SELL OR STAY?

The Complete Homeowner's Guide to Making the **Right Move**



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Owning a home is one of life's biggest investments and one of its most personal. But at some point, every homeowner faces the same question: Should I sell… or should I stay?

Maybe you've been daydreaming about more space, downsizing for a simpler lifestyle or relocating for work. Perhaps your family is growing, the kids have moved out, you're ready for a change in scenery, or you're thinking about moving closer to loved ones. Maybe you're facing a major life transition like retirement, a job change, or simply craving a fresh start. Or maybe you're just curious about your home's value and what it would take to get top dollar. Whatever your situation, the decision to sell isn't one to make lightly. It's about much more than numbers, it's about timing, preparation, and understanding exactly how to position your home (and yourself) for success.

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This guide was created to help you cut through the noise and confidently decide your next move. Inside, you'll discover:

WHY TEAM UP? HOW THE RIGHT AGENT CAN MAKE ALL THE DIFFERENCE WHEN SELLING YOUR HOME

- The Benefits of Working with Me When You Sell Your House
- The Data Speaks: How Agent-Assisted Sales Consistently Deliver Higher Returns for Sellers
- Things I Can Negotiate for You as a Seller
- Red Flags to Avoid When Hiring a Listing Agent

READY TO LIST? KEY INSIGHTS AND ESSENTIALS EVERY HOMEOWNER SHOULD KNOW BEFORE SELLING

- A Quick 12-Step Overview of The Entire Home Selling Process
- Arizona Home Selling FAQ: Answers to Your Top Questions
- Estimated Costs When Selling a House
- 7 Habits of Highly Effective Home Sellers
- Who's Who in Your House Selling Journey

WHAT YOU NEED TO KNOW ABOUT BUYING & SELLING AT THE SAME TIME

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YOUR HOME IS LISTED, NOW WHAT?

- Preparing Your Home For Photography & Showings
- Home Showings
- Offers
- Negotiations
- Inspections
- Home Appraisal
- Closing The Sale
- Final Steps For Sellers

RENOVATIONS MATTER: HOW UPGRADES CAN BOOST OR BUST YOUR HOME'S VALUE

- Top 5 Outdoor Home Improvements with the Highest ROI
- DIY Projects That Can Make Your House Harder To Sell
- Renovations That Increase Home Value
- Top Most Common Seller Improvements

Whether you're leaning toward listing now, holding off for a better time, or simply exploring your options, this guide will give you the clarity, tools, and confidence you need to make the right decision for you and your family.

Your home is more than just an address, it's part of your story. Let's make sure the next chapter is written on your terms.

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WHY TEAM UP?

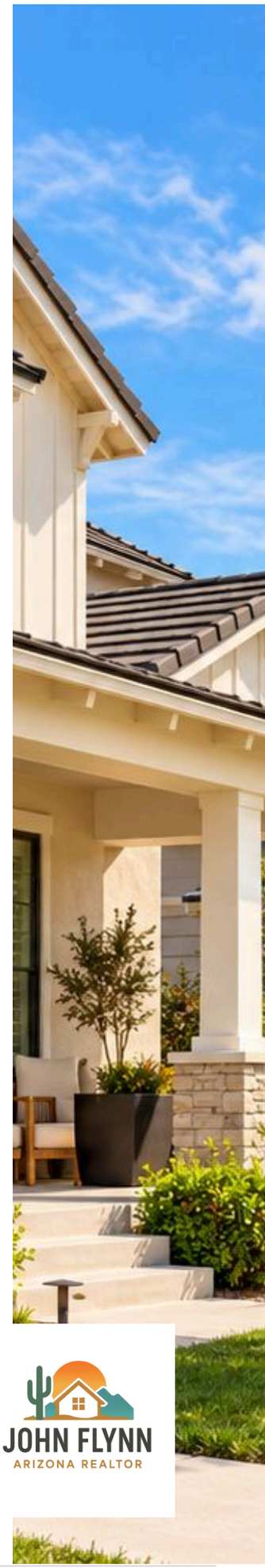
HOW THE RIGHT AGENT CAN MAKE ALL THE DIFFERENCE WHEN SELLING YOUR HOME

THE BENEFITS OF WORKING WITH ME WHEN YOU SELL YOUR HOUSE

- **Help You Get a Higher Price** – Homes I sell consistently achieve higher sale prices compared to those sold without an agent. That's because I know how to position your home in the market, attract the right buyers, and negotiate effectively to maximize your return.
- **Sell Homes Faster** – With my marketing strategy, pricing expertise, and network, your home will spend less time on the market.
- **Price Your Home Right from the Start** – I use detailed market analysis and local insight to avoid costly overpricing or underpricing mistakes.
- **Market Your Home Professionally** – You'll get high-quality photos, staging guidance and MLS exposure
- **Negotiate on Your Behalf** – From offers to inspections, I'll fight for your best terms and help you maximize your net proceeds.
- **Bring in More Buyers** – My access to the MLS, private buyer lists, and agent connections ensures your home reaches far more qualified buyers.
- **Handle All the Paperwork** – Real estate transactions are complex. I make sure every form, disclosure, and legal detail is handled correctly to protect you.
- **Save You Time** – I coordinate showings, answer buyer inquiries, schedule inspections, and keep the process moving so you can focus on your move.
- **Solve Problems Before They Escalate** – If an appraisal, inspection, or financing issue pops up, I know how to address it quickly.
- **Give You Clear, Objective Advice** – Selling is emotional. I'll provide honest, data-backed guidance so you can make confident decisions.

