

SOLD *with* DANA MASSEY



GILBERT • EAST VALLEY AZ

COMPASS



YOUR COMPLETE GUIDE TO PREPARING
YOUR HOME FOR A SUCCESSFUL SALE



04 About Me & Team

06 Selling Process

08 My Services

09 Fees & Compensation

11 Home Seller Road Map

12 Pricing & Launch

15 Create a Game Plan

24 Listing Process

38 Closing Day

COMPASS

DM
for every



hello,
I'M
DANA

& I BELIEVE IN HOME

Deciding to sell your home is a BIG DEAL. I've done it more than once myself, so I know exactly what's riding on it. It's likely the biggest asset you own, and the sale usually lands in the middle of another big change: a new job, a bigger house, a simpler one, or a fresh start somewhere new.

That's why who you hire matters. I spent 15+ years in digital marketing before I ever got my license, and I'm a certified Pricing Strategy Advisor. Today I list homes across Gilbert, Mesa, Chandler, Queen Creek and San Tan Valley with Compass, as part of the Schneider Luxury Group team. You get a sharp price, professional photos and video, real neighborhood data, and a marketing plan built to put your home in front of the right buyers. Then I negotiate hard for your bottom line and keep the whole process calm and organized.

Dana Massey

COMPASS

DM
REALTOR

MEET OUR

Team



Dana Phassey

REALTOR® · LISTING AGENT



Brandon Schneider

TEAM LEAD
SCHNEIDER LUXURY GROUP
AT COMPASS

YOU'RE ALWAYS FREE TO CHOOSE YOUR
OWN LENDER, TITLE COMPANY AND OTHER
PROVIDERS. ASK ME AND I'LL SHARE AT
LEAST THREE NAMES IN EACH CATEGORY
FOR YOU TO COMPARE.

COMPASS

DM
Phassey



my signature

SELLING PROCESS

I know that selling your house can be stressful

But it doesn't have to be. Instead it can be the start to a new & fabulous chapter. With our modern approach to marketing and a streamlined system for paperwork, we take the stress out of SOLD.

1

CONSULT & LISTING AGREEMENT

THIS IS WHERE WE MAKE A PLAN TOGETHER. BEFORE WE MEET, THINK ABOUT YOUR GOALS, YOUR TIMELINE, AND ANYTHING THAT WORRIES YOU ABOUT SELLING, SO WE SPEND OUR TIME ON WHAT MATTERS MOST. I'LL BRING A COMPARATIVE MARKET ANALYSIS SHOWING WHAT'S SELLING (AND WHAT ISN'T) NEAR YOU, MY MARKETING AND SOCIAL PLAN, AND YOUR OPTIONS FOR LAUNCHING WITH COMPASS: PRIVATE EXCLUSIVE, COMING SOON, OR STRAIGHT TO THE MLS. WHEN YOU'RE READY, WE SIGN THE LISTING AGREEMENT.

2

COMPETITIVE PRICING

SETTING THE RIGHT PRICE IS KEY TO ATTRACTING BUYERS AND GETTING THE BEST VALUE. WE WILL USE A COMPARATIVE MARKET ANALYSIS (CMA) TO COMPARE YOUR HOME WITH SIMILAR PROPERTIES. BASED ON THIS, WE'LL SET A COMPETITIVE PRICE CONSIDERING YOUR HOME'S CONDITION AND MARKET TRENDS. A WELL-PRICED HOME SELLS FASTER AND DRAWS MORE INTEREST.

3

PREPARE TO LIST

GET YOUR HOME READY BY DECLUTTERING AND REMOVING PERSONAL ITEMS SO BUYERS CAN ENVISION THEMSELVES THERE. HANDLE ANY MINOR REPAIRS AND UPDATES. LIGHTLY STAGE THE SPACE TO ENHANCE ITS APPEAL AND MAKE ROOMS LOOK LARGER.

A CLEAN AND WELL-STAGED HOME WILL ATTRACT MORE BUYERS AND RESULT IN BETTER OFFERS.

4

PROFESSIONAL PHOTOS & VIDEO

PROFESSIONAL PHOTOGRAPHY IS ONE OF THE MOST POWERFUL TOOLS FOR SELLING YOUR HOME QUICKLY AND FOR TOP DOLLAR. HIGH-QUALITY IMAGES CREATE A STRONG FIRST IMPRESSION (ONLINE, YOU GET A FEW SECONDS OF A BUYER'S SCROLL TO MAKE YOUR CASE), CAPTURING YOUR HOME'S BEST FEATURES AND MAKING IT STAND OUT IN ONLINE LISTINGS. SINCE MOST BUYERS START THEIR HOME SEARCH ONLINE, EYE-CATCHING PHOTOS CAN GENERATE MORE INTEREST, LEADING TO INCREASED SHOWINGS AND COMPETITIVE OFFERS.

COMPASS





my signature SELLING PROCESS

5

LAUNCH: PRIVATE EXCLUSIVE, COMING SOON & MLS

WITH COMPASS, YOU CHOOSE HOW YOUR HOME MEETS THE MARKET. PRIVATE EXCLUSIVE SHARES IT ONE-ON-ONE WITH AGENTS AND THEIR BUYERS. COMING SOON MARKETS IT PUBLICLY ON COMPASS AND PARTNER SITES WITHOUT BUILDING DAYS ON MARKET OR A PRICE-DROP HISTORY. THEN WE GO ACTIVE ON THE MLS, WHICH SENDS YOUR LISTING TO ZILLOW, REALTOR.COM, REDFIN AND MANY OTHER SITES. SOME SITES MAY HIDE COMING SOON LISTINGS, AND FEWER EYES EARLY CAN MEAN FEWER SHOWINGS, SO WE'LL PICK THE MIX THAT FITS YOUR GOALS.

6

OPEN HOUSE

AN OPEN HOUSE PUTS A LOT OF BUYERS IN YOUR HOME AT ONCE AND BUILDS MOMENTUM. WHEN BUYERS SEE OTHER PEOPLE WALKING THROUGH, THEY TEND TO MOVE FASTER. IT ALSO LETS ME SHOW OFF YOUR HOME'S BEST FEATURES, ANSWER QUESTIONS ON THE SPOT, AND GATHER FEEDBACK WE CAN USE. A STRONG OPEN HOUSE WEEKEND OFTEN LEADS TO MORE OFFERS AND A FASTER SALE.

7

OFFER ACCEPTED & INSPECTION PERIOD

ONCE YOU ACCEPT AN OFFER, THE BUYER'S INSPECTION PERIOD STARTS. ON THE STANDARD ARIZONA PURCHASE CONTRACT IT'S 10 DAYS UNLESS WE NEGOTIATE OTHERWISE. THE BUYER COMPLETES EVERY INSPECTION AND SENDS ANY REPAIR REQUESTS ON A BINSR (BUYER'S INSPECTION NOTICE AND SELLER'S RESPONSE), AND YOU HAVE 5 DAYS TO RESPOND.

