

team★PICARELLO

**SELLER**

**INTRODUCTION**



**EXPERIENCE YOU CAN RELY ON**



## MEET YOUR TEAM LEADER



I came to Scottsdale with my family in 1988, from the San Francisco Bay area, where I was born and raised. I grew up in San Jose and attended San Jose State University, obtaining my BA and a secondary level teaching degree.

For 12 years I taught art and mathematics in the San Jose area, earning a "favorite teacher" recognition in a school I helped open. That was a very rewarding time in my life, and I am truly grateful that I helped so many young people develop into fine adults. I was always interested in real estate and invested in several areas.

My love of tennis soon became a full-time passion. Tennis was my focus in Scottsdale until 1992, when I joined Prudential Arizona Realty. Then, my other passion became a profession. In my first two years at Prudential, I became a member of their Leading Edge Society (top 4% of their Realtors) and also earned the GRI (Graduate of the Real Estate Institute) and after that, the prestigious CRS (Certified Residential Specialist, which only 2% of all agents earn).

After 3 years at Prudential I moved to RE/MAX®. RE/MAX Inter-national is a strong company, and is the most known real estate brand, with high producing agents and it was a great move. RE/MAX has more Certified Residential Specialists designees than the nearest two competitors combined and that ratio is true for most of the designations and certificates that agents earn to be more proficient in the business of real estate.

Each year at RE/MAX® I have earned awards for my production, making me one of their top agents as well.

Working with all kinds of buyers and sellers brings something new and different every day. Real estate is my present passion, and my tennis game shows it. But I still get out there now and then to hit the ball. I love the desert and the metro Phoenix area and enjoy helping people with their real estate needs here.

I have been an active participant in my home-owners association, having served on the board for many years, twice as president. I have been a team leader and have been most of my career. We have assistants and agents who are all dedicated to providing an excellent experience for our clients.

In our continual effort to improve client services, we have created a team that collaborates on every aspect of home buying and selling transactions. We constantly interact to ensure that all aspects of our transactions are fail-proof.

Moreover this team is comprised of solid agents who jointly represent many years of experience in the field. They are full-fledged professionals truly worthy of the proud RE/MAX® name.

I hope we can work together to make your move a pleasant experience.



greater phoenix edition

# Broker ★ Agent



brokers/agents  
of the property

By Philip Haldiman—photography by [www.thenprofphotographic.com](http://www.thenprofphotographic.com)

Upon viewing the career of real estate agent Karen Fierstein, the first thing one might notice is the slew of awards that she has garnered as one of RE/MAX's top producers. Since she began her career in real estate she has been recognized with a number of industry honors: RE/MAX Platinum Club Award (2002, 2003) induction into the RE/MAX Hall of Fame (2004) and Chairman's Club (2004), among others.

But never once when I spoke with her did she mention accolades or recognitions. Instead she spent much of her time describing a transaction that had occurred recently. It was the type of transaction that reminded her of why working in the real estate industry is so important to her—not because of the accolades or the money, but to see the joy in her client's eyes when they buy or sell their home.

"Recently in an unusual circumstance, I was writing an offer in the home that my clients wanted to buy. The seller and the

other agent were also there. The beautiful home was exactly what my buyers had asked me to find them."

"When I had the sellers come to meet my buyers, I explained that the buyers loved the home just as it was and would not be tearing it apart. The parties agreed on the terms, and the next thing I knew there were tears in the eyes of both the wife. Going through a sale or purchase of a home is such an emotional, life-changing event for people. When this man's dream home was sold,

BROKER-AGENT SYSTEM



Mona Dean, Tanya Rhoades, Terry Fensberg, Karen Picarello, Georgia Cifelli, Suzanne Schambler, Sue Gannon and Leslie Schumann

"While we were trying to find a home, Karen's attitude was unbelievable. I still think we held the second floor indefinitely as the number of homes she showed me still, Karen was always there, not being pushy, but for us to make the decision in our own time," Dumas confesses. "As her co-worker, I have seen time and time again that Karen would rather lose a sale than a client. I get frustrated on a transaction and she would say, 'It's worth it.' She wanted to make sure that the clients remained friends. Money that she had invested in the apartment on marketing that home was secondary. She gave a referral from a past client, she is all smiles, even now, this is what I love—when people loved their experience enough to refer their family and friends. The best?"

The rest of the Firetto Team consists of agent Leon Setigmann, ORI, ABS; Georgia Cifeth, Tanya Rhoads, Maria Steen, (as sociates); associate broker Terry Fox, ORI; office manager Suzanne Schwabier; and office assistant, Don Cooper.

**THE ROLE OF EDUCATION THEN AND NOW**  
Karen said that her passion for real estate began as a 30 years ago when she purchased a lot in Northern California. But she wouldn't enter the industry post until about 17 years after that fateful hand-shaking on the dotted line. During the interim, she pursued

"Teaching made it so easy to transition into real estate. Both careers require a high level of organization and people skills. The organization and price difference in real estate are similar to the lesson plan and accountability that I had in teaching. I approach real estate as an educational process, acting as a consultant to my clients so they feel confident making informed decisions. Owing them the information they need so when the time comes to buy or sell a home they are well prepared."

For Kaem, approaching real estate as an educational process makes keeping herself focused. In her first two years in the industry, Kaem earned her ORI and CRS designations, quite an accomplishment for such a fledgling agent.

"I think professionally my most valued accomplishment was getting the CSB designation so early in my career. I value being among the 5% or so agents who have that designation, and I look for it when I contact agents in other parts of the country for clients referrals," she continues. "I love to learn new things, so I am always taking advantage of all the courses

"New things, or even the same things presented in a new way. I have been to most of the real estate goods' seminars. There is always something of value that I get from them, and will always go to them."



Suzanne Schumbier, office  
Manager, Karen and Dan  
Gerner, Office assistant

and that was the most valuable thing...to have such win-win situation."

Karen believes that all transactions should end like this. In fact, it is her primary goal. Negative or suspicious comments present obstacles, but there are to be overcome. Situations can best be accomplished through trust, and having a good reputation among peers.

"During a transaction, I try to connect with the other person emphasizing the fact that we are working towards the good, and that is to make everybody happy. Trust is what's important here. It's something that you can't teach; it's something that you have to feel. If there's no trust, then there's no deal. So if I believe that things go a lot more smoothly if it is present. For example, if I don't think someone is going to buy a house, then I'll bring that up. The client will say, 'You're right, but I want to buy it.'"

John and Cheryl Botka came to the Pierceville Team finding a condo for their daughter, an Arizona State city student. "With their clients' stipulations being a price, Karen and office manager Suzanne Schumaker to get John and Cheryl's concerns at ease as they were from a distance out of state.

"My overall feelings about my experience with the Team was exceptional. Karen did a wonderful job of home and negotiating the deal, while Suzanne kept focused completely followed through while we ran our Colorado home. Their concern for our needs in the night place for the night price and in a safe neigh-

is what convinced us to work with Karen. Everyone wants a realtor they can completely trust and Karen is that person,"

**A Thriving Team**  
Part of the reason Karen is able to provide such exceptional customer service is due to the strength of her team. She believes that a solid, dedicated support staff resulting in a

high level of service to her customers, is more important than a large profit margin. Karm has instituted a total management team that collaborates on every aspect of home-buying or -selling transactions. Her team is in a constant state of interaction, ensuring that all aspects of a given transaction are "fail-proof." This makes sure that a team member is always available to take care of her clients' needs.

"I like lots of support. I hired my first assistant in my second year. Today I have assembled a team of both agents and support staff to better serve my clients. By keeping the clients' needs uppermost in mind, the Picarelli Team is able to help them get the service that they want and deserve. This has worked really well and we work to support each other. I was very careful in selecting the people to join my team. I looked

Karen said that Suzanne, who has been an "indispensable" member of her team, is the "real boss" in the office. Their relationship began when Karen, acting as their agent, helped Suzanne and her husband find a home during their relocation.

Real Estate Professional

*Trust, ethics and...  
a good reputation among people.  
High standards and ethics.  
I approach real estate as  
an educational process..."*

BROKER • AGENT magazine



the job has brought her an invaluable education. Real estate experience has allowed her to meet amazing people along the way.

"Just being in the business has been a learning experience. I have had a lot of different kinds of clients and each transaction is unique. I have learned from many of the agents with whom I have worked, and also those with whom I have done transactions. That's the thing about my career—the people I meet. I have made a lot of new friends, and love that I get to know new clients. I like that I get to know the well and so fast. I feel fortunate to be involved with an agency that meets all

Karen Firsiroti of RE/MAX fine properties is our agent of the month. She has become one of Phoenix's top agents by not only servicing her clients but also by attempting to benefit all parties involved in the real estate process. With Karen, her goal is always to provide the best service possible.

a win-win situation. \*

Karen Picarello,  
CNS, APR, GHU CHIMS, e-Pac, RECC  
team★PICARELLO

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**Karen Picarello, Real Estate Special Commissioner, CRS, GRI, ABR, CLHMS, e-Pro, RSPS, CDPE, SFR, CIAS**



In her continual effort to improve client services, Karen has instituted a total management team that collaborates on every aspect of the home buying/selling process. Her team constantly to ensure that all aspects of a given transaction are effortless and fail-proof. Moreover, her team is comprised of top agents who jointly represent many years of experience in the field. They are full-fledged professionals, truly worthy of the name *Re/Max* and *Team Picarello*. When you are selling/buying a home with **Team Picarello**, you are hiring an entire staff to guide you through your transaction, ensuring unprecedented professional service.

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**Kari Picarello, Associate Broker, Real Estate Special Commissioner, JD**



Kari has all of the personal and professional qualities of a wonderful real estate agent, just like her mom. After obtaining a B.S. in Economics from Arizona State University in 2005, Kari joined the team and started helping people find the home of their dreams. In 2011, Kari graduated from the Sandra Day O'Connor College of Law at Arizona State University. While attending law school, Kari clerked for a real estate litigation firm, which primarily focused on insurance defense work. The level of dedication and care that Kari brings to the business is invaluable, and she is excited to continue helping people with their real estate needs.

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**Rob Woodward, Agent, MBA**



Rob joined Team Picarello after having worked for Bank of America as Vice President, Financial Center Manager and he brings with him 13 years' experience in the world of banking, finance and lending, making him a valuable addition to our Team. Rob earned his M.B.A. from California State University, and his B.S. in Marketing from Colorado State University. In addition to Rob's expertise in banking, he has 20 years of experience as a store manager and buyer for a major department store. Going the extra mile to ensure outstanding customer service is a hallmark of Rob's business philosophy. His passion for mentoring associates throughout his career is helpful when assisting clients, especially when it comes to numbers, analysis, and negotiation.

