The **‘PROFESSIONAL LISTING APPRAISAL’** gives you a complete summary appraisal report similar to those used by banks. You can use it to set your price, counter low offers and speed your listing to a sale.

Not only does the home seller benefit but the buyer also gets a discount if they use us for the CLOSING APPRAISAL (dependant on lender's policies and regulations in order to comply with the Home Valuation Code of Conduct or HVCC.) It saves them money, speeds closing and helps prevent last minute problems due to the appraisal. Take a look at the benefits of a **‘PROFESSIONAL LISTING APPRAISAL’:**



### **UNREALISTIC HOMEOWNERS**

Have you ever met a homeowner who thinks their home is worth more than it really is? How do you bring them to reality and keep the listing? Let us do it for you. As part of your professional team, use us to bring them back on track. It saves you time, money and frustration.



### **THE FIRE DRILL**

Everyone has agreed on a price and you're ready to close, but the appraisal has come in low. Start the fire drill! Save the contract! Odds are slim you'll get the appraisal changed, so you must convince the seller to lower the price or buyer to pay more --- either way it's a bad situation. Avoid this last minute disaster by knowing the appraised value up front.



### **FIX IT UP**

Everyone knows a house in good condition sells faster. So how do you convince the seller their home needs cosmetic improvements without insulting them? Let us do it. Use our "needed improvements" list as leverage to get the work done.



### **RISK REDUCTION**

We are a lawsuit-crazy society. A low listing price or too high of a selling price could spark actions against you. Why put your career and future on the line? Let us reduce your legal liability by being the valuation experts.



### **FAST TURNAROUND**

We are fast! We'll deliver a '**PROFESSIONAL LISTING APPRAISAL**' within 2-4 business days. And if you use us for the buyer's appraisal we'll turn that around in 1 - 2 business days. Fast? Yes, but never at the sacrifice of quality. And if you must have it the next day – we will do everything we can to accommodate you and your clients needs.



### **WIN-WIN SITUATION**

**SELLER WINS-** They get a professional appraisal which can be used to counter low offers and speed the home to closing.

**BUYER WINS-** They see the value up front plus save on closing costs and time if they use us for the purchase appraisal.

**AGENT WINS-** Because everyone else wins, resulting in good referrals, equaling more sales.



### **CLOSING APPRAISAL**

We don't just stop at the '**PROFESSIONAL LISTING APPRAISAL**' ---our service is full circle. Once you sell the house the buyer will need a closing appraisal. It's similar to the '**PROFESSIONAL LISTING APPRAISAL**', but must be completed according to the lender's guidelines. Since some of the work has already been done, we'll do the closing appraisal for a discounted price. Plus, we do it in just a day or two, not weeks. Having us do the closing appraisal saves the buyer money, saves you from worrying, and everyone time. It's full circle, from front to back, to serve you. \*\*The CLOSING APPRAISAL service/discount is specialized for government insured or funded loans such as FHA as these require a specific appraisal inspection and report, however we can accommodate this situation as well.

*\*We accept payment for the 'PROFESSIONAL LISTING APPRAISAL' by check or cash at the time of inspection, or when the order is placed. We also utilize Paypal if you or your clients wish to pay with a debit/credit card. Prices are subject to change without notice, please call to confirm. This report cannot be used for financing or refinancing purposes. If you desire to use the report for a different intended use, additional fees will apply and may require re-inspection of the property. Call us at the # below, visit our website, or e-mail us at [andrew@censeovaluation.com](mailto:andrew@censeovaluation.com) or [andrewament@cox.net](mailto:andrewament@cox.net).*

*Pricing – Maricopa County*

*Single Family/Condo (<\$500k) - \$275*

*Single Family/Condo (\$500k-\$999k) - \$300*

*Million \$ + Residential – call for quote*

*\*add \$35 for Pinal County*



*\*\*Censeo Valuation Consultants is owned and managed by Andrew Ament. Andrew brings a unique perspective to the appraisal industry having been a licensed Realtor in Ohio and Arizona along with being a State Certified Residential Appraiser in Arizona. Aside from his varied real estate experience in property management, project management, development, acquisitions, relocation, valuations, and sales, Andrew has a Bachelor of Business Finance with a Specialization in Commercial Real Estate from the University of Toledo, Ohio. The success of Censeo Valuation Consultants is rooted in the basic business practice of excellent customer service. Along with the highest quality appraisal reporting, and commitment to customer satisfaction and continuing education, Andrew continues to expect the utmost for himself, his organization, and for his clients.*

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