



LISTING GUIDE

PRESENTED BY

L.J. Creapeau
REALTOR®, SRES®



THANK YOU FOR THE OPPORTUNITY

TO WORK TOGETHER IN SELLING YOUR HOME

Soon we'll begin the exciting process of preparing your property for sale and creating a complete marketing and sales plan to meet the needs of your real estate listing. It is important to keep in mind that selling real estate is a complicated process. I will be working hard to market your property both to other real estate professionals and to consumers, attract interested and qualified buyers, and negotiate the final transaction. Throughout this process, we will need to work as a team to make sure your needs and desires are met.

This guide was designed to inform you about all the steps of selling a listing so that you can feel confident, make informed decisions, and act as an educated seller.

Please take some time to review carefully all of the information presented here. If you have any questions about the topics discussed, I will be glad to go over them with you in detail. Since every real estate transaction is unique, you will most likely have questions or concerns not presented here. That's what I'm for – to answer your questions, to guide you through every step of the transaction, and to make sure your home gets sold.

Let's get started...

L J Creapeau

Why I Became a Real Estate Agent:

It Isn't Pretty, but it's the Truth. I've been on the receiving end of many real estate transactions in my lifetime. In fact, it's because of all my personal real estate experiences that I made the decision to become an agent. I just knew I could do a better job than any of the agents I have had. Not to belittle other agents (the good ones) but I have had my fair share of the ones who had more interest in keeping their luxury hours and making the most money out of me than what was best for me. When it comes to a life decision that is often one of the most important a person will make in their lives and has to be made in an industry with so many confusing contracts, regulations, and laws to swim through, that type of "business" attitude is not desirable to most clients. Also, as a single woman, newly divorced and just starting life on her own after 30 years and needing some actual help and guidance with my first big home purchase, it was very important to me to find someone who would help me and have my back. After all, a real estate agent has their client's most expensive decision in their hands, and if they'd rather play golf than show you houses, or throw you under the bus to make a couple extra dollars for themselves, that leaves a bad taste in the client's mouth. If a real estate agent cares more about their own interests than the interests of the person they are supposed to be representing, most people are turned off by that. I was one of them.

Seven real estate deals later, and several agents I had always been severely disappointed in, I said to a friend in a joking way one day, "I could do a better job." After hearing me say that at least 3 times, she said to me one day, "You should." And so, I decided to be the difference that needs to be made in the real estate industry.

That's the story of how and why I became a real estate agent. Having been in your shoes more times than I care to remember, I know exactly what you expect and rarely ever get from a real estate agent. Therefore, my goal is always to be the agent who really does represent YOU. Why? Because I know most people are intelligent enough to figure out if they are getting what they pay for or not. I also have heard many negative comments over the years regarding the real estate profession which prove the other types of agents are giving us all a bad name.

Reputation is everything in this industry. I don't want to be the "least of the evils" when someone needs a real estate agent. I want to be the "one that makes the difference." Knowing how it feels to be taken advantage of when large amounts of money are at stake, I go out of my way to make sure my clients never feel that way. You know what Michael Jackson once sang, "Be the difference you want to see in the world. Look in the mirror." Or something like that. And as you can probably see by now, I tell it like it is. That's my style. And I see no reason to change it when I'm representing someone in a real estate transaction. Trust and transparency are what's needed to form solid decisions. I will always give you all the facts, the truth, and the research you deserve to make an informed decision that is best for you.

L J Creapeau

520-224-8447

SouthernnArizonaRealtor.com

CLIENT TESTIMONIALS



LJ was true to her word. She gave us all the information we needed to decide which house was right for us and we couldn't be happier, both with the house and the service and high attention to our needs that LJ provided. We would highly recommend LJ if you are looking for an excellent real estate professional.

Janet & Dave ★★★★★

We ran into some challenges with a property we really wanted and LJ helped us arrive at a solution that worked out best for everyone. We would not have known the in and outs of the real estate market if not for LJ's expertise in real estate laws, contracts and negotiation skills. She kept us informed every step of the way and explained our options in plain, simple ways we could understand.



The Hessings ★★★★★



Originally I was going to rent, until I talked to LJ and we went over my financial situation, checked with some lenders, and I was able to work out a way to own instead of rent. I am thrilled that I was able to invest in my future rather than throwing my money out the door every month. LJ truly enjoys helping others and it shows.

Lisa W. ★★★★★

MARKETING YOUR HOME

CUTTING-EDGE MARKETING AND TECHNOLOGY TOOLS
TO SHOWCASE YOUR HOME AND ATTRACT BUYERS



PROFESSIONAL
PHOTOGRAPHY



YARD SIGN



JUST LISTED
POSTCARDS



COMPANY WIDE
EMAIL BLAST



LISTING
DISTRIBUTION



PROPERTY FLYERS
& BROCHURES



SOCIAL MEDIA
MARKETING



OPEN HOUSE

TRUST & COMMUNICATION



Communication is the key to building trust and rapport with my clients. That is why I always strive to communicate with you in the way that you prefer.

I know that selling property can be exciting and challenging. That is why I will always listen to you attentively, respond to you promptly, and provide you with clear and accurate information. I want to make your selling experience enjoyable and successful.

You are my priority, and I will always go the extra mile for you!