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**Esther Blaskovich, Realtor**



Esther Blaskovich, a former Chicago-based CPA specializing in tax, discovered her passion for real estate when she relocated to Arizona in 2000 and met her agent, Karen Picarello. Esther joined the Picarello team, leveraging her financial expertise and attention to detail to provide clients with accurate market insights. With a background in accounting and property management, Esther offers a unique blend of financial acumen and practical knowledge. Beyond her work, she enjoys leisurely walks with her miniature dachshund, Sadie, and practices Pilates. Esther's client-centric approach ensures a seamless and fulfilling real estate journey, making her a great partner for finding your perfect home or investment.

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**Sue Conner, IT Specialist, Marketing Manager**



Sue is a licensed real estate agent, was looking for a position related to real estate in the marketing and support capacity. She has been a key person on the team for over 14 years and has had a positive influence in every aspect of the organization. Sue brings valued experience including market analysis, research, creation of marketing materials, technical solutions and training plus bookkeeping, production tracking, and is our resident computer consultant. She is the spreadsheet queen - definitely an asset to Karen's team.



## Customer Satisfaction is one of our primary goals which always leaves “A LASTING IMPRESSION”

These are just a few Lasting Impressions that we left with our clients.

**Dr. Robert F. Schambier, former Director of Adult Education in New Hampshire and Professor at Ottawa University,** *“Karen understands people and greatly values integrity. In real estate as well as the classroom (her former profession) ethics is paramount. When differences of opinion occur, she knows it’s better to lose a sale than lose a client.”*

**Linda & Steve Smith, Cherry Creek Mortgage,** *“You did a fabulous job, as usual. Listening to your clients needs is one of the many areas you excel at. Listening to our clients speak about their agents make me glad we had chosen you.”*

**Lorie and Robert Green, Vice President, Private Client Services, Well Fargo,** *“From the beginning, Karen, you were right on track. You are an excellent listener, and heard what it was we were looking for. This is obvious in the fact that you found us the perfect home in one afternoon. You did an excellent job in following through and responding to every issue that arose. You have a true gift with people and we feel that you are a friend, even after this very short period of knowing you. I will definitely recommend you to my friends and business associates and clients without reservation.”*

**R Shannon,** *“I gotta say that this is real estate sales the way it’s supposed to be. WOW! I live in Mexico and needed to sell a couple properties in Scottsdale. Actually a lady working for Karen called me and asked if I wanted to list one of my properties. I was impressed and Karen contacted me. That’s where the fun began. I say fun because this was unlike any other real estate team I had ever worked with and I’ve bought and sold many properties. They did EVERYTHING to perfection. I was always notified of every step they were taking. They priced the property fairly and 1st day we had 20+ showings and 6 offers. A bidding war ensued and we ended up selling much higher than I expected. They have a team of professionals that do repairs, paint, carpet, tile etc. Karen has a team including Kari, her daughter and Sara who kept me informed of every single detail. If you want a real estate team that will make you smile and write a review like this, use the Picarello Team. They’re as good as it gets!!!!”*

**Michael Manning, Managing Partner for Morrison & Hecker Law Firm, Phoenix Office** — named one of the Top 100 Law Firms in the US, *“I am extremely pleased with Karen’s service & recommend her whenever possible.”*

**Ray Dean, President of Empyrean BioScience,** *“I was very satisfied with her service, and have recommended Karen to several people. We use her for our Corporate Relocations.”*

**Brian Cousins, Director, Materials, Honeywell,** *“Thanks for the outstanding service provided. You displayed many attributes I have not encountered in most Realtors including proactive communication and follow-up, outstanding attention to detail, and a real ownership of the process.”*

**Melanie Russell, Human Resource Manager, AlliedSignal,** *“I sincerely want to Thank you for the exceptional service and attention to detail. There was never an instance that something was not resolved to our satisfaction in an expedient and professional manner.”*

**James E. Blaskovich, Jr., Director, Supply Chain, Aerospace Services, Honeywell International,** *“Transferring to a new city, changing jobs, and moving into a new home are significant stress related events. Karen made the transition to Arizona as smooth as possible due to her sincere interest and diligent efforts. She was always available and very persistent in locating, showing, and finding the right home. We reviewed different strategies and locations (which changed many times). Karen remained patient and flexible and focused on finding the right home and definitely made me feel as if I was the most important client she had. Bottom line is Karen makes the difference and the service she provides is the best I’ve seen.”*

**Dick & Joni Quimby, PriceWaterhouseCoopers,** *"Joni and I want to thank you for all your hard work and advice on the sale of our home. I can honestly say you were the best in helping us prepare, market and close the sale of our home! We hit our target price in under 30 days."*

**Kevin & Lisa Crary,** letter written after they decided not to purchase a home in Scottsdale, *"Kevin and I particularly appreciate your style of work — very straight forward, very professional, and no 'schmoozing'. It's a breath of fresh air from the real estate agents we've met here in San Diego who seem too willing to sacrifice their personal character for a sale."*

**Robert & Mary Lou Botto,** letter written to Karen's broker Bob Hill, *"We want you to know how very pleased we were with the services of Karen Picarello and her associate throughout our new home search. Karen is unquestionably the best realty agent with whom we have worked. Her eagerness to help us find the home that best met our needs, her unwavering dedication to leaving no stone unturned and her engaging personality, made what could otherwise have been most stressful event, a very pleasant one."*

**Albert & Caryl Gabbay,** *"Although the purchase of the home was not contingent on the sale of our home in New York, you were able to time the closings so we were able to avoid interim financing.. We were particularly impressed with the low-key approach in your efforts. We also want to thank you for all the honest people you recommended, from house inspectors, handymen, locksmiths, carpet and tile repair and installation, air conditioning repair and cleaning services. In truth, you made the purchase of our home in Arizona simpler and less stressful than the sale of our home in New York, and we were 2500 miles away."*

**Lori Rubin Jastremski,** *"This is my second dealing with Kari, Karen's daughter. Both experiences were above and beyond my expectations. When buying a home, Kari helped me with the whole process beginning to end and then some. We got a great deal on the home I bought and I love it. Now I sold my dad's home and again used Kari and we got a full price, cash in 1.5 days and had cash back up offers. Kari told us what we needed to do to get the house ready for sale and what would help sell it. She has walked us through the whole process and again beyond that. Can't say enough about Kari. Give her my highest recommendation."*

**Carol Gildner,** *"The part of the transaction I like the best was that you were so capable and self reliant, since I was at a distance, you inspired trust. Even though there were many things going on, you responded in a timely manner. I never felt uncomfortable or frustrated, cooperation was excellent. Everything worked out smoothly and I have a very lovely new home."*

**John Betka,** *"My overall feelings about my experience was exceptional. Karen & Suzanne did a wonderful job in finding us a home, negotiating the deal and complete follow through while we remained in our Colorado home. Your concern for our needs and efforts to fit our purchase within our financial guidelines is what convinced us to work with Karen. Everyone wants a realtor they can completely trust and Karen is that person."*

**Bob & Linda Biondo,** *"I did an extensive search of Realtors that listed and sold homes in my target area and your name kept showing up at the top of the list for each criteria I reviewed. We enjoyed the time spent viewing homes together and were surprised at the 2:00am emails from Karen. She made the process simple and easy after we found our home."*

**Brian & Lynn Woodard,** *"The most challenging part of the transaction was doing everything over the phone because we were living in Chicago. Trying to coordinate between IL rules and AZ rules was frustrating, but whenever things got hectic, we could always rely on support and a positive attitude to get through it. It was a great experience all in all and we got a wonderful home."*

**Jerry & Marge Antunes,** *"We received from Karen 'the personal touch'. We knew at every step that Karen was looking out for us. Karen seemed to anticipate every situation that arose and got us through without problems. We were impressed by Karen's sincerity and knowledge of the real estate business. I remember the amount of time she spent with us, her patience and her smile. We would never hesitate to contact Karen for ourselves or friends."*



**Michelle & Eric Nilsson**, *"Karen's team is top notch! We've used many Realtors in the past and we have high expectations...and somehow Karen and her team impressed us every time. Karen was very efficient and helpful in the house hunting with the best online search tool, then was so patient as we selected. The more important part, Karen is an excellent negotiator!! Because of Karen's diligence, our closing went very smoothly and we are happy in our new home."*

**Jennifer Rand**, *"I liked my first meeting with Karen and expressing my needs, then realizing she knew me well enough to consider a certain community as a good option. I would recommend Karen quickly and enthusiastically. She was always available for phone calls, and attended meetings, walk-through, etc which was important to me — great coverage during the August vacation schedule challenges. I felt the team were experienced, knowledgeable, available, supportive, and FUN!"*

**Ali Salmon & Jeff Keil**, *"I can't thank you and your staff enough for all your kindness and support! You truly have made the process of buying a new home so much easier and enjoyable. I am very much looking forward to enjoying our new home! I will definitely recommend you and your staff!! Sincerely, Ali and Jeff (Happy Home Owner)"*

**Tracy Hite**, *"I was not sure about working with you until I met you face-to-face. I instantly trusted you. Just call it instinct. The closing report you sent was excellent. You never lost patience even through there were many houses and many repeats. I would recommend you to friends. I found you to be trustworthy."*

**John & Christina Tsang**, *"Post-sale...keeping us informed of all paperwork and process. What convinced us to work with you was your team spirit and friendliness. Will refer you if we know of someone looking for a house."*

**Donna Hannigan**, *"I wanted to thank Karen and her team for the fantastic job they did in selling my home. Prior to meeting Karen, I was very frustrated with selling my house which had been on the market for 5 months with not a lot of traffic. Karen was very professional in the entire process, and got my house sold in a couple of months. She went the extra mile to make sure my home got the exposure it needed and helped me from start to finish. The entire team was very helpful and always there to answer any questions I had. I would definitely refer her to my family and friends, and feel confident in her ability to get the job done."*

**Jim & Julia Linker**, *"We were pleased with the way Karen set up the web listing with excellent photos and information, she also prepared a photo portfolio with fact sheet and local schools, other advertising and marketing tools, i.e., Homes & Land were excellent."*

**Dennis & Claire Tupper**, *"We had a great deal of interest very quickly. In fact we had an offer in less than 10 days. We loved the brochure and the help with staging."*

**John & Gina Hook**, *"You've truly gone above and beyond to help John & I and we are so very grateful. Your dedication and marketing savvy made the difference in selling our home. You knew how to show potential buyers the beauty we enjoyed for so many years. We will definitely recommend you to friends and you'll be our 1st call if our needs change in the future."*

**Joey Rodolfo**, *"The personal attention and the attention to all the small details was the best part of the transaction. I never felt 'pushed' at any point. What stands out most in my mind is the patience Karen and her team have shown. I would recommend them without a doubt."*

**Donna Hannigan**, *"I wanted to thank Karen and her team for the fantastic job they did in selling my home. Prior to meeting Karen, I was very frustrated with selling my house which had been on the market for 5 months with not a lot of traffic. Karen was very professional in the entire process, and got my house sold in a couple of months. She went the extra mile to make sure my home got the exposure it needed and helped me from start to finish. The entire team was very helpful and always there to answer any questions I had. I would definitely refer her to my family and friends, and feel confident in her ability to get the job done."*

**Kari & Robert Gilbert**, *"We would like to thank Karen, Kari and the entire Picarello Team for making the purchase of our home in DC Ranch so seamless and easy."*

## DESIGNATIONS



**CRS** - Certified Residential Specialist is the highest Designation awarded to sales associates in the residential sales field recognizes professional accomplishments in experience and education specializing in negotiations, closing smoother transactions, and working for the client's best interest.



