



**Your Path to Selling with  
Confidence**

# **A Seller's Guide from The Rohn Group**

Your trusted partner for a successful home sale in Queen Creek and the Greater Phoenix area, driven by local expertise and personalized service.

# Welcome to The Rohn Group



## Meet Ken & Velma Rohn

Since 2007, we've been trusted advisors and REALTORS® serving Queen Creek, Gilbert, San Tan Valley, Mesa, Chandler, and the surrounding communities. Our approach combines deep local expertise with genuine care for every client we serve.

We believe in **integrity, strategic thinking, and relationships that last beyond the closing table.** Your goals become our mission, and your story shapes every decision we make together.

"At The Rohn Group, your story shapes our strategy. This is more than real estate —it's home."

# Preparing Your Home for Success

First impressions matter tremendously in real estate. The way you present your home can significantly impact both the speed of your sale and the final price. Smart preparation creates emotional connections with buyers and positions your property as move-in ready.



## Declutter & Depersonalize

Remove personal items and excess belongings to help buyers envision themselves living in the space. Clean, neutral spaces appeal to the broadest audience.



## Handle Minor Repairs

Fix leaky faucets, patch nail holes, and address small cosmetic issues. These details signal that your home has been well-maintained.



## Boost Curb Appeal

Fresh paint on the front door, trimmed landscaping, and clean walkways create an inviting first impression that draws buyers inside.



## Professional Staging & Photos

Strategic staging highlights your home's best features, while professional photography and video capture its essence and tell a compelling visual story.

# Pricing with Strategy

Pricing your home correctly from day one is perhaps the most critical decision you'll make. **The right price generates strong buyer interest, competitive offers, and a faster sale.** Overpricing, even slightly, can cause your listing to sit on the market, eventually requiring price reductions that signal desperation.

The Rohn Group uses comprehensive market analysis to identify the sweet spot where your home's value meets current buyer demand. We examine:

- Recent comparable sales in your neighborhood
- Current active listings and their competition
- Local market trends and buyer behavior
- Your home's unique features and condition
- Seasonal factors affecting the Phoenix market

Our goal: position your property where strategic pricing creates maximum opportunity and strong buyer traffic from day one.



**Did You Know?** Homes priced within 5% of market value sell 3x faster and often receive multiple offers, driving the final price higher than overpriced homes that eventually reduce.

# Marketing Your Property

In today's digital-first world, marketing determines whether your home reaches the right buyers at the right time. The Rohn Group employs a comprehensive, multi-channel approach that ensures maximum exposure and engagement.

## Professional Visual Content

High-definition photography, cinematic video tours, and drone footage showcase your home's best angles and create emotional connections with prospective buyers browsing online.

## Multi-Platform Digital Exposure

Your listing appears across the MLS, major real estate portals (Zillow, Realtor.com, Redfin), and The Rohn Group's extensive digital network including social media platforms where active buyers are searching.

## Featured Placement on DiscoverQueenCreek.com

Our dedicated community website attracts buyers specifically interested in the Queen Creek area, giving your property targeted visibility among highly qualified prospects already familiar with the region.

## Retargeted Advertising Campaigns

Strategic digital ads follow interested buyers across the web, keeping your listing top-of-mind as they continue their home search and move toward making an offer.

# Showings & Feedback



## Maximizing Every Showing Opportunity

Once your home hits the market, showings become your most valuable tool for attracting offers. We make the process seamless while gathering critical intelligence that helps us refine our approach.

**Pro Tip:** The first two weeks on market generate the most showing activity. We'll work to ensure your home is perfectly positioned to capture maximum buyer interest during this critical window.

01

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### Flexible Scheduling

We accommodate buyer schedules while respecting your privacy, using secure showing systems that track every visit.

02

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### Real-Time Feedback

After each showing, we collect detailed feedback from buyers and their agents about what they loved and any concerns.

03

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### Constant Communication

You'll receive updates on showing activity, buyer reactions, and market response so you're always informed.

04

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### Strategic Adjustments

Each showing provides data that helps us adjust pricing, staging, or marketing to attract the right buyer.

# Negotiation & Offers

Receiving an offer is exciting, but the real work begins here. **Not all offers are created equal**, and the highest price doesn't always represent the best deal. The Rohn Group brings seasoned negotiation expertise to protect your interests and maximize your net proceeds.



## Evaluate Every Detail

We analyze price, earnest money, contingencies, closing timeline, and buyer financing to assess the true strength of each offer.



