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# SELL YOUR HOME

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IN LESS TIME **AT A HIGHER PRICE**



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480.998.0110

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*Hague Partners*

A SMARTER APPROACH TO SELLING HOMES

# WE SOLD THIS HOME *in 4 days*



*This is an example of one of many homes we have sold in 2018. We did it in 4 days when the average time on the market for homes in that community was over a year.*

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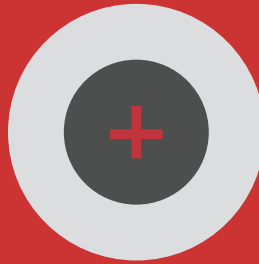
# PERFECT TRACK RECORD

We didn't miss selling a home in 2017



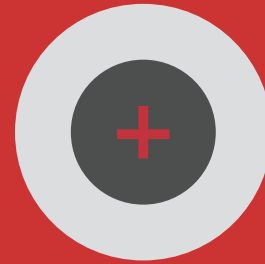
## PERFECT RECORD IN 2017

We didn't miss selling a home in 2017, with none of our listings expiring unsold. Very few (if any) Arizona real estate firms can make that claim.



## UNPARALLELED RECORD IN 2018

In 2018 our homes are selling at record prices in less time than comparable properties in communities across the Valley.



## OUR FIRST SALE IN 2018 CONTINUES THE TREND

We sold our first home of 2018 for almost full price with 32 showings and 4 offers... after it had lingered with another firm for 6 months with no results.

1  
**SMARTER  
STRATEGY**

+

2  
**SMARTPHONE  
TECHNOLOGY**

+

3  
**NO LIMIT  
ADVERTISING**



**MORE  
DEMAND**

=

**HIGHER  
SALE PRICE**

**OUR HOME SALE FORMULA IS MODELED AFTER  
APPLE'S SUCCESSFUL STRATEGY TO MAKE BUYERS  
STAND IN LINE AND PAY PREMIUM PRICES FOR ITS  
NEWLY INTRODUCED PRODUCTS**

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# 1 | SMARTER STRATEGY

## OUR 22-STEP HOME LAUNCH FORMULA

When your home lingers on the market, buyers presume it's overpriced (even if it's not). Our **22-Step Home Launch Formula** is designed to flush out virtually every buyer for your home the first 30 days it's on the market. We use techniques like contrast price positioning, compressing showings 30 minutes apart (so buyers see each other coming and going), and meticulously scripted talk tracks that reinforce the less obvious benefits while buyers are observing the readily apparent attributes of your home.

Our **Smarter Strategy** for selling your home is modeled after Apple's proven technique to make buyers stand in line to purchase its upscale products at premium prices. This enables us to generate more buyers in less time, and put them in what we call a "higher price frame of mind."

***We build anticipation and excitement before we let buyers in the door to see your home.***



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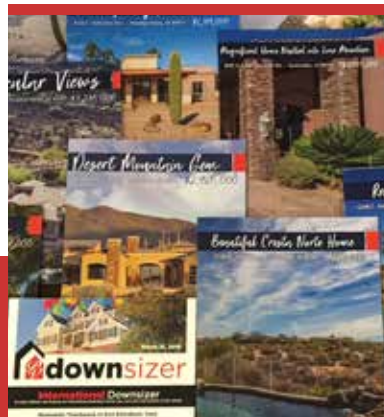
## 2 | NO LIMIT ADVERTISING

### WE SPEND MORE SO YOU CAN SELL FOR MORE

There is no limit to what we will spend to sell your home. We'll do more advertising during your home's first 30 days on the market than other firms may typically spend in a 6-month listing period. The goal is to flush out every possible buyer while your home is fresh on the market. We know that nothing erodes the value of your home faster than lingering on the market unsold.



**Your home will be showcased with the finest professional interior and exterior photography to make buyers fall in love before they get to the door.**



**Your home will be presented in a lavish six-page, card stock, full-color glossy brochure... an expensive but proven technique to make buyers offer more.**