**GRI** - Graduate Realtor Institute is obtained by attending an intensive series of courses that covers the Sales Process, Legal and Regulatory, Technology and Professional Standards.



**ABR** - designation recognizes agents who wish to enhance their buyer representation skills, and provides proof to prospective clients of their proficiency at servicing the special needs of buyers.



**CLHMS** - The Certified Luxury Home Marketing Specialist designation assures affluent clients that the agents who have the knowledge, experience, competence, and confidence they require. This designation is recognized as the mark of accomplishment in luxury markets around the world.



**E-Pro** - Designed to help real estate professionals thrive in the competitive world of online real estate. The e-PRO Certification Course is geared to ensure continued success in the online real estate network.



**Certified Distressed Property Expert**— A Certified Distressed Property Expert® (CDPE) is a real estate professional with specific understanding of the complex issues confronting the real estate industry. Through comprehensive training and experience, CDPEs are able to provide solutions for homeowners facing hardships in today's market



## DESIGNATIONS



**RSPS** - . The Resort and Second-Home Property Specialist certification is for second-home professionals who enjoy helping consumers achieve their goal of multiple home ownership.



**CIAS**- A Certified Investor Agent Specialist™ (CIAS) finds, creates, and closes with residential real estate investors with the knowledge and tools earned through comprehensive education and experience. CIAS-designated agents can streamline the process of real estate investment to increase returns for investor clients.



**SFR**- The SFR® certification agent works with distressed sellers and the finance, tax, and legal professionals who can help them, qualify sellers for short sales, develop a short sale package, negotiate with lenders, safeguard your commission, limit risk, and protect buyers.

## REAL ESTATE SPECIAL COMMISSIONER

Licensed real estate agents and/or brokers who are appointed by the court to initiate and complete the sale of real property as ordered by the court.

Rule 95G of the Arizona Rules of Family Law Procedure, implemented January 1, 2006, allows for the appointment of a Real Estate Special Commissioner to assist the parties with disposition of community real property when the parties are otherwise unable to agree on such issues.



## News Release

### PICARELLO ATTENDS SPECIAL TRAINING, BUILDS EXPERTISE IN LUXURY HOME MARKET

-- Karen Picarello with RE/MAX Fine Properties, Scottsdale, Arizona recently completed a luxury home marketing training course.

The course, which covered such topics as demographics of the affluent, lifestyle segmentation, trends and amenities in today's luxury home product, and creating a marketing plan for the multimillion dollar property – was taught by Laurie Moore-Moore, President of the Dallas-based Institute and author of the book, "Rich Buyer, Rich Seller! The Real Estate Agents' Guide to Marketing Luxury Homes."

"The course is a step towards earning the prestigious *Certified Luxury Home Marketing Specialist* designation which The Institute awards internationally to sales professionals who meet performance standards in the upper-tier residential market," said Moore-Moore. **Karen Picarello** is an example of a sales associate who works to hone the special skills and competencies necessary to provide exceptional service in the fine homes and estates marketplace."

Karen Picarello is an award-winning sales associate who has been in real estate since 1986 and specializes in the Scottsdale, Paradise Valley, Phoenix, Carefree, Cave Creek, and other areas of the Sonoran Desert.

"The training provided new insight about the upper tier market, helped me polish my skills, and provided valuable networking contacts with other agents across the country who specialize in luxury properties," said Karen. "In addition, I discovered new and creative tools for promoting expensive homes and estates and new resources for finding buyer prospects. Home buyers and sellers will benefit from my new knowledge."

For current information on the upper tier market, contact Karen.



# **RE/MAX<sup>®</sup>** *Fine Properties* *Achievements*

**#1 RE/MAX IN ARIZONA**

**TOP 1,000 BROKERAGES  
2022**

**#8 BROKERAGE IN ARIZONA  
2022**

**\$200,000 GCI AVG PER AGENT IN SALES VOLUME**

**ONLY RE/MAX FRANCHISE TO DO 2 MILLION TRANSACTIONS IN A SINGLE  
YEAR**

**2.6 BILLION IN SALES VOLUME  
2021**

**#1 RE/MAX FRANCHISE IN TOP SALES VOLUME IN A METRO AREA  
2020, 2021, & 2022**

**TOP 500 POWER BROKERS BY RISMEDIA  
2020**

**TOP 10 REAL ESTATE COMPANIES - PHOENIX BUSINESS JOURNAL  
2019 & 2021**

**EAGLE AWARD - RE/MAX, LLC.  
FOR HIGHEST AGENT NET GAIN IN A SINGLE YEAR  
2017 & 2018**

**EAGLE AWARD - RE/MAX, LLC.  
FOR HIGHEST AGENT NET GAIN IN A SINGLE YEAR  
2017 & 2018**

**BROKERAGE OF THE YEAR AWARD  
RE/MAX, LLC.**

**BUSINESS HALL OF FAME 3 CONSECUTIVE YEARS - SCOTTSDALE AWARD PROGRAM  
2015, 2016, AND 2017**

**SCOTTSDALE BUSINESS HALL OF FAME - SCOTTSDALE AWARD PROGRAM  
2014**

**9 LOCATIONS | 289 REAL ESTATE PROFESSIONALS**











## #1 In Market Presence

2022

★ USA

# RE/MAX®(vs.) THE INDUSTRY

Choose the brand with outstanding agents, leading brand awareness and an unmatched global presence.

NATIONAL, FULL-SERVICE BROKERAGE BRANDS						
	TRANSACTION SIDES PER U.S. AGENT <sup>1</sup>	U.S. TRANSACTION SIDES <sup>2</sup>	U.S. BRAND AWARENESS (UNAIDED) <sup>3</sup>	COUNTRIES & TERRITORIES	OFFICES WORLDWIDE	AGENTS WORLDWIDE
<b>RE/MAX®</b>	<b>16.1</b>	<b>988,480</b>	<b>34.0%</b>	<b>110+</b>	<b>8,964</b>	<b>141,998</b>
	12.1	78,177	0.1%	4	500	8,000
	8.6	113,862	2.1%	33	2,200	36,000
<b>COMPASS</b>	8.6	225,272	1.2%	1	435	26,257
	8.0	173,107	2.3%	79	1,000	25,000
	8.0	753,355	16.3%	41	2,200	100,000
<b>REDFIN</b>	7.9	76,680	7.0%	2	NA	9,700
	7.7	386,073	6.0%	7	1,500	50,000
<b>CENTURY 21</b>	7.6	377,898	25.3%	85	14,250	144,700
	7.5	1,275,365	12.7%	53	1,100	188,121
	7.1	88,980	1.7%	5	390	12,500
	6.9	119,982	0.3%	6	400	17,000
	6.2	444,367	0.9%	21	NA	75,000
	4.1	93,600	0.5%	1	200	25,000

Data is full-year or as of year-end 2021, as applicable. Except as noted, Coldwell Banker, Century 21, ERA, Sotheby's and Better Homes and Gardens data is as reported by Realogy Corporation on SEC 10-K, Annual Report for 2021; data for all other competitors is from company websites and industry reports. <sup>1</sup>U.S. transaction sides per agent are calculated from the T3 Sixty Real Estate Almanac Enterprises report. It also cites 2021 transaction sides and agent counts, some of which it estimates when company elected not to provide. <sup>2</sup>RE/MAX and Keller Williams transactions totals are residential only, as reported to T3 Sixty. T3 Sixty transactions data for other brands may include commercial transactions when they comprise less than 3% of the total sales volume. <sup>3</sup>MMR Strategy Group study of unaided awareness among buyers, sellers, and those planning to buy or sell; asked, when they think of real estate brands, which ones come to mind? ©2022 RE/MAX, LLC. Each office independently owned and operated. 22\_304484

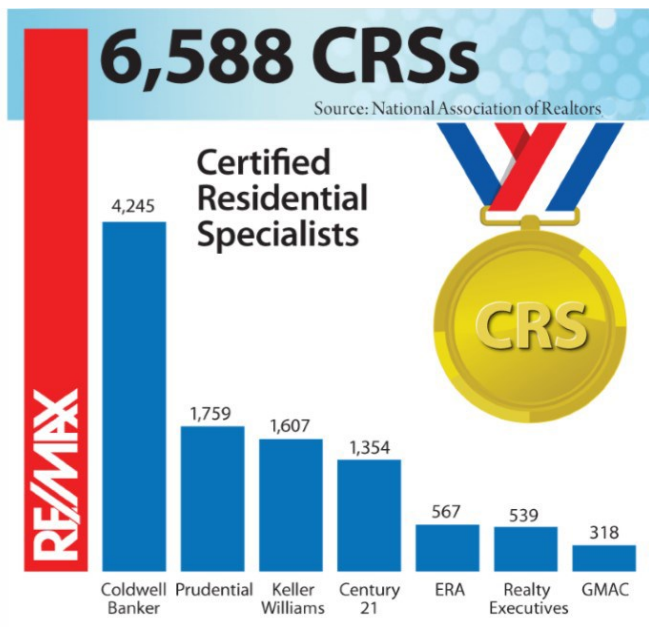




## MORE DESIGNATIONS WITH RE/MAX



RE/MAX Associates lead the industry in top designations including Certified Luxury Home Marketing Specialist (CLHMS) conferred by the Institute for Luxury Home Marketing; Certified Relocation Professional (CRP); conferred by the Employee Relocation Council; CERC Relocation Specialist, conferred by the Canadian Employee Relocation Council; Performance Management Network (PMN), conferred by the Women's Council of Realtors; and Seniors Real Estate Specialist (SRES), conferred by the Senior Advantage Real Estate Council; as well as:



## RE/MAX AGENTS ARE THE MOST PRODUCTIVE IN THE INDUSTRY



### TOP RANKED:

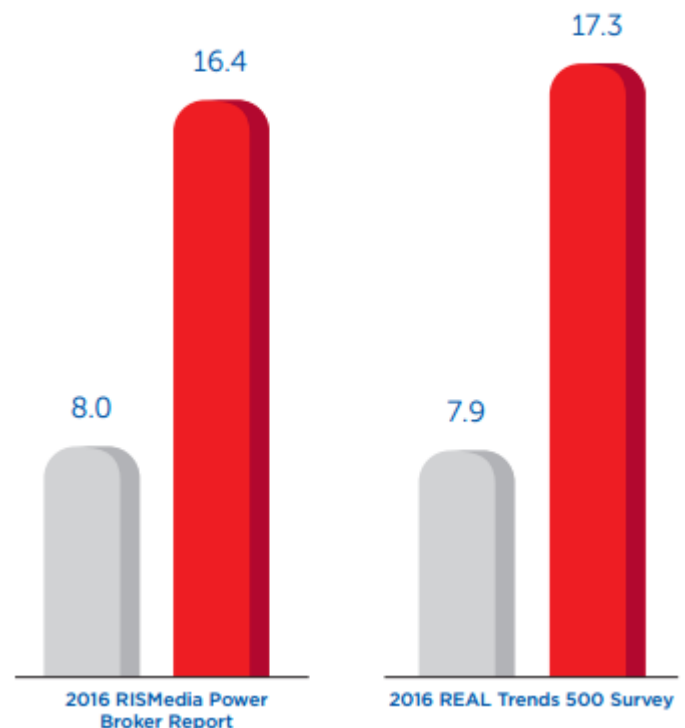
- For the 13th time in 17 years, RE/MAX was the highest ranking real estate company in Entrepreneur magazine's 37th annual "Franchise 500."
- RE/MAX was the leading real estate organization in the Franchise Times Top 200 for the seventh consecutive year. The annual survey is based on worldwide sales.

