



FROM START TO
SOLD.

ALL THE DETAILS YOU NEED TO
SUCCESSFULLY LIST & SELL YOUR HOME.



Paige Morlino

REALTOR®

Real estate agent and online educator. I help people buy, sell, and invest with strategy, confidence, and clarity.

Known for high-level marketing, strong negotiation, and a hands-on experience...so you feel informed, protected, and taken care of every step of the way. Whether you're buying and selling your personal home OR building a portfolio, I'm here to help.

THE NUMBERS

AUDIENCE & PERFORMANCE

3,500+

FOLLOWERS

131.8K

MONTHLY VIEWS

1,500+

INTERACTIONS

TOP COUNTRIES

United States 97.9%

Canada .5%

AGE RANGE

25-34 37.7%

35-44 32.9%

45-54 13.8%

2025 STATS



9.15 M
Volume



19
Transactions



Top 1%
Agent



@paigesellsaz



Why Hire Me?

When it comes to buying or selling a home, having the right agent on your side makes all the difference. I'm here to be your go-to from answering calls to showing homes, to guiding you through every decision with clarity and confidence.

When it's time to bring your home to market, I create a customized strategy tailored specifically to your property. Every detail is intentional, from pricing to marketing, ensuring your home is positioned to stand out and perform.

My role is to get you the best possible outcome, leveraging proven strategies, strong negotiation, and a powerful network behind the scenes. While every client experience is personalized, I've built systems that keep everything organized and seamless, so you always know what's happening next.





TAKE THE STRESS OUT OF

Sold

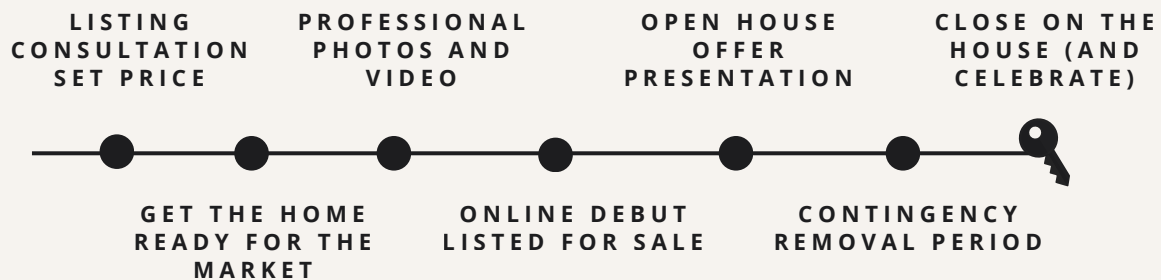
WITH MY MODERN APPROACH TO MARKETING AND
A STREAMLINED SYSTEM FOR PAPERWORK

SUCCESSFUL SELLING PROCESS

Selling your home is the start of a glorious new chapter. The reliving of wonderful memories & the anticipation of a new family loving your home with fresh eyes.

With my modern approach to marketing and a streamlined system for paperwork, we take the stress out of SOLD.

Let's be honest, moving to a new home is EXCITING!



This is where we make a plan together...

LISTING CONSULTATION

As your agent, I'm going to be asking you questions about your goals for selling your home and any questions or concerns you may have related to your sale. Please take a moment to think about those things before our consultation so that we can ensure we make the best use of our time together and address the most important issues.

I'll also be preparing materials for your review, including an overview of our marketing campaign, an explanation of social strategy and a comparative market analysis to show you what is selling (and not selling) in your market area.



A few things to think about before we meet...

- Why are you moving & what is your moving timeline?
- What do you hope to net from your home sale?
- What concerns do you have about listing or buying?
- Are you intervieweing multiple agents?

-Paige



DID YOU KNOW?

Cleaning &
prepping your
home to sell
can increase
its value by
3%-5%

Here's the plan...

