



TUCSON, AZ · EST 2011

LOPEZ & LOPEZ, REALTORS®
LONG REALTY COMPANY

THE SELLER & BUYER HANDBOOK · 2026

The House Always Wins.

The Best Way Home.™

◆ LOPEZ & LOPEZ, REALTORS® · TUCSON · EST 2011

Most show up to ask. I show up **already built.**

Rory holds every lesson from every deal I've run. I still make the call. Rory makes sure I'm making it with everything I know.

CASH
INVESTOR FLOOR

AS-IS
MARKET PATH

STRATEGIC PREP
PREMIUM PATH

TYLER LOPEZ
AGENT. INVESTOR. BUILDER.

TUCSON · DAY AFTER DAY · SINCE 2011
MLSLISTING.NET · ☎ 520.402.6010

LONG REALTY COMPANY · BERKSHIRE HATHAWAY HOMESERVICES AFFILIATE · EQUAL HOUSING OPPORTUNITY

WHO YOU'RE SITTING ACROSS FROM · 02

AGENT. INVESTOR. BUILDER. AUTHOR.

Tyler Lopez.

Started July 2011. Fifteen years at Long Realty Company in Tucson. Same brokerage, day after day. I walk every listing personally. Built the Second Sale concept and the Client for Life philosophy. Wrote **The Best Way to Do Everything Wrong.**

WHO I ACTUALLY AM

Twelve years in Tucson hospitality before real estate — that's where the customer discipline came from. Past BMX pro. Drummer. Host of HATS, the karaoke lounge across the street from my house. Run with the bulls in Pamplona. Made Oktoberfest twice. None of it pays the bills. All of it explains how I show up.

WHAT I'M TRYING TO DO

*Get paid for what I know, not just what I do.
Invest in the future of clients through intentional giving,
grace, and gratitude.*

THE RECORD

- 01 15 yrs · Long Realty Company**
Same brokerage since July 2011
- 02 \$350M+ career volume**
2,000+ transactions · since July 2011
- 03 100+ personal RE investments**
Investor math, FOR sellers, not against
- 04 10 Best in Arizona**
Apple News · 7 consecutive years
- 05 VP, Executive Council**
Long Realty · since 2020
- 06 Endorsed by Gino Belfari**
HomeServices of America · 2024
- 07 1926 Platinum**
Long Realty Circle of Excellence
- 08 Triple Halo Donor**
Angel Charity for Children · since 2018



DIRECT

520.462.6010

AI CONCIERGE

520.462.6023

EMAIL

Owner@MLSListing.net

OFFICE

Tucson, AZ · Est 2011



YOU SIT BESIDE US. WE DON'T SIT IN FRONT OF YOU.

Giving. Grace. Gratitude.

Three words. One operating principle. *When the house wins, you win.*

THE ROSTER · DIRECT LINES

- 01 Tyler Lopez**
LISTING LEAD · INVESTOR · BUILDER
Walks every listing. Writes your plan. Owns the math.
 520.462.6010 Owner@MLSListing.net
- 02 Tana Lopez**
ASSOCIATE BROKER · COMPLIANCE
Owns legal, compliance, and broker review.
 520.730.4545 Broker@MLSListing.net
- 03 Jeff Morris**
TRANSACTION COORDINATOR · LISTING SIDE
Nothing slips between contract and close.
 520.585.8105 JMa@MLSListing.net
- 04 Kember Switzer**
OPERATIONS · VA · SOCIAL · CRM
Calendar, social, CRM, Tuesday updates. Keeps the wheels on.
 253.365.0181 Assista@MLSListing.net
- 05 · BENCH Joel Pielemeier**
LEAD SALES PARTNER
Buyer-side lead. Walks ready buyers through every house.
 520.481.7683 JPa@MLSListing.net
- 06 · BENCH Rich Pesqueira**
SALES PARTNER · BUYER CLIENTS
Buyer relationships. Network reach across Tucson.
 520.471.0152 RPa@MLSListing.net
- 07 · BENCH Charlie Olinger**
BUYER TRANSACTION COORDINATOR
Buyer-side TC. Tracks every disclosure, deadline, and wire.
 480.798.1438 COa@MLSListing.net

◦ BUILT IN-HOUSE · BY HAND

Your whole package. built by my hands.