### AVERAGE TRANSACTION SIDES PER AGENT:

### TOP PRODUCING:

Prestigious 2016 real estate industry surveys ranked RE/MAX agents as the most productive agents.

- Data in the RISMedia Power Broker Report shows agents at RE/MAX brokerages averaged 16.4 transaction sides in 2015 compared to the 8.0 average of agents at all other participating brokerages.
- And, when the 1,605 participating brokerages in the report were ranked by transaction sides per agent, RE/MAX held 85 of the top 100 positions.
- In the REAL Trends 500 survey, RE/MAX agents averaged 17.3 transaction sides in 2015, compared to the 7.9 average of all competing agents in the survey.
- In the REAL Trends "The Thousand" ranking, RE/MAX agents and teams held 152 of the 1,000 spots for most transaction sides and sales volume. That's more than any other real estate brand in the report, which ranked participating agents based on 2015 residential production.
- In "America's Best Real Estate Agents," another REAL Trends survey based on 2015 residential sales, 22 percent of the more than 12,000 participating agents were RE/MAX professionals.



## WHEN YOU BECOME A RE/MAX CLIENT

# SELLER MARKETING PLAN

**The following services may be utilized by the RE/MAX Picarello Team to maximize the sale of your home:**

- Perform a COMPREHENSIVE MARKET ANALYSIS of your property to determine a fair asking price by assessing comparable properties For Sale or Sold in your neighborhood
- Involve the homeowner to maximize marketing position
- Provide homeowner with the MARKET PREPARATION GUIDE
- Hire a professional photographer/marketing team to do high quality photos, 3-D online tours, and a drone if applicable
- Consultation on proper STAGING, if needed, of the home to bring top dollar
- Place a RE/MAX sign on the property with an 800 number to capture interested buyer's
- Create the listing including property information and professional photos to appear on the MULTIPLE LISTING SERVICE and multiple internet sites, such as Realtor.com, Zillow, Trulia....etc
- Place a LOCKBOX on the property to facilitate easier showings for agents
- Provide a POWERLINE toll-free number in all advertisements for recorded property information. This number captures the phone numbers of prospects for follow up calls
- Create PROPERTY PROFILE FLYER to place on property for agent showings
- Feature the property in my personal RE/MAX NEWSLETTER mailed to over 1000 homes quarterly
- Place VISUAL TOUR on HOMES.COM and other sites if suitable for the property
- Follow up on agent showings to obtain feedback and client reactions
- Monitor listing and sales activities to maintain competitive position in the marketplace
- Notify the top 25 agents active in your market area to see if they have clients waiting to buy
- Conduct OPEN HOUSES for prospects and associates as desired
- TARGET MARKET the area—contacting those most likely to buy this property
- Provide access for homeowners to see activity such as agent/client showings and feedback
- Put the home on tours, as suited, which may include Luxury, Scottsdale, Phoenix or Paradise Valley tours
- Keep sellers updated on activity regularly



## INTERNET MARKETING

The internet has become a large part of searching for a home these days. Approximately 87% of buyer transactions begin on the internet. Even though people still tend to prefer the human element in purchasing real estate, the internet is an important part of advertising your property.

Statistics tell us that more than eight out of every ten home buyers are looking online to begin their search. They are checking out competing inventory and putting together lists of homes they want to see. Since it's hard to pinpoint exactly which websites a home buyer might check, home listings should be posted everywhere and contain as much information as possible.

In addition to exporting listings to Yahoo! Real Estate, MSN, Craigslist and Trulia, plus many others, Our website—**www. ArizonaWebHomes.com**—has expanded their exposure network so that listings will be sent to HarmonHomes.com. This website is a well established brand in the real estate industry and attracts high quality, serious home shoppers.

The screenshot displays the team★PICARELLO real estate website. At the top, a navigation bar includes links for Home, Featured Listings, Search Listings, Listing Alerts, Home Value, Luxury Homes, Communities, Buyers, Sellers, Links, Blog, and About Us. Below this is a large banner image of a house at sunset with the team★PICARELLO logo and the tagline "Find Your Dream Home". A search bar allows users to filter by City, Min \$, Max \$, Bed, and Bath, with a "Quick Search" button and a link to "more search options". Below the search bar are buttons for "Save Property", "New Search", "Modify Search", and "Back to Results". A "More Information" section includes links for "Schedule Showing", "Mortgage Calculator", and "Printable Flyer". The main content area features a large photo of a house, a "View Photo Gallery (10)" link, and social media sharing icons. The property details for 8241 E Kalil, Scottsdale, Arizona 85260 are listed below, including the listing ID, price, status, and various specifications.

Listing ID: 55289
Listing Price: \$995,000
Status: Active
Bedrooms: 4
Total Baths: 4.5
Full Baths: 4
Partial Baths: 1
Square Feet: 4,345
County: Maricopa
Year Built: 1994
Property Sub Type: Single Family - Detached

## INTERNET MARKETING

Here are just some of the sites we have accounts with to actively market your property



facebook for business

realtor.com®

craigslist



trulia

e-PRO®  
Certified RE Internet Marketing



Homes.com®

VisualTour®

SPS  
PROPERTY MARKETING



Top Producer®



YAHOO!

archagent



## realtor.com®

Realtor.com is the “go to” site for buyers. We have paid for upgraded exposure on Realtor.com for years. Compare the look and contact information of a standard listing to the upgrade which includes additional photos and automatic links to our office. You will see the difference.

Presented by:  
Karen Picarello (855) 549-8675

Brokered by:  
RE/MAX Fine Properties

Address, City, Zip, or Neighborhood

Arizona > Maricopa County > Scottsdale > Helm Dr

32 Photos

Map

Tour

Property Details for 11436 E Helm Dr

For Sale • Under Contract-Backups

**11436 E Helm Dr**

Scottsdale, AZ 85255

2 beds • 2 baths • 1,667 sq ft • 5,734 sq ft lot

Overview

Comfort & elegance are thoughts evoked when you step on this property. Beginning with enviable xeriscape entrance, vibrant greens contrast splendidly with the rusty reds of the home. The open floorplan invites you to feel at ease immediately, & you are drawn to the warmth & deep tones of the kitchen. Not only an area to create your favorite dish it has been refined with full intention to bring people together to encourage connection. You then appreciate the sizable windows capturing the light & basking the rooms not only with sunshine but with views of the McDowell's & glimpses of the city lights. The trained desert flora meets with the wild and encircles the patio; you can imagine peacefully lounging around the fire sipping a warm beverage & relishing the wondrous rise of the day & sunsets.

Key Facts

- Condo/townhome/row home/co-op
- Year built: 2000
- Price/Sq Ft: \$297
- 97 days on realtor.com®
- Status: Under Contract-Backups

Schools

- Elementary School: Desert Canyon Elementary
- Jr. High School: Desert Canyon Elementary
- High School: Saguaro Elementary School
- Elementary School District #: 048 - Scottsdale Unified District
- High School District #: 048 - Scottsdale Unified District

Features

Bedrooms

- Bedrooms: 2

Bathrooms

- Master Bathroom: Double Sinks

Kitchen and Dining

- Built-in Microwave

Exterior and Lot Features

- Covered Patio(s)

Tell me more about this property

Full Name

Email

Phone

I'm interested in 11436 E Helm Dr.

☐ I want to get pre-approved by a lender.

Contact Agent

By clicking a request you agree to our Privacy Policy.

Save This Property

are Print

Find out more about this property.

Contact Agent

Contact Information Included!

All inquiries come to us immediately by email

More Photos

Visual Tour Link

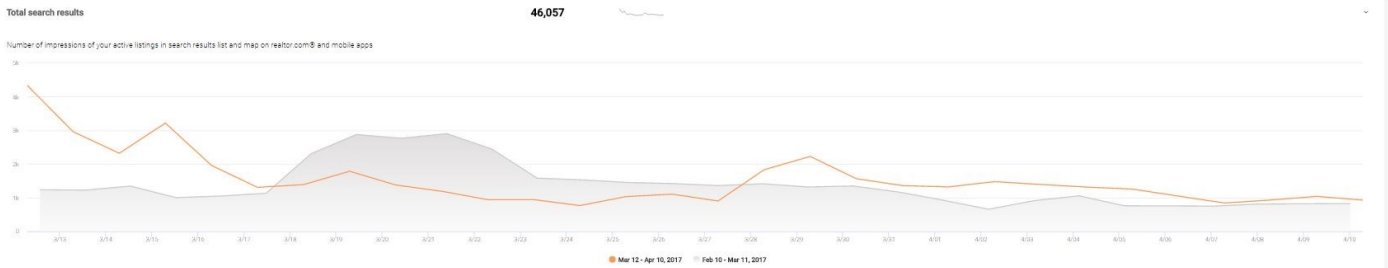


## realtor.com®

### Dashboard / Listings Performance Report

Mar 12 - Apr 10, 2017

#### Overview



Listing detail views	2,887	
Activities	76	
Branding Impressions	3,344	
Leads	0	
Clicks to profile	4	

**Hits on Realtor.com.**

#### Your listings

Q Search by address or MLS Number

	ADDRESS	MLS ID	DOM	SEARCH RESULTS	LISTING DETAIL	LISTING LEADS	ACTIVITIES
	3335 E Claire Dr \$815,000	5574220	30	21,192	1,502	0	44
	7488 E Sunset Sky Cir \$450,000	5575625	27	6,296	380	0	11
	10420 N Westbrook Pkwy Unit 527 \$215,000	5581878	14	5,034	232	0	1
	14000 N 84th St Unit 1043 \$1,750	5577635	24	1,302	153	0	12
	Address Not Available \$0		97	1,544	123	0	2
	Address Not Available \$0		54	1,816	105	0	0
	11435 E Helm Dr \$495,000	5541647	97	1,219	86	0	0
	Address Not Available \$0		69	1,444	76	0	0
	Address Not Available \$0		53	505	40	0	1
	Address Not Available \$0		95	516	20	0	1