8

CLOSING DAY

YOU'LL SIGN A STACK OF PAPERWORK, MOST OF IT DULL AND ALL OF IT IMPORTANT. THE GOOD NEWS IS THAT WE'LL HAVE ALREADY REVIEWED MOST OF IT TOGETHER. ONCE EVERYONE SIGNS, THE BUYER'S LOAN FUNDS, AND THE DEED RECORDS WITH THE COUNTY, YOUR HOME IS OFFICIALLY SOLD.

A few things to think about before we meet...

- *What is your moving timeline?*
- *What do you hope to net from your home sale?*
- *What concerns do you have about listing or buying?*

Write these things down before we meet so we can talk through all the details!

My Services

CHOOSE YOUR LISTING PLAN

ESSENTIAL

- ✓ Local market expertise
- ✓ Comparative market analysis
- ✓ Pricing strategy (certified PSA)
- ✓ Tailored marketing plan
- ✓ Compass 3-Phased Marketing
- ✓ MLS exposure & syndication
- ✓ Professional photography
- ✓ 2D floor plan
- ✓ Social media marketing
- ✓ Compass yard sign
- ✓ Lockbox & showing access
- ✓ Digital paperwork & e-sign
- ✓ SPDS & disclosure prep
- ✓ Showing scheduling & feedback
- ✓ Offer review & negotiation
- ✓ Contract & deadline management
- ✓ Escrow management to closing

SIGNATURE

- ✓ Local market expertise
- ✓ Comparative market analysis
- ✓ Pricing strategy (certified PSA)
- ✓ Prep & update consultation
- ✓ Tailored marketing plan
- ✓ Compass 3-Phased Marketing
- ✓ MLS exposure & syndication
- ✓ Professional photography
- ✓ Professional videography
- ✓ Drone photography
- ✓ 2D floor plan
- ✓ Sphere & agent network outreach
- ✓ Social media marketing
- ✓ Targeted digital marketing
- ✓ Compass yard sign
- ✓ Lockbox & showing access
- ✓ Digital paperwork & e-sign
- ✓ SPDS & disclosure prep
- ✓ HOA document coordination
- ✓ Showing scheduling & feedback
- ✓ Weekly progress reports
- ✓ Repair coordination
- ✓ Offer review & negotiation
- ✓ Contract & deadline management
- ✓ Escrow management to closing
- ✓ Post-sale support
- ✓ Launch open house

LUXURY

- ✓ Local market expertise
- ✓ Comparative market analysis
- ✓ Pricing strategy (certified PSA)
- ✓ Prep & update consultation
- ✓ Tailored marketing plan
- ✓ Compass 3-Phased Marketing
- ✓ MLS exposure & syndication
- ✓ Professional photography
- ✓ Professional videography
- ✓ Drone photo & video
- ✓ 2D floor plan
- ✓ 3D floor plan & virtual tour
- ✓ Sphere & agent network outreach
- ✓ Neighborhood postcard campaign
- ✓ Social media marketing
- ✓ Social media ads
- ✓ Targeted digital marketing
- ✓ Compass yard sign
- ✓ Lockbox & showing access
- ✓ Digital paperwork & e-sign
- ✓ SPDS & disclosure prep
- ✓ HOA document coordination
- ✓ Showing scheduling & feedback
- ✓ Weekly progress reports
- ✓ Pre-listing inspection
- ✓ Repair coordination
- ✓ Offer review & negotiation
- ✓ Contract & deadline management
- ✓ Escrow management to closing
- ✓ Weekly updates from buyer's lender
- ✓ Post-sale support
- ✓ Launch open house
- ✓ Custom property website



Listing fees are fully negotiable and not set by law. We'll agree on yours, in writing, in your listing agreement.

COMPASS



Fees & Compensation

MOST SALES INVOLVE TWO AGENTS. ONE REPRESENTS YOU, AND THE OTHER REPRESENTS THE BUYER. EVERY FEE IN THAT PICTURE IS NEGOTIABLE, AND NONE OF THEM IS SET BY LAW. YOUR LISTING FEE IS THE ONE WE AGREE ON IN WRITING IN YOUR LISTING AGREEMENT. SINCE AUGUST 2024, BUYERS SIGN THEIR OWN WRITTEN AGREEMENT WITH THEIR AGENT BEFORE TOURING HOMES, AND OFFERS OF BUYER-AGENT COMPENSATION CAN'T BE POSTED IN THE MLS. YOU CAN STILL CHOOSE TO OFFER IT. OR YOU CAN OFFER A CONCESSION, WHICH ARIZONA'S CURRENT PURCHASE CONTRACT LETS THE BUYER USE FOR ANY COST THEIR LENDER ALLOWS, INCLUDING THEIR AGENT'S FEE. IT'S A PRICING AND MARKETING DECISION, AND HERE'S WHY SOME SELLERS MAKE IT:

BROADEN YOUR BUYER POOL

WHEN BUYERS DON'T HAVE TO COVER THEIR AGENT'S FEE OUT OF POCKET, MORE OF THEM CAN AFFORD TO MAKE AN OFFER ON YOUR HOME. A BIGGER POOL MEANS MORE COMPETITION.

ATTRACT QUALIFIED BUYERS

AGENTS USUALLY WORK WITH PRE-APPROVED BUYERS WHO ARE READY TO MOVE. MAKING IT EASIER FOR THOSE BUYERS TO SAY YES PUTS YOUR HOME IN FRONT OF SERIOUS, FINANCED SHOPPERS.

SPEED UP THE SALE

MORE BUYERS WHO CAN SAY YES CAN MEAN LESS TIME ON THE MARKET, AND FEWER MORTGAGE, HOA AND UTILITY PAYMENTS WHILE YOU WAIT.

BOOST YOUR MARKETING REACH

BUYER AGENTS SHARE HOMES WITH THEIR CLIENTS THROUGH THEIR OWN NETWORKS, EMAIL AND SOCIAL. A HOME THAT WORKS FOR THEIR BUYER'S BUDGET STAYS ON THAT SHORT LIST.

OFFERING COMPENSATION OR CONCESSIONS ISN'T REQUIRED, AND IT HAS A COST.

EXPECT BUYERS TO ASK, THOUGH: 58% OF VALLEY HOME SALES IN AUGUST 2026 INCLUDED A SELLER CONCESSION, THE HIGHEST SHARE SINCE THE CROMFORD REPORT BEGAN TRACKING IT IN 2014. WE'LL WEIGH IT AGAINST YOUR GOALS AND YOUR BOTTOM LINE, THEN DECIDE TOGETHER.

Concession data: Cromford Report via Ahwatukee Foothills News, Sept 7, 2026. Excludes seller payments toward the buyer's agent.

THE *BENEFITS* OF OFFERING BUYER-AGENT COMPENSATION

INCREASE SHOWINGS

WHEN THE BUYER'S AGENT FEE IS ALREADY HANDLED, MORE BUYERS CAN AFFORD TO BOOK A SHOWING. MORE SHOWINGS, MORE CHANCES TO IMPRESS.