Most agents resell a vendor kit. I build the comps, nets, site, plan, photo brief, and email by hand. The engine is Rory — the AI I built that holds every lesson from every deal. No template. No black box.

THE STACK. MINE, NOT RENTED

- **AI Concierge** · 24/7 line · 520.462.6023
- **BumbleBeetle** · renovation ROI engine
- **Listing Hub** · custom site per house · 24h
- **Rory** · every lesson · every deal · indexed
- **Showings Feed** · routes to your phone, real time
- **Tuesday Update** · same channel, same hour, weekly
- **12+ sources** · cross-referenced valuation
- **150+ channels** · syndication pre-mapped
- **16 trades** · pre-vetted · pre-priced

"The system you see, I built. The data you read, I pulled. The plan you're holding, I drew up. **That's how we end up on the same team.**"

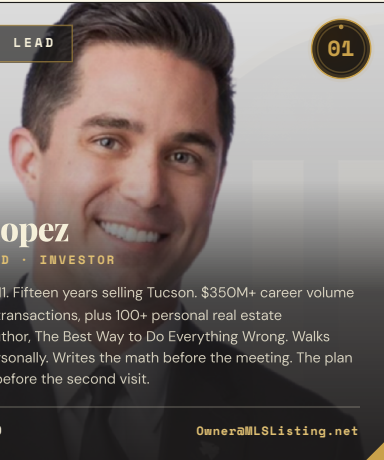
◦ TYLER · EVERY APPOINTMENT



THE FULL BENCH. THE VERIFIED RECORD. REAL NAMES, REAL NUMBERS.

Who actually does the work.

◊ LISTING LEAD 01

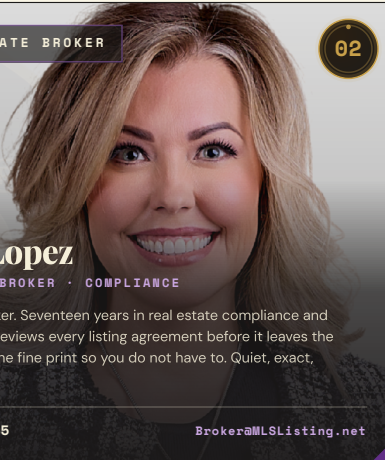


Tyler Lopez
LISTING LEAD · INVESTOR

Started July 2011. Fifteen years selling Tucson. \$350M+ career volume across 2,000+ transactions, plus 100+ personal real estate investments. Author, The Best Way to Do Everything Wrong. Walks every listing personally. Writes the math before the meeting. The plan is on the table before the second visit.

520.462.6010 Owner@MLSListing.net

◊ ASSOCIATE BROKER 02



Tana Lopez
ASSOCIATE BROKER · COMPLIANCE

Associate Broker. Seventeen years in real estate compliance and contract law. Reviews every listing agreement before it leaves the office. Reads the fine print so you do not have to. Quiet, exact, unmissable.

520.730.4545 Broker@MLSListing.net

◊ TRANSACTION COORDINATOR 03

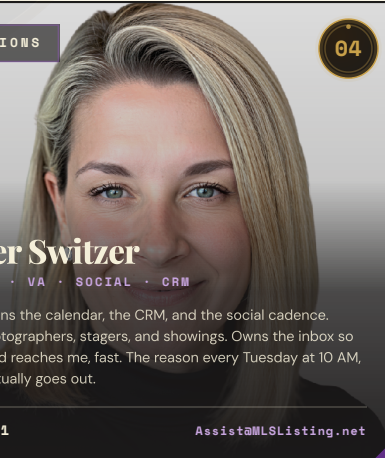


Jeff Morris
TRANSACTION COORDINATOR

Transaction Coordinator. The reason 40+ days under contract feels like 4. Tracks every deadline, every disclosure, every signature, every wire. If a date moves, Jeff is the first to know. If a document is missing, Jeff has it scanned, signed, and uploaded before lunch.

520.585.8105 JM@MLSListing.net

◊ OPERATIONS 04



Kember Switzer
OPERATIONS · VA · SOCIAL · CRM

Operations. Runs the calendar, the CRM, and the social cadence. Schedules photographers, stagers, and showings. Owns the inbox so the right thread reaches me, fast. The reason every Tuesday at 10 AM, the update actually goes out.