MARKETING YOUR HOME

CUTTING-EDGE MARKETING AND TECHNOLOGY TOOLS
TO SHOWCASE YOUR HOME AND ATTRACT BUYERS



PROFESSIONAL
PHOTOGRAPHY



PROPERTY
WEBSITE



JUST LISTED
POSTCARDS



YOUR HOME
FEATURED
ON TV



CUSTOM
FLOOR PLAN



GLOBAL
MARKETING



SOCIAL MEDIA
MARKETING



3D
MATTERPORT



LISTING
DISTRUBUTION



DRONE



VIRTUAL
TOUR



MAGAZINE
ADVERTISING



OPEN HOUSE



PROPERTY FLYERS
& BROCHURES



COMPANY WIDE
EMAIL BLAST



YARD SIGN



E-FLYERS



BROKER
HOME TOUR



VIDEO



LISTING TRAILER

TERMINOLOGY FOR BUYERS & SELLERS

This may be the first time you've ever bought real estate, or it may have been a while since you have been involved in a transaction. Here is a quick refresher on some of the real estate specific terms you'll want to know.

Appraisal: When an offer is received on your home, the buyers' lender most likely will require an official appraisal of the property from a licensed appraiser. This valuation helps assure the lender that they would own a marketable property if the buyer (or the borrower in the lender's eyes) should default on their mortgage.

BINSR: Buyer's Inspection Notice Seller Response: The BINSR is a notice document which the buyer uses to provide the seller notice regarding those items the buyer disapproves of or may need repairs during the inspection period. See contract for dates.

Closing Costs: All closing costs associated with the sale of your home are provided to both buyer and seller on the Closing Disclosure form. In some cases, buyers make a request for you to cover some of their closing costs as a part of their offer. Buyers have the option to request concessions and can be negotiated by your REALTOR® if advantageous.

Closing Disclosure: A Closing Disclosure is a five-page form that provides final details about the mortgage loan you have selected. It includes the loan terms, your projected monthly payments, and how much you will pay in fees and other costs to get your mortgage (closing costs). The lender is required to give you the Closing Disclosure at least three business days before you close on the mortgage loan.

Escrow Officer & Company: An escrow officer is an unbiased third party who ensures a real estate transaction is correctly carried out by buyers, sellers and REALTORS® involved in the purchase or sale of a property. Escrow officers oversee the terms of a contract, and handles all funds including earnest money and all bills or liens related to the property. They ensure all parties are honored.

Inspections: The goal of home inspections are to give the buyer and seller an objective, independent, and comprehensive analysis of the physical condition of the property and check for any safety issues that might otherwise be unknown. Professional inspectors will do general inspections on the property's many components as well as specialists such as roof, HVAC, sewer/septic, and pool. It is recommended by REALTORS® that buyers obtain home inspections and can assist in the scheduling process.

Insurance Claims History Report: Loss runs are a written report that provides a snapshot of a property's past insurance claims. These reports are generated by the insurance carrier and include details such as the type of claim, when it occurred, and how much has been paid.

out by the carrier. This provides a home buyer with a detailed overview of any homeowner's insurance claims that have been filed and made on a house- Arizona requires the last 5 years or the time the seller has owned the home, whichever is shorter.

The Multiple Listing Service (MLS): The Multiple Listing Service is a local database of all properties currently under an active listing contract in a given area. All active agents and brokers who belong to this MLS will have access to information about your property listing. Buyer's agents searching for a new home for their clients will learn about your property listing through this online database. There are different MLSs for different regions, such as MLSSAZ (Multiple Listing Service of Southern Arizona) or ARMLS (Arizona Regional Multiple Listing Service).

Prequalification & Verification Funds: A pre-approval letter and proof of funds letter are not the same. A pre-approval letter is a document stating that a lender will provide a buyer with a loan. In contrast, a proof of funds letter states that a buyer has funds available to pay for the costs associated with the purchase of a home. DO NOT send copies of bank statements.

Property Disclosures: The seller(s) will be asked to fill out a disclosure statement that will list "material facts" about problems they are aware of regarding the condition and history of the property. Both federal and state laws govern what must be disclosed during a property sale and as the homeowner, you must be the person to complete these disclosure forms. By law, your real estate agent cannot complete these forms for you.

Some Examples of Disclosures are:

- Seller Property Disclosure Statement
- Lead-Based Paint Disclosure
- Disclosure Regarding the Vicinity of an Airport
- Sewer/Septic
- Mold
- Affidavit of Disclosure

Settlement Statement: Sometimes referred to as the "Closing Statement", this document is originated by the Title Company and lists all of the closing costs and final figures associated with the Real Estate transaction – including the Buyer's Closing Funds that are due at your Closing Appointment.

As defined by the CFPB: "...Settlement Statement is a document that lists all charges and credits to the buyer and to the seller in a real estate settlement..."

Title Company: The title company verifies that the seller has the legal right to sell the property to a buyer. A title company can issue a policy, called title insurance, that protects homeowners and lenders from conflicts (like title claims) that may arise from the property's previous owners. An example of a title company is Catalina Title and First American/Title Security Agency.

SELLING DOESN'T NEED TO BE STRESSFUL

Moving is an emotional process. It can represent growth and new beginnings, but the strain of making a life-changing decision is often fraught with mixed emotions. This is especially true if you are moving as a family with younger children or moving a long distance.

HERE ARE A FEW IDEAS ON HOW YOU CAN MITIGATE ADDITIONAL STRESS DURING YOUR MOVE.

Understand that some stress is normal.

You have just made a major commitment and I am here to help. Ask questions throughout the process. Part of my job as your Realtor® is to provide you with information and keep you informed so that you are confident about your decisions.

Get better acquainted with the neighborhood.

Let me help you ease the transition of your move. I can provide you with information on your new neighborhood, school districts, and more.

If you are moving with children, it is always a great idea to familiarize your kids with the new neighborhood a few times before moving day. You can contact the school your child will be attending and arrange a time to visit.

Save for the unexpected.

The more you plan for your move, the less likely it is that you will encounter unexpected and unbudgeted expenses. That said, it is always a great idea to be ready for the unexpected. Keep an emergency fund for unexpected costs that may occur during the move or as you set up your new household.

Eliminate stress by purging and packing early.

Whether you are hiring a moving company or planning to do it on your own, you should start to plan and pack for your move now.

