

SURPRISE & WEST VALLEY AZ HOME SELLER'S GUIDE

Prepared by Todd A. Pooler, REALTOR | SFR | MRP

A CLEAR PLAN FROM PREPARATION TO CLOSING

Use this guide to organize the decisions, documents and deadlines that shape your sale and final proceeds.

1 Start With Your Goals

Your plan should reflect what matters most: proceeds, timing, repairs, a move or a special property situation.

- Set preferred closing and possession dates.
- Decide how much preparation is realistic.
- Discuss ownership or mortgage concerns early.

2 Prepare Strategically

Focus on improvements that strengthen presentation and buyer confidence without overspending.

- ☐ Deep clean inside and outside
- ☐ Declutter rooms and storage areas
- ☐ Improve landscaping and curb appeal
- ☐ Refresh worn paint where needed
- ☐ Address visible deferred maintenance

3 Understand Value and Net

A local analysis considers recent sales, active competition, condition, lot, pool, solar and HOA factors.

SELLER NET SHEET

Estimate proceeds after payoffs, fees and sale costs.

4 Price for the Competition

Buyers compare your home with current listings and recent sales. Price should reflect condition and neighborhood competition.

THE FIRST DAYS MATTER

Overpricing can reduce early showings and leverage.

5 Choose the Right Strategy

OPEN MARKET

Full preparation and broad buyer exposure.

AS-IS OPEN MARKET

Limited repairs with competitive exposure.

DIRECT SALE

More convenience, but less market competition.

6 Documents to Locate

- ☐ Mortgage and lien information
- ☐ HOA contact information
- ☐ Solar purchase or lease agreements
- ☐ Repair receipts and warranties
- ☐ Permits for major improvements
- ☐ Trust, estate or LLC documents

LOCAL MARKET MATTERS

Your price and strategy should match your neighborhood.

Conditions can vary across Surprise, Peoria, Glendale, Goodyear, Buckeye, Waddell, El Mirage, Sun City and Sun City West.

FROM MARKET LAUNCH TO CLOSING

SURPRISE & WEST VALLEY, ARIZONA

7 A Complete Marketing Plan

Strong presentation and broad online exposure help your home compete for attention.

- ☐ Professional real estate photography
- ☐ Buyer-focused property description
- ☐ MLS and major website exposure
- ☐ Social-media and digital promotion
- ☐ Agent-to-agent marketing
- ☐ Showing coordination and feedback
- ☐ Seller updates and market reviews

8 Contract-to-Close Roadmap

- 1 OFFER ACCEPTED**
Confirm deadlines, escrow and financing.
- 2 DUE DILIGENCE**
Inspections, disclosures and HOA review.
- 3 NEGOTIATIONS**
Address repair requests and changes.
- 4 APPRAISAL AND TITLE**
Complete lender and ownership steps.
- 5 FINAL WALKTHROUGH**
Prepare the home and possession.
- 6 SIGNING AND CLOSING**
Review figures and transfer ownership.

9 Compare the Entire Offer

The highest price is not automatically the strongest offer. Review financing, earnest money, concessions, inspections, appraisal terms and the buyer's ability to perform.

COMPARE PRICE, NET AND RISK

Update the estimated seller net before deciding.

10 Special Selling Situations

Inherited, tenant-occupied or investment properties, major repairs and mortgage hardship may require additional planning.

For trust, estate or LLC ownership, ask title to confirm documents and authorized signers early.

11 Inspection and Appraisal

Buyers may request repairs, credits or other changes after inspections. Evaluate each request based on cost, importance and transaction strength.

Financed purchases may require an appraisal. Accurate pricing and improvement records help prepare for this stage.

12 Prepare for Closing

- Complete agreed repairs.
- Remove personal belongings.
- Review settlement figures and proceeds.
- Confirm possession and key transfer.
- Arrange final utility timing.

YOUR FIRST STEP

Start with a confidential property assessment.

Before accepting an off-market offer or investing in renovations, learn how your home may compete on the open market.

Todd A. Pooler, REALTOR | SFR | MRP

The Pooler Group | Realty ONE Group | Surprise & West Valley

www.ThePoolerGroup.com

owner@thepoolergroup.com