

THE SOLD PLAYBOOK

YOUR GUIDE TO SELLING



Dear homeowner—

You're taking the first step towards a huge life milestone: selling your home - Congratulations! This guide is your resource for each phase of selling, including questions to ask yourself and checklists that will make this process as seamless as possible. Let's get started, shall we?!

Seller's Roadmap

- 01 _____ Choose Your Agent
- 02 _____ Prepare Your Home
- 03 _____ Strategic Pricing
- 04 _____ Staged vs. Vacant
- 05 _____ Modern Marketing
- 06 _____ Showing Your Home
- 07 _____ Closing Process



Meagan Estees
REALTOR
YOUR AS-PICTURE GEM

01

STEP ONE

Choose Your Agent

Choosing the real estate agent that you'll be working alongside to sell your home is not a decision to take lightly.

Your agent should have a deep understanding of your goals, your market, and overall be a great match for you and your home.

Credentials, of course, are a plus- but what you can't see behind the numbers are the intangibles of going the extra mile and genuinely caring deeply for clients.

I look forward to the opportunity of earning your business and sharing this life milestone with you and your family.





Meg Estees

REAL ESTATE AGENT

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EsteesHomesAz.com

ABOUT ME

In the business since 2017, I have years of experience in the Tucson real estate market, I have a deep understanding of the local market and the needs of my clients. Whether you're looking to buy, sell, or invest in real estate, I'm here to help you achieve your goals.

Before transitioning into real estate, I spent 10 years working in an analytical lab, honing my skills in precision, problem-solving, and attention to detail. That background taught me to approach every situation methodically and thoughtfully, skills that now allow me to expertly analyze market trends, strategically negotiate, and ensure each real estate transaction runs smoothly and efficiently.

CREDENTIALS

- Licensed Real Estate Agent, Az
- Brockered by eXp Realty
- Local expert

What you can expect working with me

I'm Curious

I want to have a clear understanding of your goals, who you are, and what your home means to you.

I'm Committed

I bring my A-game to every transaction, and I'm committed to achieving the best possible outcome for my clients.

I'm Proactive

I'm always one step ahead, anticipating potential roadblocks and finding creative solutions to overcome them.

I'm Personal

I believe in building relationships with my clients and treating them like family, because in the end, that's what leads to the best possible results.



02

Consider home repairs

STEP TWO

Prepare Your Home

Most buyers gravitate towards homes that are move-in ready.

Making repairs ahead of listing your home will boost the sale price & keep the sales process moving quickly once a buyer shows interest.

Property walk through

Your agent should walk the home with you to determine what repairs and upgrades are worthwhile to make before listing. Think about your home from a future buyer's perspective.

Small improvements that make a big difference

- Deep cleaning
- Decluttering & depersonalizing
- Making minor repairs
- Sprucing up the exterior



"Buyers decide in the first 8 seconds of seeing a home if they're interested in buying it. Get out of your car, walk in their shoes and *see what they see within the first 8 seconds.*"

BARBARA CORCORAN



LIVING & DINING

TO DO DONE

- | | | |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Remove clutter & personal items |
| <input type="checkbox"/> | <input type="checkbox"/> | Stage with pillows and throws |
| <input type="checkbox"/> | <input type="checkbox"/> | Dust and clean all surfaces and fixtures |
| <input type="checkbox"/> | <input type="checkbox"/> | Keep all tables clear and decluttered |

EXTERIOR

TO DO DONE

- | | | |
|--------------------------|--------------------------|------------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Pressure wash concrete or driveway |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean or repaint doors |
| <input type="checkbox"/> | <input type="checkbox"/> | Repaint trim |
| <input type="checkbox"/> | <input type="checkbox"/> | Wash windows |
| <input type="checkbox"/> | <input type="checkbox"/> | Sweep walkways & patios |
| <input type="checkbox"/> | <input type="checkbox"/> | Trim hedges |

BEDROOMS

TO DO DONE

- | | | |
|--------------------------|--------------------------|-------------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Remove clutter & personal items |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean out and organize closets |
| <input type="checkbox"/> | <input type="checkbox"/> | Repair any damage in walls |
| <input type="checkbox"/> | <input type="checkbox"/> | Keep closets closed during showings |
| <input type="checkbox"/> | <input type="checkbox"/> | Make beds before any showings |