01

Kitchen

- Clear off all counters, everything from plants, paper towels and toasters
- Remove all personal accessories
- Tidy pantry

02

Family Room

- Remove all personal accessories
- Declutter, including furniture if needed
- Remove all pillows

03

Bedroom

- Remove 30% of items in closets
- Remove all personal accessories
- Replace bright bedding with neutral tones if possible

04

Bathrooms

- Clear all counters of products
- Remove all personal accessories
- Replace bright towels & rugs with white ones

05

Backyard

- Tidy all toys, pack away as many as you can
- Trim all bushes & mow any lawns
- Rake any gravel

06

Front Entry

- Sweep front porch + add welcome mat
- Plant potted flowers
- Trim and mow regularly

07

Throughout

- Wipe down all blinds
- Touch up any drywall or paint

08

Final Clean

Prior to photos and videos we'll have a professional cleaning crew come in to give the home a good deep clean. A deep clean communicates that the home has been well cared for and increases the home's value to buyers.

Now we're finished...



NOW IT'S TIME FOR PHOTOS

- ✓ Homes listed with professional photography sell 32% faster
- ✓ The average ROI on professional real estate photography
- ✓ 68% of consumers say that great photos made them want to visit the home

Three Step Marketing Process

When taking a home to market, it's imperative to have an immersive marketing strategy. This means your ideal buyer is seeing your home multiple times in multiple mediums. This 3-Step approach allows for buyers across all generations to see the details of your home.

01

MAILERS

I know, most agents will tell you these are a waste of time and money, but my data tells me otherwise. This is where we let all the neighbors know about your home.

02

SOCIAL

They see a postcard in the mail and then a reel pops up talking about the same house. Then a Facebook ad...finally, buyers are clicking on the link to your personal website, where they can take a full digital tour.

03

OPEN HOUSE

Which invites them to the Open House so they can see what you have to offer in real life. Since they've already seen the photos and videos, this buyer is highly invested in your home.

“

PROFESSIONAL PATIENT & ABSOLUTELY OUTSTANDING

We were nervous about selling our home, but Paige made the entire process seamless. From staging advice to marketing strategies, She walked us through everything with patience and transparency. Our house sold quickly and above asking price! I couldn't have asked for a better experience. — Sarah R.



TIMELINE

COMING SOON

- Sign is placed in yard
- No showings until open house
- Generates Interest

POSTCARD CAMPAIGN

- 5 postcards designed
- Coming Soon, Open House, Just Listed, Under Contract, Sold

CLEAN & PREP

- Begin packing, remove 30% of items in closets
- Remove all clutter
- Remove personal photos

SOCIAL DEPLOYED

- All social pieces created
- Long form video, 3-4 reels and designer style photos

PHOTO & VIDEO

- Content shoot day
- Full photos of home
- Full immersive video

OPEN HOUSE

- Opening weekend, no showings prior



LISTED TO SELL

It's no secret that the housing industry has changed over the years. Gone are the days of newspaper listings and word-of-mouth lead generation. Now, most people turn to the Internet when looking for new homes. With 95 percent of home buyers using it, the Internet is an essential tool in the home search process. In fact, 54 percent of buyers say that using the Internet is their very first step in finding a new home.

The average home buyer spends 10 weeks searching for a home and previews 12 properties before deciding on their purchase.

Of course, I don't forget the basics: I publish your listing on the MLS (multiple listing service), syndicate with major real estate platforms like Zillow, Trulia, and Realtor.com, and claim those listings to follow statistics.



...yes, an Open
House is totally
necessary



CLOSING DAY

This is it, the big day!

I've done this dozens of times and I promise you, we'll get through it just fine. You'll be signing a lot of paperwork today, most of it pretty dull, all of it important. The good news is, it's all paperwork we'll have already reviewed. After you sign everything...the deal is closed once the following is done:

1. The deed isn't a legal document until it has been recorded by the county recorder's office. Once each party has signed, the title company will send it to record. This can take a few hours.
2. Depending on when the deed records, funding will follow. Some loans fund the same day, some take up to 48 hrs after recording. The home is officially closed once it is recorded. Don't stress about the funding being immediate. The lender and title company have the funds, it's just a process to transfer them into your bank account.

Once the deed records, we'll release keys to the new homeowner.

What You
CAN EXPECT

I know this is about more than selling high and buying low and I can promise you that while there will be some bumps in the process, I'll be doing my best to help you avoid any delays or roadblocks. You can expect weekly phone calls with my trademark *tell it like it is* honesty & creative problem solving to get you where you want to go.

Paige

READY TO SELL?

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