REDUCE BUYER BARRIERS

PLENTY OF BUYERS ARE STRETCHING TO COVER A DOWN PAYMENT AND CLOSING COSTS. COVERING SOME OR ALL OF THEIR AGENT'S FEE CAN MAKE YOUR HOME THE ONE THEY'RE ABLE TO BUY.

STRENGTHEN YOUR NEGOTIATING POWER

MORE BUYERS WHO CAN SAY YES CAN MEAN MORE THAN ONE OFFER, AND COMPETITION GIVES YOU LEVERAGE ON PRICE AND TERMS.

MINIMIZE DEAL FAILURES

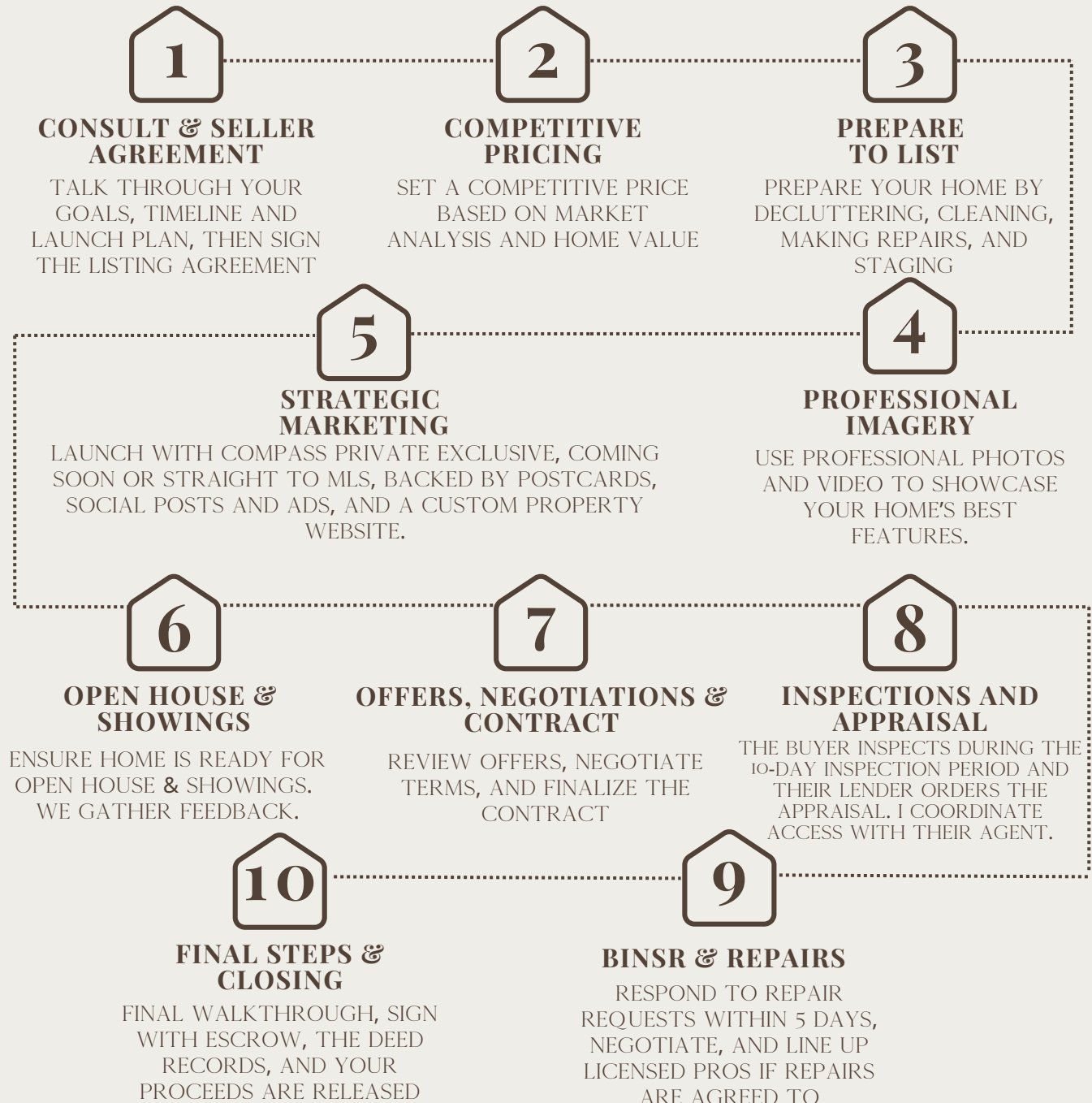
A REPRESENTED BUYER HAS A PRO TRACKING THEIR DEADLINES, INSPECTIONS AND LENDER, WHICH HELPS KEEP THE DEAL ON TRACK TO CLOSING.

MAXIMIZE YOUR SALE VALUE

STRONG DEMAND AND SOLID, FINANCED OFFERS DRIVE YOUR FINAL PRICE AND YOUR TERMS. COMPENSATION IS ONE TOOL TO GET THERE.

OFFERING COMPENSATION ISN'T A REQUIREMENT. IT'S ONE STRATEGY, AND WE'LL DECIDE TOGETHER WHETHER IT'S THE RIGHT ONE FOR YOUR HOME.

the HOME SELLER ROADMAP



PRICING TO SELL FAST

\$ For more money

You know what happens when you overprice your house?
Nothing. No showings get scheduled and no offers come in.
Pricing is a science and the single most important strategy you'll employ when going to market.
At your consultation, we'll line up your goals with what the market is doing right now and make a plan together.

Here's the real picture: right now, the market leans toward buyers. Thirty-year mortgage rates hit 7.40% the week of Oct 8, 2026. In Gilbert, 37.7% of active listings have already cut their price, and 58% of Valley sales in August included a seller concession. Buyers are comparing every home, and an overpriced one sits while you keep making the mortgage payment.

Even worse is what buyers and buyer agents think about homes that have been on the market for too long. Remember how important first impressions are? The first impression a buyer gets about a home that has been on the market longer than average is this:

“SOMETHING MUST BE
WRONG WITH THAT
HOME.”

That thought scares off a lot of buyers, and it invites the rest to lowball you. So why do those homes sit? Most of the time, they're priced above what the market will pay. This is where my Pricing Strategy Advisor training and Compass Coming Soon work together: we can test a price before we go active on the MLS, without building days on market or a price-drop history.

Sources: Freddie Mac PMMS, Oct 8, 2026. Redfin, Gilbert, 3 months ending Aug 2026. Cromford Report via Ahwatukee Foothills News, Sept 7, 2026.

THREE WAYS TO LAUNCH

the Compass 3-Phased Marketing Strategy

01 Phase 1 · Private Exclusive

Your home is shared one-on-one with agents and their buyers, including the Compass agent network, without public photos or a public listing. It's a good fit if you want privacy or need time to prep.

02 Phase 2 · Coming Soon

Your home is marketed publicly on Compass and partner sites before it hits the MLS, without building days on market or a price-drop history. It's a good way to test a price and build a list of interested buyers.

