



FREE GUIDE

Home Seller's Guide

Pricing, preparing, listing, negotiating and closing, with tips to get the most for your home.

Questions in English or Spanish · Hablamos español

Jesus Sanchez

REALTOR® · Sanchez Group | Real Broker AZ, LLC
(480) 531-0428 · contact@realsanchez.com
realsanchez.com



Scan for my digital business card
card.realsanchez.com

Your home selling roadmap

Selling a home follows a clear set of steps and deadlines. This guide shows you what happens at each stage, what you will need to provide, and how to put your home in the best position with buyers.

- 1 Consultation and pricing**
Review recent sales and set a price strategy for today's market.
- 2 Listing agreement**
Agree on marketing, timing and terms in a written listing agreement.
- 3 Prepare the home**
Repairs, cleaning, staging and curb appeal.
- 4 Disclosures**
Complete your state's disclosure forms and gather records.
- 5 Market and show**
Professional photos, MLS and online exposure, and showings.
- 6 Offers and negotiation**
Compare price, terms, financing and timing, not just the number.
- 7 Under contract**
Buyer inspections, repair requests, appraisal, and title and escrow.
- 8 Close and move**
Final walkthrough, signing, recording and handing over the keys.

How I help along the way

- A pricing analysis based on recent sales near your home
- Professional photos and online marketing on realsanchez.com and the MLS
- Every offer reviewed with you line by line, and every deadline tracked
- Buying your next home in another state? I can connect you with a trusted agent there
- Help in English or Spanish at every step

Deadlines, forms and customs vary by state and by contract. This guide describes the process in general terms; your agent and your signed contract set the details for your sale.

Steps 1–2: Pricing and your listing agreement

Pricing to sell

Price is the biggest factor in how fast your home sells and for how much. A comparative market analysis (CMA) uses recent sales, active and pending listings, and the condition and features of your home. Buyers and their lenders' appraisers compare your home to the same sales, so pricing in line with the market brings more showings and stronger offers.

- Priced too high: fewer showings, more days on market, and often price reductions later
- Priced right: more buyer interest in the first weeks, when a listing gets the most attention
- Watch the market: inventory, days on market and price changes in your area

Get a starting point any time with a free home value estimate at realsanchez.com/evaluation, then refine it with your agent.

The listing agreement

The listing agreement sets the list price, the length of the listing, the marketing plan and the compensation. Compensation is fully negotiable. Your agent should explain every section, including any offer of compensation to a buyer's broker, before you sign.

Step 3: Preparing your home

First impressions happen online. Most buyers see your photos before they ever visit, so preparing the home before photos pays off.

Inside

- Declutter and depersonalize so buyers can picture the space as theirs
- Deep clean, including windows, baseboards, grout and appliances
- Fix small items: leaky faucets, loose handles, burned-out bulbs
- Fresh neutral paint where walls are scuffed or bold
- Service the heating and cooling system and replace the filter

Outside and curb appeal

- Trim trees and shrubs, tidy the landscaping, and check sprinklers or irrigation
- Clean the pool, if you have one, and make sure equipment and any safety barrier work
- Wash the entry, clean light fixtures, and consider a new doormat or plants
- Check the roof and gutters, and touch up exterior paint and the garage door

Get the most for your home: focus on repairs buyers and inspectors are likely to flag (heating and cooling, roof, plumbing leaks, electrical). A pre-listing inspection can reveal these early so there are fewer surprises later.

Step 4: Seller disclosures

Most states require sellers to disclose known material facts about the property, often on a state disclosure form. Preparing your disclosures before listing keeps the sale on track and builds trust with buyers.

Document	Good to know
Seller's property disclosure	A state or contract form about the home's condition and history. Answer every question honestly.
Insurance claims history	Often requested by buyers; many contracts require it.
HOA documents, if the home is in an HOA	Rules, budget, dues and any fees, usually ordered early in the transaction.
Lead-based paint disclosure	Federally required for homes built before 1978.

Tips for your disclosures

- Answer every question honestly and completely. When in doubt, disclose.
- List known repairs, permits, insurance claims, roof age, pool details and any water or pest history
- Gather receipts and warranties for major work (heating and cooling, roof, water heater)
- Ask your agent if you are unsure how to answer. Agents can't give legal advice, but they can tell you what buyers typically need to know.