THE DATA SPEAKS: HOW AGENT-ASSISTED SALES CONSISTENTLY DELIVER HIGHER RETURNS FOR SELLERS

- Selling with a real estate agent in 2024 tended to result in significantly higher seller profits, about $79,000 more on average.
- Median sale prices also favored agent-assisted transactions by tens of thousands of dollars.
- Broad industry data supports this, showing FSBO sellers often net substantially less, sometimes up to $100,000 less.



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SELLING YOUR HOME WITH AND WITHOUT AN AGENT

Aspect	With an Agent	Without an Agent (FSBO)
Market Knowledge	Agents have expert knowledge of current market trends, pricing, and buyer behavior.	Sellers often price based on emotion or personal attachment, which can lead to over- or underpricing.
Pricing Strategy	Uses data-driven Comparative Market Analysis (CMA) to set a competitive price.	Pricing decisions are typically made without professional guidance, increasing risk of mistakes.
Marketing Exposure	Extensive marketing: MLS listing, professional photos, social media, agent networks, and open houses.	Limited marketing reach; sellers usually rely on yard signs, local classifieds, or listing sites with less visibility.
Showings	Agent schedules and manages showings, pre-qualifies buyers to save your time.	Seller is responsible for scheduling and conducting all showings, which can be time-consuming and inconvenient.
Legal Documents & Regulations	Agent handles all contracts, disclosures, and compliance with local/state laws to reduce liability.	Seller is responsible for understanding and completing all legal paperwork, increasing risk of errors or liability.
Liability	Agent helps minimize your legal risks by ensuring proper disclosures and procedures.	Liability rests fully on the seller for any legal or disclosure issues that arise.
Negotiation Skills	Experienced agents negotiate effectively to get the best price and terms.	Sellers negotiate directly with buyers, which can be challenging without experience.
Professional Photography	Agents typically provide or arrange high-quality photos that attract buyers.	Sellers must handle or hire photography themselves; lower-quality photos can reduce buyer interest.
Access to Buyer Networks	Agents leverage broad networks to reach qualified buyers and other agents.	Limited access to networks; relying mostly on public listing sites and word-of-mouth.

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THINGS I CAN NEGOTIATE FOR YOU AS A SELLER

- **Sale Price –** Pushing for the highest possible offer while keeping your home attractive to buyers.
- **Earnest Money Deposit –** Negotiating a strong, non-refundable deposit to show buyer commitment.
- **Closing Date –** Aligning the timeline with your move-out or purchase schedule.
- **Inclusions & Exclusions –** Deciding what appliances, fixtures, or furniture stay (or go) with the home.
- **Inspection Repairs –** Minimizing your out-of-pocket repair costs or offering credits instead of doing the work.
- **Appraisal Gaps –** Getting buyers to cover any shortfall if the home appraises below the agreed price.
- **Home Sale Contingencies –** Removing or limiting contingencies that could delay or derail your sale.
- **Closing Costs –** Negotiating for the buyer to cover some or all of your closing costs.
- **Post-Closing Occupancy –** Arranging to stay in the home after closing (rent-back) if you need extra time to move.
- **Multiple Offer Terms –** Weighing not just price but financing type, contingencies, and buyer flexibility to choose the best overall offer.
- **Escrow Timelines –** Adjusting the length of escrow to fit your needs and reduce uncertainty.
- **Concessions –** Reducing or eliminating seller concessions requested by the buyer.
- **Repair Credits –** Offering a credit instead of repairs to save you time and hassle.
- **Furniture or Personal Property Sales –** Including or excluding personal items as part of the deal.
- **Marketing & Offer Presentation –** Strategically timing when offers are reviewed to encourage bidding wars.

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RED FLAGS TO AVOID WHEN HIRING A LISTING AGENT

- Lack of Experience
- Poor Communication Skills
- Overpromising & Underdelivering
- Lack of Marketing Strategy
- Conflict of Interest



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A QUICK 12-STEP OVERVIEW OF THE ENTIRE HOME SELLING PROCESS

1 MEET WITH A REAL ESTATE PROFESSIONAL: There's no commitment required on your part for the initial meeting. It will be educational and help you identify your next steps.