253.365.0181 Assista@MLSListing.net

"Four people. One outcome. Every role pre-assigned. Every handoff pre-rehearsed. By the time something goes wrong, it's already been solved."

THE BENCH PLAYS TOGETHER

THE HOUSE ALWAYS WINS. • THE BEST WAY HOME.™

LR 04 / 17



MOST AGENTS ARRIVE TO ASK. WE ARRIVE WITH THE PLAN ALREADY BUILT.

Math before the meeting. Quotes, not estimates.

Three priced paths. Sixteen trade quotes. Eight-week pipeline mapped out. We pick the path that fits your life.

12+

◆ THE MATH

Twelve sources. Priced before the walkthrough.

Three prices, not one. Cash, As-Is, Strategic Prep. Package on your table inside 24 hours.

16

◆ THE TRADES

Quotes, not estimates. Sixteen trades pre-vetted.

Roof to cleaning. Real bids. You see every line item and sign what you want.

8

◆ THE PIPELINE

Eight weeks. Every milestone pre-rehearsed.

Walk, package, list, Tuesday update, offer, close. Tuesdays at 10 AM, every week.

"The package shows up before you do. The math is settled before we sit down. That's the floor." PRE-BUILT · PRE-PRICED · PRE-SOLD

THE HOUSE ALWAYS WINS. • THE BEST WAY HOME.™

LR 06 / 17

LONG REALTY COMPANY · BERKSHIRE HATHAWAY HOMESERVICES AFFILIATE · EQUAL HOUSING OPPORTUNITY



THREE PATHS, SIDE BY SIDE. ONE WINNER: YOURS.

Cash. As-Is. Strategic Prep.

You pick what fits your life.

CASH

INVESTOR FLOOR

~85%
OF MARKET VALUE

Speed · certainty · no prep · no showings.

Commission **None**

Prep work **None**

Showings **None**

Close window **7-21 days**

Who buys it **Me, or my network**

Use it when **You want out. Clean and fast.**

The floor. Not the goal. The goal is always to make you more.

AS-IS

MARKET PATH

97-102%
OF MARKET VALUE

Balance of speed and value. Full marketing engine.

Commission **Standard 6% (3+3)**

Prep work **Minimal · as-is**

Marketing **Full package (see page 06)**

Close window **30-45 days typical**

Who buys it **Retail buyers · market**

Use it when **You want exposure without weeks of prep.**

Where most sellers land. The most return for the least lift.

STRATEGIC PREP

PREMIUM PATH

107-115%
OF MARKET VALUE

You have time. You want maximum proceeds.

Commission **Standard 6% (3+3)**

Prep work **Full · paint · stage · trades**

Marketing **Full package + premium assets**

Close window **60-90 days typical**

Who buys it **Top-of-market buyers**

Use it when **You want the highest walk-away.**

Highest reward. Longest timeline. Every dollar modeled before we pick up a hammer.

"All three typically net within range of each other. The difference is time, risk, and certainty."

YOUR HOUSE · YOUR MATH · YOUR DECISION

THE HOUSE ALWAYS WINS. • THE BEST WAY HOME.™

LR 07 / 17

LONG REALTY COMPANY · BERKSHIRE HATHAWAY HOMESERVICES AFFILIATE · EQUAL HOUSING OPPORTUNITY

THE LPR INTELLIGENCE ENGINE

What used to take two weeks of research, you get in hours.

Twelve sources. Real buyer behavior. Personas and a full marketing plan. All done before I walk in.

This is the system I built. Rory holds the record of every transaction I've run — so the comps, the personas, the plan all show up cross-checked before we sit down.

12+

VALUATION SOURCES

3-4

BUYER PERSONAS PER LISTING

16

PRE-VETTED TRADES IN THE NETWORK

150+

SYNDICATED LISTING DESTINATIONS

24/7

AI CONCIERGE LINE

0

SURPRISES AT THE CLOSING TABLE

THE THREE-PHASE LISTING PROCESS

PHASE 1

Pre-Appointment

Twelve sources. Comps cross-checked. Personas drafted. Hand-delivered before we sit down.

