



KNOWLEDGEABLE

*Professional*

& WILL WORK  
FOR YOU!

**WE ARE A TEAM OF REAL ESTATE PROFESSIONALS WHO HAVE 75 YEARS OF EXPERIENCE AS A TEAM IN THE BUSINESS. WE ARE KNOWLEDGEABLE, PROFESSIONAL AND WILL WORK FOR YOU THROUGHOUT THE SALE OF YOUR HOME. WE HAVE 9 FULL TIME, CAREER ORIENTED AGENTS AND WILL USE OUR COMBINED KNOWLEDGE AND EXPERIENCE TO HELP YOU MEET YOUR HOUSING GOALS.**

**OUR GOAL IS TO OBTAIN AND MAINTAIN YOUR BUSINESS FOR LIFE AND WE LOOK FORWARD TO THE OPPORTUNITY TO EARN YOUR BUSINESS.**

**WE BELIEVE THAT BUILDING RELATIONSHIPS IS KEY TO A SUCCESSFUL CAREER IN THE REAL ESTATE PROFESSION.**



Integrity  
**ALL STAR REALTY**  
ALL STAR REALTY



# *A team of professionals* WORKING FOR YOU!

## *How most Agents operate:*

- Undertake to juggle all these tasks by himself or herself.
- Eventually run up against the limits of time, energy and money.
- Few homes sold means limited cash flow to invest back into advertising your home.
- Limited time means less time to spend with you.



## *Our approach:*

- You get a whole team of professionals working for you. (Versus a single agent)
- We never run out of time for you because each of us is separately responsible for a specific process in the selling of your home.
- Together, our combined efforts add up to superior marketing and customer service resulting in your home selling faster and for top dollar.



Meet

# Integrity ALL STAR REALTY



*When* you're ready to buy or sell a home, our entire team goes to work for you. Each team member has a specific job to do, from Marketing to Sale to Contract. We provide service that far exceeds what you would receive from a single agent. We have a team of specialists with one goal ~ You!



*Rebecca Hidalgo* DESIGNATED BROKER  
602-463-2978  
rebecca@integrityallstars.com

Rebecca moved to the Valley 20 years ago from San Francisco, California. She originally was licensed to sell Real Estate in 1993 and worked with her family with a focus on representing Hispanic clientele purchase HUD and VA Repo homes. In late 1996, she graduated from Arizona State University with a Bachelor's degree from the College of Liberal Arts (Major in Spanish). After graduation, in early 1997, she began working directly for local builders selling residential new construction.

In 1998, she earned her Broker's license and became the Designated Broker for Sequoia Homes for 2 years before she joined Trend Homes of Arizona as a Sales Associate. Her career with Trend Homes lasted from 2001-2007, during which she was promoted to a General Sales Management position in 2005. During the same year, Rebecca began teaching Contract Law classes for New Home Sales at the Arizona School of Real Estate and Business (www.asreb.com). Her career in this industry had recently made a 360 degree change in late 2007. She returned to her roots to the foreclosure market by building the Integrity All Star Team. Integrity All Stars has a primary focus on helping clients with the short sales of their homes in this crazy "downturn" market; however they still represent clients with all aspects of residential resale and new home purchases.



*Carlos Hidalgo* ASSOCIATE BROKER  
602-989-5223  
carlos@integrityallstars.com

Carlos Hidalgo is one of the founding members of Integrity All Stars Realty along with partner Rebecca Hidalgo. Carlos has over 18 years in the Real Estate profession both in sales & lending. As an agent Carlos has worked with hundreds of families & individuals to serve them in their housing needs, in so doing he has closed well over 650 transactions. Professionally Carlos has used his talents, experience, and knowledge for the promotion of homeownership of the Spanish speaking and Latin American communities. Carlos has been featured on Radio Unica, Radio Fiesta, and Radio Casa to help advise the audience on how to prepare for and attain their own Real Estate together with the best financing possible to fit their needs. Carlos was born and raised in Mexico City, there he loved his home, culture and life. Later in his teen years Carlos' family moved to the United States making their home in Mesa Arizona. Since that time Carlos attended Arizona State University with studies focused in Business, Accounting, and Finance. Carlos has been married for 18 years and is the happy father of four energetic boys.



