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The Seller Success Consultation

Your Guide to Maximizing Equity and Selling with Confidence

Gary Loesl PLLC, REALTOR®

REAL Broker

Helping Sellers Maximize Equity & Buyers Make Strategic Moves

Part of The Gary Loesl Client Success Series

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The Gary Loesl Client Success Series

Mission

Educate. Guide. Empower.

Every guide in this series is designed to help clients make confident real estate decisions through knowledge, strategy, and trusted guidance.

Whether you are preparing to buy your first home, sell a home you have loved for years, or simply plan your next move, my goal is to provide practical information that removes uncertainty and helps you make informed decisions every step of the way.

This guide is yours to keep. Highlight it. Write notes in the margins. Refer back to it whenever questions arise.

Most importantly, know that you do not have to navigate this journey alone.

Philosophy

Knowledge creates confidence. Strategy creates results. My commitment is to provide both throughout your real estate journey.

Welcome

Thank you for taking the time to meet with me. Selling your home is one of the most important financial decisions you will ever make. While every home is unique, one thing remains constant: homeowners who understand the process make better decisions and experience far less stress along the way.

That is why I created this guide.
Over the years, I have discovered that many of the questions sellers ask are the same. What should I do before listing? How is my home's value determined? What happens after we accept an offer? What should I expect during inspections? When should I start packing?

Rather than leaving those questions unanswered until they arise, I wanted to provide a resource you can use before, during, and after the sale of your home. Inside these pages you will find practical advice, checklists, timelines, and insights that explain not only what happens during the selling process, but why it matters.

My role extends well beyond placing a sign in your yard or marketing your property online. My responsibility is to guide you through every decision with honesty, clear communication, and a strategy designed to help you achieve the best possible outcome.

Whether you are selling your first home or your fifth, I hope this guide gives you confidence throughout your journey. Thank you for the opportunity to earn your trust. I look forward to helping you maximize your equity and make your next move with confidence.

Gary Loesl PLLC, REALTOR®
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The Gary Loesl Promise

Selling your home is about more than a transaction. It is about your family. Your future. Your finances. Your next chapter.

When we work together, you can expect me to:

- Listen first and understand your goals.
- Provide honest advice, even when it is difficult to hear.
- Develop a strategy designed to help maximize your equity.
- Communicate clearly, promptly, and consistently.
- Keep you informed so you always know what comes next.
- Negotiate with your best interests at the center of every decision.
- Treat your home sale with the same care and attention I would expect for my own family.

Because I believe...
Knowledge creates confidence. Strategy creates results. My commitment is to provide both throughout your real estate journey.

Before We Begin

Every successful home sale begins long before the sign goes in the yard.

It begins with preparation. With thoughtful planning. With asking the right questions. And with understanding the process before important decisions need to be made.

The purpose of this consultation is not simply to determine a listing price. It is to create a personalized strategy that aligns with your goals, your timeline, and your priorities.

Throughout this guide you will notice sections titled Gary's Tip, Did You Know? Questions to Consider, and Guide Snapshot. These are designed to answer common questions, provide practical advice, and help you feel confident as we move through each stage together.

Remember: you are never navigating this journey alone.

Guide 1 – Preparing for Success

Key Insight
A successful home sale begins with a clear understanding of where you are, where you want to go, and what strategy will help you get there.

Our first meeting is not about rushing to a price or quickly signing paperwork. It is about understanding your home, your goals, your motivation, your timing, and the decisions that matter most to you.

During this consultation, we will meet at your home and walk through the property together. I will evaluate the home's features, condition, layout, improvements, strengths, and opportunities. I will also make notes, take a few reference photos, and discuss community features that may add value or help shape the marketing strategy.

This is also the time for you to ask questions. The more I understand about your priorities, the better I can help create a plan that fits your needs.

