A LITTLE MORE CLARITY

The Home Seller's *Field Guide*

A grounded starting point for the next chapter of your home.



THOUGHTFUL GUIDANCE. HONEST CONVERSATIONS.

East Valley, Arizona

REAL BROKER | Shawna Reeves, Arizona real estate salesperson
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A complimentary East Valley resource

General educational material only. Not legal, financial, tax or lending advice. Confirm current details with licensed professionals.

01 / START WITH A PLAN

Know your next chapter.

Before the photos and the sign, decide what a successful move looks like for you.

Your goal

Are you looking for a specific move date, fewer responsibilities, more space, or a transition into another home? The why shapes the plan.

Your timeline

Consider moving logistics and any purchase that needs to be coordinated. A preferred timeline informs, but does not guarantee, the sequence of events.

Your financial picture

Understand what you owe, approximate selling expenses and net proceeds with your lender, title professional or financial advisor.

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02 / MARKET AND PRESENTATION

Make the story clear.

Thoughtful pricing and accurate presentation help the right buyers understand a particular home.

Price with context

Look at comparable sales, active competition, location, condition and current market feedback. A price is a strategy to discuss, not a promise of outcome.

Prepare deliberately

Focus on repairs, cleaning, light, access, photographs and accurate property details. Not every project produces the same value.

Review the response

Showings, inquiries and feedback can inform the next decision. It helps to agree beforehand how and when to reassess the plan.

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03 / BEFORE YOU SAY YES

The complete offer.

A strong decision considers more than the headline price. Every transaction is different.

- ☐ What are the financing, appraisal and contingency terms?
- ☐ How do the requested dates fit my next move?
- ☐ Are repair requests, concessions or credits part of the offer?
- ☐ What are the estimated proceeds after costs?
- ☐ Which disclosures and professional advice do I need?

The next step is a conversation.

Shawna Reeves | Gilbert & Queen Creek, Arizona. Start with your goals, and we can shape a practical plan for the home you are leaving.

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