You should book a moving company four to six weeks before your move if possible. As you are working on packing up your belongings, remember that one of the best ways to save your time and money is to bring less. Remember that moving is a terrific opportunity to clear through the clutter, and anything that you do not need or do not want. Consider donating unwanted items, many organizations are happy to pick up items for little to no cost.

Make a moving plan for pets.

Plan to have a friend or family member take care of your pets on moving day. It will make the day much easier!

COST OF SELLING YOUR HOME

Selling your home is typically about making a profit. However, that does not mean that it comes without cost. Here is an overview of some of the major costs you will be responsible for paying.

Mortgage Balance

This is the remaining balance on your original home loan. You will need to pay off your mortgage in its entirety when your home is sold.

Home Equity Loans (2nd, 3rd Mortgages)

Any loan against the value of your home will also need to be paid in full after the sale of your home.

Pre-Payment Penalties

The bank or lending institution that currently owns your mortgage title may assess a pre-payment penalty. You should speak to your lending institution and request a payoff which will also include any prepayment penalties if any.

Pre-Sale Preparations

In most cases, it is not advisable to make major investments in your home right before a sale. There are, however, a few things that can be done to increase your home's curb appeal, fix minor problems, and otherwise make your property more attractive. Together we can identify what items should be addressed and create a budget for these pre-sale preparations that are sure to show a significant return on investment.

Closing Costs

All closing costs associated with the sale of your home will be listed for you and for the home buyer in the Closing Disclosure form. Closing costs are negotiable and may include but are not limited to:

- The real estate broker commissions
- Title costs (examination and insurance)
- Loan fees for the buyer's home mortgage
- Legal documents and services fees
- Insurance premiums
- Recording/filing fees

In some cases, buyers make a request for you as the seller to cover their closing costs as a part their purchase offer. We will negotiate these requests if they are made, and I will help you understand why it would be advantageous to cover the buyers' closing costs (if it is) and what limitations we can set to make sure we know the estimated net of your home sale before closing.*

*Escrow shall determine the exact net after receipt of all documentation including loan payoff.

Personal Tax Liability

You are always advised to speak to a financial specialist prior to listing your property regarding any potential capital gains or any 1031 exchange options.

Moving Costs

Whether you're moving to a new home in town or across the country, it's important to estimate and plan just for moving costs. You will be expected to vacate your property prior to the close of escrow.

If you're working with a moving company, you'll want to get a full idea of what you'll be charged for what services. If you're moving yourself, you'll most likely need to rent a van. And don't forget the packing materials including boxes and tape.

The more preparation you do in your move planning, the more likely you are to avoid overpaying for your move expenses.



THE SELLER ROADMAP

Find your
REALTOR®

INTERVIEWING

Review comparable
homes and establish
a price for your
home.

PRICING

Get your home
ready to go on the
market

STAGING

We will use
strategic marketing
to ensure maximum
exposure.

MARKETING

Your home will go
on the MLS and be
viewable to
potential buyers.

MLS

We will have your
home professionally
photographed
for the MLS.

PHOTOGRAPHS

We will
review all offers
and help you
understand all of the
terms of the contract.

OFFER

After accepting an
offer, your home
will officially be
"under contract!"

UNDER CONTRACT

We will negotiate
any repair requests
made by the buyer.

NEGOTIATIONS

Hooray!
Time to hand over
your keys and
celebrate
selling your home!

CLOSE

PROPERTY IMPROVEMENTS

When it comes to listing your home, there is no single set of black-and-white rules regarding potential property improvements that apply to every property and every seller. Any upgrade or change you make should only be considered if the change is likely to have an appreciable effect on the market value of your property in the minds of most buyers.

Below are some common suggestions on Do's and Don'ts on property improvements for your listing:

The Do's

Painting - A fresh coat of neutral-toned paint could make the sale easier. We all like fresh-looking things, especially buyers.

Minor kitchen issues - Things like plumbing leaks should be fixed, and small updates like swapping out light fixtures can make a significant difference. You might even consider sanding, staining, or painting worn-looking cabinets. Replacing old cabinet hardware is a low-cost improvement that makes a substantial difference in appearance.

Floors - From fixing scratched wood floors to replacing cracked tiles to cleaning carpets, a little money spent on sprucing up floors can be well worth the investment.

The Don'ts

Major kitchen updates - Unless there are major structural issues, most new buyers would prefer to do something to their own taste.

Energy efficient windows - While adding new windows can be a major selling point, it is also a project that can quickly snowball in time and cost.

New gardens or ornamental landscaping - It is always a great idea to spruce up your outdoor space and make sure everything is orderly, but do not waste your time adding anything new.

2 OTHER THINGS YOU
SHOULD KEEP IN MIND
WHEN YOU'RE SELLING
YOUR PROPERTY!

1. Stay neutral in style:

No one wants to rip out home improvements that are obviously recent but do not meet their personal tastes. Any changes you make should appeal to the largest possible audience.

2. Consider your neighbors:

Keep in mind that your property is going to be compared with other comparable homes in your area. Look at homes near you listed around the same price as your property when considering making changes to your home.

HOME STAGING

From the day that your house goes on the market to the day it closes, your property needs to be in "Selling Shape." Home buyers have a tough time looking past other personal belongings. It is important to market your property to allow others to see how they can make it their own.

Staging a property can:

- Increase a property's perceived value
- Help a listing's competitiveness in a down real estate market
- Reduce the Days on Market (DOM) of a property

So, what is the best way to get your property ready for sale? Just follow these simple steps.

First. Fix it.

Anything that is in your house that is in disrepair and can be easily fixed should be addressed before the home goes up for sale. We will want to pay particular attention to the front exterior and the most important rooms in the house: The master bedroom, the kitchen, and the living room.