What Happens

- Meet at your home.
- Walk through the property room by room.
- Discuss your goals, motivation, timeline, and questions.
- Review current market conditions.
- Evaluate your home's features, pros, cons, and opportunities.
- Discuss community features and neighborhood advantages.
- Make notes and take a few reference photos.
- Prepare and provide a Comparative Market Analysis (CMA).
- Develop a customized selling strategy.

Guide Snapshot

Estimated Time: 60-90 minutes for the initial consultation.
What We'll Accomplish Together: We will identify your goals, evaluate the home, discuss the market, and begin building the selling strategy.
How I'll Lead This Step: I will evaluate your home's features and position, identify the pros and cons, explain the process, discuss pricing strategy, using this Seller Success Consultation as a clear roadmap.
Questions to Consider: What is your ideal timeline? What improvements are you willing to make before listing? Is your priority maximum price, speed, certainty, or a balance of all three?
Gary's Tip: Our first meeting is about creating a plan, not making rushed decisions. The better the preparation, the better the outcome.

Milestone Achieved: A clear plan is established for preparing and pricing your home.

You are not navigating this step alone
I'll guide you through every decision and keep you informed so you always know what comes next.

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Guide 2 – Pricing with Strategy

Key Insight

The right price does more than attract buyers. It creates confidence, urgency, and momentum.

The Asking Price is one of the most important decisions in the selling process. A strong marketing campaign can create attention, but pricing determines whether buyers take action.

A strategic Asking Price is not a guess, and it is not based on what we hope the market will pay. It is based on data, buyer behavior, current competition, recent sales, market conditions, and the unique features of your home and the community.

Together, we will review a Competitive Market Analysis, often called a CMA. This analysis helps us understand how buyers, agents, appraisers, and the market are likely to view your property. The goal is not simply to choose a number. The goal is to position your home to attract the most qualified buyers while helping you maximize your equity.

One of the biggest mistakes a seller can make is treating price as a test. When a home is priced too high, buyers may overlook it, compare it unfavorably to stronger values, or wait for a reduction. The first days and weeks on the market are **THE MOST VALUABLE** because that is when the listing is new, fresh, and most visible.

What We Review

- Recent comparable sales.
- Active listings currently competing for the same buyers.
- Pending sales when available.
- Days on market and buyer activity.
- Price-per-square-foot trends.
- Condition, upgrades, location, lot, floor plan, and curb appeal.
- Current inventory and market momentum.
- Buyer search behavior and common online price brackets.
- Potential appraisal considerations.

Did You Know?

Buyers rarely evaluate a home in isolation. They compare it against every other home they can buy in the same price range. Strategic pricing helps your home stand out in that comparison.

Guide Snapshot

Estimated Time: 1-3 days depending on research, property complexity, and available market data.

What We'll Accomplish Together: We will review the CMA, discuss your pricing goals, evaluate market conditions, and agree on a strategic Asking Price.

How I'll Lead This Step: I will prepare and explain the CMA, compare your home to the competition, recommend a pricing range, and help you understand the risks and advantages of each pricing option.

Questions to Consider: What price range will create the most buyer interest? How important is timing? Are we pricing for maximum exposure, maximum certainty, or both?

Gary's Tip: Pricing is a strategy, not a guess. The best pricing decisions are made with data, market awareness, and a clear understanding of your goals.

Milestone Achieved: A strategic Asking Price is selected and approved.

You are not navigating this step alone

I'll guide you through every decision and keep you informed so you always know what comes next.

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Guide 3 – Preparing Your Home

Key Insight

Buyers decide emotionally first and logically second. Presentation helps create the emotional connection.

Preparing your home for sale is one of the most practical ways to influence buyer perception. The goal is not to make the home perfect. The goal is to help buyers see the home clearly, comfortably, and confidently.

Small improvements can make a meaningful difference. Clean windows, fresh paint, simple landscaping, good lighting, and organized spaces can make rooms feel larger, brighter, and better maintained.

In Arizona, one practical step that can make a noticeable difference is removing sunscreens where appropriate and washing windows before photos and showings. More natural light can make the home feel brighter and more inviting online and in person.