Steps 5–6: Marketing, showings and offers

Marketing that reaches the right buyers

- Professional photos, and video or a virtual tour when it fits the home
- MLS listing, which feeds the major home search websites
- Promotion on realsanchez.com and social media, plus outreach to local agents
- A clear, accurate description that focuses on the home's features and location

Showings

- Keep the home show-ready: beds made, counters clear, lights on, blinds open
- Set the thermostat to a comfortable temperature
- Secure valuables, medications and important papers
- Plan for pets to be away or secured during showings

Comparing offers

The highest price is not always the best offer. Compare:

- Net price after any seller concessions or repairs requested
- Financing type and strength of the pre-approval
- Earnest money amount
- Closing date and any time you need to move out
- Contingencies and any special terms

Get the most for your home: you can accept, reject, or counter any offer, including countering several offers at once in a strategic way. Review every offer line by line with your agent.

Step 7: Under contract

Once both sides sign, the buyer's earnest money is deposited and the contract deadlines begin. The exact timeline depends on your state and your contract, but most sales follow this pattern:

Stage	What happens
Inspection or due-diligence period	The buyer inspects the home and reviews your disclosures, and may ask for repairs or a credit.
Your response	You can agree, decline, or offer something else, such as a credit instead of repairs.
Appraisal	For financed buyers, the lender's appraiser confirms the value supports the loan.
Loan approval	The buyer's lender completes underwriting and issues final approval.
Title and closing prep	Title, escrow or an attorney checks the title, orders your payoff and prepares closing.

If the appraisal comes in low

Your contract may give options, such as renegotiating the price, the buyer covering the difference, or canceling. Your agent can help you weigh the best path based on the market.

Typical seller costs to plan for

- Payoff of your mortgage and any other liens
- Title, escrow or attorney fees, as set by your contract and local custom
- Agreed repairs and any seller concessions
- HOA transfer or disclosure fees, if applicable
- Brokerage compensation, as agreed in your listing agreement
- Prorated property taxes, and any transfer taxes where they apply

IF YOU'RE SELLING IN ARIZONA

- Your disclosure form is the Seller's Property Disclosure Statement (SPDS), due within a few days of acceptance along with a 5-year insurance claims history.
- The buyer's default inspection period is 10 days, and repair requests come on a form called the BINSR.
- You have 5 days to respond under the standard contract.
- A neutral escrow company handles closing.

Step 8: Closing and moving out

Before closing

- Finish any agreed repairs and keep receipts to share with the buyer
- Schedule utilities to transfer on the day after closing
- Book movers and leave the home broom-clean
- Leave keys, remotes, gate fobs, manuals and warranties

Closing

- The buyer does a final walkthrough shortly before closing
- You sign your closing documents, sometimes a few days early
- Your loan is paid off, the deed is recorded with the county, and your proceeds are sent to you

Wire fraud warning: never trust wiring instructions sent by email. Confirm them by calling your title, escrow or attorney's office at a phone number you already know.

Quick glossary

CMA

Comparative market analysis, the pricing report based on recent nearby sales.

Disclosure

Your written statement about the home's condition and history.

Contingency

A condition in the contract, such as inspection, appraisal or financing.

Closing

The day the deed records and the sale is complete.

Settlement statement

The itemized list of your costs, credits and net proceeds.

This guide is general information about selling a home. It is not legal or tax advice. Ask a tax professional about any capital gains questions. Laws, contracts, deadlines and customs vary by state, and your signed contract controls.



Let's talk about your home

Thinking about selling, curious what your home is worth, or buying your next home in another state? I am happy to help, in English or Spanish, with no pressure.

Free home value estimate: realsanchez.com/evaluation

Schedule a free seller consultation: realsanchez.com/schedule-a-free-sellers-consultation

Moving out of state? Ask for a referral: realsanchez.com/contact

Jesus Sanchez · (480) 531-0428

contact@realsanchez.com · realsanchez.com

Jesus Sanchez, REALTOR® · Arizona license SA709230000
Sanchez Group | Real Broker AZ, LLC
3707 E Southern Ave #1074, Mesa, AZ 85206

Equal Housing Opportunity.



Scan for my digital business card
card.realsanchez.com