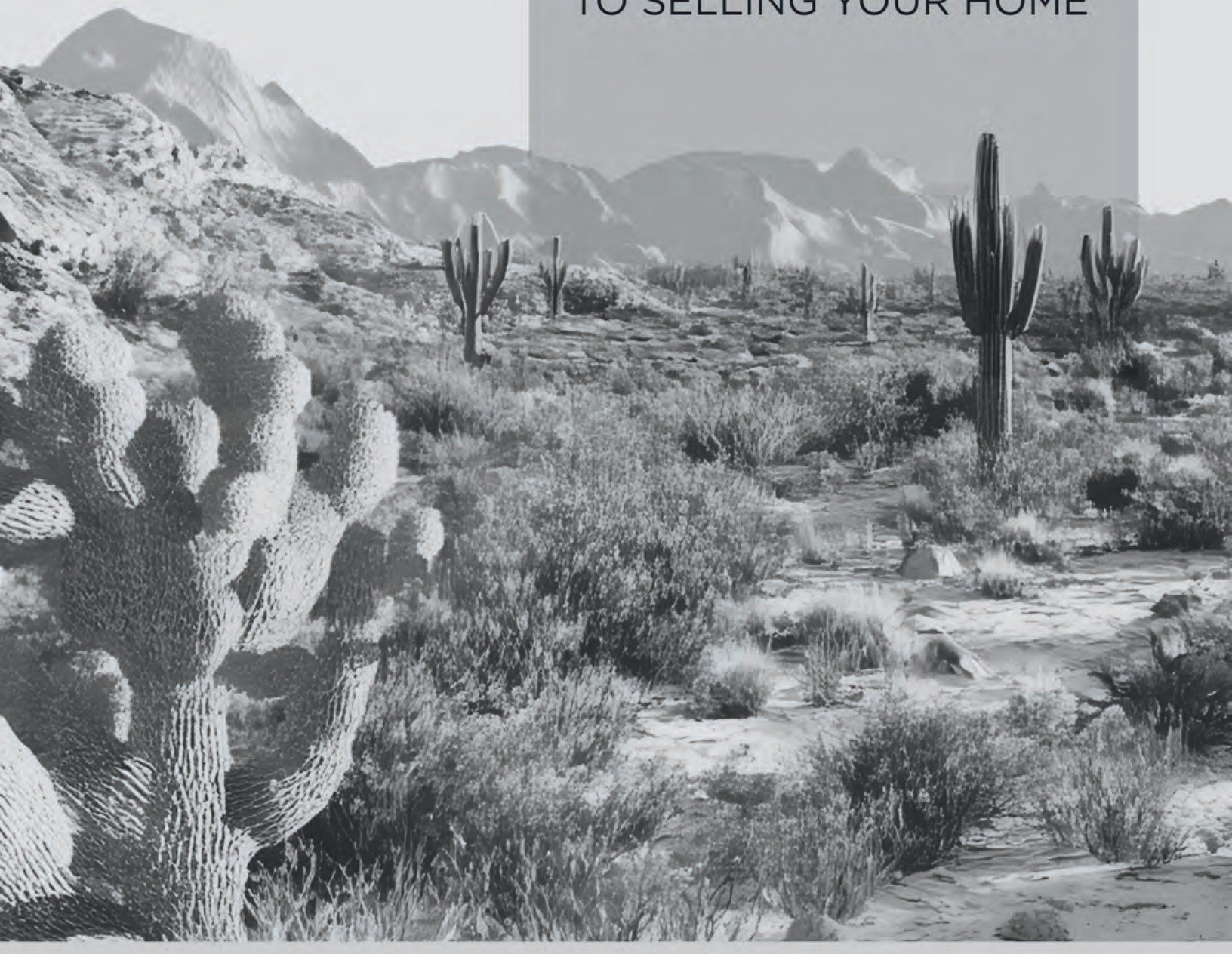
COOK PROPERTY GROUP

SELLER'S GUIDE

TO SELLING YOUR HOME



2K+ PROPERTIES SOLD | $600M+ SOLD | TOP 1% REALTORS IN AZ & USA

MEET JUSTIN & SCOTT

GET TO KNOW JUSTIN

Justin Cook is a lifelong native of Arizona and ranks in the top 1% of realtors in Arizona and nationwide. He lives in Gilbert with his gorgeous wife Kari and four beautiful children.