## Strategic Negotiation

Our team negotiates firmly but professionally to secure favorable terms while keeping the deal moving forward.



## Protect Your Bottom Line

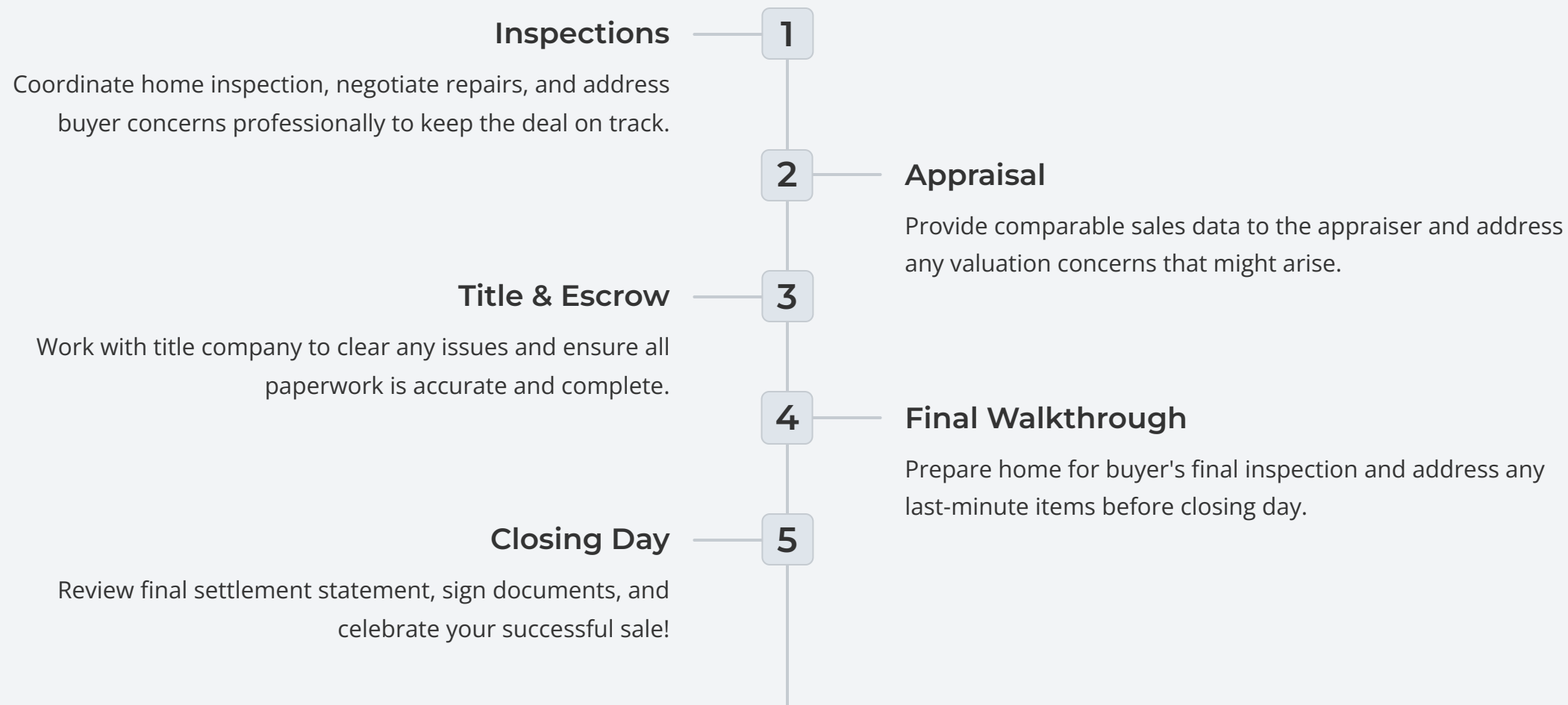
We anticipate potential inspection and appraisal issues, negotiating repairs and concessions that preserve your profit.

### What We Consider Beyond Price

- Buyer financing strength and pre-approval quality
- Contingency timelines and flexibility
- Earnest money deposit (signals buyer commitment)
- Closing date alignment with your timeline
- Inspection and appraisal contingencies

# From Contract to Close

Once you've accepted an offer, a coordinated series of steps must occur to reach a successful closing. This is where attention to detail and proactive communication make all the difference. The Rohn Group manages every aspect of the transaction to ensure nothing falls through the cracks.



