



LOPEZ & LOPEZ, REALTORS®
LONG REALTY COMPANY

32.2689° N 110.8240° W
TUCSON · ARIZONA

THE LISTING SIDE · FRONT TO BACK

What we actually do.

The service behind a Lopez & Lopez, REALTORS® listing. Fourteen pages covering preparation, presentation, marketing and closing. The public companion to our Seller Handbook. Your property facts stay in your private seller review.

◆ LOPEZ & LOPEZ, REALTORS® · A REAL ESTATE TEAM AT LONG REALTY COMPANY



"Do it. Do it right. Do it right now."

THE BEST WAY HOME · LONG REALTY COMPANY

SCAN · THE NETWORK, LIVE



01 · READ THIS FIRST

Why this booklet exists.

Your property review brings the house, the research and the price choices together. This service guide explains the other side of the sale: preparing the presentation, reaching buyers, comparing offers and coordinating the work through closing. The examples illustrate our approach; your property file shows what is actually ready.

I would rather show you the work and let you walk through it yourself. This booklet explains our service. Its examples show the service, not the current condition or price of your home. The dated property review and its working links carry the current file.

My rule in this business is simple: be interested, not interesting. This booklet is us being interesting exactly once. It buys us the right to spend the rest of our time being interested in your house, your timeline, and your number.

Read it in ten minutes. Keep it as long as you want. Test everything.

P.S. The five promises on page fourteen are the part to keep. Tear that page out if you want. Hold us to it.

Tyler Lopez

OWNER & LEAD LISTING AGENT

(520) 462-6023 · mlslistings.app/contact**HOW TO USE THE DOORS**

The codes open the labeled service or property review pages. Contact and homework forms request information only when you choose to use them. Only your dated property review describes the current engagement.

THE TEST

Paper you can **verify** beats paper you have to believe. Use the links to explore the service. Ask us which steps apply to your sale.

“Be interested, not interesting.”

HOUSE RULE NO. 1



02 • THE MAP

One address. A whole universe.

Your home sits at the center of a coordinated sale plan. Preparation, presentation, pricing and communication connect here. Each gold page number points to the part of the plan explained in this booklet.





03 · THE SYSTEM

11

stations.

One standard.

From your first question to the next move, a single property record keeps the research, decisions and required work together. These eleven service checkpoints explain what happens along the way.

THE WORK BEHIND THE WORK

Research, documents and deadlines stay organized in one record. **Your team reviews the facts and owns the decisions.**

WHY IT MATTERS TO YOU

The property record connects the research, presentation and follow-up. **Sources and unresolved questions stay with the file.**

01 The inquiry

Your contact and the reason for the conversation enter the existing client file.

02 The research file

County records, parcel data, prior history, neighborhood sales. Reviewed as the property research develops.

03 The first conversation

Your motivation, your timeline, your target number. Confirmed together and kept with your property record.

04 The package

The printout, the homework, your live hub site. Prepared for your review, with missing facts identified.

05 The walkthrough

We read the house room by room. The pricing gets its final shape at your kitchen table.

06 The decision

Yours, not ours. Yes, no, or not yet. All three answers get the same respect.

07 Live on market

MLS, full syndication, the campaign. The first weekend is planned like an opening night.

08 Under contract

Inspections, appraisal, title. Managed daily, all the way to close of escrow.

09 Closed

The closing record, documents and agreed follow-up stay together.

10 The quiet file

We agree how you want to stay in touch after closing.

11 Welcome back

Returning clients resume in their existing record with the relevant history in view.



04 · THE HUB

Your home gets its own website.

Your private seller review organizes the brief, comparable sales, pricing choices and preparation. After you approve the facts, price and launch, a public property presentation gives buyers the story, media and next step. Private seller records stay private.



ILLUSTRATIVE PROPERTY PRESENTATION

A clear story.

A useful next step.

Photography and property details help a buyer understand the home. Tour requests give them a direct path to the team.