Homeownership has always meant more to Justin than just real estate — it represents stability, security, and a place to grow. Raising his family, including a child with special needs, reinforced how important it is to have a home that truly supports the people who live there. That perspective shapes how he serves his clients every day.

Justin is an avid sports fan and enjoys the outdoors, heading to a beach or spending time at the lake. He also loves playing pickleball and supporting his children in their activities. Justin's success is driven by his dependability, integrity, professionalism, and strong work ethic. He takes a very hands-on approach with his clients and lives by the motto of "making each client feel as if they were his only one."

Justin Cook
602.405.2665
Justin@CookPropertyGroup.com

GET TO KNOW SCOTT

Scott Cook is a proud Arizona native and trusted East Valley real estate expert with over 20 years of experience. A full-time Realtor and Broker, he ranks among the Top 1% of agents in Arizona and nationwide. Scott's success is rooted in strong family values, advanced real estate education, and the support of his wife, Tiffany, as they raise four incredible children who inspire everything he does. Earning trust and delivering results has been his mission since day one.

Outside of real estate, Scott embraces adventure—whether on a Harley ride, exploring the jungle by foot, or catching a game with friends and family. Guided by faith, family, and personal growth, he lives by a simple philosophy: Clients First, Always.With over 95% of his business coming from repeat and referral clients, his principles—Strategy. Experience. Results.—ensure every client receives a winning, five-star experience.

Scott Cook
480.993.9317
Scott@CookPropertyGroup.com

THE NEXT STEP FORWARD

We are honored to be part of one of the most important transactions in your life, your home.

Your home is more than just a physical space. It is where memories are made, families are raised, and can also be a huge financial catalyst for your future. At the Cook Property Group, we do not take the trust you place in us for granted. You are our top priority.

For some, selling a home can be stressful, but it doesn't have to be. With our modern approach to marketing, our aggressive negotiating, and our proven methods of success, our goal is to make this a pleasant and exciting experience.

At Cook Property Group, our goal is simple: to remove the stress from selling your home and replace it with confidence, clarity, and exceptional results.

WHY CHOOSE CPG?

Arizona Born, Locally Built.

Scott and Justin Cook are local Arizona natives with a combined 45+ years of selling Real Estate right here in the Valley of the Sun. They are both distinguished and accomplished Realtors who have achieved success at the highest local and national levels. What makes them so unique though, is the personal care they have with each client. They personally handle every part of the selling process from A to Z.

Clients of the Cook Property Group have the advantage over all others because not only do they get the individual care and attention of one of the brothers, they are getting the collaboration and experience from both brothers as well. On every deal, they review the needs of the client and leverage their 45+ years of combined expertise in negotiation, marketing, strategy, and problem-solving.

Justin and Scott believe in the values of hard work, dependability, professionalism, and integrity. They apply those values to their proven formula for success; Strategy + Experience = Results.

PROVEN BY PERFORMANCE

- Combined 2000+ Home Sales
- $600 Million+ in Succesfully Sold Real Estate
- Licensed Since 2000 & 2005 Respectfully
- Top 1% AZ/National Realtors
- Arizona State University Graduates
- Numerous Awards & National Recognition
- Several Distinguished Designations
- Associate Brokers
- Highly Decorated Re/Max Agents
- National Real Estate Speaker

RE/MAX CIRCLE OF LEGENDS · REALTOR 30 · 40 UNDER 40 · CREN · TITAN CLUB · RE/MAX HALL OF FAME · CLME CERTIFIED LOCAL MARKET EXPERT · CHAIRMAN'S CLUB · CERTIFIED MILITARY RESIDENTIAL SPECIALIST · TORCHBEARER · FIVE STAR PROFESSIONAL · CSSN · PLATINUM CLUB