## Clear Communication Throughout

We maintain constant contact with lenders, title companies, inspectors, and the buyer's agent to anticipate issues before they become problems. **You'll always know what's happening, what's next, and when to expect closing.**

Our goal is simple: a smooth, on-time closing with no surprises and no stress. Then we celebrate your success and the exciting next chapter ahead.



# Mistakes to Avoid

Even in a strong market, certain missteps can cost you time, money, and peace of mind. Learn from common seller mistakes so you can navigate your sale with confidence and achieve the best possible outcome.



## Overpricing from the Start

Setting an unrealistic asking price based on emotion rather than data leads to extended time on market, multiple price reductions, and ultimately a lower sale price than if you'd priced correctly initially.



## Skipping Minor Repairs or Updates

Ignoring small cosmetic issues signals poor maintenance to buyers, leading to lower offers and more aggressive inspection negotiations. A small investment in repairs typically returns multiples in sale price.



## Limited Showing Availability

Restricting showing times or making it difficult for buyers to view your home dramatically reduces your buyer pool. Motivated buyers won't wait—they'll move on to more accessible properties.



## Choosing Commission Over Expertise

Selecting an agent solely based on a discounted commission often results in less effective marketing, weaker negotiation, and a lower net proceeds. Expert representation typically nets you far more money despite higher commission.

# Ready to Make Your Move?

You've learned the key strategies for a successful home sale. Now it's time to put that knowledge into action with experienced professionals who genuinely care about your success.



## Schedule Your Personalized Seller Consultation

During your complimentary consultation, you'll receive:

- **Comprehensive Home Value Analysis** based on current market data
- **Customized Marketing Strategy** tailored to your property
- **Expert guidance** on preparation, pricing, and timing
- **Answers to all your questions** about the selling process

[Book Your Consultation](#)



Explore Our Websites

[TheRohnGroup.com](http://TheRohnGroup.com)

[DiscoverQueenCreek.com](http://DiscoverQueenCreek.com)

[HomePulseIQ.com](http://HomePulseIQ.com)



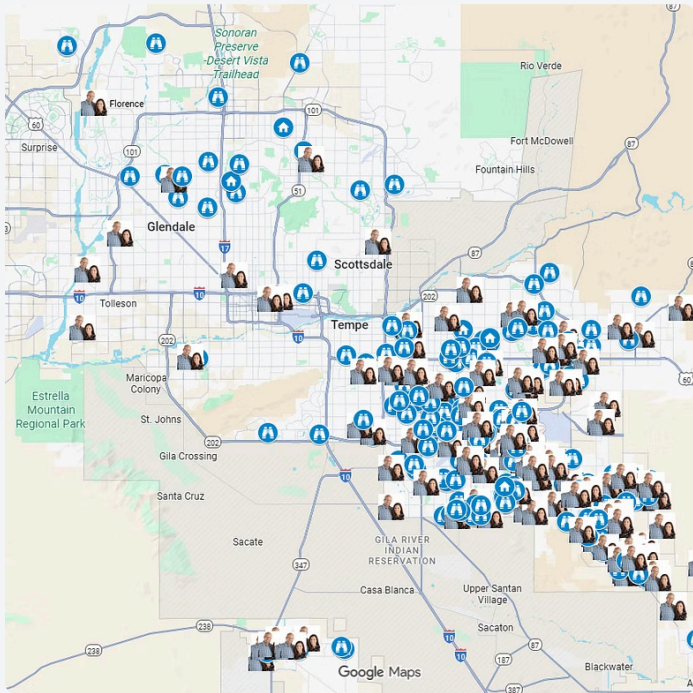
Get In Touch

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# The Rohn Group Advantage

What sets The Rohn Group apart in a competitive real estate market? It's our combination of deep local knowledge, proven marketing strategies, and a genuine commitment to your success that extends well beyond closing day.



## Deep Local Expertise

Since 2007, we've specialized in Queen Creek and the Greater Phoenix area. We know the neighborhoods, schools, market trends, and buyer preferences that impact your sale.



## Cutting-Edge Marketing

Our multi-platform digital strategy, professional visual content, and targeted advertising reach qualified buyers wherever they're searching for their next home.



## Personalized Service

You're not a transaction number—you're a person with unique goals and circumstances. We tailor our approach to your specific needs and maintain open communication throughout.

"The Rohn Group didn't just sell our house—they guided us through every decision with patience and expertise. We felt supported from our first conversation through closing day and beyond."