We will discuss which improvements are worth considering and which may not provide enough return. Not every repair or update is necessary. The right preparation strategy should support your goals and your timeline.

Preparation Checklist

- Declutter counters, closets, cabinets, garages, and storage areas.
- Remove excess furniture to make rooms feel more open.
- Pack personal collections, family photos, and unnecessary decor.
- Complete minor repairs such as loose handles, burned-out bulbs, leaky faucets, and damaged drywall.
- Consider touch-up paint or neutral paint where needed.
- Deep clean kitchens, bathrooms, floors, baseboards, fans, vents, and light fixtures.
- Wash interior and exterior windows.
- Remove sunscreens where appropriate to increase natural light.
- Improve curb appeal with trimming, weeding, fresh mulch, clean entryway, and seasonal plants when appropriate.
- Move excess items to storage if needed.
- Consider staging or strategic furniture placement.
- Prepare the home for professional photography, video, drone, and floor plan creation.

Did You Know?

Online photos are often the first showing. If the home does not create interest online, many buyers may never schedule an in-person visit.

Guide Snapshot

Estimated Time: A few days to several weeks depending on the condition of the home and the amount of preparation needed.

What We'll Accomplish Together: We will identify the highest-impact preparation steps and focus on the items most likely to improve presentation and buyer confidence.

How I'll Lead This Step: I will help you prioritize improvements, explain what buyers tend to notice, and recommend preparation steps that align with your budget and timeline. I can also recommend professional resources.

Questions to Consider: What items can be packed now? What repairs are worth completing? Which areas need the most attention before photography?

Gary's Tip: Preparation is not about perfection. It is about helping buyers focus on the home instead of distractions.

Milestone Achieved: The home is clean, prepared, and ready for marketing.

You are not navigating this step alone

I'll guide you through every decision and keep you informed so you always know what comes next.

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Guide 4 – Going Live

Key Insight

Launch Day is not the beginning of the work. It is the result of the preparation, strategy, and marketing plan created before the listing goes public.

Once the home is prepared and the pricing strategy is approved, we move into the launch phase. This is when the listing documents are completed, the sign and lockbox are installed, the marketing assets are created, and the home is prepared for the public market.

Going live should feel organized, not rushed. The goal is to present the home professionally from the very first moment buyers and real estate agents see it.

Professional photography is essential, but strong marketing can include much more than photos. When appropriate, we may also use video, drone imagery, and a floor plan to help buyers better understand the layout, setting, and features of the home.

Before the listing is activated, we will review important details, so the MLS presentation is accurate, compelling, and aligned with the strategy we created together.

Launch Checklist

- Complete the listing agreement and required listing documents.
- Complete seller disclosures, including SPDS and any applicable property information.
- Review showing instructions and seller preferences.
- Install the For Sale signpost and sign.
- Install the secure lockbox for agent access.
- Schedule and complete professional photography of the home and neighborhood.
- Create video, drone imagery, and floor plan when appropriate.
- Prepare MLS remarks and property details.
- Launch the home in the MLS.
- Syndicate the listing to hundreds of real estate websites.
- Begin agent outreach, social media marketing, and buyer exposure.
- Schedule open house dates and Broker Open House.
- Monitor showing activity and feedback.

Did You Know?

The first week on the market often sets the tone. A strong launch can create momentum, while an incomplete or rushed launch can reduce buyer confidence.

Guide Snapshot

Estimated Time: Typically 2-5 days after preparation is complete, depending on scheduling and marketing assets.

What We'll Accomplish Together: We will finalize paperwork, complete the marketing assets, activate the listing, and begin monitoring market response.

How I'll Lead This Step: I will coordinate the launch details, review the MLS presentation, manage showing access, and monitor activity and feedback once the home is Active in the MLS.

Questions to Consider: Are the showing instructions clear? Are pets, alarm codes, or access details addressed? Are valuables and weapons removed from home or stored securely? Are we ready for buyers to see the home at its best?