OUTPUT
COVER SHEET + SUMMARY

PHASE 2

Post-Walkthrough

Package updated with what I saw. Trade quotes firm up. Marketing plan locks.

OUTPUT
STRATEGY FILE + NETS + AGREEMENT

PHASE 3

Go-Live

Photographer, video, drone, Matterport. Ads run. Tuesday updates begin.

OUTPUT
LIVE LISTING + ACTIVATION REPORT

PRE-BUILT • PRE-PRICED • PRE-SOLD

📞 520.462.6010

📞 520.462.6023 AI

✉️ OWNER@MLS LISTING.NET

THE HOUSE ALWAYS WINS. • THE BEST WAY HOME.™

08 / 17



BY TUESDAY, YOU HAVE THE PACKAGE.

By Friday, the plan is on rails.

Two artifacts: seven indexed documents, nine scheduled communications. Nothing improvised. You always know what's next.

EXHIBIT A · THE PACKAGE



- 01 Property Valuation**
12+ sources · Cash · As-Is · Prep

- 02 Net Proceeds Sheet**
What lands in your pocket · per path

- 03 Pre-Listing Prep List**
Day-by-day · contractor quotes · not estimates

- 04 Marketing & MLS Draft**
Photo plan · ad spend · syndication map

- 05 Welcome to LPR**
Onboarding · who calls when · single point of contact

- 06 Subdivision Report**
Your micro-market · last 12 months · pricing band

- 07 The Master Email**
Plain-English summary you forward to your spouse

EXHIBIT B · THE STAGES

- STAGE 1 Initial Response**
DAY OF INQUIRY
Intro email + valuation hook
- STAGE 2 Pre-Walkthrough Memo**
24H BEFORE WALKTHROUGH
Subdivision report + 12-source comps
- STAGE 3 Post-Walkthrough Memo**
DAY OF WALKTHROUGH
Three-path memo · Cash · As-Is · Prep
- STAGE 4 Post-Appointment Followup**
24H AFTER APPOINTMENT
The package · 7 documents · indexed
- STAGE 5A Launch Email**
DAY OF MLS GO-LIVE
Launch announcement + URL hub
- STAGE 5B Weekly Tuesday Update**
EVERY TUESDAY UNTIL CLOSE
Showings · feedback · ad metrics
- STAGE 5C Offer Received**
WITHIN 1 HOUR OF OFFER
Offer breakdown · counter strategy
- STAGE 5D Under Contract Weekly**
WEEKLY THROUGH ESCROW
Inspection · appraisal · loan timeline
- STAGE 5E Closing Confirmation**
DAY OF RECORDING
Wire confirm · keys · post-close handoff

THE PROMISE

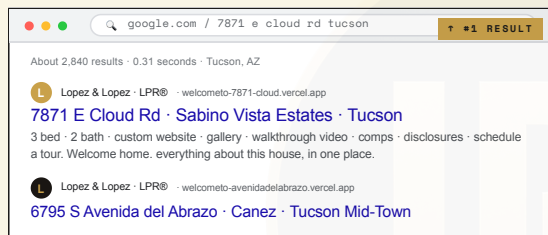
You will **never wonder** what's happening with your house. Tuesdays at 10am, every week, until the keys change hands.



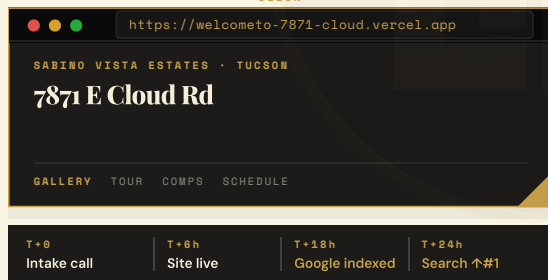
A HOUSE GETS A BROCHURE. YOURS GETS A WEB HOME.

Indexed in Google in under 24 hours.

Your own domain. Gallery, walkthrough, floor plan, comps, disclosures, schedule. Buyers forward the URL. That's the multiplier.