Showing 1-10 of 12

1 2 3

**Tracking  
Information  
To help us  
monitor your  
listing**



Buy Rent Sell Mortgages Agent finder Home design More

Overview

Arizona - Scottsdale - Karen Picarello

Arizona - Scottsdale - Karen Picarello



Lead of TeamPicarello

**Karen Picarello**

RE/MAX Fine Properties

★★★★★ 5.0 • 57 Reviews

32 sales in the last 12 months

## Our Members



Kari Picarello

5.0 ★

9 reviews



Rob Woodward

5.0 ★

9 reviews

## Real Estate Special Commissioner (24 years experience)

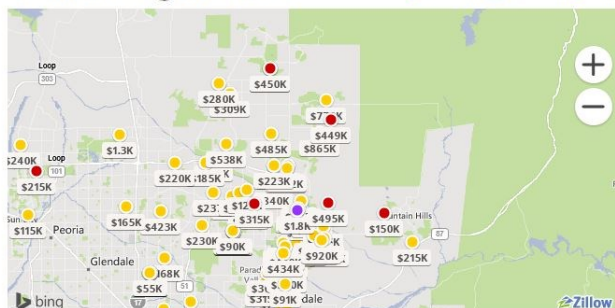
Specialties: Buyer's Agent, Listing Agent, Short-Sale, Consulting

Karen Picarello CRS, GRI, ABR,CDPE,SFR,RSPS,RECS, CLHMS, e-Pro

Karen is a highly regarded real estate consultant and trusted advisor who is committed to performance, professionalism and exceptional service. Her dedication, discretion and personal attention to the smallest details has placed her in the top 1% of RE/MAX agents. Karen combines her specialized background and joyful outlook together to make the home buying and selling experience friendly and fun. Karen and her team have instituted a total management system that collaborates on every aspect of home buying or selling transactions. Her team constantly interacts to ensure that all aspects of a given transaction are fail-proof. She believes that being a Realtor means more than just selling homes. It's about people, families, hopes, dreams and a relationship based on trust, knowledge and expertise. Karen's goal for every transaction is create a happy client and lifelong friend. References are available upon request.

## Team Listings & Sales

● For Sale ● For Rent ● Sold



Contact Information Included!

All inquiries come to us immediately by email

## Contact This Team

Name

Phone

Email

Contact team

## Professional Information

Broker address: RE/MAX Fine Properties  
21020 N Pima Rd  
Scottsdale, AZ 85255

Cell phone: (480) 860-8733

Broker phone: (480) 860-8733





Websites: [Website](#), [Blog](#), [Facebook](#), [Twitter](#), [LinkedIn](#)

Screenname: TeamPicarello

Member since: 01/08/2008

Real Estate Licenses: Not provided

## Active Team Listings (7)

PROPERTY ADDRESS	BED / BATH	PRICE
 19420 N Westbrook Pkwy UNIT 527 Peoria, AZ 85382	2 Bed, 2 Bath	\$215,000
 14000 N 94th St UNIT 1043 Scottsdale, AZ 85260	3 Bed, 2.5 Bath	\$1,750/mo
 7488 E Sunset Sky Cir Scottsdale, AZ 85266	2 Bed, 2 Bath	\$450,000
 6338 E Claire Dr Scottsdale, AZ 85254	3 Bed, 2 Bath	\$315,000



Buy Rent Sell Mortgages Agent finder Home design More

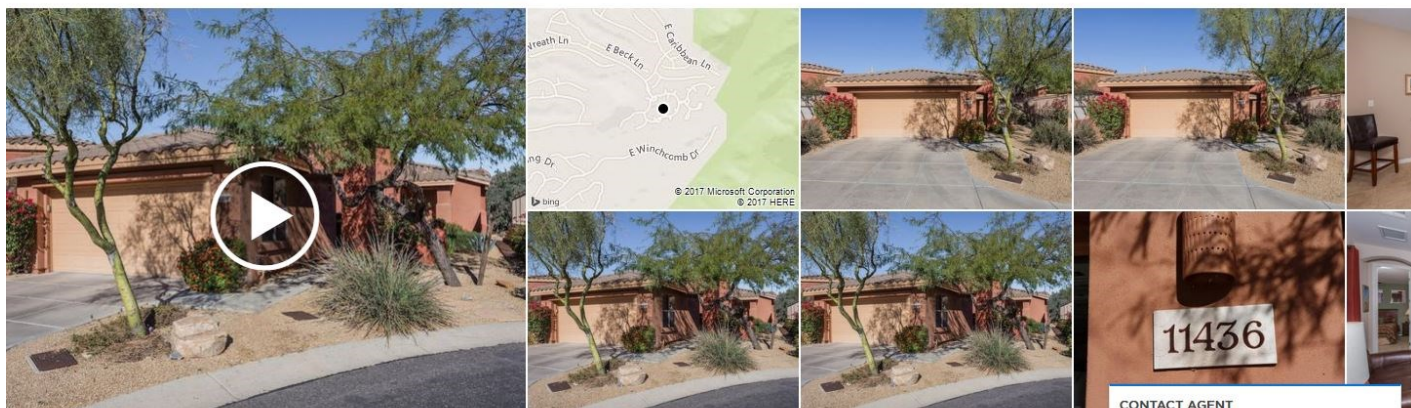
Advertise Agent Hub

EDIT LISTING INFO SHARE GET UPDATES MORE

City, State, or Zip

Public View Owner View

Arizona - Scottsdale - 85255 - North Scottsdale - 11436 East Helm Drive



**11436 E Helm Dr,  
Scottsdale, AZ 85255**  
2 beds · 2 baths · 1,667 sqft

Comfort & elegance are thoughts evoked when you step on this property. Beginning with enviable xeriscape entrance, vibrant greens contrast splendidly with the rusty reds of the home. The open floorplan invites you to feel at ease immediately, & you are drawn to the warmth & deep tones of the kitchen. Not only an area to create your favorite dish, it has been refined with full intention to bring people together to encourage connection. You

**FOR SALE**  
**\$495,000**  
Price cut: -\$25,000 (2/28)  
Zestimate: \$479,492

EST. MORTGAGE  
**\$1,864/mo**

Get pre-qualified  
Listed by:

RE/MAX

#### CONTACT AGENT



**Karen Picarello**  
★★★★★ (29)  
16 Recent sales  
RE/MAX Fine Properties  
(602) 459-9693

PREMIER AGENT

Karen Picarello

Phone

picarello@myleads.io

I am interested in 11436 E Helm Dr, Scottsdale, AZ 85255.

Contact Agent

Tracking  
Information  
To help us  
monitor your  
listing

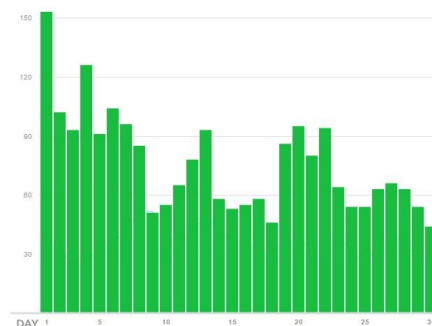
#### Latest Activity

Your listing is doing GREAT!  
Last two days of activity



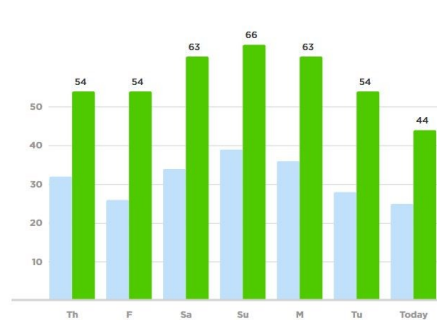
This Week Last 30 Days

■ Your Listing ■ Similar Listings



This Week Last 30 Days

■ Similar listings ■ Your listing







## Karen Picarello

Team Leader/Associate | License# SA1020450  
 Leader of Team Picarello



CRS, GRI, CDPE, SFR, ABR, RSPS, CLHMS, e-Pro, CIAS, Real Estate Special Commissioner

**Specialties**  
 RELO, INV, NEW, VAC, SS, BB, LUX, FP, CON

RE/MAX Fine Properties

21020 N Pima Rd  
 Scottsdale, AZ 85255-6617

(480) 860-8733

(888) 548-8713

### Service Area Information

Location: Scottsdale

Office Area(s): Carefree AZ, CaveCreek AZ, Fountain Hills AZ, Glendale AZ, Paradise Valley AZ, Phoenix AZ, Rio Verde AZ, Scottsdale AZ

### Professional & Personal Distinctions

#### Career Awards

Hall of Fame, Lifetime Achievement

#### 100% Club

2001, 2009

#### Platinum Club

2002, 2003, 2006, 2007, 2008, 2010, 2011, 2012, 2014, 2015, 2016, 2018, 2019, 2020

#### Chairman's Club

2004, 2005, 2017

Any inquiries about our listings on the RE/MAX site come to us right away by email and text messaging

## RE/MAX FINE PROPERTIES



[Homepage](#)
[Areas](#)
[Meet Our Agents](#)
[Our Offices](#)
[Partners](#)
[Resources](#)
[Commercial](#)
[The Company](#)
[Join Us](#)



### Karen Picarello

CRS,GRI,CDPE,SFR,CLHMS,ABR,RSPS,CIAS,e-Pro,Real Estate Special Commissioner

I share each transaction with a team of experienced professionals, taking pride in the service we provide to all of our clients. Our goal is to exceed our clients' expectations in every transaction while enjoying the process along the way. My team and I approach real estate as an education process, acting as consultants to our clients so they feel confident making informed decisions. The team offers valuable information for you to peruse so when the time comes to buy or sell a home you are well informed and prepared.

Contact

Send Testimonial

602-315-0190  
 480-860-8755  
[Picarello@realtor.com](mailto:Picarello@realtor.com)  
[Visit my website](#)



### Karen Picarello's Current Listings

Property listings 1 - 2 of 2 1

**\$380,000**

MLS# 6337116

**8651 E Royal Palm E Road Unit 119**  
Scottsdale, AZ 85258

Property Type: Apartment Style/flat

Active

2 Beds	2 Baths	1,116 Sqft
--------	---------	------------

**\$2,500**

MLS# 6336069

**11500 E Cochise Drive Unit 2014**  
Scottsdale, AZ 85259

Property Type: Apartment Style/flat

Active

2 Beds	2 Baths	1,306 Sqft
--------	---------	------------

Property listings 1 - 2 of 2 1

Name \*

First  Last

Email \*

City, State \*

City  State

Your Feedback \*



Courtesy of RE/MAX Fine Properties.

