

REALTY EXECUTIVES
ARIZONA TERRITORY

TUCSON, ARIZONA

SELLER'S GUIDE

How to sell your Tucson home for the strongest possible terms.

Aylin Soriano
REALTOR® · Realty Executives Arizona Territory

¡Hablo Español e Inglés!

ABOUT ME

YOUR GUIDE IN TUCSON

Born and raised in Arizona, I bring a deep understanding of the Tucson market and the lifestyle that makes this city unique. As a graduate of the University of Arizona's Eller College of Management, I combine a background in business and marketing with real estate expertise to guide my clients with strategy and precision.

Selling a home is a business decision with a lot of emotion attached to it. My job is to handle the strategy, the marketing, and the negotiation so you can make clear decisions at every stage.

You'll always know where your sale stands, what happens next, and why I'm recommending what I'm recommending.



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WHAT I HANDLE

Pricing strategy built on current Tucson data, not guesswork.

Professional marketing that puts your home in front of real buyers.

Negotiation of offers, repairs, and appraisal issues.

Coordination with title, escrow, lenders, and inspectors through closing.

WHAT YOU CAN EXPECT

- A clear pricing recommendation with the data behind it
- Honest feedback, even when it isn't what you hoped to hear
- Consistent communication and weekly updates
- Strong negotiation that protects your bottom line
- A calm, organized process from list to close

THE PROCESS

10 STEPS TO SELLING A HOME

01 Listing consultation
We walk your home together, talk through your goals and timeline, and I show you what the market is doing right now.

02 Pricing strategy
We review comparable sales and current competition, then set a price designed to attract strong offers.

03 Prepare the home
Repairs, decluttering, and any staging that will pay for itself. I'll tell you what matters and what doesn't.

04 Photography and marketing
Professional photos, MLS listing, syndication, and social marketing built around your home.

05 Go live and show
Your home hits the market, and we open it up to buyers with showings and open houses.

06 Review offers
We evaluate every offer on price, financing strength, contingencies, and timeline, not just the top number.

07 Negotiate and open escrow
I negotiate terms and we open escrow once you accept.

08 Inspections and repair requests
The buyer inspects, and I negotiate repair requests to protect your proceeds.

09 Appraisal
The buyer's lender orders an appraisal. If value comes in low, I handle the challenge and renegotiation.

10 Closing day
You sign, the buyer funds, and the sale records. Your proceeds are released.

STRATEGY

PRICING YOUR HOME

Price is the single biggest factor in how fast your home sells and what you ultimately net. Here is how I approach it, and what happens when a home is priced wrong.

HOW WE SET YOUR PRICE

Built on data, not on what we hope the home is worth.

Recent comparable sales
What similar homes in your area actually closed for, not what they were listed at.

Current competition
The homes a buyer will tour the same weekend as yours.

Condition and upgrades
Where your home genuinely stands against the competition.

Market pace
How quickly homes in your price range are moving right now.

Your timeline
A faster sale and a maximum price are different strategies. We pick one on purpose.

WHY OVERPRICING COSTS YOU

The most expensive mistake a seller can make.

The first two weeks matter most
Your listing gets the most attention when it is new. Overpricing wastes that window.

Buyers notice days on market
A listing that sits invites low offers and questions about what is wrong with it.

Price cuts signal weakness
Reductions often net less than pricing correctly from day one.

Appraisals still apply
A financed buyer's lender has to support the price, no matter what was offered.

I will give you my honest pricing recommendation with the data behind it. The final number is always your decision, and I will support whatever you choose.

PREPARATION

GETTING YOUR HOME READY

DECLUTTER

Free, highest return

Start here before anything else

DEEP CLEAN

Low cost, high impact

Including windows and baseboards

CURB APPEAL

Low cost

First impression in every photo

SMALL REPAIRS

Varies

Fix what a buyer would flag

REAL TALK

You do not need to renovate before selling. Most major remodels do not return what they cost. I will tell you which repairs are worth making and which ones to leave for the buyer.

HOW I MARKET YOUR HOME

- Professional photography and video
- MLS, Zillow, Realtor.com and more
- Featured on aylinsoriano.com
- Instagram, TikTok and Facebook
- Open houses and agent outreach
- Marketing in English and Spanish

Arizona sellers complete a Seller's Property Disclosure Statement (SPDS). Disclose what you know honestly. Undisclosed issues cause far more problems than disclosed ones.

THE NUMBERS

WHAT SELLING COSTS YOU

TYPICAL SELLER COSTS

- Real estate commission (negotiable, agreed in writing up front)
- Owner's title policy and escrow fees
- Recording and document fees
- HOA transfer and disclosure fees, if applicable
- Prorated property taxes through closing
- Negotiated repairs or buyer closing cost credits
- Your remaining mortgage payoff

THE ARIZONA ADVANTAGE

- Arizona has no real estate transfer tax
- Many Tucson closings are quick when financing is strong
- You will get a written net sheet before you list
- You approve every number before you sign anything

> Commission is not set by law and is fully negotiable. Any compensation offered to a buyer's agent is your decision, agreed in writing before your home goes on the market.

Before you list, I will prepare an estimated net sheet so you know what you walk away with at each price scenario.

LET'S TALK STRATEGY

01 Schedule your listing consultation
We walk the home and talk goals and timeline.

02 Review your pricing strategy
You see the data and the estimated net at each price.

03 Go to market
Photos, marketing, and showings, handled.

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Referrals mean everything to me. If you know someone thinking about selling or buying, I'd love to help them too.

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