Having a property that looks well-maintained is a huge advantage for motivated buyers.

Next, it is time to spring clean it from the inside out, a clean listing is a happy listing.

This principle is about cleanliness, but it also requires you to de-clutter your house as much as possible.

Get rid of or pack away anything that is not essential. Everything else that is small but cannot be packed should be put away in a drawer or cabinet during showing appointments. This also applies to things that are accumulated on a regular basis like the mail, or your dirty clothes.

And remember, it is not good enough to just put things away. Potential buyers will and do open closets and drawers throughout the house when they are looking. Be sure to keep personal items that you do not want on display in drawers that are clearly your personal furniture. The more organized you can be, the better.

Last. Stage it.

It is about allowing potential buyers the opportunity to imagine living at your property. Home staging is the process of using design principles and tricks that emphasize space. Creating the appearance of openness and space is key to getting your property sold.

HOME STAGING



Furniture

Great staging, either DIY or by a professional, includes choosing furniture that shows the room in its best light. Minimize the amount of furniture you have in each room.

Décor

It is time to remove any personal items such as family photos or mementos. Any décor that does stay up and visible in your home should be as neutral as possible. If there are any fixtures that you do not wish to stay with the property, now is the time to remove them. For example, a chandelier or family heirloom.

If you have hanging mirrors in the house, these can be positioned to emphasize and reflect key areas in the home like a nice sunny window.

Beware of Odors

Many home buyers are sensitive to smells. Be sensitive to the use of potpourri or air fresheners. Instead, be sure to open your windows, when possible, to keep fresh air circulating in the house.

**A GOOD RULE
TO FOLLOW?**

**Limit the number of items
on top of any surface to 3.**


PREPARE YOUR HOME

GETTING READY FOR LISTING AND SHOWING

- Clear off all flat surfaces of clutter - a cleaner look is more appealing.
- Do any last-minute yard work, such as mowing, trimming and picking up toys and dog poo.
- Put away all papers and personal items.
- Clear off the refrigerator of all magnets, photos, and papers.
- Pack away valuable belongings, personal photos, weapons etc. These can stay packed for your move and be one less thing to pack later.
- Replace burned-out light bulbs and dust all fans & light fixtures.
- Deep clean the entire house - this can be done once and if maintained, will last through the entire showing period. Scrub tubs, sinks, stoves, clean the inside of refrigerator.
- Touch-up paint on walls, trim, and doors. To increase curb appeal, remove all yard clutter, and place colorful flowers in hanging baskets or outdoor pots that you can take with you when you move.
- Pressure wash walkways and driveway if excessively dirty.
- Create a list of areas you want to ensure the photographer captures and areas you do not want to be captured.
- Make sure the blinds/shutters are all in the same position.
- Hide dog toys, pet taxis, dog dishes and bedding.
- Empty the trash if it is smelly. Cover dirty laundry baskets with a clean towel to hide contents.
- Make sure your home smells fresh, but not overpowering. You can open all the windows just before a showing to let fresh air in.
- Make all the beds.
- Vacuum, sweep, and mop the floors.
- Remove all people and pets.
- Maintaining a clean appearance is easier and less time consuming than having to quickly scramble to clean before each showing.

The CMA

A well-priced home can attract multiple offers, sell faster and make negotiations smoother. I can help you find the correct market price for your home. Below is an example of a CMA - Comparative Market Analysis.




**1234 W. MAIN STREET
MLS#**

- PRICE
- SqFt
- Bedrooms
- Bathrooms



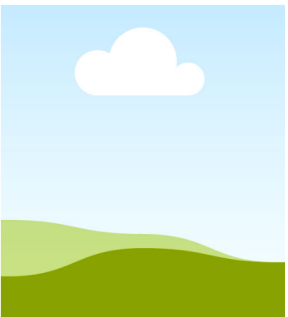
**1234 W. MAIN STREET
MLS#**

- PRICE
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- Bathrooms



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- PRICE
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- Bathrooms



**1234 W. MAIN STREET
MLS#**

- PRICE
- SqFt
- Bedrooms
- Bathrooms

Tierra Antigua REALTY HOUSING MARKET ANALYSIS

SIERRA VISTA AREA MARKET REPORT

JANUARY 2024

AVERAGE DAYS ON MARKET VS SALES PRICE/LIST PRICE %

January 2024 Average Days on Market Trend Remained Steady

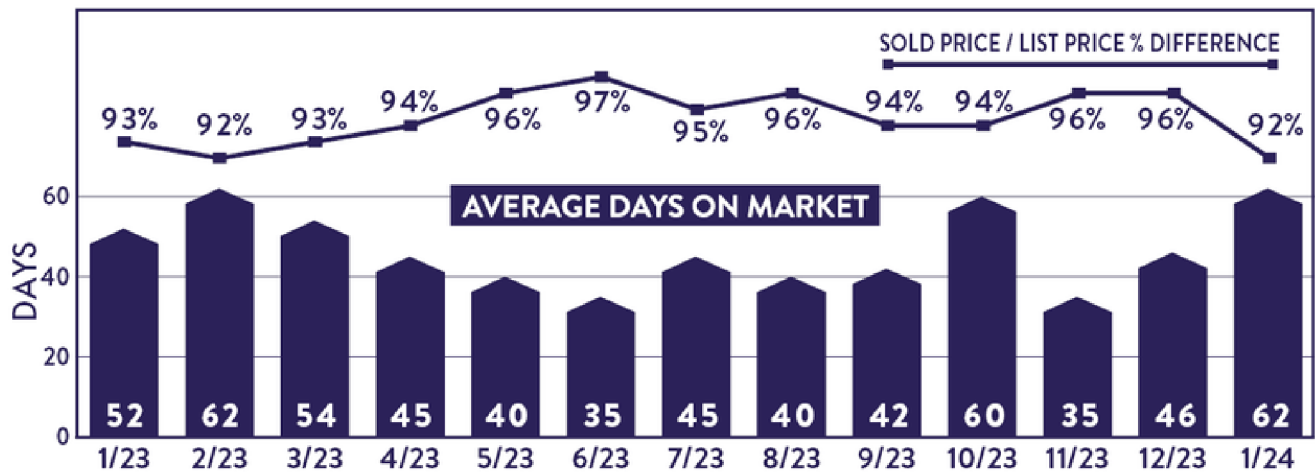
Average Days on Market in January 2024: 62