THE HOME

Approved facts, features and photographs.

THE TOUR

Media and showing information.

THE NEXT STEP

Questions and a conversation with the team.

/ BRIEF

/ PATHS

/ COMPS

/ MARKETING

/ TOUR

/ PROMISES



Start your property plan.

[MLSLISTINGS.APP/CONTACT](#)

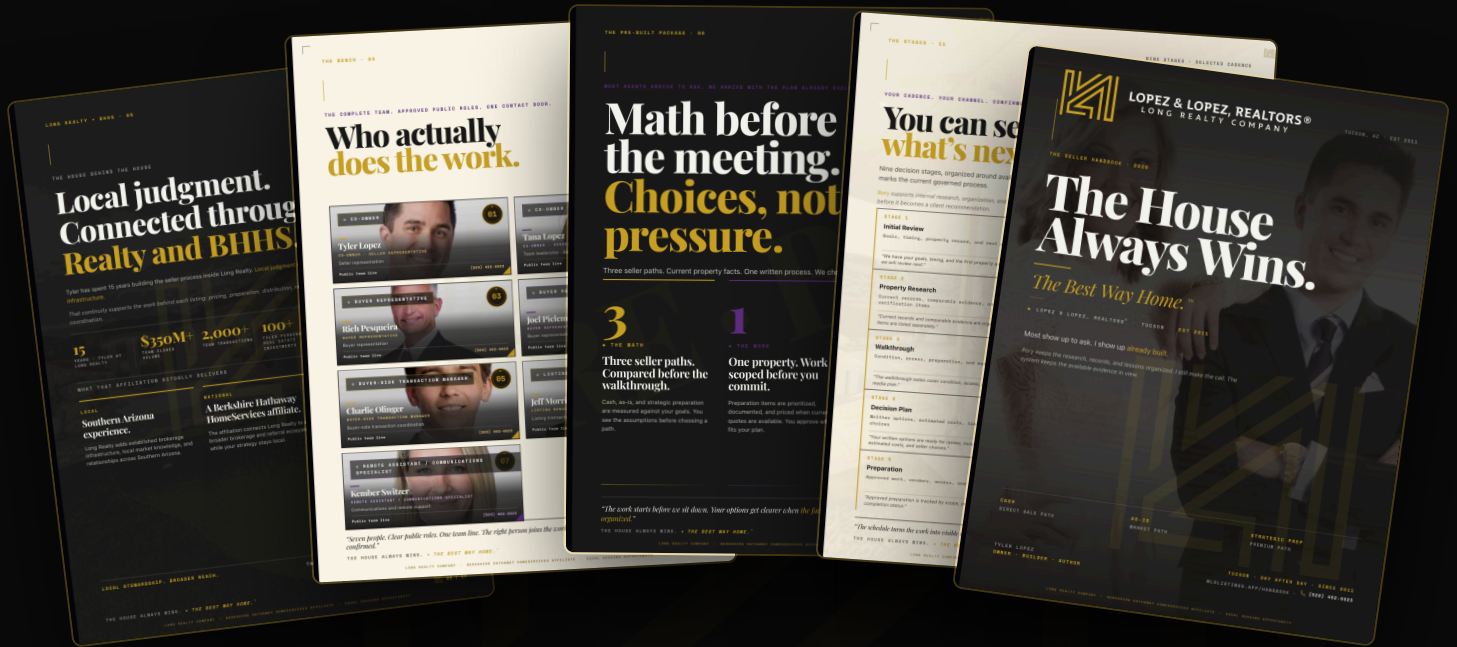
Start with the team. Your property presentation follows your approved facts, scope and timing.



05 · THE PAPER

The paper in your hands.

These pages come from our public Seller Handbook. Your separate property package brings your home, comparable sales and choices into focus. The written set below keeps the decisions and next steps together.