CLICK



WHAT LIVES AT YOUR URL

- /** **The Hero**
Cinematic open · address · price · headline
- /photos** **Gallery**
Anthony Muse · drone · twilight · interior
- /walkthrough** **Walkthrough Video**
Narrated tour · YouTube + native player
- /history** **The House Story**
Build year · upgrades · prior sales · subdivision
- /comps** **Comparable Sales**
Last 12 months · pricing band · justification
- /floorplan** **Floor Plan**
Drawn to scale · room dimensions · square footage
- /disclosures** **Disclosures**
SPDS · CLUE · permits · HOA docs · all linked
- /schedule** **Schedule a Tour**
Calendly · auto-confirms · routes to Tyler
- /offer** **Make an Offer**
Single-page offer guide · contract template
- /contact** **Contact**
Tyler direct · Tana (associate broker) · 5.0* proof

THE OTHER TOOLS YOU GET ACCESS TO

Listing Hub

welcometo-7871-cloud.vercel.app
Your house · its own website · indexed in Google in 24h

BumbleBeetle

bumblebeetle.vercel.app
LPR Flip Intelligence · real-time renovation ROI · for the prep path

AI Concierge

520.462.6023 · 24/7
Picks up when I cannot · routes the message · drafts the reply

"Your house deserves a website. Not a search result. Not a Zillow card. A home, online."

BUILT · HOSTED · INDEXED · YOURS

THE HOUSE ALWAYS WINS. · THE BEST WAY HOME.™

LR 10 / 17

TUESDAYS AT 10 AM. ALWAYS. UNTIL THE KEYS CHANGE HANDS.

You always know what's next.

Nine emails, pre-written. First sentences below. **Gold** = pre-listing. **Purple** = live or under contract.

After every walkthrough I have Rory pull every comp within a half-mile that closed in the last 90 days, then catch anything in the data I'd miss on my own. Adjustments lock before your Stage 3 email goes out.

<p>STAGE 1 DAY OF INQUIRY</p> <p>Initial Response</p> <p>Intro email + valuation hook</p> <p>"Got your inquiry. Pulling sub-comps now. I'll have a value range and three paths drafted before we meet."</p>	<p>STAGE 5B EVERY TUESDAY UNTIL CLOSE</p> <p>Weekly Tuesday Update</p> <p>Showings · feedback · ad metrics</p> <p>"Tuesday update. Showings, feedback verbatim, ad spend, click-through. One paragraph. Five bullets."</p>
<p>STAGE 2 24H BEFORE WALKTHROUGH</p> <p>Pre-Walkthrough Memo</p> <p>Subdivision report + 12-source comps</p> <p>"Walkthrough is set. Attached: subdivision report, twelve-source comp set, and the questions I'll be asking."</p>	<p>STAGE 5C WITHIN 1 HOUR OF OFFER</p> <p>Offer Received</p> <p>Offer breakdown · counter strategy</p> <p>"Offer received at [time]. Strengths, soft spots, my counter recommendation. Decision by 5 PM today."</p>
<p>STAGE 3 DAY OF WALKTHROUGH</p> <p>Post-Walkthrough Memo</p> <p>Three-path memo · Cash · As-Is · Prep</p> <p>"Three numbers. One paragraph each. Cash floor, As-Is market, Strategic Prep ceiling, and what each path costs you."</p>	<p>STAGE 5D WEEKLY THROUGH ESCROW</p> <p>Under Contract Weekly</p> <p>Inspection · appraisal · loan timeline</p> <p>"Under-contract update. Inspection done, appraisal ordered, loan in underwriting. We close on track."</p>
<p>STAGE 4 24H AFTER APPOINTMENT</p> <p>Post-Appointment Followup</p> <p>The package · 7 documents · indexed</p> <p>"Indexed package attached. Seven documents. Read 5 (the master email) first, it summarizes the rest."</p>	<p>STAGE 5E DAY OF RECORDING</p> <p>Closing Confirmation</p> <p>Wire confirm · keys · post-close handoff</p> <p>"Recorded today at [time]. Wire confirmed at [time]. Keys in your hand. Onboarding to LPR Alumni starts tomorrow."</p>
<p>STAGE 5A DAY OF MLS GO-LIVE</p> <p>Launch Email</p> <p>Launch announcement + URL hub</p> <p>"Live on MLS at 8 AM. Custom URL is mlslisting.net/[house]. Syndicating to 150+ sites overnight."</p>	

"The schedule is the product. Everything else is just delivery."