- Up 34.8% compared to last month
- Up 19.2% compared to last year

January 2024 Sold/ Original List Price Ratio Remained Steady

Sold/List Price % in January 2024: 92%

- Down 4.2% compared to last month
- Down 1.1% compared to last year



HOMES FOR SALE/NEW LISTINGS/SOLD

Homes For Sale in January 2024: 201 units

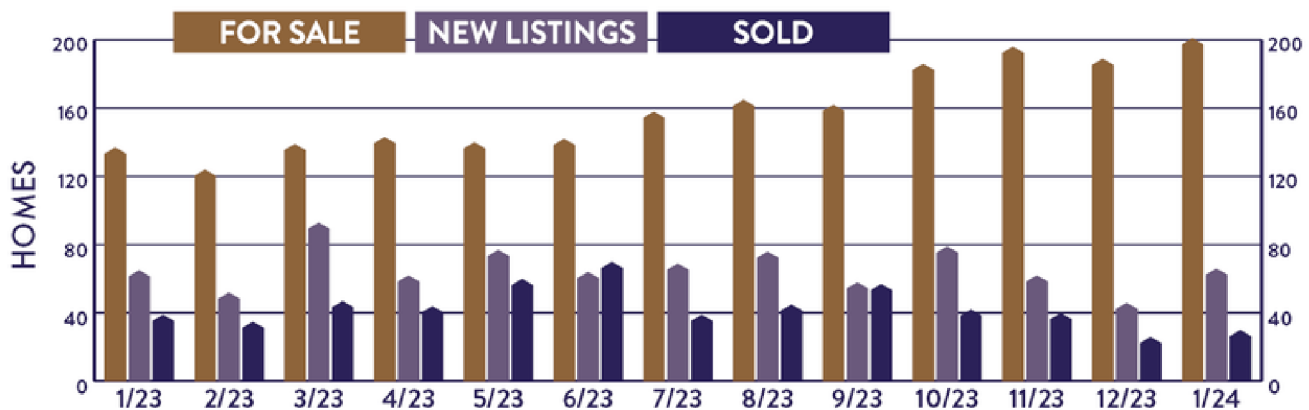
- Up 6.3% compared to last month
- Up 46.7% compared to last year

Homes Listed in January 2024: 66 units

- Up 43.5% compared to last month
- Up 1.5% compared to last year

Homes Closed in January 2024: 30 units

- Up 15.4% compared to last month
- Down 23.1% compared to last year



*These statistics are based on information obtained from MLSSAZ and using TrendGraphix software for the dates of January 2023 - January 2024. Current Monthly Interest Rate courtesy Nova Home Loans. Information is believed to be reliable, but not guaranteed.

Tierra Antigua REALTY HOUSING MARKET ANALYSIS

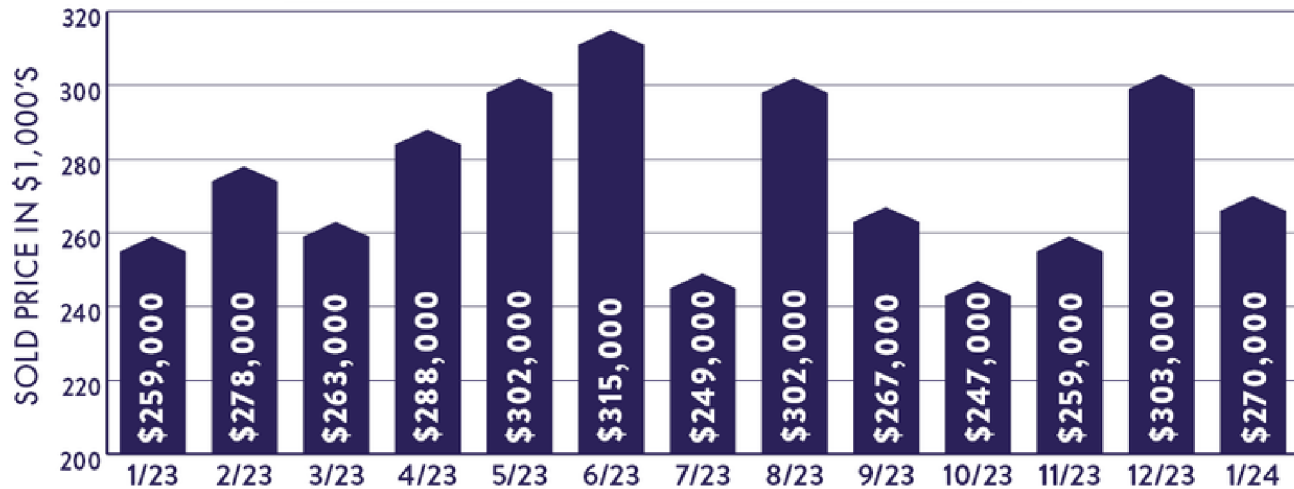
SIERRA VISTA AREA MARKET REPORT

JANUARY 2024

AVERAGE SOLD PRICE

January 2024 Average Sold Price was Neutral
Average Sold Price in January 2024: \$270,000