03 Phase 3 · Active on the MLS

Your home goes out to every MLS member and the sites that pull from the MLS, like Zillow, Realtor.com and Redfin. This is the widest reach.

What to weigh

Fewer eyes in the early phases can mean fewer showings and offers. Some third-party sites may not display Coming Soon listings. You can move to the MLS any time, and you're never obligated to accept an offer in any phase.

You'll initial your choice on the Three-Phased Marketing Disclosure when we sign your listing agreement.



WHAT YOU'LL WALK AWAY WITH

THE PRICE GETS THE HEADLINES. YOUR NET IS
WHAT PAYS FOR THE NEXT HOUSE.

SALE PRICE • \$[]

MORTGAGE AND HELOC PAYOFF • \$[]

LISTING FEE (PER YOUR LISTING AGREEMENT) • \$[]

BUYER-AGENT COMPENSATION OR BUYER CONCESSIONS, IF
OFFERED • \$[]

OWNER'S TITLE POLICY (IN ARIZONA, USUALLY PAID BY THE
SELLER) AND YOUR HALF OF ESCROW • \$[]

HOA TRANSFER AND DISCLOSURE FEES (NEGOTIABLE) • \$[]

PRORATED PROPERTY TAXES (ARIZONA TAXES ARE PAID IN
ARREARS) • \$[]

REPAIRS OR CREDITS FROM THE BINSR • \$[]

HOME WARRANTY, IF OFFERED • \$[]

ESTIMATED NET TO YOU • \$[]

GOOD NEWS: ARIZONA HAS NO TRANSFER TAX.

I'LL RUN A REAL NET SHEET FOR YOUR HOME AT OUR
CONSULTATION, AND AGAIN FOR EVERY OFFER.

ESTIMATES ONLY. FINAL FIGURES COME FROM YOUR TITLE
COMPANY'S SETTLEMENT STATEMENT.



create a GAME PLAN

01

FRESH EYES

Walk through your home room by room like a buyer would, and write down what needs attention. It's also worth having a licensed home inspector take a look before we list. Most Arizona inspections run \$300 to \$600 depending on size, about \$400 to \$500 for a 2,000 to 2,500 square foot home.

02

PREINSPECTION

A pre-inspection shows you what the buyer's inspector will find, so you can fix it, price for it, or disclose it on your terms. Good to know: in Arizona, the report goes to buyers along with your Seller's Property Disclosure Statement (SPDS), and buyers can still do their own inspections.

CONSIDER REPAIRS

GET THAT SOLD PRICE UP BY CONSIDERING SOME REPAIRS WITH A GOOD RETURN ON INVESTMENT. NOT ALL BUYERS HAVE THE VISION TO SEE WHAT YOUR HOME COULD BE, SO EVEN LITTLE CHANGES WILL HELP THEM SEE THE BIGGER PICTURE.

IMPROVEMENTS BUYERS NOTICE:

01

OPEN THE FLOOR PLAN

Before you take out a wall, call me. Most of the time, a more open feel comes from editing furniture, pulling heavy drapes, and letting in the light.

02

INVEST OUTDOORS

In the East Valley, the backyard sells the house. Buyers want shade, a clean pool with working equipment, and desert landscaping that looks cared for. Big new builds rarely pay for themselves (a new backyard patio recoups about 46% of its cost nationally), so put your money into clean pavers, fresh rock, healthy plants, and working irrigation.

Source: 2025 Cost vs. Value Report, Zonda

03

THE DETAILS WITH BIG IMPACT

Swap dated knobs, pulls, faucets and light fixtures for a cohesive, current look. Outside, the same idea pays: a new garage door recouped 268% of its cost nationally in the 2025 Cost vs. Value Report.

04

TIME FOR A FRESH COAT?

Paint in a warm, neutral palette so buyers can picture their things in your space.

REPLACE OR REPAIR

IF NEEDED —————

- ☐ LIGHT FIXTURES
- ☐ LIGHT BULBS
- ☐ WORN OR STAINED CARPET
- ☐ WINDOW GLASS & SCREENS
- ☐ KITCHEN APPLIANCES
- ☐ CABINETS
- ☐ SINKS AND FAUCETS
- ☐ HVAC (SERVICE IT BEFORE SUMMER)
- ☐ PAINT WALLS WHERE NEEDED
- ☐ FLOORING
- ☐ POOL EQUIPMENT
- ☐ CO DETECTORS
- ☐ ELECTRICAL PANEL
- ☐ SMOKE DETECTORS

*PLEASE NOTE

Arizona doesn't require water heater strapping the way California does. What does come up here: dead or missing smoke alarms, no CO alarm in a home with gas appliances, and, for FHA or VA buyers, peeling paint on older homes or anything the appraiser flags as a safety issue. Fix these before we list so they don't become repair requests.

the CHECK LIST

PREPPING THE HOME —————

USE THIS CHECKLIST TO DO A WALK THROUGH OF YOUR HOME, ROOM BY ROOM AS IF YOU ARE A BUYER. CHECK OFF WHAT NEEDS TO BE DONE, AND THEN CHECK OFF ONCE YOU COMPLETE.

LIVING + DINING

- ☐ REMOVE CLUTTER & PERSONAL ITEMS
- ☐ STAGE WITH PILLOWS & TROWS
- ☐ DUST & CLEAN ALL SURFACES & FIXTURES
- ☐ KEEP ALL TABLES CLEAR & DECLUTTERED

BEDROOM

- ☐ REMOVE CLUTTER & PERSONAL ITEMS
- ☐ CLEAN OUT AND ORGANIZE CLOSETS
- ☐ REPAIR ANY DAMAGE IN WALLS
- ☐ KEEP ALL TABLES CLEAR & DECLUTTERED
- ☐ MAKE BEDS BEFORE ANY SHOWINGS

KITCHEN

- ☐ CLEAN OFF COUNTERS & DECLUTTER
- ☐ CLEAN TILE GROUT IF NEEDED
- ☐ THOROUGHLY CLEAN ALL APPLIANCES
- ☐ ORGANIZE ALL DRAWERS AND PANTRIES
- ☐ THOROUGHLY CLEAN FLOORS

BATHROOM

- ☐ THOROUGHLY CLEAN ALL SURFACES
- ☐ DECLUTTER COUNTERTOPS AND DRAWERS
- ☐ REMOVE ANY UNNECESSARY ITEMS
- ☐ CLEAN OR REPLACE SHOWER CURTAINS
- ☐ CLEAN ANY MOLDY AREAS
- ☐ FOLD TOWELS AND STAGE DECOR

EXTERIOR

- ☐ PRESSURE WASH ANY DIRTY CONCRETE
- ☐ CLEAN OR REPAINT FRONT DOOR
- ☐ REPAINT EXTERIOR AND TRIM IF NEEDED
- ☐ WASH WINDOWS INSIDE AND OUT
- ☐ SWEEP WALKWAYS AND PATIOS
- ☐ MOW, TRIM SHRUBS, AND REFRESH ROCK
- ☐ BLOCK WALL, FENCE AND GATES IN GOOD SHAPE
- ☐ FIX IRRIGATION LEAKS AND REPLACE DEAD PLANTS
- ☐ POOL/SPA IS CLEAN & IN WORKING CONDITION
- ☐ YARD IS CLEAN AND MAINTAINED
- ☐ OUTDOOR FURNITURE STAGED AND INVITING