9 STAGES · 0 SURPRISES

THE HOUSE ALWAYS WINS. • THE BEST WAY HOME.™

LPR 11 / 17



NOT THREE CASE STUDIES. THE STANDARD. ON WHICHEVER HOUSE IS YOURS.

Every house. Same system.

Same pipeline on every house: three priced paths, custom site, Tuesday cadence, full team file day one. Numbers change. System doesn't.



7871 E Cloud Rd

SABINO VISTA ESTATES · REFERENCE BUILD

Three paths priced before the walkthrough.

My own house. Built the system on it first. Cash floor, As-Is market, Strategic Prep ceiling — full nets, all three paths, delivered before the second visit. Same workflow on every listing.

STATUS · STRATEGIC \$1.425M · NET \$1,085K



6795 S Avenida del Abrazo

CANEZ · ACTIVE LISTING

Custom domain. Ten sub-pages. Google in 18 hours.

Every LPR listing ships its own website with gallery, walkthrough, comps, disclosures, schedule-a-tour, and offer guide. Buyers forward the URL. That is the multiplier.

STATUS · LIVE · PRICING ON HUB



5742 N Camino de las Estrellas

PIPER · CATALINA FOOTHILLS

Tuesday Update fired before MLS go-live.

Weekly seller cadence is automatic from day one. Subdivision report, master email, comps verified against six neighborhood transactions in the last 90 days. same workflow on every house.

STATUS · PRE-LISTING · PACKAGE DELIVERED

24h
TO PACKAGED

10
PAGES PER LISTING

Tue
CADENCE LOCKED

"The numbers change. The system doesn't. Whichever house is yours, this is what arrives."

STANDARD FLOOR · EVERY LISTING

THE HOUSE ALWAYS WINS. • THE BEST WAY HOME.™

LPR 12 / 17



MOST AGENTS HAVE A PHONE AND A SIGN. WE HAND YOU THE STACK.

Six tools. Built for sellers.

Each one built because something failed in a real listing. They ship with every package. Day-one access.



01 **TOOL** **PUBLIC**

Listing Hub

↳ [welcometo-\[your-house\].vercel.app](#)

Your house · its own website · indexed in Google in 24h

Custom domain. 10 sub-pages. Photos, walkthrough video, comps, disclosures, schedule-a-tour, offer guide. Live reference: [welcometo-7871-cloud.vercel.app](#) — my own house, the build I taught the system on.

01

02 **TOOL** **OWNER**

BumbleBeetle

↳ [bumblebeetle.vercel.app](#)

Real-time renovation ROI · for the prep path

Plug a renovation cost in. Get your projected sale price, ROI, break-even, and risk grade. Built to model the Strategic Prep route before you commit a dollar.

02

03 **TOOL** **WEEKLY**

Tuesday Update

↳ [email · text · phone · your choice](#)

Weekly cadence · until the keys change hands

One paragraph + five bullets. Showings, feedback verbatim, ad metrics, click-through, what we adjust this week. Tuesdays at 10 AM. Always.

03

04 **TOOL** **LIVE**

Showings Feed

↳ [real-time link · your phone](#)

Every showing · every comment · the moment it happens

Buyer agent leaves feedback through ShowingTime. It routes to your phone. No filtering. You see exactly what every visitor said about your house.

04

05 **TOOL** **LIVE · 24/7**

AI Concierge

↳ [528.462.6023 · 24/7](#)

Picks up when I cannot · drafts the reply · routes the message

Rory picks up the moment you cannot reach me. Logs the call, drafts the reply in my voice, and pages me with what you need. The line never sleeps.

05

06 **TOOL** **OWNER**

Vendor Network

↳ [lpr-handbook.vercel.app/network](#)

Quotes, not estimates. You choose line items.

Roofers, plumbers, HVAC, painters, landscapers, photographers, stagers, locksmiths, cleaners, inspectors. Every quote already negotiated. You sign what you want.

06

"Tools come standard. The phone-and-a-sign era is over."

DAY ONE ACCESS

THE HOUSE ALWAYS WINS. • THE BEST WAY HOME.™

LR 13 / 17



LESS EXPLAINING. MORE WATCHING. THEN CALL.