Status: Active  
 Property Type: Apartment Style/flat  
 Year Built: 1984  
 Neighborhood: Villa De Valerita Unit 2  
 Days On Market: 31

[Back to Search Results](#)
[Description](#)
[Open House](#)
[Features](#)
[Map/Directions](#)
[Neighborhood](#)
[Local Area](#)

**Description**

LOCATION, LOCATION, LOCATION! Great Walkability. This Ground Level Split Floorplan unit has it all. Located in highly sought after Neighborhood. Perfect view close to all major shopping, transportation & restaurants. Beautifully appointed, well lit & lots of beautiful tile throughout. Full size washer/dryer in unit. Easy walk out to 2 private back patios. Ready & waiting for you now!

**Open House**

Sat 29 Jan	Sun 30 Jan	Mon 31 Jan	
<a href="#">Schedule Tour</a>	<a href="#">Schedule Tour</a>	<a href="#">Schedule Tour</a>	<a href="#">Pick Your Date</a>

**Features**

**Listing**

- Award Arizona Regional MLS

**Location**

- Incredible Hayden Homes of Villa De Valerita. Home to Royal Palm, East of Royal Palm to Community. Unit is located on the East side of the Community.

**House**

- Builder's Choice
- Built in 1984

**Roof**

- Composite Shingles

**Lot**

- Approximate Area 1384.00 sq. ft.
- Assessor's Book # 174
- Assessor's Map # 71
- Assessor's Parcel # 103
- Township 3N
- Lot number 103

**Primary Bedroom**

- 2+ Bath Master Bed

**Kitchen**

- Built-in Microwave
- Dishwasher
- Granite
- Range/Cook Top
- Refrigerator

**Dining Room**

- Dining in FR

**Laundry**

- 200 V Dryer Hookup
- Dryer Included
- In-unit
- Washer Included

**Additional Rooms**

- Balcony/Deck 200

**Floors**

- Tile

**Fireplaces**

- 1 Fireplace
- Fireplace Living Rm

**Interior Features**

- Walk In

**Heating & Cooling**

- Central Air/Heat
- Radiant Heat
- Electric

**Exterior Materials**

- Brick

**Exterior Features**

- Fenced Yard
- Open Point
- Glass Back
- Granite/Stone Back
- Granite/Stone Front

**Parking**

- One carport space
- Assigned Parking

**Utilities**

- Sewer - Public
- A/C
- City Water

**Community**

- Award Villa De Valerita
- Subdivision Villa De VALERITA UNIT 2
- Biking/Walking Path
- Clubhouse/Pool Room
- Comm Tennis Courts
- Community Pool
- Community Pool Hot
- Community Spa
- Community Spa Hot

**Home Owner's Association**

- HOA name Villa Valerita
- Other (See Remarks)
- Fee: \$275
- HOA contact fee: \$150
- HOA contact fee: \$150
- HOA contact fee: \$150

**Home Owner's Association**

- Boarding this Policy
- Common Area Maint
- Front Yard Maint
- Garage Collection
- Roof Repair
- Roof Replacement

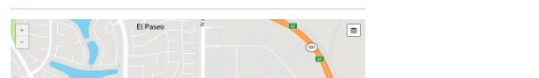
**Schools**

- Elementary school Cochise
- Elementary School
- Middle school Cocopah
- Middle School
- High school Seguros High School
- School district 045 - Scottsdale Unified District
- High school district 045 - Scottsdale Unified District

**Taxes**

- \$1,122

**Property Map**





This is one of our most effective tools to get buyers into your home. In order to capture potential buyers for your home, we subscribe to an interactive Voice Response system to capture buyers who may have an interest in your home.

A sign rider is placed below the reflective TeamPicarello — RE/MAX sign, along with a **For Sale** sign including the 800 number. All potential buyers can call for more information on your home, 24 hours a day, 7 days a week. Buyers listen to the description of your home and can be connected directly to my office, or are directed to my website for more details.

This 800 number also goes into several print media advertisings, such as target marketed postcards and E-newsletters.

When potential buyers call this 800 number, their phone number is captured and we are immediately notified by email and text message so that we can call them quickly...while they are interested in your home.

## **THE BENEFIT TO YOU**

When we receive the page, these potential buyers may still be in front of your home or viewing whatever advertisement we have produced for your home. Therefore, we provide an instantaneous response and answer for our TeamPicarello listings.

**We look forward to supporting you in the sale of your home!**





*Showing Suite* compiles the feedback information from **actual comments from showing agents**. Charts and easy-to-understand graphs show the percentage of responses from showings/previews, how the prospects think the home is priced (average, above average....etc.) what the buyers don't like about the property—and more.

team★PICARELLO

MY SHOWING SUITE ACCOUNT

You will get real-time feedback anytime you want when you log into the private online access webpage I will e-mail to you.

We check the lockbox for showings by agents and *Showing Suite* e-mails them with a request for feedback. Photos of the home are included so the agent will remember which home they showed their clients.

Agents show many homes and so the photos are a real plus in getting feedback.



HANSEN

You have new **feedback** on your property at 14000 N 94th Street 1043 for the showing on 4/4/17.

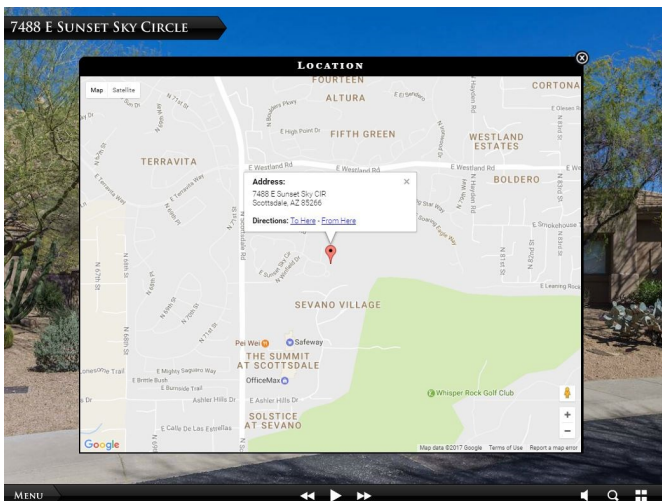
Please click the link below to automatically log in to your personal **feedback** account to view your new **feedback**. You can also go directly to the [statistics](#) page to view updated **feedback** statistics for your property.

I will continue to keep you updated on new **feedback** on your property.

LOGIN

## E-MAIL MARKETING

A visual tour of your home can be emailed or mailed via CD to potential buyers. Visual tours will also be included on all sites & the MLS System.





## POST CARD MARKETING

### Silverado Golf Course Lot With Mountain Views

**Just Listed!**



**Karen Picarello**  
Real Estate Special Commissioner  
CRS, GRI, ABR, e-Pro, CLHMS,  
CIAS, RSPS, CDPE, SFR  
**480-860-8733**

**RE/MAX**  
FINE PROPERTIES  
Each Office Independently Owned & Operated



Information obtained through the Arizona Regional Multiple Listing Service

# team★PICARELLO

ArizonaWebHomes.com  
Picarello@realtor.com  
RE/MAX Fine Properties  
21000 N Pima Rd #100  
Scottsdale, AZ 85255



*Contact me for a personalized  
analysis of your property.*  
**480-860-8733**

*For a snapshot of your area activity  
go to: <http://bit.ly/valuemyhome>*

Follow me:



<http://facebook.com/TeamPicarello>



<http://twitter.com/kpicarello>



[www.linkedin.com/in/picarello](http://www.linkedin.com/in/picarello)





## SOCIAL MEDIA



### TeamPicarello

@TeamPicarello · ★ 5 (10 reviews) · Real Estate Agent

Visit Group

Home Reviews Groups About More ▾

Liked

Message

Search

More

### Ask TeamPicarello

"Can I speak to an agent?"

Ask

"What areas do you serve?"

Ask

"Can I schedule a viewing?"

Ask

"Are there any new properties available?"

Ask

Type a question

Ask

### About

See all



### Create post



Photo/video



Check

#### Activity

Post engagement

12

Link clicks

7

Landing page views

4



TeamPicarello

12h ·

Visit our Blog & preview our buy [https://rem.ax/Blog\\_Guides](https://rem.ax/Blog_Guides)

No Matter What the Groundhog Before the Spring

480-860-8733 TRUST OUR REPUTATION CHARACTER!



Get more results like this

Find consistent results and increased Page activity when you let us boost your highest performing post automatically.

Get started

#### Audience

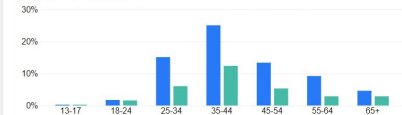
This ad reached 702 people in your audience.

People

Placements

Locations

69.0% Women 31.0% Men



Karen Picarello  
6,216 Tweets



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Karen Picarello

@KPicarello

My goal is to always exceed your expectations by ensuring a smooth process throughout every real estate transaction.

Scottsdale, Arizona ArizonaWebHomes.com Joined March 2009

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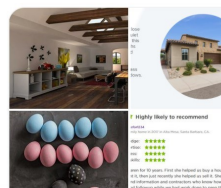
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Tracking  
Information  
To help us  
monitor your  
listing

## SELLER MARKETING PLAN

**The following services may be utilized by the RE/MAX Picarello Team to maximize the sale of your home:**

- Perform a COMPREHENSIVE MARKET ANALYSIS of your property to determine a fair asking price by assessing comparable properties For Sale or Sold in your neighborhood
- Involve the homeowner to maximize marketing position
- Provide homeowner with the MARKET PREPARATION GUIDE
- Consultation on proper STAGING of the home to bring top dollar
- Place a RE/MAX sign on the property with an 800 number to capture interested buyer's
- Create the listing including property information and professional photos to appear on the MULTIPLE LISTING SERVICE and multiple internet sites, such as Realtor.com, Trulia....etc
- Place a LOCKBOX on the property to facilitate easier showings for agents
- Provide a POWERLINE toll-free number in all advertisements for recorded property information. This number captures the phone numbers of prospects for follow up calls
- Create PROPERTY PROFILE FLYER to place on property for agent showings
- Feature the property in my personal RE/MAX NEWSLETTER mailed to over 1000 homes quarterly
- Place VISUAL TOUR on HOMES.COM and other sites if suitable for the property
- Follow up on agent showings to obtain feedback and client reactions
- Monitor listing and sales activities to maintain competitive position in the marketplace
- Notify the top 25 agents active in your market area to see if they have clients waiting to buy
- Conduct OPEN HOUSES for prospects and associates as desired
- TARGET MARKET the area—contacting those most likely to buy this property
- Provide access for homeowners to see activity such as agent/client showings and feedback
- Put the home on tours, as suited, which may include Luxury, Scottsdale, Phoenix or Paradise Valley tours
- Keep seller's updated on activity regularly

## **EVALUATING THE PRICE OF YOUR PROPERTY**

The value of your property is determined by what a buyer is willing to pay in today's market. This is determined by comparing your property to other SOLD properties in your neighborhood.

Buyers always determine value based on the basic rule of "Supply and Demand".