Gary's Tip: A successful launch is planned before the listing goes public. The goal is to make the home look its best from the first showing and first online view.

Milestone Achieved: Your home is officially on the market.

You are not navigating this step alone

I'll guide you through every decision and keep you informed so you always know what comes next.

Guide 5 – Showings & Open Houses

Key Insight

Every showing is an opportunity to create an emotional connection between a buyer and your home.

Once your home is in Coming Soon or Active status, buyers begin experiencing it in two ways: online first, and then in person. The showing process is where preparation, pricing, photography, and marketing begin working together.

A showing should feel easy for the buyer. When the home is clean, bright, accessible, and free of distractions, buyers can focus on the property itself instead of personal items, clutter, odors, pets, or access issues.

Open houses and private showings each serve a purpose. Private showings allow serious buyers to tour with their agent, while open houses can create additional exposure, neighborhood interest, and useful market feedback.

During this phase, I will monitor activity, gather feedback when available, and help determine whether the market response supports our strategy or suggests a need to adjust presentation, access, marketing, or price.

What Happens

- Keep the home clean, bright, and **Show-Ready** as much as possible.
- Open blinds and curtains to maximize natural light before showings.
- Turn on ALL the lights in the home.
- Secure valuables, medications, personal documents, firearms, and sensitive items.
- Make arrangements for pets so buyers can tour comfortably.
- Leave the home during showings whenever possible so buyers feel free to explore and discuss the property.
- Review showing feedback and activity patterns with me as we monitor the market response.
- Consider open houses or broker open houses when they support the overall strategy.

Did You Know?

Buyers often make emotional decisions quickly. A clean, well-lit, and welcoming home can help buyers stay longer, look more carefully, and remember the property more favorably. A clean smell to the home is best. An overpowering fragrance is discouraged.

Guide Snapshot

Estimated Time: Varies by market activity, buyer demand, and seller availability.

What We'll Accomplish Together: We will create a showing plan that balances maximum buyer access with your daily life, security, pets, and schedule.

How I'll Lead This Step: I will coordinate showing access, monitor activity, review feedback, and help interpret what buyer behavior is telling us.

Questions to Consider: How flexible can we be with showings? Are pets, valuables, medications, firearms, or alarm/access details addressed? What feedback are we receiving from buyers and agents?

Gary's Tip

The easier it is for qualified buyers to see the home, the more opportunity we create. Convenience and presentation can work together to increase buyer interest.

Milestone Achieved: Buyer traffic is active, feedback is being monitored, and the showing strategy is in place.

You are not navigating this step alone

I'll guide you through every decision and keep you informed so you always know what comes next.

Guide 6 – Offers, Negotiations & Contracts

Key Insight

The strongest offer is not always the highest offer. Price matters, but terms, financing, timing, and certainty matter too.

Receiving an offer is exciting, but it is also the point where strategy becomes especially important. A purchase offer is more than a price. It is a package of terms that determines your net proceeds, your risk, your timeline, and the likelihood of a successful closing.

Together, we will review each offer carefully. We will look beyond the headline price and evaluate financing, earnest money, appraisal considerations, inspection timelines, requested concessions, closing date, possession terms, and any contingencies.

In some situations, the highest offer may not be the best offer. A slightly lower offer with stronger financing, fewer contingencies, better timing, or greater certainty may better support your goals.

My role is to help you understand your options, negotiate strategically, and make a decision based on the full picture rather than emotion alone.

What Happens

- Review purchase price and estimated net proceeds.
- Evaluate financing type, down payment, cash terms, or lender strength.
- Review earnest money deposit and buyer commitment.
- Analyze inspection, appraisal, loan, HOA, and other contingencies.
- Consider seller concessions, closing costs, home warranty requests, and personal property terms.
- Compare closing date, possession needs, and flexibility.
- Negotiate counteroffers, multiple offers, or backup offers when appropriate.
- Select the offer that best aligns with your goals.