COMPASS

DM
Marketing





81% OF BUYERS WHO SEARCH ONLINE SAY
LISTING PHOTOS ARE VERY USEFUL. (NAR, 2025)

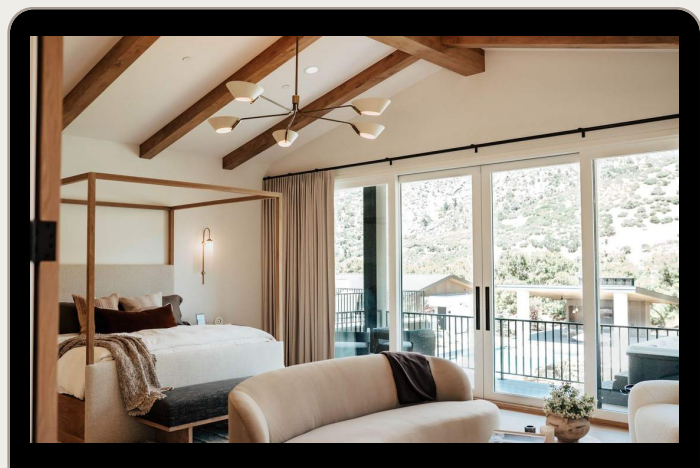
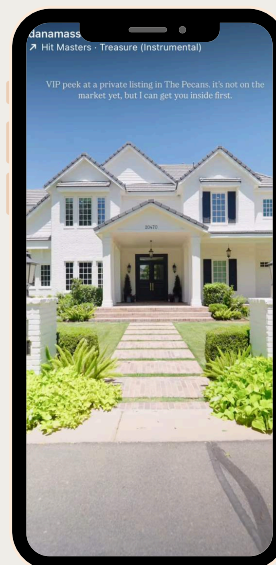
PROFESSIONAL PHOTOS & VIDEO

Professional photography is one of the most powerful tools for selling your home quickly and for top dollar. High-quality images create a strong first impression (online, you get a few seconds of a buyer's scroll to make your case), capturing your home's best features and making it stand out in online listings. Since most buyers start their home search online, eye-catching photos can generate more interest, leading to increased showings and competitive offers.

professional imagery

A PICTURE IS WORTH

A THOUSAND WORDS



A LISTING'S PHOTOS ARE OFTEN THE FIRST, AND SOMETIMES THE ONLY, CHANCE TO WIN A BUYER OVER. MOST BUYERS FIND THEIR NEXT HOME ONLINE, AND MANY DECIDE WHETHER TO BOOK A SHOWING FROM THE PHOTOS ALONE. PHOTOS GET A HOME NOTICED, GET SHOWINGS BOOKED, AND GET IT SOLD. THAT'S WHY I TREAT YOUR PHOTOS LIKE THE MOST IMPORTANT AD WE'LL RUN, BECAUSE THEY ARE.

LISTINGS WITH A 3D HOME TOUR WERE FAVORITED 75% MORE AND VIEWED 65% MORE THAN LISTINGS WITHOUT ONE. (ZILLOW RESEARCH, 2021)

52% OF BUYERS FOUND THE HOME THEY BOUGHT ONLINE. YOUR PHOTOS ARE THE SHOWING BEFORE THE SHOWING. (NAR, 2025)

57% OF BUYERS RATE FLOOR PLANS VERY USEFUL, WHICH IS WHY EVERY LISTING OF MINE GETS ONE. (NAR, 2025)

LOCAL MARKET

update

Gilbert, AZ · 3-month rolling · Sep 2025 to Aug 2026

Aug 2026 55 Days on Market 97.9% Sale/List Price Ratio	Jul 2026 48 Days on Market 98.1% Sale/List Price Ratio	Jun 2026 45 Days on Market 98.2% Sale/List Price Ratio
May 2026 45 Days on Market 98.3% Sale/List Price Ratio	Apr 2026 47 Days on Market 98.3% Sale/List Price Ratio	Mar 2026 53 Days on Market 98.2% Sale/List Price Ratio
Feb 2026 60 Days on Market 97.9% Sale/List Price Ratio	Jan 2026 62 Days on Market 97.9% Sale/List Price Ratio	Dec 2025 55 Days on Market 98.0% Sale/List Price Ratio
Nov 2025 61 Days on Market 98.2% Sale/List Price Ratio	Oct 2025 62 Days on Market 98.1% Sale/List Price Ratio	Sep 2025 66 Days on Market 97.8% Sale/List Price Ratio

In Gilbert, homes are going under contract in 45 to 66 days and selling for about 98% of list price. The market leans toward buyers right now, so they have room to negotiate. That makes pricing right from day one matter more than ever. I'll pull these same numbers for your neighborhood at our consultation.

Source: Redfin Data Center, City of Gilbert, all residential property types, data through Aug 31, 2026 (file updated Oct 7, 2026). Each month shows the 3 months ending that month. Days on market = median days from list to contract. Sale/list = average of final sale price to final list price.

Based on information from Redfin, compiled from Multiple Listing Service data, for the period July 1, 2025 through August 31, 2026. Information has not been verified and is not guaranteed. This is a general advertisement. If your home is currently listed for sale this is not intended as a solicitation of business.

COMPASS



IMMERSIVE MARKETING

When taking a home to market, it's imperative to have an immersive marketing strategy. This means your ideal buyer is seeing your home multiple times in multiple mediums.

01

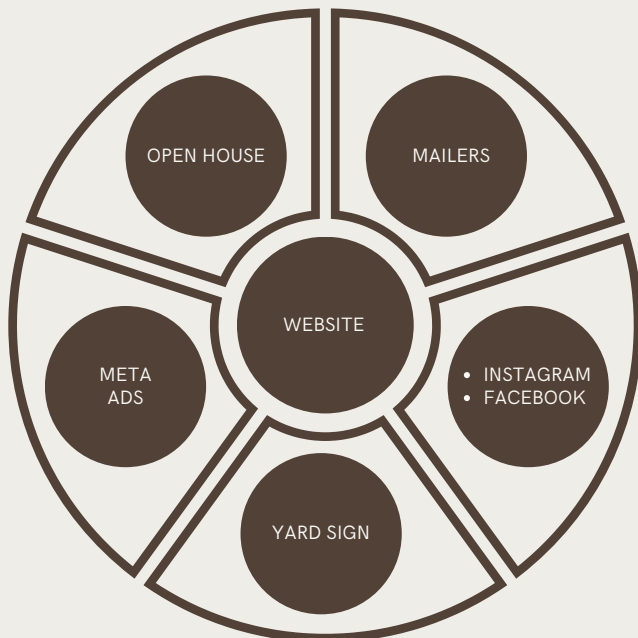
MAILERS
POSTCARDS
BROCHURES

02

SOCIAL
MEDIA
POSTS
ADS

03

OPEN
HOUSE
SOCIAL MEDIA
PROMOTION



01

MAILERS: Postcards still work. They reach your neighbors, and we want every one of them to know your home is for sale. Neighbors often know someone who's been hoping to move onto their street.