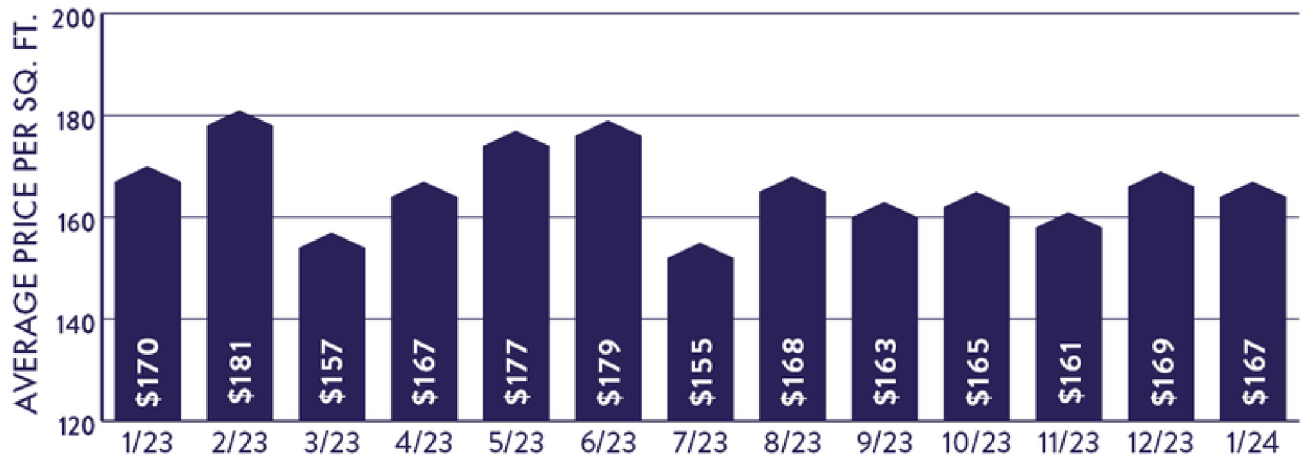
• Down 10.9% compared to last month • Up 4.2% compared to last year



SOLD PRICE PER SQUARE FOOT

January 2024 Average Sold Price per Square Footage was Neutral
Average Sold Price per Square Footage in January 2024: \$167

• Down 1.2% compared to last month • Down 1.8% compared to last year



*These statistics are based on information obtained from MLSSAZ and using TrendGraphix software for the dates of January 2023 - January 2024. Current Monthly Interest Rate courtesy Nova Home Loans. Information is believed to be reliable, but not guaranteed.