Did You Know?

A higher offer with weak terms can create more risk than a lower offer with stronger certainty. The goal is not just to accept an offer; the goal is to close successfully.

Guide Snapshot

Estimated Time: Same day to several days depending on offer activity, negotiation complexity, and response deadlines.

What We'll Accomplish Together: We will compare offers, evaluate risks and benefits, negotiate terms, and select the offer that best fits your financial and timing goals.

How I'll Lead This Step: I will explain the contract terms, estimate your likely net proceeds, communicate with the buyer's agent, negotiate on your behalf, and help you make a confident decision.

Questions to Consider: What matters most: price, certainty, timing, concessions, leaseback, or flexibility? Are we comfortable with the buyer's financing? What risks are we willing or unwilling to accept?

Gary's Tip

The best negotiation is grounded in preparation. When we understand your goals before offers arrive, we can respond strategically instead of reacting emotionally.

Milestone Achieved: An offer is accepted and the home moves under contract.

You are not navigating this step alone

I'll guide you through every decision and keep you informed so you always know what comes next.

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Guide 7 – Escrow, Inspections & Appraisal

Key Insight

Once the home is under contract, the transaction moves from marketing to management. Communication and deadlines become critical.

After an offer is accepted, escrow is opened and the transaction timeline begins. This is when the title company, buyer's lender, inspectors, appraiser, agents, and both parties begin working through the contract requirements.
The buyer will typically conduct inspections during the agreed inspection period. Depending on the property, inspections may include a general home inspection, termite inspection, roof evaluation, pool inspection, HVAC review, sewer scope, or other specialty inspections.
The buyer may then submit repair requests (BINSR Buyer Inspection Notice Seller Response), ask for concessions, accept the property as-is, or in some cases choose to cancel if allowed by the contract. This is a normal part of the process, and it requires thoughtful negotiation.
If the buyer is obtaining financing, the lender will usually order an appraisal. The appraisal helps the lender confirm that the property supports the contract price. If the appraised value becomes an issue, we will discuss the available options and negotiate as needed.

What Happens

- Escrow is opened and earnest money is deposited according to the contract.
- Title work begins and contract deadlines are tracked.
- Buyer schedules inspections during the inspection period.
- Inspection results and any repair requests are reviewed, BINSR.
- Repair requests, concessions, or contract terms are negotiated when needed.
- Buyer's lender orders the appraisal if financing is involved.
- Appraisal and loan conditions are monitored through the transaction.
- All parties work toward meeting contract deadlines and closing requirements.

Did You Know?

Inspection requests are common. They do not mean the sale is falling apart. The key is to separate major concerns from minor items and respond strategically.

Guide Snapshot

Estimated Time: Often 7-10 days for inspections and 30-45 days for a financed escrow, depending on the contract.

What We'll Accomplish Together: We will manage the transaction timeline, respond to inspection and appraisal issues, and keep the sale moving toward closing.

How I'll Lead This Step: I will monitor deadlines, communicate with the buyer's agent, review inspection requests with you, help negotiate solutions, and coordinate with escrow and lender contacts as needed.

Questions to Consider: Are there repairs we are willing to complete? Would a concession be better than performing work? What happens if the appraisal comes in below the contract price?

Gary's Tip

Inspection and appraisal issues are best handled with calm, clear strategy. Not every request deserves the same response, and not every issue needs to become a major obstacle.

Milestone Achieved: Inspection, appraisal, title, and financing milestones are moving forward toward closing.

You are not navigating this step alone

I'll guide you through every decision and keep you informed so you always know what comes next.

Guide 8 – Closing Preparation & Final Walk-Through

Key Insight

A smooth closing begins before closing day. The final week is about completing details, confirming expectations, and avoiding last-minute surprises.