Watch the system. Then call.

01
A Lopez & Lopez, REALTORS @ Listing
TheBestWayTV

START HERE

Watch on YouTube

◆ FEATURED · WATCH FIRST

What You Get When You Hire Us

The full pitch in one video. The team, the system, the deliverables, the math behind the listing. start here.

[YOUTU.BE/UIQ6VLX2_LM](https://youtu.be/UIQ6VLX2_LM) **WATCH** →

<p>02</p> <p>◆ THE PROCESS</p> <p>A Complete Look at the Sales Process</p> <p>Intake call to closing keys. every stage, every deliverable.</p>	<p>03</p> <p>◆ THE MARKETING</p> <p>How We Advertise & Market Your Home</p> <p>Photography, syndication, ad spend, the per-house web home.</p>	<p>04 <small>THE BEST WAY</small></p> <p>◆ THE COMMUNICATION</p> <p>Client Happiness & Expectation Control</p> <p>How the Tuesday Update + showings feed keeps you ahead of every surprise.</p>	<p>05 LOPEZ & LOPEZ REALTORS®</p> <p>◆ THE NETWORK</p> <p>Long Realty Smart Move Campaign</p> <p>The Berkshire Hathaway-affiliated brokerage advantage. for your move into your next home.</p>	<p>06 <small>SHORT</small></p> <p>◆ SIXTY SECONDS</p> <p>Best Way to Sell Your Home</p> <p>Sixty-second short. The whole thesis, distilled.</p>
--	--	---	---	---

Watch the videos. Or just call. Whichever's faster.

520.462.6010

THE HOUSE ALWAYS WINS. • THE BEST WAY HOME.™

LR 14 / 17

No. 1

Before *You* Hire Your Agent.

Fifteen questions. One page.



◊ BRING THIS TO EVERY INTERVIEW

Hiring an agent is an interview, not a referral.
Treat it like one.

Most can't answer half of these. Keep score. Hire the one who answers all of them in writing.

\$350M+ CAREER VOLUME | **2,000+** TRANSACTIONS | **100+** PERSONAL RE INVESTMENTS | **15 yrs** LONG REALTY SINCE 2011 | **5.0** ★ EVERY PLATFORM

◊ THE FIFTEEN THINGS MOST AGENTS CANNOT ANSWER

I. XV

No I - Owner Test

Do you *own* a house?

You can't sell a route you've never walked. Non-owner agents can't feel the gravity of your decision.

No II - Owner Test

Do you *own* rentals?

Landlord agents understand cash flow, depreciation, and the math behind every offer. Renters don't.

No IV - Investor Test

How many *investors* have you represented?

Investors keep score. They only repeat with agents who delivered. Ask for the count and the references.

No V - Volume Test

Listed *personally* in the last 6 months, your name, not the team's?

Many agents hide behind team production. Ask for solo numbers, in writing, with addresses.

No VII - Press Test

Magazines, buses, billboards, radio. *show the receipts*.

If they have a brand, prove it. If they don't, that's also an answer. Ask for dates, photos, links.

No VIII - Stage Test

Speaker bookings, *venues, dates, recordings?*

Real authority shows up in front of crowds. Asked, paid, booked, recorded. Anything else is a hobby.

No X - Brand Test

Did you *build* your branding, or buy a kit?

A coaching kit means rented identity. Original brand = original thinking. The logo on the sign is a tell.

No XI - Network Test

Companies you've *built*. Show the URLs.

Builders ship. Consumers consume. You want a builder representing the largest sale of your life.

No XIII - Track Test

Are you an *experimenter*, or do you have a verifiable record?

New agents need to start somewhere. Just not on your largest financial transaction. Ask for tax-year totals.

No XIV - Receipts Test

Accolades. *Name them. Prove them.*

Hardware without context is decoration. Ask what the award measured. Year. Granting body. Criteria.

No III - Tucson Test

Have you invested your *own dollars* in Tucson, beyond your house?

If they haven't bet on this market with their own money, they don't know it the way you need them to.

No VI - Reach Test

Traffic *your* site drives, outside the parent company?

Your house gets exposure equal to your agent's audience. Ask for analytics. Ask for unique visitors.