*Dena Jones* LISTING MANAGER  
480-748-0093  
dena@integrityallstars.com

I was born and raised in Arizona. I went to high school at Corona Del Sol and I attended college at Texas Christian University and Arizona State University. I studied Journalism and Religious Studies. I have an extensive background in customer service and sales from the high-end fashion industry. Most of my family has been in the real estate business, so I joined them in 2005. I started my real estate career in new home sales and loved building relationships with people and helping their dreams become a reality. I joined Integrity AllStars because I wanted to help people and I love our team. I think the best thing about our team is that we are all committed to customer service and we have a passion for helping people. When people ask me what I do I usually tell them that I turn "lemons into lemonade" and try to give my clients the best experience possible.



*Rachel Mitchell* NEGOTIATOR  
rachel@integrityallstars.com

I have been living here in the valley for close to eight years, I love living here and want to do my part to see our market and my neighbors thrive. I have experienced many highs and lows and understand how it affects people in their daily lives. I have purchased, sold, financed and refinanced many of my own homes in the past which gives me an enlightened understanding of what it feels like from both ends. I have been in the sales and finance industry for fifteen years and my drive has always been centered around you the customer. My experience spans from financial institutions to custom and new home builders here in the valley. I believe that this has given me an edge in the housing industry and dealing with the various lenders. I will utilize my experience and insight to its fullest to ensure that your process will be as streamline and efficient as possible. I truly just have a passion for helping people and offering the relief that I know they deserve. I look forward to assisting you in the near future.



*James Rains* FIELD MANAGER, SALES SPECIALIST  
602-463-2151  
james@integrityallstars.com

James moved to the valley in 1995 from Colorado Springs Colorado. He worked in the Golf Business Management field for 12 years. Being a General manager at several Golf Clubs he loved working with people and helping his employees strive to be great in customer service. He has brought his knowledge to Integrity All Stars Realty where he loves helping people find the home of their dreams. He now is proud to call Arizona his home.



*Kristina Mlyczek* REALTOR  
480-861-0604  
kristina@integrityallstars.com

Kristina is basically a native Arizonan having moved here with her parents when she was 1 year old. She grew up in the Dobson Ranch area (Mesa) and graduated from Chandler High School. After high school she attended Mesa Community College on an academic scholarship with a major in Business. Kristina's favorite part of working in real estate is the look on a buyer/seller's face when they obtain/sell their home. While this market is a difficult one to work in, Kristina loves the challenge and works until the job gets done.



*Chris Martin* REALTOR  
602-859-5815  
chris@integrityallstars.com

I moved to Arizona in 1981 from La Grange, Illinois. After completing high school, I attended Arizona State University where I graduated with a degree in Business Management. I started my Real Estate career in 1997 working in new home sales. After more than 10 years in new homes, I was ready for a new adventure. So in 2008, I joined the Integrity All Star Team and I am very excited about this next chapter in my career.

It is my goal to make every Integrity All Star clients' experience the best possible. Moreover, I believe my knowledge and experience in Real Estate allows me to help my clients navigate through the ever-changing market conditions in Arizona and get the results they desire. It's only through my clients satisfaction that I can be successful.



*Shelley Lahr* ADMINISTRATIVE MANAGER  
602-909-9500  
admin@integrityallstars.com

Shelley Lahr has held a real estate license since 2002. After actively selling real estate, owning & operating a small business & being employed as a full-time small business office manager, Shelley brings her diversified knowledge, skills & organizational abilities to the Integrity All Star Realty team. By assisting the team with administrative responsibilities, Shelley allows the team members to do what they do best-help people with ALL of their real estate needs with the utmost professionalism while being the most productive and efficient as they can be in the process.



*Lilly Norman* NEW HOME SPECIALIST  
602-859-5810  
lilly@integrityallstars.com

With over 12 years of personal and professional real estate experience, I am a new home sales expert. I am passionate about new home design and construction. So much so, that over the years I have personally built and purchased four new homes.