As the closing date approaches, the focus shifts to completing agreed-upon repairs, preparing for the buyer's final walk-through, coordinating your move, and making sure all closing requirements are in order.
Any agreed-upon repairs should be completed as early as possible, ideally at least three days before close of escrow. This gives time for receipts, invoices, re-inspections, buyer review, and any unexpected follow-up items.
The buyer's final walk-through is not a new inspection. It is typically used to confirm the property is in substantially the same condition as when the contract was accepted and that any agreed repairs have been completed.
This is also the time to gather keys, garage remotes, mailbox keys, manuals, warranties, gate cards, alarm information, and any items that will transfer with the home.

What Happens

- Complete agreed-upon repairs at least three days before close of escrow whenever possible.
- Save receipts, invoices, warranties, photos and contractor documentation.
- Schedule movers and confirm your move-out timeline.
- Remove all personal property that is not included in the sale no later than the day before closing.
- Submit your forwarding address with the United States Postal Service.
- Coordinate utility transfers or shut-off dates.
- Gather keys, remotes, manuals, mailbox keys, gate cards, and access information.
- I recommend to have the home professionally cleaned.
- Prepare the home for the buyer's final walk-through.

Did You Know?

The final walk-through is usually about condition and completion, not renegotiating the entire transaction. Clear preparation helps avoid confusion right before closing.

Guide Snapshot

Estimated Time: The final 3-7 days before close of escrow.

What We'll Accomplish Together: We will complete the remaining seller tasks, prepare for the final walk-through, and make sure the transaction is ready to close.

How I'll Lead This Step: I will help track agreed repairs, communicate with the buyer's agent, coordinate documentation, and keep you informed about what needs to happen before closing.

Questions to Consider: Are repairs complete? Are receipts available? Are all keys and remotes gathered? Have utilities, mail forwarding, and moving logistics been handled?

Gary's Tip

The final days are not the time to guess. A simple checklist and clear communication can prevent most last-minute closing issues.

Milestone Achieved: The home is ready for final walk-through and closing.

You are not navigating this step alone

I'll guide you through every decision and keep you informed so you always know what comes next.

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Guide 9 – Closing Day & Funding

Key Insight
Closing is more than signing documents. It is the final step where ownership transfers, funds are disbursed, and the sale becomes official.

Closing day is the moment every previous step has been working toward. Depending on the transaction, you may sign closing documents before the actual closing date, especially if the title company needs time to process documents and funding.
The buyer's lender must fund the loan if financing is involved. After funds are received and all requirements are satisfied, the deed is recorded with the county. Once recording occurs, ownership officially transfers to the buyer.
Your proceeds are typically disbursed after recording according to title company procedures. Timing can vary based on funding, recording cutoffs, wire instructions, and title company processing.

My role is to help you understand what is happening, confirm the sequence of events, and stay connected with the title company and buyer's side until the transaction is fully closed.

What Happens

- Review the estimated settlement statement or closing disclosure.
- Confirm wire instructions directly with the title company using a verified phone number. **NEVER USE EMAIL**
- Sign seller closing documents as instructed by the title company.
- Buyer's loan funds, if applicable.
- Title confirms all requirements are satisfied.
- The deed records with the county.
- Sale proceeds are disbursed according to title company procedures and your instructions.
- Keys and possession are transferred according to the contract.

Did You Know?
Wire fraud is a real risk in real estate transactions. Always verify wire instructions directly with the title company using a trusted phone number before sending or receiving funds. **NEVER USE EMAIL**

Guide Snapshot

Estimated Time: Usually one day, but signing, funding, and recording may occur at different times.
What We'll Accomplish Together: We will complete the final signing, confirm funding and recording, and make sure the sale closes properly.
How I'll Lead This Step: I will stay in communication with title, monitor final steps, and keep you updated until recording is confirmed.
Questions to Consider: Do you understand when possession transfers? Have wire instructions been verified? Do you know when proceeds are expected to be disbursed?

Gary's Tip
Closing is not complete until recording is confirmed. I will help you follow the process through the finish line.