2025 REMAX® 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 (LARGE BROKERAGES)[1]	U.S. TRANSACTION SIDES[2]	U.S. BRAND AWARENESS (UNAIDED)[3]	COUNTRIES & TERRITORIES	OFFICES WORLDWIDE	AGENTS WORLDWIDE
RE/MAX	**11.7**	**597,770**	**36.4%**	**110+**	**8,735**	**146,627**
COMPASS @properties	6.2	251,138	3.2%	1	400+	37,144
ERA	6.0	70,092	1.6%	37	2,300	43,200
kw	5.7	828,875	14.5%	60	1,000	165,000
CB	5.5	460,374	21.2%	45	2,900	96,300
BERKSHIRE HATHAWAY HOMESERVICES	5.4	239,787	7.3%	11	1,500	50,000
Sotheby's INTERNATIONAL REALTY	5.4	117,860	3.3%	84	1,100	26,100
eXp REALTY	5.4	350,119	1.6%	27	N/A	85,000
Weichert REALTORS	5.2	61,900	1.6%	2	500	18,000
Better Homes	5.2	58,230	2.2%	6	400	11,200
CENTURY 21	5.0	219,329	30.9%	79	11,000	130,200
REALTYONEGROUP	4.7	95,181	0.5%	25+	450	20,000
real	3.7	90,298	0.1%	2	N/A	26,000
HOMESMART	2.6	64,500	0.1%	1	223	25,000

N/A = Data not publicly available. *Major full-service brokerage brands that report production data and agent counts.

The ***greatness*** in you.℠

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MARKET DYNAMICS

Real Estate values are largely impacted by the current supply of homes in comparison with the amount of people buying homes, Supply vs Demand. As good as we are at what we do, we can't control the market. What we can control is strategically positioning your home in the best possible way to have the most optimal success. To achieve optimal success we need to understand what kind of market we are currently in.

THE BIG 3

Market. Condition. Price.

PROPERTY CONDITION & PRESENTATION

The condition of your home matters. Buying a home is all about comparison shopping. Buyers will be comparing your home's upgrades and condition to other homes. We'll walk through your home together and advise you on its condition, existing upgrades, and whether additional improvements would be worthwhile.

Upgrading a home and repairing a home are two different things. Upgrading a home is replacing something dated with something new. Whereas repairing a home is taking something broken and fixing it.

While sometimes it is ok to not upgrade a home, always make any needed repairs to a home or any unfinished projects. We have seen many times a Buyer noticing a few things that need to be repaired and call the home a fixer upper. In reality, the home just needs a few hours of a handyman making repairs.

Regardless if your home is highly upgraded or not, we want them to know that the home is in move in ready condition!

PRICING YOUR HOME

Strategically pricing your home to get you the best terms possible is essential. It is why our years of experience is so beneficial to you. Together we will discuss crucial components to a list price including the state of the market, upgrades and condition of the home, and most importantly what comparable sales have sold for. Also factoring into the list price are your own goals and timelines for moving. We will provide you with not just data but also our insights on how to best achieve your wanted goals.

It is important to remember that in this modern age, Buyers have a lot of information available to them and can sense when a home is priced correctly or not. An overpriced listing will likely not sale and miss the window of opportunity to achieve maximum value. Once the home is listed, we will continue to analyze your price and how the market is responding to it.

You ultimately control the list price...because after all, it is your home!

Marketing Your Home

THE *Platinum* PLAN

The Cook Property Group spares no expense when it comes to marketing your home. As you will see we do, or are willing to do, anything to get your home sold. We have a very modern approach to marketing that has proven to be very successful. We call it our Platinum Plan. Our clients deserve the best which is why we give them truly a platinum service. If for any reason your home doesn't sell as quickly as you want, you can be confident to know that it is NOT because the marketing isn't effective. Instead, we will know it has to do with the "Big 3" and can productively make any adjustments if necessary.