Before joining The Integrity All Star Team, I was employed by three top Arizona builders for a total of 10 years, during which time I assisted hundreds of people discover and build their new homes. I love the process of selecting just the right home, in just the right neighborhood, making interior design selections, then participating in the home's construction. I know first hand what Buyers should be looking for when selecting a new home and a new neighborhood. I know the best questions to ask of yourself and your builder so you make the best decision for your future. Furthermore, I fully understand builders' contracts and paperwork, and can accurately set realistic expectations. All this experience and knowledge make me an outstanding Buyer's representative in new home sales transactions. Plus, I'm fun and friendly, personable and honest. Just ask anyone!

# Is your price on target?



## *Goal:*

To select a price that is right on target and gets your home sold!

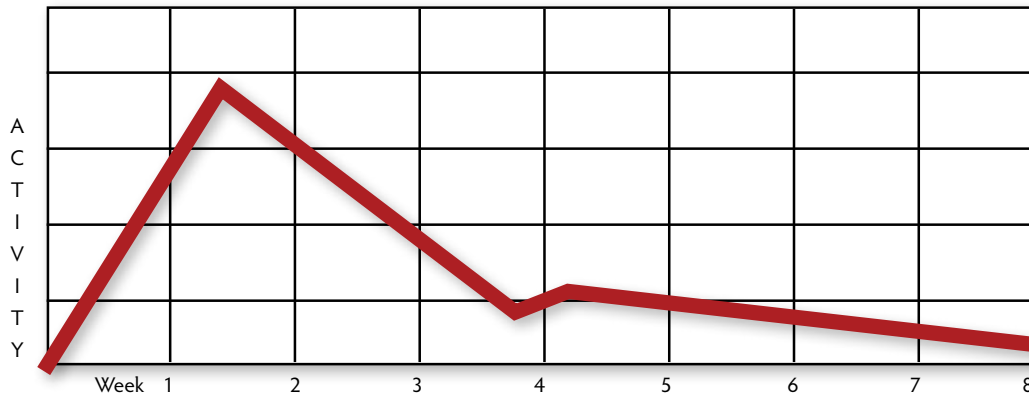
## *Rules:*

If you are getting showings but no one is writing an offer, it generally means that you are in the range of four to six percent above market price.

If your number of showings is low and you're experiencing a lot of drive-ups but the buyers don't come in to see the home, then your home is six to twelve percent overpriced.

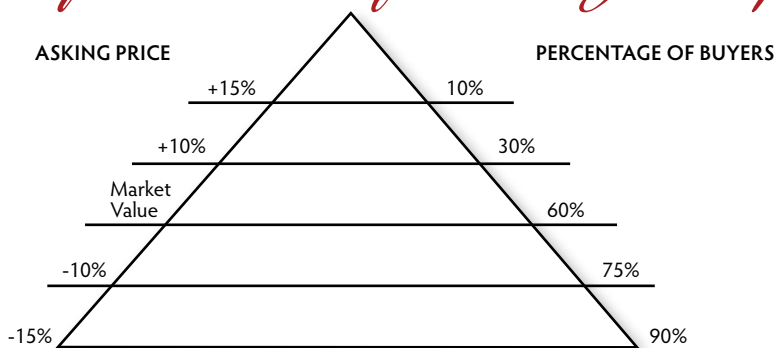
If no showings are happening at all, then your house is likely priced twelve percent or more above what the market will bear for your property!

# *Selling price vs. timing*



Timing is extremely important in the real estate market. The above graph illustrates the importance of placing your property on the market at a realistic price and terms from the very beginning. A property attracts the most excitement and interest from the real estate community and potential buyers when it is first listed; therefore, it has the highest chance of a sale when it is new on the market.

# *The importance of intelligent pricing*



As the graph above illustrates, more buyers purchase their properties at market value than above market value. The percentage increases even further when the price drops below market value. Therefore, if you price your property at market value, you are exposing it to a much greater percentage of prospective buyers and you are increasing your chances for a sale.

# *Buyer always determine value!*

The value of your property is determined by what a BUYER is willing to pay in today's market based on comparing your property to others SOLD in your area.