Milestone Achieved: The transaction records, proceeds are processed, and the home is officially sold.

You are not navigating this step alone
I'll guide you through every decision and keep you informed so you always know what comes next.

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Guide 10 – After the Sale & Staying Connected

Key Insight

My role as your real estate resource does not end at closing.

After closing, there are still a few important items to complete. You may need to confirm utility transfers, retain closing documents, update your address, organize tax records, and settle into your next chapter.

It is also important to keep a copy of your final settlement statement and other closing documents. These may be helpful when preparing taxes, reviewing capital gains questions with your CPA, or planning future real estate decisions.

I believe a strong real estate relationship should continue long after the transaction closes. Whether you need a contractor recommendation, a property value update, market guidance, or advice about a future purchase or sale, I want to remain a resource you can call.

The goal is not just to complete one successful transaction. The goal is to build a trusted relationship that continues to provide value for years to come.

What Happens

- Confirm utilities have been transferred or discontinued as planned.
- Make sure your forwarding address is active with the United States Postal Service.
- Save your closing statement and important transaction records.
- Discuss tax questions with your CPA or tax advisor.
- Update insurance, mailing addresses, subscriptions, and service providers.
- Reach out if you need contractor, lender, title, insurance, or vendor recommendations.
- Contact me anytime you want a market update or property value review.
- Share this guide with family or friends who may be preparing to sell.

Did You Know?

Many homeowners only think about their home's value when they are ready to sell. Reviewing your property value periodically can help with future planning, refinancing decisions, estate planning, or investment strategy.

Guide Snapshot

Estimated Time: The first few weeks after closing, then ongoing as needed.

What We'll Accomplish Together: We will make sure the transaction is wrapped up properly and that you know I remain available as a long-term real estate resource.

How I'll Lead This Step: I will be available for follow-up questions, document guidance, market updates, referrals, and future real estate planning.

Questions to Consider: Do you have all of your closing documents? Have you updated your address and utilities? Who else in your circle could benefit from this kind of guidance?

Gary's Tip

A successful closing is not the end of the relationship. It is the beginning of being your trusted real estate resource for the future.

Milestone Achieved: Your sale is complete, your next chapter has begun, and our relationship continues.

You are not navigating this step alone

I'll guide you through every decision and keep you informed so you always know what comes next.

Thank You

Thank you for taking the time to read The Seller Success Consultation.

My hope is that this guide has answered your questions, reduced uncertainty, and given you greater confidence about the journey ahead.

Selling a home is more than a transaction. It is an important life decision. My goal is to help you navigate it with knowledge, strategy, and trusted guidance from our first conversation through closing and beyond.

Whether you are preparing to sell now or simply planning for the future, I hope you will keep this guide as a resource you can return to whenever questions arise.

It would be my privilege to help you maximize your equity and make your next move with confidence. Thank you for the opportunity to earn your trust.

Helping Sellers Maximize Equity & Buyers Make Strategic Moves

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Knowledge creates confidence. Strategy creates results.

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About Gary

Gary Loesl PLLC, REALTOR® with REAL Broker, serves clients throughout the Phoenix metro area with a practical, strategic, and client-first approach to real estate.

Known for clear communication, market knowledge, and honest guidance, Gary helps sellers understand their options, prepare their homes thoughtfully, price strategically, and move through the process with confidence.

His approach is simple: educate first, guide clearly, and empower clients to make informed decisions. Whether helping a seller maximize equity or helping a buyer make a strategic move, Gary focuses on preparation, communication, and results.

Mission

Educate. Guide. Empower.

Created to help clients make confident real estate decisions through knowledge, strategy, and trusted guidance.

Resources & QR Codes

- Vendor Resources: I have many professional resources that can support our goal of selling your home.

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HELPING SELLERS MAXIMIZE EQUITY & BUYERS MAKE STRATEGIC MOVES

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Not intended to solicit currently listed properties.

NOTES

Keep Track of Other Important Dates & Details

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