02

SOCIAL: Your home gets posts, Reels and Stories on Instagram and Facebook, plus paid Meta ads that send buyers to your home's own website for the full digital tour.

03

OPEN HOUSE: Gives buyers the opportunity to see your home in person. They've more than likely already seen the photos and videos, so we know this buyer has significant interest in your home.

Marketers call it the 7-11-4 rule of thumb: people tend to need about seven hours of engagement, 11 touchpoints and four different places to see something before they feel confident buying it. A home is one of the biggest purchases anyone makes, so I market in layers. My goal is to make it easy for the right buyer to spend that time with your home.

LISTING PROCESS

& timeline



Homes perform best when they go to market on Thursday. I like to go active on the MLS Thursday morning and hold the open house that weekend, so we pack as many buyers as possible into that first window.

If you start with Compass Private Exclusive or Coming Soon, we build interest before that Thursday launch without adding days on market.

To launch on a Thursday, photos and video need to be done at least one week ahead. I'll do light staging before the shoot, and I'll send you a prep list to follow before your appointment.

The edited photos and video then become your:

- MLS photos
- Compass Coming Soon page
- Neighborhood postcards
- Social media posts & ads
- Open house materials

IN PERSON MARKETING

OPEN HOUSE

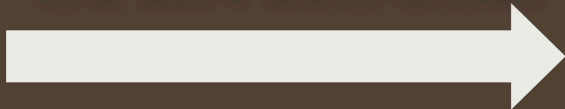
By hosting an open house, you're maximizing your home's exposure.

We don't rely on foot traffic alone. We market the event online too, so your listing reaches even more buyers.

And since real estate is all about location and feel, an open house gives buyers the invaluable opportunity to experience your home in person.

More exposure means more interest, and more interest leads to more opportunities. Even a casual visitor or curious neighbor could turn out to be your next buyer!

OPEN HOUSE



DANA MASSEY

480.818.7554

DANAMASSEY.COM

COMPASS



COMPASS



WEBSITE MARKETING

I give each property I list a personalized website page which I link to a variety of different social media posts. This website easily shows potential buyers the information and details of the home as well as photos and all the stats associated with the house.

This webpage also has the ability to track those who view your listing, when they viewed the page and what city they live in.

Lastly, there is a contact form on the webpage that allows people to easily contact me for more information! Here's one from a recent listing of mine.



PRINT MARKETING

Along with social media, I mail "Just Listed" postcards to the 300 closest neighbors to your home. Neighbors talk, and they often know someone who's been waiting for a house on their street.

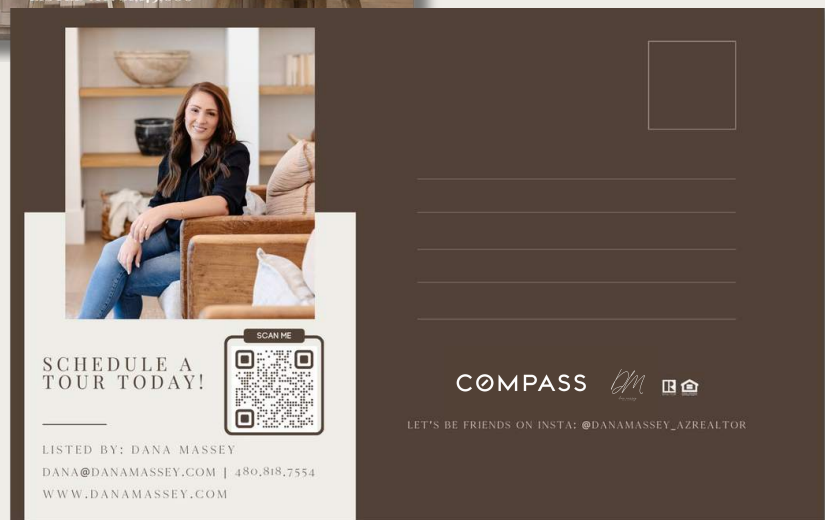


FRONT:

the front of the card shows the beautiful professional photography of your home along with the main listing details.

BACK:

The back of the postcard gives the recipient an option to easily scan a QR code that will take them to your property's unique website.



COMPASS





SOCIAL MEDIA MARKETING

When it comes to selling, more eyes on your home means a better chance the right buyer sees it. Here's how I use 15+ years of marketing experience and my social presence to put your listing in front of more buyers:

VIDEOGRAPHY

I hire a professional videography company to film my listing videos. They utilize drone shots, professional editing and high-quality equipment to make your listing video stand out among others.

PERSONALIZATION

I'm on camera in most of my listing videos. People connect with a face and a voice, and they stay with a video longer when someone walks them through the home instead of only showing rooms.

FOR 46% OF 2025
HOMEBUYERS, STEP
ONE WAS LOOKING
AT HOMES ONLINE.

SOURCE: NATIONAL ASSOCIATION OF REALTORS®, 2025 PROFILE OF HOME BUYERS AND SELLERS

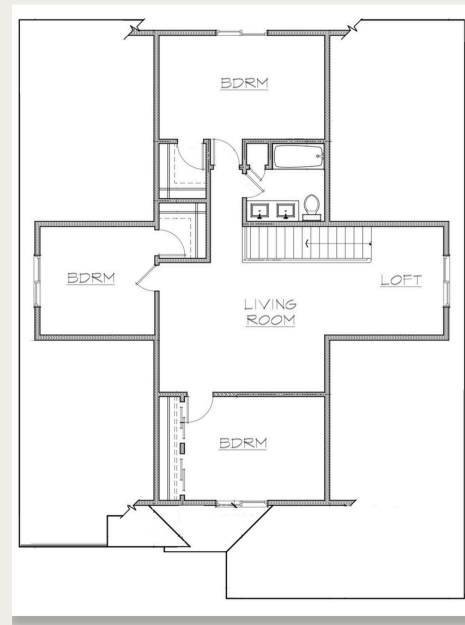
COMPASS



VISUAL MARKETING

2D FLOOR PLANS

2D floor plans provide potential buyers with a clear understanding of the layout of your property, including room sizes, window placement, and other important details. This helps them determine if the space will meet their needs and how they can live in and furnish the space! I include these in every listing photo package.





QUICK SHOWING

CHECK LIST

- ☐ REMOVE ALL CLUTTER AND PUT AWAY ANY PERSONAL ITEMS
- ☐ REMOVE ALL DISHES FROM THE SINK AND WIPE IT DOWN
- ☐ PUT AWAY KIDS' AND PETS' TOYS
- ☐ STORE ANY VALUABLE ITEMS OR TAKE THEM WITH YOU
- ☐ CLEAN BATHROOMS
- ☐ SWEEP/DECLUTTER EXTERIOR WALKWAYS
- ☐ OPEN THE BLINDS AND TURN ON EVERY LIGHT
- ☐ EMPTY TRASH

OFFER PRESENTATION

Offer presentations take place whenever we receive an offer on your home.