## COMMON PRICING ERRORS



- What you paid
- What you need
- What you want
- What your neighbor says
- What an associate says
- Cost to rebuild today

# Where do buyers come from?

40%



Firm name recognition  
or Salesperson contact

20%



FOR SALE Sign

18%



Responded to Ad,  
but purchased different property

8%



Responded to Open House,  
but purchased different property

7%



Referral by relocation service

3%



Bought advertised property

3%



Bought for combination of reasons

1%



Bought Open House  
they saw.

*Agents show properties  
that are good buys.*

# We will feature your home

AND GET IT SOLD QUICKLY!

Sellers choose a real estate company that has the highest probability of getting the properties sold or rented.

Today that will require a Web Presence which requires a team that will "serve your interests on the web" and not just serving their own traffic building campaign. We can do that for you! 85% of buyers shop online before making a real estate purchase and we will make sure that your listing is on the sites that they will be surfing.



**Trulia –**

- Real Estate Search Engine
- Over 6 Million visits each month
- Named by ComScore.com as "The fastest-growing real estate Web site in the US."



**GoogleBase –**

- World's largest search engine
- 56.5% of searches on "real estate" and related terms were conducted on Google and our search partners



**Yahoo Real Estate -**

- Averages approximately 4.6 million unique visitors per month and reached a record high level of 5.3 million unique visitors in February 2008
- Is consistently the second largest real estate Web site



**Homescape –**

- Provides local, comprehensive property listings and rich content to home buyers and sellers nationwide through affiliation with 125 online newspaper partners and 23,000 advertisers.
- Supplies 3 million property listings nationwide



**Zillow -**

- Zillow.com is an online real estate service dedicated to helping you get an edge in real estate by providing you with a Zestimate® home valuation
- Zillow has over 5MM monthly users – buyers, sellers and homeowners



**AOL Real Estate-**

- Homepage of AOL.com which is Web services company that runs one of the country's largest Internet access businesses.
- 3 million visitors monthly



**Frontdoor –**

- Online real estate listing service powered by HGTV, the No.1 source for home-related media content



**Cyberhomes –**

- Website powered by Fidelity National Financial, Inc that provides home valuation and neighborhood information.
- Consumers spend an average of 30 minutes on Cyberhomes



When you list your home with us the top real estate consumer websites will automatically market your listing on their site. We have formed these business relationships to help feature your home and get it sold quickly.



# Testimonials

FROM OUR VALUED CLIENTS!

"We're such a dynamic team here at Integrity All Stars and each of us bring to the table our own strengths and talents, while sharing the common goal to get out there and help as many people as possible. This is how we are actively creating our own trusted, quality brand of service and integrity."



"If you are in a position where you are thinking about short selling or just selling your home. I highly recommend Integrity All Stars. The name alone says it all. I recently closed on my home that was a short sale. I don't believe anyone could have done a better job handling the sale of my home than Integrity All Stars. They truly go the extra mile and give 110%. The process can become a nightmare if you do not have someone with as much knowledge and experience as they do. Everything was handled so quickly and so professionally. You can put your trust in Integrity All Stars. I can't thank them enough for all of their help."

~Janis (Chandler)

"It was very nice working with Integrity All Stars. Your services were very good, you are very good at what you do. I feel much better knowing I had the right people doing the work for me. You and your team made things easy for me. I just want to say thank you for all the great help you have done for me. If anyone needs help that I know I will send them your way. Again, thank you."

~John (Mesa)

"I can't say enough great things about how professionally Integrity All Stars handled things with the short sale of my home. They completely jumped in and dealt with my Lender, taking all the pressure off me. I would certainly recommend anyone facing foreclosure to work with Integrity All Stars, they will absolutely work on your behalf to help you through your difficult time."

~Lesleigh (Phoenix)

"I just wanted to Thank You for a wonderful time at Happy Hour last night. You are such an awesome group of people to work with and am so lucky to know each and every one of you. I feel like we have been friends forever. I knew from the very beginning when I asked you to do a short sale on my house that there would be no problems, and I was right! I will keep on referring all of you any time I get the chance. Thank you, thank you, thank you. I can't say it enough."

~Aimee (Queen Creek)