Factors that do not affect the value of your property include:

- What you paid for the property
- What you need in terms of paying off a loan or other bills...etc.
- What you want for the property
- What your neighbor says the property is worth
- What another real estate agent says the property is worth
- What it would cost to rebuild it today

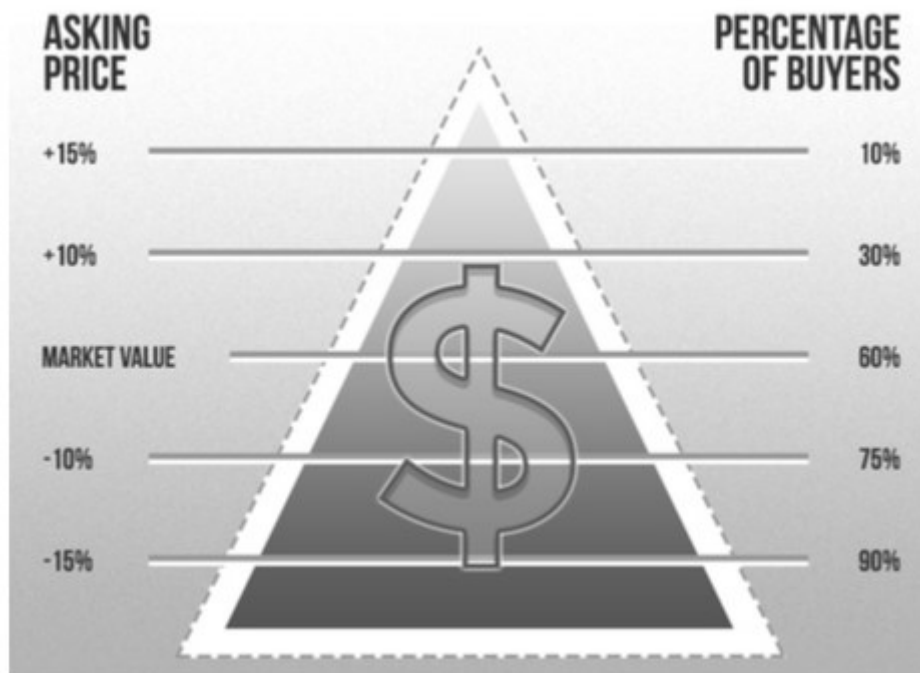
We will provide you with all of the pertinent information about today's real estate market so that you can make the best decision to receive top dollar for your property in the shortest amount of time.



## PRICING IT RIGHT

When pricing your home for sale, there are a few things to consider:

- Buyers are attracted to fair market value priced properties - don't over price. Overpricing prevents the very buyers who are eligible to buy the home from ever seeing it if it is originally marketed out of their price range.
- The prime marketing time occurs during the first few weeks. Make sure your home is priced right from the beginning.
- Timing is extremely important in the real estate market. A new listing should be correctly priced on the first day. A brand new listing is shown more and generally sells for a higher price than listings that are older. Later on - fair or not - prospective buyers begin to wonder why it hasn't already sold.



Fair market value is what a willing buyer and seller agree by contract is a fair price for the home. Values can be impacted by a wide range of reasons—the two largest being location and condition. The other reasons include terms of the sale and hiring a knowledgeable real estate agent.

Fair market value can be determined by CMA's—other similar homes that have sold are currently on the market in the same area.

## WHAT IS A CMA VS. AN APPRAISAL

### What is a CMA?

The two homes are identical, which is why choosing a sales price or offer price for a home can be challenging. That's where the comparable market analysis, or CMA, can be useful. The CMA is a side-by-side comparison of homes for sale and homes that have recently sold in the same neighborhood and price range. CMA's are generated from multiple listing service data. They're convenient reports that help seller's choose a listing price and buyer's to make offers on a given home by giving a here and now snapshot of the market, based on the most recent data available. They can vary greatly depending on the search parameters that are input by the real estate professional, by type of home (i.e. detached vs attached), postal code or by street, number of bedrooms, baths and living areas, square footage, and numerous other search criteria. It's purpose is to show fair market value, based on what other buyer's and seller's have determined through past sales, pending sales and homes recently put on the market.

CMA results may vary between identical homes. One property may simply offer better drive-up appeal, include more upgrades or is in better condition than the other, and that will be reflected in the sales price. Buyer and seller motivation can't be quantified. You don't know why a seller agreed to take less for their home or why a buyer paid more for another home. Family issues, corporate relocations and other reasons play a role. What you can learn from the CMA is how long the home took to sell. If it was quickly sold, the seller was highly motivated. If it took a long time to sell, it was probably overpriced. For these reasons, CMA's are not home valuations. They are tools to use alongside your real estate professional's knowledge of the market. They may have house to house knowledge of the market and be able to tell you why they think one home sold for more than another.

### What is an Appraisal?

Unlike a CMA, a bank appraisal is a professional determination of a home's value. It's performed by a licensed appraiser, using guidelines established by the Federal Housing Finance Agency, which regulates federal housing loan guarantors such as FHA, VA and housing loan purchasers Fannie Mae and Freddie Mac.

An appraisal is a comprehensive look at a home's location, condition and eligibility for federal guarantees. For example, a home that doesn't meet safety requirements such as handrails on steps will not be eligible for FHA or VA loans until the handrail is installed or repaired. Appraisers use the same data in their market research to find comparable homes as Realtors do. They are also members of the MLS, but they also have additional guidelines from the bank to follow that minimize risk to the bank. They may take off value for slow-moving markets, or markets with high rates of foreclosures. If prices are falling, the appraiser takes then number of days a home has been on the market far more conservatively.

When the appraisal is finished, the bank makes the decision to fund the loan, or it may require the seller to fix certain items and show proof that the repairs have been made before letting the loan proceed. If the loan doesn't meet lending guidelines, the bank will decline the loan. Despite stricter lending and appraisal standards, most buyer's loan applications go through to closing—nearly 85%. One reason for that is that real estate agents are preparing CMA's that are better tuned to lending standards, for sellers and buyers to better understand not only what the market is doing, but how much lenders are willing to finance.

## ONLINE HOME VALUES AND YOUR HOME

Plenty of sellers have visited online home valuation sites such as Zillow, Trulia, eAppraisal and others only to be shocked at the value of their homes.

Most sellers are pleased when the values appear higher than they expected, but online valuations can also come in far lower.

### Online Valuations

Estimating a home's market value is far from an exact science. What these sites attempt to do is provide greater transparency to homebuyer's and sellers by making data derived from public records more.....public. They publish what you paid for your home and how much you pay in taxes.

Home valuation sites contract with major title companies to obtain county tax roll data. All property is registered with the county for property taxing purposes. They also find ways to become members of local multiple listing services, which are either subsidiaries of real estate associations or owned by local real estate brokers. That way, they have access to listing data. Between tax roll data and listing data, home valuation sites apply their own algorithm to come up with "zestimates" or approximate values of what homes are worth.

Sometimes the results are spot on, but they can also be terribly inaccurate. First, transaction data has to be recorded with the county, which could take weeks so the information is out dated. But, what alters the algorithm most is that properties not currently on the market are included in the data. The algorithms can't possibly show whether or not a home has been updated, how well it's maintained, or esoteric values such as curb appeal and views.

For that reason, online valuations should be used only as one of many tools to estimate a home's value.

### Ask your real estate professional for their expert analysis

Ask your real estate professional for a comparative market analysis, or CMA. He or she can show you the most recent listings and sold comparables, accurate to within hours or a few days at the most.



## THE SECRET FOR SELLING ANY PROPERTY

**There are only 5 reasons why a property does not sell,  
and the seller controls 4 of them!**

**Location:** The property may be near a busy street, too close to other homes or lack a nice yard, or in an area where the average price is much lower, making the property “over-improved”.

**Condition:** Carpeting, wallpaper, kitchen, baths, etc. may be “dated” or “busy” and need replacement or “neutralizing”. The property may be too cluttered with furniture or may be “untidy” and need a good cleaning. It may lack “curb appeal” with lack of landscaping or, in the other extreme, have overgrown landscaping needing pruning and trimming.

**Price:** The property may be priced too high for the neighborhood or too high for the current market conditions.

**Terms:** The seller will not move or allow occupancy for 6 months or longer, limiting prospective buyers who may need to purchase in 30 to 45 days. The seller may have unreasonable showing demands and limit availability of the property to be shown. If the current market interest rates are at a high level, which makes it difficult for a buyer to qualify for a loan, the seller may need to assist with buyer’s closing costs, points, or worst case, hold seller financing.

**Agent:** the seller needs to hire the most knowledgeable, full-time Real Estate Professional who understands how to “effectively” market the sellers’ property to a contract and closing.

Which one does the seller NOT control?

Answer: Location

What can the seller do to compensate for Location?

Answer: Make adjustments or changes to any one of the other 4 reasons

## GETTING YOUR HOME READY

### FIRST IMPRESSIONS

Most buyer's form their first impressions of your home before they even get out of their cars, so "curb appeal" is a must as it tells the potential buyer how attractive and well-maintained your home is compared to other homes. It sets the tone for what a buyer is going to see inside. If the buyer likes the exterior, he or she will be predisposed to also like the interior and you're that much closer to selling your home. To see what needs to be done to sell your home faster and for a higher price, go outside, stand on the curb and try to look at your home the way the buyer will.

### EXTERIOR

Clean anything that looks unkempt—repair or replace anything that looks loose, dingy, rusted or broken. Make sure the door bell works. Replace a tired looking mailbox. Clean the exterior light fixtures and wash the windows. Try to spot hanging or rusty gutters or loose shingles and shutters. Replace cracked steps or pavers and keep your lawn mowed and plants and trees pruned. Make sure walkways and driveways are clear of toys and debris and park the cars in the garage.

### INTERIOR

Have the carpets shampooed, wax the floors, clean everything from top to bottom. Consider hiring a cleaning service. Identify and repair dripping faucets, sticking/creaking doors and any visible damage. When people see areas of disrepair, they begin to wonder whether there may be other unseen problems. Organize all areas including closets and the garage. Remove all clutter and consider removing furniture, as well. The less furniture and clutter, the larger the rooms will appear. Repaint any room beginning to look shabby. As a rule, do everything to lighten the appearance of the home—raise the blinds and open the drapes.

## PREPARING YOUR HOME TO SHOW

Once your home goes on the market, real estate agents may call to show your home anytime, day or evening. Keeping your home “showtime” ready can be challenging, especially if you have children and pets.

### Showings & Open House Checklist

**Eliminate Clutter:** Not only is clutter unattractive, it’s time-consuming to sort through and expensive for you to move. If you have a lot of stuff, collections, and family mementoes, you would be better off renting a small storage unit for a few months.

**Keep, Donate, Throw Away:** Go through your belongings and put them into these three baskets, you’ll receive more in tax benefits for your donations than pennies on the dollar at a garage sale. It’s faster, more efficient and you’ll help more people.

**Remove Temptations:** Take valuable jewelry and collectibles to a safety deposit box, a safe, or store them in a secure location.