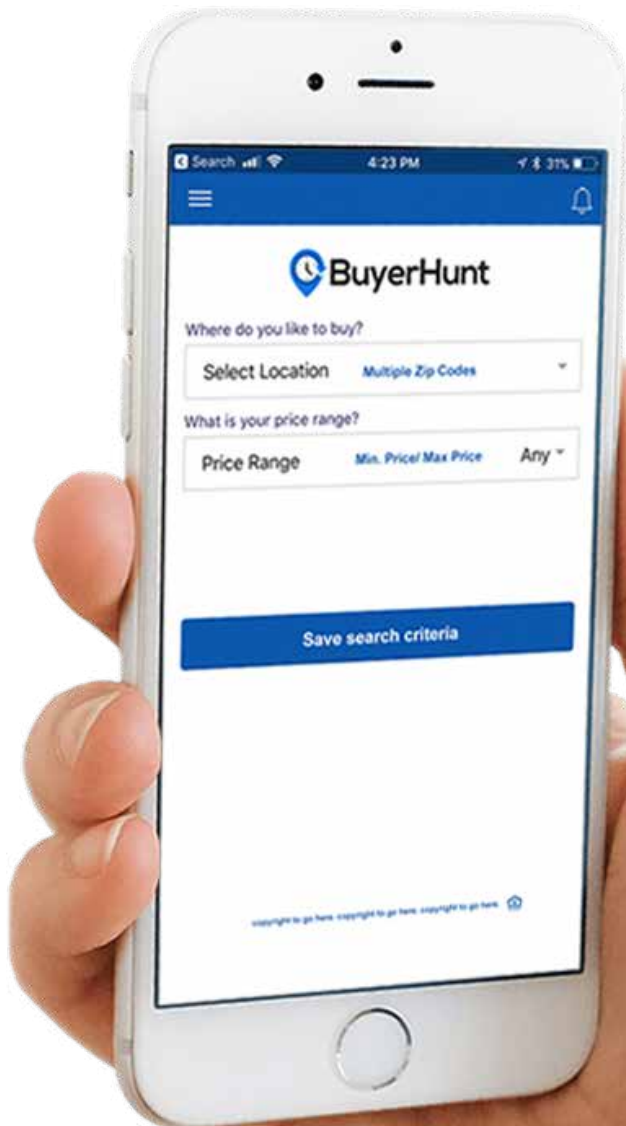


**Your home will be marketed in print and digital media with eye-catching ads prepared by our in-house graphic designer (something few real estate firms have).**

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# 3 | SMARTPHONE TECHNOLOGY

## WE PRE-IDENTIFY POTENTIAL BUYERS



Agents typically list homes and then try to find a buyer. We improved the process (at great expense) by developing a new, patent-pending technology to identify buyers for every type of home, in every market, in every price range. This enables us to expose your home to a database of serious buyers who already indicated they are looking for a home like yours.

This creative new technology is a watershed leap forward in home selling strategy, a way to aggregate buyer demand quickly, create social proof, and leverage fear of loss, all for the purpose of motivating buyers to pay more for your home.

Any real estate firm can sell homes. The challenge is to sell homes at higher prices. That is our focus, that is our firm's defining mission. Our new smartphone technology is a giant step forward in achieving that goal.

# MEET OUR TEAM OF REAL ESTATE EXPERTS

A team strategy, even a great one, doesn't implement itself



**TERESA HERRIOT**  
MANAGING BROKER



**GREG HAGUE**  
FOUNDING BROKER



## REALTORS®

CHRIS ALLEN • LINDSAY BRASFIELD  
ROB DOBSON • SHEA DUHIGG  
CHRISTINE NIELSEN • ROSEANN DUNTEMAN  
JAKE EDWARDS • ELIZABETH ERWIN  
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**CATHIE GIBSON**  
OPERATIONS MANAGER



## REALTORS®

CASEY HAGUE • RUSS MASON  
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TECHNOLOGY • WES BLACKWELL | WEBSITE MANAGER • BRIAN HAGUE | COMPTROLLER • SARA MILLS |  
RECEPTIONIST • DESTINY JENSEN


**OUR 22-STEP HOME LAUNCH FORMULA IS SO EFFECTIVE  
IT HAS BEEN FEATURED IN *FORBES* & OVER 200  
PUBLICATIONS WORLDWIDE**





# THANK YOU

## FOR CONSIDERING US!



TERESA HERRIOT, MANAGING BROKER  
GREG HAGUE, FOUNDING BROKER

Greg Hague founded the #1 luxury brokerage in Arizona. Prior to that, he created a national firm that quickly grew to 122 offices and 4,000+ agents.

Greg has served as a real estate commentator for NPR and real estate expert to *The Wall Street Journal*, appeared on over 200 television and radio shows, was featured in Kiplinger's book, *Buying and Selling a Home*, *Investors' Business Daily*, *Money* magazine and Carolyn Janik's book, *Selling Your Home*. Muhammad Ali himself dubbed Greg "the Muhammad Ali of real estate." Greg is also an Avvo "Superb" rated attorney, 5-star Amazon reviewed author, real estate speaker and

***Hague Partners is unlike any other real estate firm. Our process for selling homes requires more effort, more money and more strategy, but it's the best formula in real estate for selling your home in less time at a higher price.***

business entrepreneur. He received the #1 score when he took the Arizona bar exam, was voted Law Professor of the Year by Arizona Summit Law School, and was honored as one of Arizona's Top 50 Pro Bono Attorneys.

*Hague Partners*  
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