- | | | |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Mow lawn |
| <input type="checkbox"/> | <input type="checkbox"/> | Weed & mulch |
| <input type="checkbox"/> | <input type="checkbox"/> | Arrange outdoor furniture |
| <input type="checkbox"/> | <input type="checkbox"/> | Repair fence |
| <input type="checkbox"/> | <input type="checkbox"/> | Replace any rotten wood |
| <input type="checkbox"/> | <input type="checkbox"/> | Pool/spa is clean and in working condition |

"Buyers decide in the first 8 seconds of seeing a home if they're interested in buying it. Get out of your car, walk in their shoes and *see what they see within the first 8 seconds.*"

BARBARA CORCORAN

03

STEP THREE

Strategic Pricing

Pricing Your Home

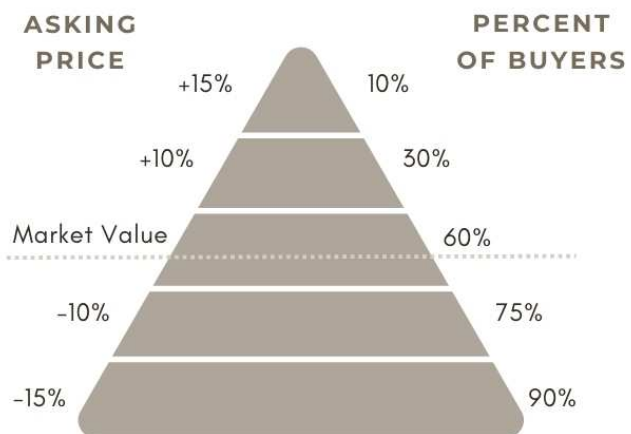
Here's something that may surprise you...

Properties that are priced right from the beginning typically sell for more in the end.

If you price your home too high, the home will stay on the market longer. The longer a home stays on the market, the less it will be shown.

A property attracts the most interest when it is first listed, so it is crucial to price it correctly initially.

It's important to thoroughly evaluate the market to determine the market value of your home.





AT MARKET VALUE

- + Buyers and agents will recognize a fair price
- + No appraisal issues
- + Home will appear on more relevant buyer searches



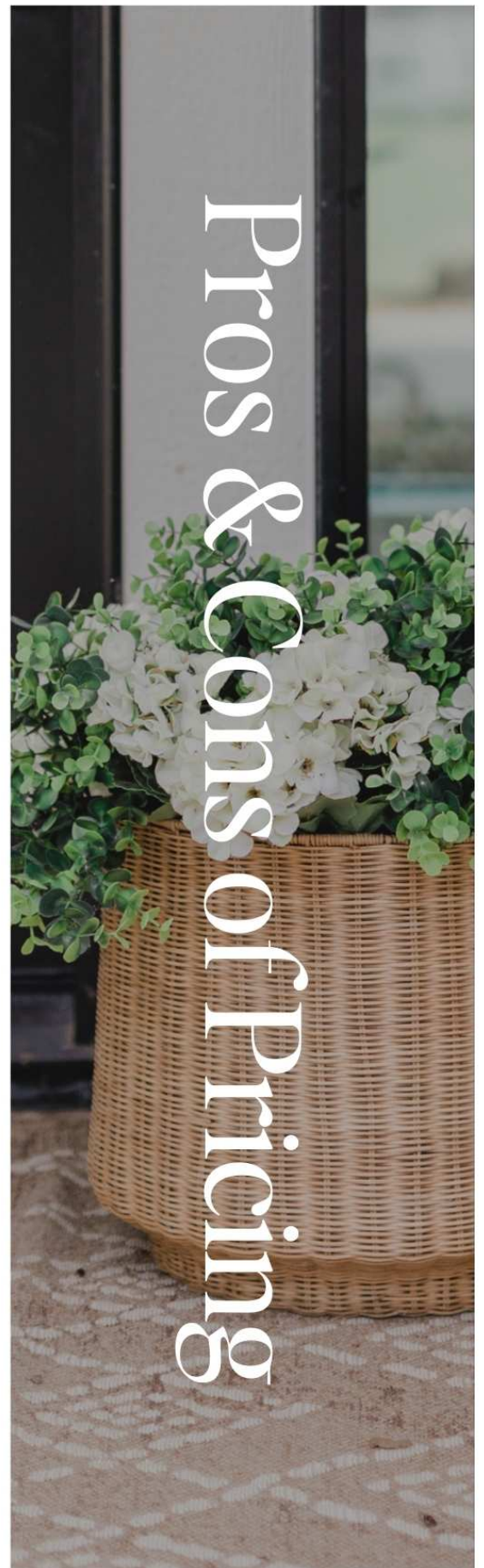
BELOW MARKET VALUE

- + The home will receive high interest and a quick sale
- + Multiple offer scenario, which may include offers higher than asking price
- Risk of having to sell at a lower price



OVER MARKET VALUE

- It could take longer to sell
- The longer it's on the market, the less favorable it appears to prospects
- The home may not appraise by the buyer's lender. Back to negotiations!