**Remove Breakables:** Figurines, china, crystal and other breakables should be packed and put away in the garage or storage.

**Be Hospitable:** You want your home to look like a home. Stage it to show the possibilities, perhaps set the table, or put a throw on the chair by the fireplace with a bookmarked book on the table.

**Have a Family Plan of Action:** Sometimes showings aren’t convenient. You can always refuse a showing, but do you really want to? If you have a showing with little notice, get the family engaged. Everyone has a basket and picks up glasses, plates, newspapers, or anything left lying about.

**Get in the Habit:** Wash dishes immediately after meals. Clean off countertops. Make beds in the morning. Keep pet toys and beds washed and smelling fresh.

**Clean out the Garage and Attic:** Buyers want to see what kind of storage there is.

### The Essential 5 Minute Clean-Up for Showings

Everyone gets their baskets and cleans up clutter. Check for hazards, like toys left on the floor. Make sure all toys, including bicycles, are put away.

**Put pets in daycare, sleep cages or take them with you:** In the listing instruction, there should be a warning if there is a big dog on the premises. Buyers with allergies also may appreciate knowing in advance if you have pets.

**Turn on lights:** Open the drapes, turn on the lights so buyers can really see.

**Give the buyer privacy:** The buyer can not come to your home without being accompanied by an agent. The buyer can assess your home more honestly without your presence.



## THE SHOWING

The agent has called in advance and you have made your last minute preparations per “Preparing your Home to Show”. If you will be home for the showing, follow these suggestions for maximizing the possibility the potential buyer will submit an offer.

- It is possible that the agent could be early or late as they are often showing multiple properties and it's sometimes difficult to be precise on timing.
- Make sure that pets are either off the property or in an enclosure.
- Answer the door as you would for any welcome guest. The agent will take care of the introduction. If there is a situation that needs mentioning, perhaps a sick child in the 2nd bedroom, do so now. You may invite the agent to begin showing the home and then you may excuse yourself.
- Keep a low profile during the showing. Discreetly remain away from the buyers. As helpful as you wish to be, your presence will be intimidating. They need to be able to discuss the home freely and privately with one another and their agent. Your presence can limit that free communication.
- Pick a room and settle in. When they stop to preview that room, you may leave, but it's not really necessary. After all, they don't want to feel that they are chasing you around the house. If there's a room that you should try to avoid being in, it would be the kitchen since buyer's generally spend more time there as they evaluate appliances, counter space, cabinets....etc.
- If you are asked questions about the neighborhood, schools....etc., by all means answer pleasantly. However, avoid becoming engaged in a conversation. Questions regarding terms of sale should be referred to the agent. If the agent is a cooperating broker and does not have all the answers, advise him or her that I, your agent, will contact them.
- The listing sheet should clearly identify items that are included and excluded in the offered property. Don't initiate conversations about other personal property that you may be interested in negotiating for. It rarely is a deal clincher, may be distracting, and besides, there will be time to discuss this at the offer presentation.
- As much as you love your home, don't be tempted into doing the agent's job. He or she has been working with the buyer's and should know what's important to them. Whether the agent mentions your new refrigerator now or after they leave is in their hands.

## NEGOTIATING THE OFFER

When an offer is received, I will e-mail you a copy. I will then contact you by phone so that we can review all of the terms and conditions of the contract. We will also discuss the possibility of presenting a counter offer. Contracts have a time line that we will need to adhere to. Your three options are to:

- Accept the offer exactly as presented.
- Make a counter offer proposing changes to the offer, i.e. price, personal property, closing or possession dates....etc., so that is acceptable to you
- Reject the offer (which we almost never do)

### Negotiate the offer by planning ahead

Before you begin negotiations with any buyer, make sure you have the upper hand by removing any sticking points in advance.

Price your home to sell at or below current market comparables and you'll more likely receive serious offers close to your asking price. Put your home in spotless move-in condition, with no visible repairs needed. De-clutter your home, deep clean it, paint it and repair it, and keep it "show ready" every day it's on the market. Get your home inspected so you know where the issues are and can correct them before they become negotiating points that cost you money.

Buyers respond well to fair pricing and a "model home" appearance. Your buyer has less to negotiate, and will more likely make an offer closer to asking price.

Buyers sometimes test sellers with low offers, but don't get upset or discouraged. If the offer is too low, simply have your agent return the offer with a copy of recent comparables to show that your home is priced fairly at current market value. They will get the message, and either come back with a reasonable offer, or move on to another home. If the offer is low, but close to what you want, study the terms carefully, adding up possible expenses such as paying the buyer's closing costs. Ask for the buyer's reasoning behind the offer to give you insight into the buyer's mindset. Could the buyer be trying to buy more house than he or she can afford? Could a change of financing help get closer to your price? Can you afford to help with the buyer's closing costs if he or she will raise the offer price?

Before you agree, make sure the buyer is preapproved with a lender and working with a real estate professional. Serious buyers have access to the same comparables as you do, so a buyer working with a real estate professional is more likely to be preapproved by a lender and informed of current market conditions. A full price offer doesn't mean negotiations are over. It could signal that the buyer intends to negotiate a lot of repairs or refurbishing costs during the inspection period. Stay calm and reasonable.

*If you've done your homework—priced and prepared your home for the highest, best offer, your home will sell at a fair price*

My responsibilities are not fulfilled until the transaction is completed.

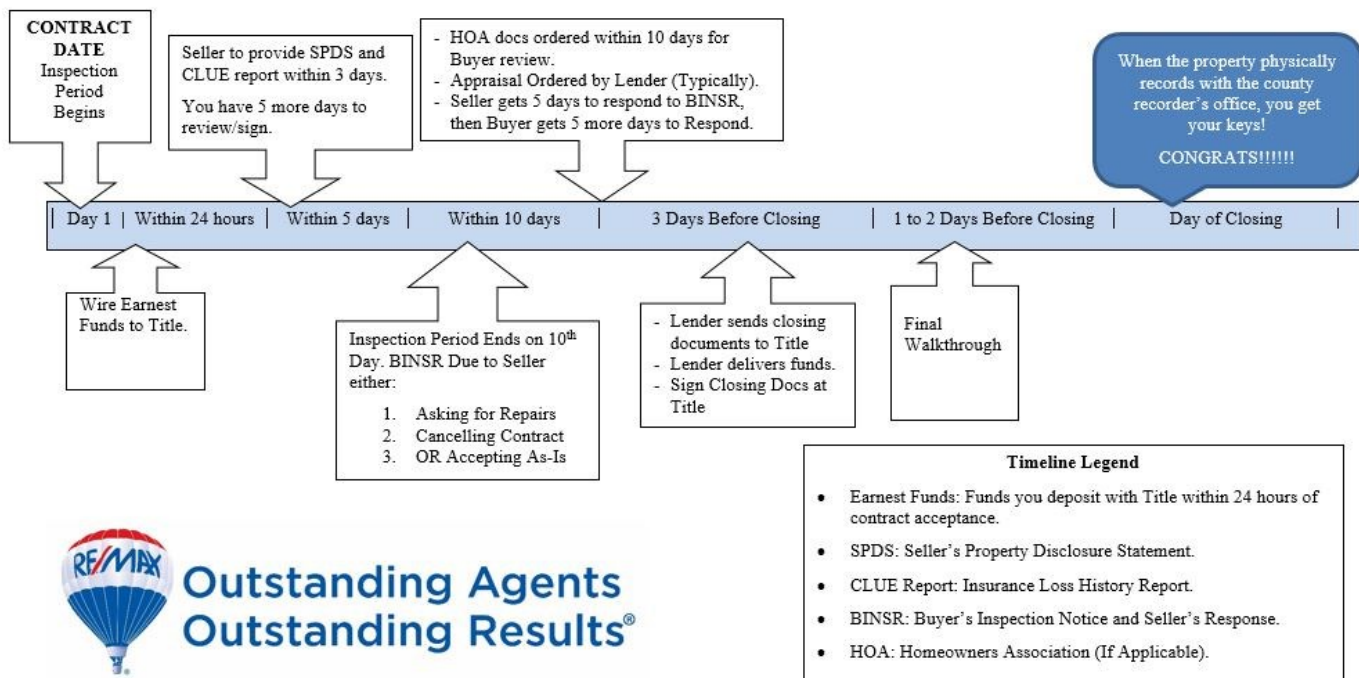
- I will follow the progress of all steps mentioned so I may keep you informed of the process and developments.
- I will do everything in my power to work with your mortgagee, accountant, lawyer....etc. to ensure a timely and highly satisfactory settlement for you.

## TRANSACTION TIMELINE

### What to Expect After the Purchase Contract has been Signed

Get ready for a lot of appointments, inspections, contractors, re-inspections, appraisers....etc., before the day of closing.

- After the buyer's inspection of the property is completed, the buyer may have specific contractors come in to take a further look into issues that may have been found. This will occur in the first 10 days after contract acceptance.
- All repairs agreed to from the inspection must be completed 3 days prior to the closing date. I have names of contractor's that I can give, if needed.
- Collect receipts for all repairs done for the buyer and email to me as soon as completed.
- Approximately 25% of closings are postponed at the last minute—be prepared.
- The buyer's mortgage company will order for an appraisal to be done on the property within the first couple weeks after contract acceptance. An appraiser will typically visit the property to determine the value for the mortgage company.
- You must have your home packed and moved by the day of closing, unless other arrangements with the new owner have been made. Make an appointment with a moving company directly after contract acceptance.
- Cancel property insurance and utilities effective at midnight on the day of closing
- Please have your home clean after you've moved out, for the buyers. I have references of reliable cleaning personnel, if needed.



# team★PICARELLO



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- RE/MAX agents have the experience to get the job done in today's market
- RE/MAX associates average more sales than other real estate agents
- RE/MAX associates have more real estate sales experience than other real estate agents
- RE/MAX offers support and services not available at other real estate companies
- Each year, RE/MAX agents help hundreds of thousands of families buy or sell a home

If you're planning to sell your home, it's probably crossed your mind to try to sell it yourself and save the sales commission. But, there are some very good reasons why that would be a mistake.

Homes listed by real estate professionals get more exposure and their sellers get more support. Real estate professionals offer many advantages and homes listed by real estate agents are sold more than homes marketed by owners, and they sell more quickly and for more money.

- They're trained and licensed professionals
- They have experience in your neighborhood and your market
- They have oversight from brokers and state licensing officials
- Their job is to advise you the best way to reach your goals
- Their continuing education keeps them up-to-date on housing issues
- They know how to represent your home and deal with buyers
- They know how and where to market properties
- They know how to overcome typical snags that occur in all real estate transactions and closings
- They understand state-required disclosures and look out for your best interests
- They know the best resources to make transactions go smoothly, from bankers to home stagers to contractors
- They have the most accurate data sources—the MLS, the only data repository that has the most up-to-date listing and sales information
- They know how to negotiate
- Their job is making real estate transactions successful



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## Karen Picarello

Real Estate Special Commissioner

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