

# THE FRY TEAM 2011



Hi everyone, You may have noticed that the Fry Team has been changing and evolving. I started here in the West Valley over 3 years ago and most of you were the beginning of my growth- thank you very much. As the business continues to grow The Fry Team has acquired many people to bring the service you all deserve. I wanted to take this moment to introduce us and to let you know who is behind those scenes. I, DeAnn Fry, am still your listing agent- I will be glad to meet with you about any listing needs. Jenn Fruehauf is our Lead Coordinator she is the one that you may first speak with for the Fry Team and get you all set up on what it is you need and bring the service to you. Maritza Godinez, she is our buyers agent that will make sure you get the home you are looking to purchase. Behind the scenes we have a listing coordinator and a transaction coordinator that makes sure all the documents needed is completed and bring you to a successful closing. I cant promise that we wont continue to have growth or change, but one thing we can promise is SERVICE. Thank you again and we look to continue serving your needs.

Contact us at 623-298-4307  
Or 623-298-4308

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**THE FRY TEAM**  
*We go the extra mile*  
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coming soon >>> watch your mail

January 30, 2011- TAX ES AND REPORTING- DO YOU HAVE YOUR HUD-SETTLEMENT STATEMENT FROM YOUR LAST SALE/BUY IN 2010?

CURB APPEAL... DO YOU HAVE WHAT IT TAKES?



## WEST VALLEY On location

### Landscaping Decisions

There are times that adding elements to your landscaping can improve curb appeal, but there are other times when removing something is even more effective.

For example, we had a listing for a large house with large white columns. Tall evergreens, planted in front of each column, had grown taller than the roof. They obscured the columns and windows and made it difficult to see the front of the house.

We suggested that the owner remove them. She trimmed them back, but it didn't do the trick—they were unattractive and still kept potential buyers from seeing the true character of the house.

I sold the house to a couple who could see past the trees. One of their first tasks after closing was to yank them out of the ground, instantly boosting the home's curb appeal.

Most buyers cannot visualize changes, and often won't take a second look at a house if the first look doesn't appeal to them. Home buyers who can visualize changes, and are prepared to make them, expect you to reduce the price of the house to compensate for the work they plan to do. If you are short sale your home the bank will not consider a reduction based on such. Your plan is to get the home Sold.

## We go the extra mile

We will invest in you for a lifetime, not just for the moment. We treat our clients like family. With over 15 years experience in real estate, finance and investments we offer something for everyone.