Tierra Antigua REALTY HOUSING MARKET ANALYSIS

SIERRA VISTA AREA MARKET REPORT

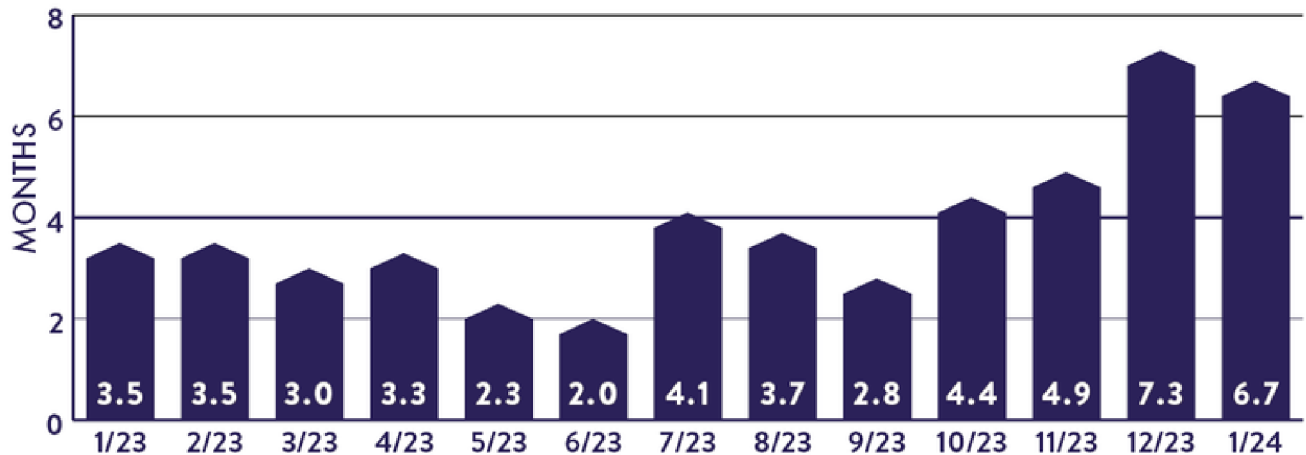
JANUARY 2024

MONTHS OF INVENTORY

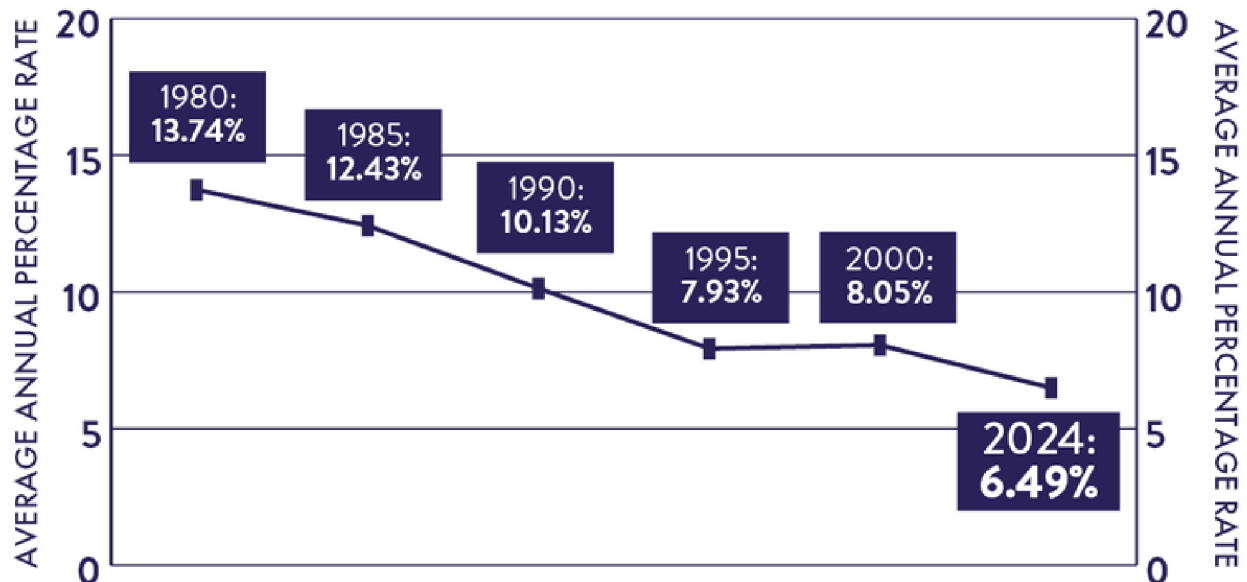
January 2024 was a Buyer's Market

Months of Inventory based on Closed Sales in January 2024: 6.7

• Down 8.3% compared to last month • Up 91.1% compared to last year



INTEREST RATE TRENDS



*These statistics are based on information obtained from MLSSAZ and using TrendGraphix software for the dates of January 2023 - January 2024. Current Monthly Interest Rate courtesy Nova Home Loans. Information is believed to be reliable, but not guaranteed.

2022

ANOTHER EXCEPTIONAL YEAR OF
ELEVATING
THE REAL ESTATE EXPERIENCE
IN SOUTHERN ARIZONA

OVER
\$2.2 BILLION
IN TOTAL SALES VOLUME

TIERRA
ANTIGUA
EXPERIENCED A
15%
INCREASE
IN AVERAGE
SALES PRICE
OVER 2021

2022 MARKET SHARE

2022
7% INCREASE
OVER 2020

TUCSON
GREEN VALLEY

*Number based on MLSSAZ stats from
1/1/2022-12/31/2022 for Residential & Land Lot
closed transactions

2022
7% INCREASE
OVER 2020

COCHISE
COUNTY

*Number based on Tierra Antigua Realty records
from 1/1/2022-12/31/2022 for
Residential & Land Lot closed transactions

2022
53% INCREASE
OVER 2020

SAFFORD

*Number based on MLSSAZ stats from
1/1/2022-12/31/2022 for Residential & Land Lot
closed transactions

Information is deemed reliable but not guaranteed.

1000+
AGENTS

SOUTHERN ARIZONA'S LARGEST
REAL ESTATE BROKER
LOCALLY OWNED, LOCALLY INVOLVED



Tierra Antigua REALTY

SIGNATURE PROPERTIES

**INTEGRITY › PROFESSIONALISM › RESPONSIVENESS › ACCOUNTABILITY
CONCIERGE LEVEL OF SERVICE**



Any company can have a luxury division however Tierra Antigua Realty takes luxury to a new level with our Signature Properties Division. A Signature Property is not just based on price or size, it is an option for high-end sector properties that meet specific criteria that include the marketing, branding, and services our clients deserve. Tierra Antigua Realty's Signature Property Division specializes in exceptional, unique, and world-class properties represented by Signature Property Specialists. Just as your signature is unique to you, our Signature Properties experience will be as well.

Marana, Oro Valley, Tucson, & Vail
\$700,000 or \$350 per SqFt

Green Valley & Sahuarita
\$650,000

Cochise County &
Graham/Greenlee County
& Gila Valley
\$525,000

SIGNATURE MARKETING INCLUDES

- Professional photography
- High-quality professional brochures
- At least one of the following:
 - 3D Walkthrough Tour, Video Tour, Drone footage, or Matterport
- Social Media paid advertising
- May also include:
 - TV Publication on the Open House Show
 - Luxury Post Cards