— Recent Client, Queen Creek

# Understanding Today's Market

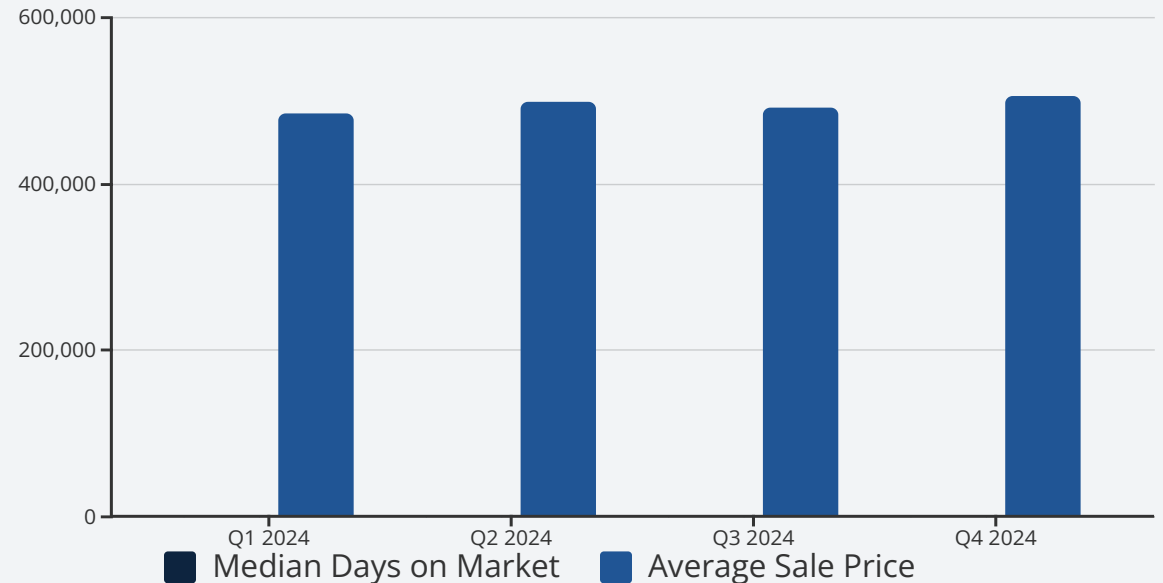
## Current Market Conditions

The Greater Phoenix real estate market continues to show strength, with **Queen Creek remaining one of the fastest-growing communities in Arizona**. Understanding current conditions helps you make informed decisions about timing and pricing.

Key factors affecting your sale:

- Inventory levels and buyer demand
- Interest rate environment
- Seasonal market fluctuations
- New construction competition
- Local employment and economic growth

The Rohn Group monitors these factors daily, adjusting our strategy to position your home advantageously regardless of market conditions.



Queen Creek market data shows consistent buyer demand with healthy price appreciation. Data represents median values across all property types.

# Maximizing Your Home's Appeal

Small, strategic improvements can yield significant returns when selling your home. Focus your time and budget on updates that buyers notice most and that provide the best return on investment.

## 98%

### Buyers Start Online

Virtually all home-buyers (approximately 95-100%) use the internet during their home search, underscoring the importance of professional photos and strong online listing presence.

## 7-Seconds

### First Impression Impact

Many buyers form a strong first impression of a home within seconds of seeing the listing or exterior; a well-presented home front matters substantially.

## 66%-200%

### Average Pre-Sale Investment

In Arizona, strategic updates (like landscape, minor kitchen/bath refresh, durable flooring) show strong returns — ROI estimates range from ~66% up to 200% depending on the improvement. While statewide averages for dollars invested and net gain are harder to pin down, even modest investments can make a meaningful difference.

## High-Impact Improvement Areas

### Kitchen Updates

Fresh paint, updated hardware, and modern lighting can refresh a dated kitchen without major renovation costs.

### Bathroom Refresh

New fixtures, re-caulking, and fresh grout make bathrooms feel clean and well-maintained.

### Flooring

Clean carpets or replace worn flooring with neutral, modern options that appeal to most buyers.

### Paint

Neutral, fresh paint throughout is one of the most cost-effective ways to make your home feel move-in ready.

### Lighting

Bright, modern light fixtures and ample natural light make spaces feel larger and more inviting.

# Timeline: What to Expect

Understanding the typical timeline for selling a home helps you plan your move and set realistic expectations. While every sale is unique, this framework shows the general progression from decision to closing.