04

STEP FOUR

Staged vs Vacant

The key is nailing the first impression with buyers—

Staging can be a great tool to help buyers imagine themselves in your space.

There are also cases when a move-in ready vacant home can be just as appealing.

I work with my clients on a case-by-case basis to determine what works for their unique home & situation.

Together with your agent, you can create *warm & inviting atmosphere* that makes buyers excited to be there— vacant or staged!





Staged to Sell

Staging goes beyond mere aesthetics. It's about creating an experience that allows buyers to envision their lives unfolding within the walls of your home.

In a market where first impressions are everything, a well-staged home stands out, inviting and compelling.

Data from the International Association of Home Staging Professionals reveals that staged homes not only sell three to 30 times faster than non-staged ones,

but they also fetch higher prices – often 20% more than expected.

And the best part? The investment in staging usually costs less than the first price drop you might have to make if your home lingers on the market.

It's a smart, strategic move with proven results.

83%

83% of buyers' agents said that staging a home made it easier for buyers to visualize the property as their future home.

NATIONAL ASSOCIATION OF REALTORS

73%

Professionally staged homes spend 73% less time on the market compared to homes that haven't been staged.

REAL ESTATE STAGING ASSOCIATION

Modern Marketing

It's an agent's job to bring the seller a buyer at the *terms & price* they want. A mix of *digital & traditional* marketing is how to achieve it.

01 DIGITAL MARKETING

More than likely, the first place a buyer will see your home is on the internet.

Work with an agent who will maximize your home's visibility online with digital marketing including:

- Photo & video
- Social media marketing
- Email marketing
- Targeted ads

02 TRADITIONAL MARKETING

Traditional marketing strategies are also important for reaching the right buyer

Work with an agent who offers robust traditional marketing strategies, including:

- Open houses & showings
- Broker previews
- Postcards to neighbors
- Yard sign captures

& when it's implemented successfully...

Showing Your Home

It's showing time! Together we'll set parameters on the hours and days we plan to host showings.

Homes show best when the homeowner is not present. If this is not possible, we will work together to create the best experience for the buyer that also fits your lifestyle.

I will provide you with an electronic lockbox to store a set of house keys. Any time this lockbox is opened, I am notified. That means no one is accessing your home without my knowledge.

After each showing I will share any feedback I received from the potential buyers.

Before each showing, follow the checklist on the next page to create the best atmosphere possible for potential buyers.



Showing Prep Checklist



- Create a welcoming entrance by sweeping the porch, cleaning the door, and adding a mat or wreath.
- Remove personal items, documents excess furniture, and clutter to create an inviting atmosphere.
- Ensure there are no unpleasant odors; however don't overdo it with air fresheners. Open the windows for fresh air ahead of time.
- Turn on lights and open curtains to invite natural light.
- Close toilet seats and shower curtains. Put out fresh, crisp linens.
- Arrange furniture to create a sense of space and flow in each room.
- Arrange for pets to be taken out of the house during showings, and tidy up any pet-related messes.
- Add fresh flowers or a bowl of fruit to add a welcoming touch.
- Use staging strategies to showcase your home's best features.
- Set the thermostat to a comfortable temperature well before guests arrive.

Closing Process

If priced and marketed correctly, your home will start to receive offers! The closing process begins once you accept an offer. These are the major milestones to expect:

01

Escrow

The buyer deposits earnest money into a neutral escrow account, which holds funds until the transaction is complete.

02

Buyer's Due Diligence

The buyer orders an inspection to ensure the property's condition is clear of major issues.

03

Loan Approval & Appraisal

The lender orders an appraisal to confirm the home's value meets or exceeds the purchase price. The lender approves the buyer for the mortgage.

04

Final Walkthrough

Before closing, the buyer conducts a final walkthrough to confirm the property's condition is as-expected.

05

Packing & Moving

The owner can start packing up their belongings and planning to move! Congratulations!

06

Closing Day!