Together, we'll review each offer side by side, comparing terms and deciding whether to accept, counter or negotiate. For every offer, I'll run a net sheet so you see what you'd actually walk away with after concessions and closing costs, not only the price.

In a multiple-offer situation, buyers will be given a deadline to submit. At that point, we'll assess all offers at once, ensuring a fair and strategic comparison.



COMMON CONTINGENCIES

01 Financing Contingency

Most offers depend on the buyer's loan. I want a pre-qualification from the buyer's lender with every offer, and I call that lender myself before we accept. On the Arizona contract, the lender also sends a Loan Status Update (LSU) within 10 days, so we know the loan is moving.

02 Inspection Contingency

Arizona's standard contract gives the buyer a 10-day inspection period, even on an as-is sale.

Inspections usually include a full home inspection, a termite report, the pool, the roof, and sometimes a sewer scope. If the buyer doesn't like what they find, they can ask for repairs or cancel within that window.

03 Appraisal Contingency

With a loan, the home has to appraise. On the Arizona contract, if the appraisal comes in below the price, the buyer has 5 days after notice to cancel or move forward, and that's when we renegotiate.

It's one more reason pricing right from day one matters.

04 Home Sale Contingency

Some buyers will also write offers contingent upon them selling and closing on their current home. There will be additional negotiations, paperwork and timelines we will agree on with this type of contingency.

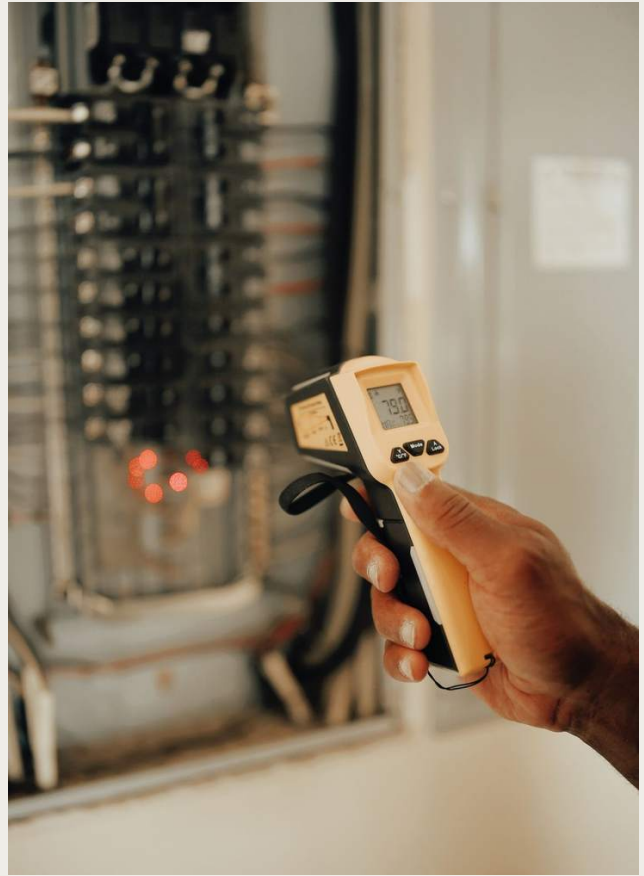


WHAT YOU'LL SIGN AND SHARE

ARIZONA'S RULE OF THUMB IS SIMPLE: WHEN IN DOUBT, DISCLOSE. HERE'S WHAT TO EXPECT.

- ☐ SELLER'S PROPERTY DISCLOSURE STATEMENT (SPDS) • TO THE BUYER WITHIN 3 DAYS OF ACCEPTANCE
- ☐ INSURANCE CLAIMS HISTORY • 5 YEARS, WITHIN 5 DAYS OF ACCEPTANCE
- ☐ HOA ADDENDUM AND DOCUMENTS • IF YOU HAVE AN HOA
- ☐ LEAD-BASED PAINT DISCLOSURE • HOMES BUILT BEFORE 1978
- ☐ POOL SAFETY NOTICE • IF YOU HAVE A POOL
- ☐ AFFIDAVIT OF DISCLOSURE • FOR UNINCORPORATED LAND, IF IT APPLIES
- ☐ DOMESTIC WELL/WATER USE ADDENDUM • IF IT APPLIES
- ☐ PRE-LISTING INSPECTION REPORT • GOES WITH YOUR SPDS IF YOU ORDERED ONE
- ☐ WIRE FRAUD, MOLD AND MARKET CONDITIONS ADVISORIES
- ☐ THREE-PHASED MARKETING DISCLOSURE

I'LL WALK YOU THROUGH EACH ONE. START GATHERING YOUR HOA INFO, WARRANTIES AND ANY REPAIR RECEIPTS NOW.



THE INSPECTION PERIOD

In Arizona, the standard purchase contract gives the buyer a 10-day inspection period after you accept their offer, unless we negotiate a different number. In that window they complete every inspection (home, termite, pool, roof, sewer) and review your SPDS, your insurance claims history, and any HOA documents. Then they send a BINSR, the Buyer's Inspection Notice and Seller's Response, listing what they'd like fixed or credited. You have 5 days to respond, and we'll negotiate it together. Once that's settled, three steps remain: the buyer's loan approval, the title work, and closing, when the deed records with the county.



PRE - CLOSING

CHECK LIST

- ☐ SEND ESCROW ANY PAPERWORK THEY REQUEST BEFORE CLOSING
- ☐ YOUR ESCROW OFFICER WILL REACH OUT TO SCHEDULE YOUR SIGNING
- ☐ OFFICIALLY CHANGE YOUR ADDRESS (SEE THE MOVING CHECKLIST)
- ☐ CANCEL HOMEOWNER'S INSURANCE ONLY AFTER CLOSING RECORDS, NOT BEFORE
- ☐ TRANSFER UTILITIES OUT OF YOUR NAME THE DAY AFTER CLOSING
- ☐ CLEAN THOROUGHLY BEFORE THE FINAL WALK THROUGH
- ☐ GATHER KEYS, GARAGE REMOTES, GATE FOBS AND MAILBOX KEYS FOR THE BUYER
- ☐ GATHER ALL OF THE MANUALS, WARRANTIES, AND RECEIPTS FOR APPLIANCES (IF APPLICABLE)
- ☐ BRING A VALID PHOTO ID TO YOUR SIGNING
- ☐ NEVER SEND MONEY OR CHANGE YOUR PAYOUT INFO BASED ON AN EMAIL. CALL ESCROW AT A NUMBER YOU ALREADY HAVE.