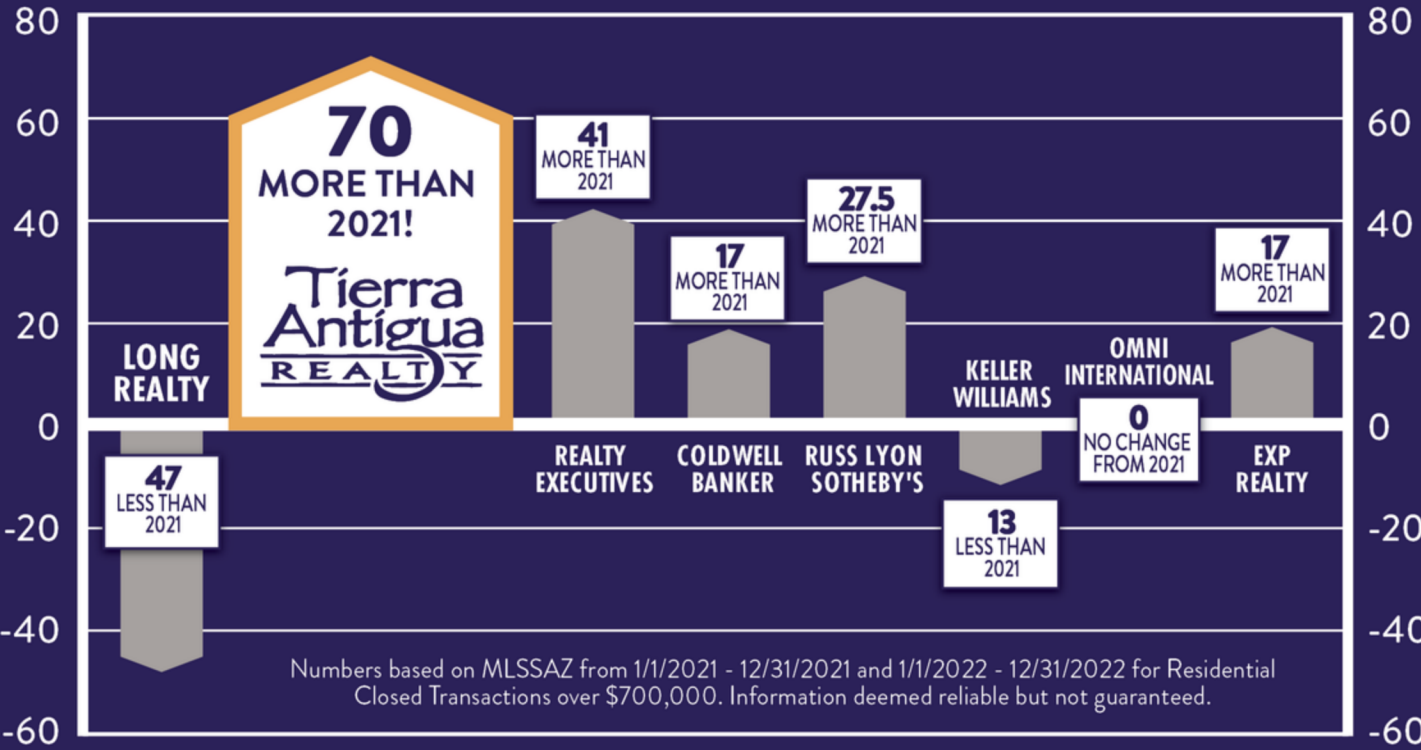
Tierra Antigua REALTY

SIGNATURE PROPERTIES



GUESS WHICH BROKERAGE IN SOUTHERN ARIZONA HAD THE LARGEST INCREASE IN HOMES SOLD IN EXCESS OF \$700K FOR 2022 OVER 2021?

THE TOP 8 BROKERAGES RANKED BY SIDES HIGHLIGHTS THE CHANGE FROM 2021 TO 2022 IN NUMBER OF CLOSED TRANSACTIONS IN EXCESS OF \$700K.



TIERRA ANTIGUA REALTY

ALL THE EXPERTISE YOU'LL NEED TO GUIDE YOU THROUGH THE SUCCESSFUL SALE OR PURCHASE OF YOUR LUXURY HOME.

SOUTHERN ARIZONA'S LARGEST REAL ESTATE BROKERAGE



FOOTHILLS EAST NORTHWEST DOWNTOWN GREEN VALLEY | SAHUARITA SIERRA VISTA SAFFORD



GUESS WHICH BROKERAGE IN SOUTHERN ARIZONA HAD THE LARGEST INCREASE IN HOMES SOLD IN EXCESS OF \$700K FOR 2022 OVER 2021?

THE SIGNATURE DIFFERENCE!



Numbers based on MLSSAZ from 1/1/2021 - 12/31/2021 and 1/1/2022 - 12/31/2022 for Residential Closed Transactions over \$700,000. Information deemed reliable but not guaranteed.

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T I E R R A A N T I G U A

H O P E

F O U N D A T I O N

Giving Back

Our Mission:

Help people at or below the poverty level in the state of Arizona who are in need of food, clothing, shelter improvement, and other necessities to assist in their day to day living.

The Tierra Antigua Hope Foundation was established in 2014 with the goal of giving back to the community. Tierra Antigua REALTORS® are at the forefront of spreading hope throughout Southern Arizona. Their belief in our mission has brought them to commit their personal time, belongings, and even consistently choosing to contribute a portion of their commissions to the foundation.

We are proud to Live Local Give Local!

Aside from contributing to the Hope Foundation, I personally also support local animal rescues and environmental programs - L.J. Creapeau, Realtor

TIERRA ANTIGUA REALTY'S CORE VALUES

MISSION

To empower our REALTORS® to elevate the real estate experience while enhancing our community.

VISION

To elevate the real estate experience in Southern Arizona by exceeding expectations and enhancing our community. We are dedicated to the personal and professional success of our agents, guided by unwavering values of honesty, professionalism, integrity and knowledge. We pursue excellence in every aspect of our business.

MOTTO

Agents, Clients, and Community First!



MEET THE FOUNDERS



KIMBERLY CLIFTON
OWNER, PRESIDENT
REALTOR® | ASSOCIATE BROKER

MATTHEW CLIFTON
OWNER
REALTOR® | ASSOCIATE BROKER

Kimberly, a Tucson native, and Matthew, having moved here in 1974, share a deep appreciation of the Sonoran Desert which they will forever call home. With a love of the landscape, the diverse cultural heritage, and architectural beauty, they put their passion to work as successful REALTORS® and dedicated participants in the community helping those in need.

What began simply as a decision to go on their own, quickly attracted other REALTORS® who appreciated their professionalism, knowledge, strong work ethic, and charitable outreach. Listening to their clients' and agents' needs soon produced the model for their real estate success "Treat agents as family and give them all the resources they need to serve their clients best."

From their first days in real estate, Kim and Matt Clifton's passion for the industry always motivated them to seek every resource available to make Tierra Antigua Realty a state-of-the-art organization for knowledge and empowerment. As a result, Tierra Antigua Realty has an unsurpassed reputation and has grown to the largest, locally owned real estate brokerage in Southern Arizona.

Let's work together to sell your property!

Now that you have all the nuts and bolts of how this process works, please let me know if you have any questions, concerns or plans we can discuss further.

I'm here to help you realize your real estate goals!



L.J. Creapeau

REALTOR[®], SRES[®]

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