The buyer signs documents, pays closing costs, receives keys, and takes possession, while the seller receives the sale proceeds.

Why Offering Buyer Agent Compensation is a Smart Move



Expands your property's visibility

Offering a commission makes your listing more appealing to real estate agents, leading to increased showings and opportunities for offers.

Encourages smooth transactions

Offering compensation fosters cooperation between agents, leading to smoother negotiations and a more efficient sale process.

Positively impacts sale outcomes

Properties offering agent compensation often sell quicker and at better prices due to heightened exposure and agent motivation.

Signals a professional approach

This strategy demonstrates a commitment to a fair and efficient selling process, setting a positive tone for the transaction.



Next Steps

Getting started is simple. Once we have agreed on a price and have some documents signed I can get your listing on the market in as little as 48 hours.

Getting your home sold is a huge deal and I am honored to be considered to get the job done.

Meagan Estees

phone number | website.com | email@website.com



Meagan Estees
REALTOR
YOUR 48 HOUR CEM

What You Can Expect Working With Me

I'm Curious

I want to have a clear understanding of your goals, who you are, and what your home means to you.

I'm Committed

I bring my A-game to every transaction, and I'm committed to achieving the best outcomes for my clients.

I'm Proactive

I'm always one step ahead, anticipating potential roadblocks and finding creative solutions to overcome them.

I'm Personal

I believe in building relationships on mutual respect (and some humor!). I've found this is what leads to the best outcomes!

I LOVE helping first time buyers navigate the journey of becoming homeowners. It would be an honor to represent you in this huge life milestone. Shoot me a message if you have any questions - I'm here to be a resource to you!

A photograph of Meagan Estees, a blonde woman with long hair, wearing a black blazer. She is standing in a modern kitchen with white cabinets and a stainless steel range hood. She is holding a black smartphone to her ear with her right hand and has her left hand on a silver laptop that is open on a granite countertop. She is smiling at the camera.

Meagan Estees

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Follow along on Instagram!



What Clients Are Saying



Where do I begin? Meagan is a genuine human. I can tell authentic people when I see them and Meg was born for this line of work. Professional on every level. We were moving down from Washington state and she was there every step and things were sooo tight with our timeline....she pulled it through and deserves 6 stars. I offer a sincere recommendation for an agent who has obviously put in the work. Thank you Meagan!!!

— **Joe Cox**



Meg is exceptional! Highly recommended. As a single working mother my available times to see homes was typically outside business hours and she never made me feel bad for having her working late evenings or weekends. We looked at tons of homes and my particular criteria never bothered her. She truly wanted me to have the perfect home and did not shy away when negotiating my terms. Very grateful to have worked with her!

— **Casey Young**



Meagan was very nice and friendly from the beginning. Never felt pressured, nor rushed into making any decisions. She was always on time, and working with her was a pleasure! Always went out of her way to help. Thank you for everything!

— **Dianna Londono**



Meagan Estees
REALTOR
YOUR AT HOME GIRL

What Clients Are Saying



Meagan did an excellent job of selling our house during a challenging time in the market. After a horrible experience with a different realtor, she was extremely professional. Her communication is top notch, and she had a great marketing plan that produced multiple offers. We highly recommend her!

— **Annie Fischer**



Meagan helped me purchase an investment property. She was great throughout the transaction. The best part is she answer calls unlike other realtors I have worked with in the past. Love doing business with her.

— **S. Qasim**



We have used Meghan for several transactions from selling our house and buying land. She was so helpful and always there to answer any questions. She's definitely my #1 realtor!!! I would highly recommend her for all your realtor needs!!

— **Kelly Jones**



Meagan Estees
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YOUR AT HOME GIRL

The Moving checklist



Prep in Advance (8-6 weeks before)

Logistics:

- ☐ Set a moving budget
- ☐ Choose a moving company
- ☐ Book movers and truck (if needed)
- ☐ Schedule moving day off work (and for helpers, if applicable)

Purge and Pack:

- ☐ Declutter ruthlessly (donate, or sell)
- ☐ Gather packing supplies (boxes, tape, labels)
- ☐ Research packing hacks for efficiency
- ☐ Start packing non-essentials in labeled boxes (room by room)

New Place:

- ☐ Research your new neighborhood
- ☐ Measure doorways and furniture for fit at the new place
- ☐ Schedule utility and internet transfer/installation for new home

Notify of Upcoming Move
(6-4 weeks before)

Change of Address:

- ☐ Submit Change of Address (USPS)

Update Your Contact Information:

- ☐ Work & School
- ☐ Family & Friends

Utilities & Home Services:

- ☐ Electricity
- ☐ Water
- ☐ Gas
- ☐ Internet, Phone & Cable
- ☐ Garbage removal
- ☐ Lawn service
- ☐ Move-out cleaning

Finances:

- ☐ Bank & credit unions
- ☐ Credit cards
- ☐ Loan agencies

Subscriptions & Memberships

- ☐ Gym, clubs & organizations
- ☐ Streaming services
- ☐ Online shopping accounts

Insurances & Service Providers

- ☐ Homeowner & renters insurance
- ☐ Car insurance
- ☐ Health & dental insurance
- ☐ Life insurance
- ☐ Doctors, Dentists & Veterinarians
- ☐ Accountants
- ☐ Attorneys

Government Agencies:

- ☐ Update your address with DMV
- ☐ Voter registration
- ☐ Internal Revenue Service (IRS)
- ☐ Social Security Administration

The Moving checklist



Pack an Overnight Bag (Day Before)

Essentials for your first night

- ☐ Pajamas & change of clothes
- ☐ Toiletries & medications
- ☐ Phone charger & power bank
- ☐ Snacks & drinks
- ☐ Paper towels & toilet paper

Label an Open First Box (Day Before)

Essential unpacking items

- ☐ Trash bags & cleaning supplies
- ☐ Tools (screwdriver, multi-tool)
- ☐ Flashlight & headlamp
- ☐ Bottled water & snacks
- ☐ Medications
- ☐ Dishes, utensils & paper plates
- ☐ Bedding (sheets, blanket, pillow)

Notes:

- ☐
- ☐
- ☐
- ☐
- ☐
- ☐
- ☐
- ☐

Moving Day

Preparation:

- ☐ Have cash on hand for moving crew tips and unexpected costs
- ☐ Clear walkways and driveways for movers' access
- ☐ Disassemble furniture (if not done by movers)

Oversee the Move:

- ☐ Double-check inventory list
- ☐ Direct movers where to place boxes in your new home

Settling In:

- ☐ Unpack your labeled "Open First" box and overnight bag
- ☐ Set up the kitchen and bedrooms first for immediate comfort
- ☐ Make sure all utilities are turned on



BROKERED BY
exp
REALTY



Listing Preparation Checklist

Use this checklist to perform a walk through of your home, room by room as if you are a buyer. Check off what needs to be addressed, and then check off once you've completed the task. Consider hiring a home inspector to assess if anything needs to be repaired.

GENERAL

TO DO DONE

- | | | |
|--------------------------|--------------------------|-------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Light fixtures |
| <input type="checkbox"/> | <input type="checkbox"/> | Light bulbs |
| <input type="checkbox"/> | <input type="checkbox"/> | Carpets |
| <input type="checkbox"/> | <input type="checkbox"/> | Windows |
| <input type="checkbox"/> | <input type="checkbox"/> | Cabinets |
| <input type="checkbox"/> | <input type="checkbox"/> | Sinks and faucets |
| <input type="checkbox"/> | <input type="checkbox"/> | Paint |

TO DO DONE

- | | | |
|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | HVAC |
| <input type="checkbox"/> | <input type="checkbox"/> | Flooring |
| <input type="checkbox"/> | <input type="checkbox"/> | Doors and trim |
| <input type="checkbox"/> | <input type="checkbox"/> | Wallpaper |
| <input type="checkbox"/> | <input type="checkbox"/> | Hardware |
| <input type="checkbox"/> | <input type="checkbox"/> | Carbon monoxide detector |
| <input type="checkbox"/> | <input type="checkbox"/> | Smoke detector |

KITCHEN

TO DO DONE

- | | | |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Clean counters and declutter |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean backsplash |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean appliances (Inside & out) |
| <input type="checkbox"/> | <input type="checkbox"/> | Organize drawers, cabinets and pantries |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean floors |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean sink and disposal |

BATHROOMS

TO DO DONE

- | | | |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Dust and clean all surfaces |
| <input type="checkbox"/> | <input type="checkbox"/> | Declutter countertops and drawers |
| <input type="checkbox"/> | <input type="checkbox"/> | Fold towels |
| <input type="checkbox"/> | <input type="checkbox"/> | Tidy cabinets and remove unnecessary toiletries |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean or replace shower curtains |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean moldy areas |