MOVING

CHECK LIST

4-6 WEEKS BEFORE

- ☐ DECLUTTER, DISCARD & DONATE
- ☐ COLLECT QUOTES FROM AT LEAST THREE LICENSED MOVERS
(ASK ME FOR LOCAL NAMES)
- ☐ CHOOSE A MOVER & SIGN CONTRACT
- ☐ LOCATE SCHOOLS, HEALTHCARE PROVIDERS IN YOUR NEW AREA
- ☐ SECURE OFF-SITE STORAGE IF NEEDED
- ☐ CREATE A FILE OF MOVING-RELATED PAPERS AND RECEIPTS
- ☐ CONTACT HOMEOWNER'S INSURANCE AGENT ABOUT
COVERAGE FOR MOVING
- ☐ CONTACT INSURANCE COMPANIES TO ARRANGE FOR
COVERAGE IN NEW HOME

3-4 WEEKS BEFORE

- ☐ NOTIFY EVERYONE ABOUT YOUR CHANGE OF ADDRESS
- ☐ SCHEDULE UTILITY SHUTOFF OR TRANSFER (SRP OR APS, GAS,
WATER, TRASH AND INTERNET)

2-3 WEEKS BEFORE

- ☐ UPDATE YOUR ADDRESS WITH ARIZONA MVD (AZ MVD NOW)
- ☐ DISCONTINUE ADDITIONAL HOME SERVICES (HOUSEKEEPER,
GARDENER/LAWN SERVICE)
- ☐ ARRANGE FOR CHILD AND PET CARE ON MOVING DAY
- ☐ NOTIFY HOA ABOUT UPCOMING MOVE (IF APPLICABLE)
- ☐ START USING UP THINGS YOU CAN'T MOVE, SUCH AS PERISHABLES

1 WEEK BEFORE

- ☐ CONFIRM FINAL MOVING ARRANGEMENTS
- ☐ ARRANGE TRANSPORTATION FOR PETS AND PLANTS
- ☐ PACK AN ESSENTIALS BOX FOR QUICK ACCESS AT NEW HOME
- ☐ LABEL MOVING BOXES WITH THE CONTENTS INSIDE





CLOSING DAY

It's finally here. I'll walk you through every step, and we'll get there together.

About three days before closing, escrow sends a preliminary settlement statement. We'll review it line by line so there are no surprises. You can sign in person at the title office, with a mobile notary, or by remote online signing if your title company offers it.

1. In Arizona, your sale closes when the deed records with the county recorder (Maricopa or Pinal). After everyone signs and the buyer's loan funds, escrow sends the deed to record. The recorded deed goes to your buyer.
2. Your proceeds are released after recording, usually the same day or the next business day. Escrow sends them to the account you verified with them by phone.
3. Unless we've agreed to a post-possession agreement, the home needs to be empty and ready for your buyer at closing, and keys go to them once it records. If you need a few extra days, tell me early and we'll build it into the contract.

REVIEWS



TARA F.

You WILL NOT find a more CARING or HARD-WORKING realtor than Dana Massey. Without a doubt, she went above and beyond when selling our home. Start to finish - she made sure we felt good about the entire process. She'll tell you, "I want you to walk away saying, this was an awesome experience," and we did!

Her professionalism, expertise in real estate and the local market are exceptional. Dana went out of her way to ensure every detail was taken care of in order for us to get the most money out of the sale of our home; from researching, sending and even picking up lighting/flooring suggestions, to arranging and meeting contractors / inspectors while we were at work. She works relentlessly and responds quickly every time (even in the middle of her first grandchild's gender reveal party! Who does that? Dana!) She is the calming force in a stressful process. Dana will literally get in the trenches with you. It's personal to her - she cares as much as you do - IF NOT MORE! A very rare attribute to find in anyone these days. Do yourself a favor, hire her TODAY!



RANDY T.

Dana is always a joy to work with. We have worked with her three times over the past 13-14 years. She is the best! She listens with intent and gives endlessly of herself and her time during the entire buying/selling process. I cannot recommend Dana as an agent enough.



SUZI H.

OUR EXPERIENCE WITH DANA MASSEY WAS EXCELLENT! SHE WAS ABSOLUTELY OUR PARTNER, GUIDE, AND FRIEND THROUGHOUT THE PROCESS OF SELLING OUR HOME. ON THE DAY THAT PHOTOS WERE BEING TAKEN, SHE SHOWED UP IN WORK CLOTHES AND GOT TO IT! SHE WAS RIGHT ALONGSIDE ME, VACUUMING, DUSTING, FINAL STAGING, TOUCHES, ALL OF IT! SHE LISTENED RESPECTFULLY WHEN I HAD UNREALISTIC EXPECTATIONS FOR A LISTING PRICE. SHE PRESENTED WELL RESEARCHED DATA TO ILLUMINATE THAT CONVERSATION. SHE WAS A STEADY HAND THROUGHOUT. I REALLY CAN'T SAY ENOUGH GOOD ABOUT OUR EXPERIENCE. I RECOMMEND HER 100%!



BRENT P.

"After listing with a different Realtor & not selling my home, Dana got my home fixed up for me as I am out of state. She put it on the market and got an offer over the listing on the same day she listed it. Very impressive!"



HILLERY R.

"Dana Massey is the best! It's obvious that this woman knows what she's doing! I felt like an important client in every interaction I had with her. Dana went out of her way to ensure our home sold quickly. Every person on her staff was helpful and I knew I could trust them. They did not miss any detail and made the entire selling process unbelievably smooth. I can't say how grateful I am for a team that met all my needs!"

COMPASS

DM
dana massey



FAQ

WHAT HAPPENS IF MY HOME DOESN'T APPRAISE ABOVE THE CONTRACT PRICE?

A home "appraises low" when the appraiser's value comes in below the price you and the buyer agreed on. The appraisal is the appraiser's opinion of market value, based on similar recent sales nearby. Lenders lend on the lower of the price or the appraised value, so a low appraisal leaves a gap. On the Arizona contract, the buyer then has 5 days to cancel or move forward. From there, we have options: the buyer covers the gap, you adjust the price, you meet in the middle, or we challenge the value with better comps. I price with the appraisal in mind from day one so we don't end up here.

HOW LONG WILL IT TAKE TO SELL MY HOME?

It depends on price, season, location and condition on launch day. In Gilbert, spring is fastest: in spring 2026, homes went under contract in a median of 45 to 47 days. Late summer, early fall and midwinter run slower, from 55 to 66 days. Season matters, and in a market that leans toward buyers, so does pricing right from day one. I'll pull the numbers for your neighborhood before we pick a launch date.

Source: Redfin Data Center, City of Gilbert, 3-month rolling median days from list to contract, windows ending Sep 2025 through Aug 2026 (file updated Oct 7, 2026).
Based on information from Redfin, compiled from Multiple Listing Service data, for the period July 1, 2025 through August 31, 2026. Information has not been verified and is not guaranteed. This is a general advertisement. If your home is currently listed for sale this is not intended as a solicitation of business.

[illegible]



READY TO LIST?



DANA MASSEY

REAL ESTATE AGENT • LICENSED IN ARIZONA
SCHNEIDER LUXURY GROUP AT COMPASS

📞 480-818-7554

📷 @dana.m.massey

✉️ dana@danamassey.com

Let's Chat!



COMPASS

dm
dana massey