No IX - Voice Test

Podcasts. *hosted, featured, or never asked?*

Podcasts are the modern résumé for a market expert. Ask for the episode list. Listen to one.

No XV - Promise Test

Five promises. *in writing, today?*

Anyone who hesitates here will hesitate on every contract decision. Five promises live on Page 16.

◊ LPR'S ANSWERS · VERIFIABLE ON DEMAND

THE SAME FIFTEEN. ANSWERED, SIGNED

OWN A HOUSE

✓ Yes · multiple homes

OWN RENTALS

✓ Yes · active landlord

INVESTED IN TUCSON

✓ Direct, out of pocket

INVESTORS REPRESENTED

✓ Tracked since 2012

SOLO LISTINGS · 6MO

✓ Verifiable on demand

SITE TRAFFIC

✓ mlslisting.net + 9 sites

PRESS · STAGE · POD

✓ Featured · booked · hosted

BRAND BUILT

✓ Original · in-house

COMPANIES BUILT

✓ 9 active ventures

REFERENCES

✓ On demand · last 90 days

ACCOLADES

✓ 1926 Circle · 10 Best AZ · 7 yrs

FIVE PROMISES

✓ Page 16 · signed today

“A real agent welcomes all fifteen. *The wrong one dodges them, politely. Bring the list. Hire the agent who answers all fifteen in writing.*”

◇ TYLER LOPEZ · LOPEZ & LOPEZ, REALTORS®

The Best Way Home.™

◇ THE FIVE PROMISES LOPEZ & LOPEZ WILL SIGN ON DAY ONE

Every answer above. In writing.

Hire us, and *here is what we sign.*

01

Verified facts.

Sqft, lot, beds, baths cross-checked against Pima Assessor and county permits before a price is set.

02

One photographer.

The same crew on every listing. No rotating roster. No phone shots. No exceptions.

03

\$121 in 7 days.

Capital-gains math on the table inside seven days of signing, before the price is set, not after.

04

Honest math.

The valuation that wins the listing is the same valuation that prices the home. No inflated comps.

05

Right-fit clause.

You can fire us. We can refer you out. Either way: no penalties, no drama, no hard feelings.

◇ WHEN YOU'RE READY

Call me *directly*. Hire us or not, *the math arrives this week.*



SCAN · REVISIT

DIRECT · TYLER LOPEZ

520.462.6010

TYLER LOPEZ · LOPEZ & LOPEZ, REALTORS® · TUCSON, AZ

OWNER@MLSLISTING.NET
MLSLISTING.NET

THE HOUSE ALWAYS WINS. *THE BEST WAY HOME.™*

IR HB-2026-04 · 16 / 17

LONG REALTY COMPANY · BERKSHIRE HATHAWAY HOMESERVICES AFFILIATE · EQUAL HOUSING OPPORTUNITY

THE WORK ISN'T THE LISTING. IT'S WHAT COMES AFTER.

Recording is the start.

You sell once every seven years. We stay forever. Closing is the handoff to LPR Alumni.

WHAT YOU WALK OUT WITH

5 docs. 1 wire. Forever.

THAT'S THE DEAL.

THE FINAL 72 HOURS · AND AFTER

- **T - 72** **Three days out**
Final walkthrough scheduled. Last utility readings logged. Wire instructions verified by phone, never email.
- **T - 24** **Day before**
Closing-day binder delivered: deed, settlement statement, ID checklist, key inventory, contractor warranties.
- **T - 0** **Recording day**
Sign at title. Wire releases within four hours. Tyler texts the moment Pima County records.
- **T + 24** **Day after**
Post-close package emailed: closing statement, all signed docs, post-close CMA showing what comparable homes did since you listed.
- **T + 30** **Thirty days out**
Welcome to LPR Alumni. Annual home-value briefing, tax-time docs reminder, network access for life. You only sell once. We stay forever.

◊ **LPR ALUMNI · LIFETIME**

Annual home-value brief. Tax-time doc reminders. Vendor network access. First call when you're ready to do this again.

"The relationship is forever. The transaction is just how we met."

AFFILIATE · 1926





THE HOUSE ALWAYS WINS
THE BEST WAY HOME™
YOU'RE THE HOUSE