PRE-LISTING

The effort you put into prepping your home for photos and showings is worth it. We are here to assist you every step of the way.

- Thorough walk thru with Cook Property Group
- Interior designer consultation
- Cook Property Group Home Prep Guide
- Access to Cook Property Group's Contractors
- Professional Cleaning Service

MEDIA

Nearly all consumers decide if they will go see your home based on if they like the online photos. If they like it they will come. If they don't, they won't. We spare no expense.

- Professional High-Definition Photography
- 3D Virtual Reality Tour
- Professional Video for Social Media Reel
- Drone or Twilight Photography (when warranted)
- Enhanced Editing
- 2D Floorplan

ONLINE

Studies show that 97% of consumers start their home search online. Our goal is to make sure that if they are looking, they will find. No one can give your home more visibility than we can.

- Statewide Multiple Listing Service (MLS)
- Massive Online Reach. Your home will be viewed on 100's of the top online Real Estate websites
- Strategic Partnership with Zillow/Realtor.com
- Online local & national advertisements
- Targeted social media ads
- Property Specific Website & QR code

ADDITIONAL MARKETING FEATURES

Professionally Designed Full Color Property Brochures

Targeted Postcard Campaign for the Surrounding Area

Strategically Hosted Open Houses & Broker Tours

RE/MAX

Backed by the Most Recognized Brand in the Industry (RE/MAX)

Comprehensive Mass Email Campaign

Interoffice Marketing with RE/MAX Agents

Pre-Launch Coming Soon Marketing Strategy

Strategic Networking with Local Lenders

Limited Real Estate Concierge Services

Advanced Lockbox System for Safe Home Showings

Proactive Follow-up Strategy After Every Showing

45+

Over 45 Years of Realtor Relationships

The *Platinum Plus* Plan

Note: the features of this plan come with a higher commission rate

TWO CLEANING SERVICES

PROFESSIONAL STAGING

VIP CONCIERGE SERVICES

50 MOVING BOXES

YOUR HOME WILL BE SEEN ON OVER 100 OF THE TOP REAL ESTATE WEBSITES

CLIENT TESTIMONIALS

★★★★★

Scott was an amazing advocate for us when we were selling our home and went above and beyond to get us the best-selling price. He is super knowledgeable, skilled and competent at what he does. He's a great guy too! Such a pleasure to work with. - Jennie B

★★★★★

Justin did an excellent job listing our home. He had a well-thought-out marketing strategy that led to significant interest in our home. I also found him to be a great real estate consultant, and his direction led us to an above list sale in under 36 hours. I would recommend his services to anyone looking to list or buy. – Joseph H

★★★★★

Scott recently helped my dad sell his house in Gilbert and we couldn't be happier with the outcome. We had moved cross country before the house got listed and Scott made the whole process seamless for us even being so far away. He gave great guidance on price and any questions we had along the way. I highly recommend! – Rachel R

★★★★★

Justin is an AMAZING realtor! His expertise, skill and experience sold my house in 4 days! He possesses a professional demeanor and stellar character that were comforting through the phases of the sale. I highly recommend Justin for any real estate needs! – Debbie C

COOK PROPERTY GROUP | RE/MAX SOLUTIONS

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Thank You!

Thank you for taking the time to learn more about us and how we can help you achieve your real estate goals.

Selling a house is a big decision, and choosing the right team makes all the difference. With our strategic exposure and unwavering commitment to your success, we go above and beyond to deliver exceptional results.

When you work with us, you're not just getting an agent, you're gaining a full-service team dedicated to making your experience seamless and successful.

We appreciate your consideration and look forward to the opportunity to work with you!

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Strategy. Experience. Results.

EQUAL HOUSING OPPORTUNITY

2K+ PROPERTIES SOLD | $600M+ SOLD | TOP 1% REALTORS IN AZ & USA