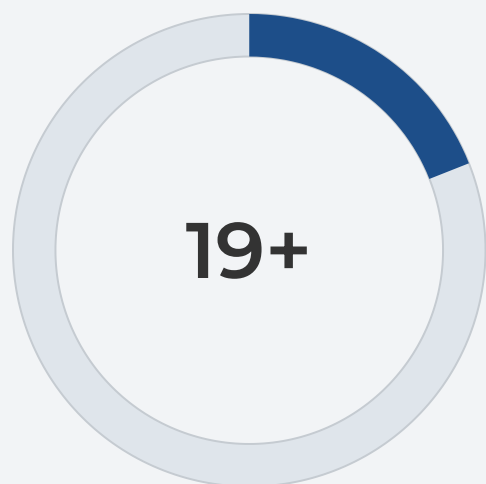


## Important Note on Timing

This 10-11 week timeline represents a typical sale. Your actual timeline may be shorter or longer depending on market conditions, pricing, property condition, and buyer financing. **Properly priced homes in excellent condition often sell faster, sometimes in days rather than weeks.** The Rohn Group will provide a realistic timeline estimate during your consultation based on your specific property and current market conditions.

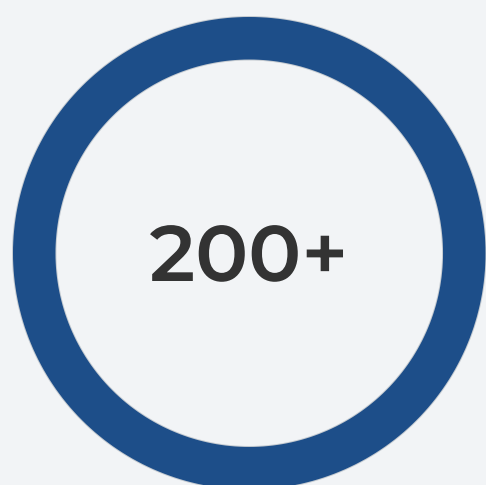
# Why Experience Matters

In a transaction as significant as selling your home, experience isn't just valuable—it's essential. The Rohn Group brings nearly two decades of proven success, local expertise, and genuine care to every client relationship.



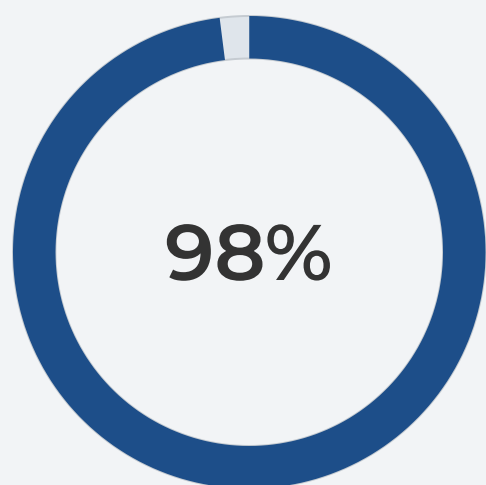
## Years Serving Phoenix

Since 2007, helping families navigate life's transitions through real estate.



## Successful Transactions

Hundreds of satisfied clients who trusted us with their most important moves.



## Client Satisfaction

Exceptional service that leads to referrals and lifelong relationships.

## Our Commitment to You

- **Transparent communication** at every stage
- **Strategic pricing and marketing** based on data
- **Skilled negotiation** to protect your interests
- **Proactive problem-solving** to prevent delays
- **Personal attention** from consultation to closing and beyond



## "Where Every Move Begins With Your Story"

This isn't just our tagline—it's our philosophy. We take time to understand your goals, timeline, and concerns so we can create a strategy that works specifically for you. Your story matters to us, and your success is our success.



# Let's Begin Your Journey

You've seen the process, understood the strategy, and learned what it takes to sell successfully in today's market. Now it's time to take the first step toward your next chapter.

## Schedule Your Free Consultation

Meet with Ken or Velma to discuss your goals, review your home's potential, and create your personalized selling strategy.

[Book Now](#)

## Receive Your Home Value Analysis

Get a comprehensive market analysis showing what your home is worth in today's market, completely free with no obligation.

## Explore Our Resources

Visit our websites for market insights, community information, and helpful tools:

[TheRohnGroup.com](https://TheRohnGroup.com) •

[DiscoverQueenCreek.com](https://DiscoverQueenCreek.com) •

[HomePulseIQ.com](https://HomePulseIQ.com)

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