THE SELLER HANDBOOK · PUBLIC GUIDE PAGES

The magnificent printout the deck that reads your home, studded with live doors

The cover letter one page, first person, from Tyler

The three path pricing three honest lanes, tradeoffs in writing

The walkthrough agenda the appointment, minute by minute

The homework package disclosures, utilities and seller information

The comps document every number cited to its source

The five promises the floor, in writing, page fourteen

The written recap the decisions, open questions and next steps



Do the homework before we even meet.

[MLSLISTINGS.APP/HOMEWORK](https://mlslistings.app/homework)



DRONE · SHOT FOR US, NOT STOCK

06 · THE CREATIVE

Made for your home. Never reused.

The photographs, words and launch sequence should fit the home. We agree what the property needs, prepare it for the camera and build the presentation around its strongest supported features.

PHOTOGRAPHY

Ready for launch

Coordinate professional photography with Anthony Muse after finish readiness. Confirm timing and the appropriate interior, exterior, twilight or drone scope before booking.

THE ADS

One of one

Property-specific copy and creative use approved facts and media. Channels, scope and any advertising budget are agreed before launch.

DISTRIBUTION

Planned channels

MLS exposure and available syndication, brokerage channels, social, video and the property presentation. Channel availability and timing vary.



WHY IT MATTERS

First impressions begin before the showing. **Preparation, accurate details and deliberate photography** help a buyer understand the home before walking through it.



07 · THE NETWORK

Your listing joins a **network.**

The sale plan connects MLS exposure, major home sites, the Long Realty agent and relocation network, property presentation and agent follow-up. Inquiries and showings are measured. A built website is not a promise of buyers.

LOCAL CONTEXT. CONNECTED RESOURCES.

One home. A wider conversation.

Our public guides help buyers and sellers explore the process. The property presentation carries the approved story of your home.

[THE HOME BUYING PROCESS](#)[PRE-LISTING HOMEWORK](#)[VA LOANS & ASSUMPTIONS](#)[NEW CONSTRUCTION](#)[HORSE PROPERTY](#)[ESTATE & PROBATE](#)[85750 MARKET AUTHORITY](#)[THE TUCSON BUYER BLOG](#)[THE FRONT DOOR](#)[A MARKET PAGE, LIVE](#)

Your home **in a connected sale plan**

Website and marketing launch happen after authority, facts, price and timing are approved.



08 · THE BENCH

Our vendors. Yours, on a **phone call.**

Your choice

THE PROVIDER DECISION IS YOURS

The directory provides local title, lending, trade, inspection and management options. Confirm current scope, availability, pricing and credentials with the provider. You remain free to choose.

ON THE ROSTER

Local

Title to junk haul. Current directory.

YOUR OPTIONS

Choice

Use our directory or your own provider.

Title, lending & legal

Title and escrow, residential lending, probate and estate attorneys, CPA and insurance. Professional advice for the decisions that require it.

Build & trades

Paint, roofing, HVAC, electrical, flooring, granite, appliances, handyman work. The prep list has a bench behind it.

Yard & cleanout

Landscape, deep cleaning, estate sales, movers, junk haul. Support for preparing the property and coordinating a move.

Property management

Long term and short term rental operators, for the homes that should be held instead of sold. We will tell you when yours is one of them.

HOW IT WORKS

We can help arrange an introduction when you want one. **Provider scope, availability and price are confirmed separately.** You can use your own people.



Explore the current provider directory.

[MLS LISTINGS . APP / NETWORK](https://mlslistings.app/network)

The live directory is the current reference. Provider counts and availability change. No referral or quote is represented as already arranged.

Choose the right scope. Confirm the quote. Approve the work before it starts.

WHY THE ROSTER EXISTS



09 · THE PRICE

Pricing is a process, not a **guess**.

“You don't sell. You assess.”

TYLER LOPEZ · HOUSE RULE NO. 2

Automated models use records and market data. We compare that context with the home, current sales and documented improvements. Your magnificent printout shows both readings side by side, every model named, every comp cited to its source. Then the price becomes a decision you make with the tradeoffs in writing. Three pricing positions to compare:

PATH ONE

Velocity

Priced to win the first weekend. For sellers where the timeline is the number: relocation, estate, the next house already under contract.

COMPARE THE TRADEOFFS

PATH TWO

Strategic

Priced to the data, positioned to the buyer pool, adjusted on agreed checkpoints. The recommendation depends on your property and priorities.

PATH THREE

Aggressive

Priced to test the ceiling, with written checkpoints so a test never becomes a stale listing. Eyes open, exits planned.

THE HONEST MATH

When actual payoff and approved costs are available, the net sheet separates fees, closing costs, concessions and debt. **A list price alone does not establish proceeds.**

AGREED BEFORE WE LIST

Price, checkpoints and adjustments in writing on day one. If the market talks, we listen on a schedule we both signed up for, **not in a panic.**



10 · THE PLAYBOOK

We wrote the playbook. It's public.

Most of this industry runs on scripts you never get to read. Ours is published. The Seller Handbook covers how we actually run a listing, in plain language, on the open internet. Read it before you hire anyone. Including us.



How we run a listing, cover to cover.

[MLSLISTINGS.APP/HANDBOOK](https://mlslistings.app/handbook)

"Most agents show up to ask questions. I show up with your whole plan already built."

FROM THE HANDBOOK'S OPENING PAGE



11 · THE DOORS

Scan any door. Walk in.

Six public resources to explore at your pace. Contact and homework forms are available when you choose to use them. Your private property review is shared separately.



The network

Current listings, local guides and the public team.

[MLSLISTINGS.APP](#)



Start your plan

Talk with the team about your home, timing and next step.

[MLSLISTINGS.APP/CONTACT](#)



The handbook

How we run a listing, cover to cover, published in plain language.

[MLSLISTINGS.APP/HANDBOOK](#)



The vendor roster

Local provider categories and contacts. You choose the provider.

[MLSLISTINGS.APP/NETWORK](#)



The homework

The pre-listing prep system. Start it tonight if you want.

[MLSLISTINGS.APP/HOMEWORK](#)



A market page

Market authority, one ZIP at a time. This one covers 85750.

[85750.NET](#)

SEE IT · UNDERSTAND IT · VERIFY IT · DEMO IT

Explore the public guides, then bring your questions to us. **Your sale plan belongs in your own property review,** with current evidence, agreed scope and clear next steps.

The people behind the work.



LOPEZ & LOPEZ, REALTORS®
LONG REALTY COMPANY



Tyler Lopez

Co-owner · Seller representative



Tana Lopez

Co-owner · Associate Broker at Long Realty Company



Rich Pesqueira

Buyer representative



Joel Pielemeier

Buyer representative



Charlie Olinger

Buyer-Side Transaction Manager



Jeff Morris

Listing Manager / Transaction Coordinator



Kember Switzer

Remote Assistant / Communications Specialist

ONE PUBLIC CONTACT

(520) 462-6023 · mlslistings.app/contact

Tell us what you need. We will connect you with the right person.

Five promises.

These govern every listing we take. They are not aspirations. They are the floor, and you are holding them in writing.

- 1 You hear from us every week.**
A written update, even when the update is patience.
- 2 Every number comes with its source.**
Comps, models & math, named on the page, never asserted.
- 3 The plan is agreed before we list.**
Price, checkpoints & adjustments in writing on day one.
- 4 Your hub stays current.**
We review the presentation against approved changes and the agreed update schedule.
- 5 If this stops being a fit, I say so.**
And I help you find who is. You deserve more than a pitch.



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THE BEST WAY HOME

Valuations referenced in our materials are professional estimates, not appraisals. Capital gains figures are estimates, not tax advice. Rental projections are estimates, not guarantees. Equal Housing Opportunity. All persons welcome regardless of race, color, religion, sex, handicap, familial status, or national origin. Lopez & Lopez, REALTORS® · Long Realty Company · Tucson, Arizona.