2 ESTABLISH A PRICE: Your agent will provide a market analysis, which will help you set an asking price.

3 STRATEGIC PRICING: As difficult as it may be, it's important to review the market analysis and consider your home price objectively.

4 PREPARE THE HOME FOR SALE: View your home through the eyes of the Buyer and ask yourself what you'd expect. Your agent will offer some useful suggestions.

5 LISTING THE HOUSE: When everything is in place your agent will put your home on the open market. It's critical you make it as easy as possible for potential Buyers to view your home.

6 HOME SHOWINGS: Potential Buyers may ask to see your home on short notice. It's best to accommodate these requests, you never want to miss a potential sale.

7 OFFERS AND NEGOTIATION: If everything goes well, a Buyer and (most often the agent who represents them) will present your agent with an offer.

8 CHOOSING AN OFFER: Your agent will present the benefits and risks of each offer. You will have the opportunity to either accept OR counter any offer based on its merits.

9 UNDER CONTRACT: At this point you and the Buyer have agreed to all of the terms of the offer and both parties have signed the agreements.

10 ESCROW OPENED: Earnest money is deposited by Buyer. Buyer will work with their mortgage provider to finalize the loan. The title company begins processing final purchase details.

11 HOME INSPECTION: Buyers usually perform a physical inspection and may ask you to make some repairs. Your agent will explain all of your inspection options.

12 CLOSING: This is the transfer of funds and ownership. Depending on when the buyer moves into the home you will need to be all packed up and ready to move.

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ARIZONA HOME SELLING FAQ: ANSWERS TO YOUR TOP QUESTIONS

1. How much is my home worth in Arizona?
The value of your home depends a lot on where you live here in Arizona from Phoenix and Scottsdale to Tucson and beyond. Factors like your neighborhood, nearby amenities, and recent sales of similar homes will all play a role. I can provide you with a detailed Comparative Market Analysis (CMA) tailored specifically to your area so you know exactly where you stand.

2. When is the best time to sell in Arizona?
Spring and early fall are usually the busiest times to sell because the weather is nicer and more buyers are out looking. That said, the Arizona market stays active year-round, especially in fast-growing cities like Phoenix and Mesa, so you don't have to wait for "perfect" timing.

3. Should I make repairs or renovations before selling my Arizona home?
In Arizona, buyers expect certain things like a working AC and energy-efficient features because of our hot climate. It's important to take care of repairs related to your roof, plumbing, and HVAC. Plus, simple updates that improve curb appeal, like some desert-friendly landscaping, can really make a difference.

4. How long will it take to sell my home in Arizona?
In popular metro areas like Phoenix and Scottsdale, homes that are priced right can sell in just days or weeks. In quieter areas, it might take a little longer, but pricing and market conditions are the biggest factors.

5. What costs am I looking at when selling my Arizona home?
You'll usually pay agent commissions (typically around 5-6%), closing costs, title insurance, and any repairs you agree to. Arizona has some state-specific fees too, and property taxes get prorated at closing, so I'll help you understand all of that.

6. Do I really need a real estate agent here in Arizona, or can I sell on my own?
You can sell your home yourself, but Arizona's market can be competitive and the process complex. I bring local expertise, help with negotiations, and take care of all the paperwork so you can avoid headaches and get the best deal.

7. How do I pick the right listing price for my Arizona home?
I'll look at recent sales in your neighborhood and check out what's currently on the market so we can set a price that attracts buyers but still gets you great value.

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ESTIMATED COSTS WHEN SELLING A HOUSE

Real Estate Agent Commission	6%
Staging & Prep Cost	1%-4%
Inspection & Repairs	Varies
Title, Settlement and Taxes	1%-3%
Seller Concessions	0%-6%

7 HABITS OF HIGHLY EFFECTIVE HOME SELLERS

- Their house is in good condition
- They're realistic with their list price
- They choose their agent with care
- They accommodate showings
- They're transparent and honest
- They're willing to compromise
- They focus on curb appeal

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WHO'S WHO IN YOUR HOUSE SELLING JOURNEY

- **Seller (Homeowner)**
  Owns the property and has legal authority to sell it.

- **Listing Agent (Seller's Agent)**
  Licensed real estate professional representing the seller.
  Markets the property, negotiates offers, and manages the transaction through closing. In Arizona, agents work under a designated broker.

- **Designated Broker**
  The licensed broker responsible for supervising agents and ensuring all transactions follow Arizona Department of Real Estate (ADRE) regulations.

- **Buyer**
  The individual(s) purchasing the home.

- **Buyer's Agent**
  Licensed real estate professional representing the buyer's interests. Helps find homes, write offers, and negotiate terms.

- **Transaction Coordinator (TC)**
  (Not required, but common.) Handles the paperwork, deadlines, and compliance steps to keep the deal moving smoothly. May be hired by the listing agent or buyer's agent.

- **Escrow Officer / Escrow Company**
  In Arizona, escrow is mandatory for real estate closings.
  The escrow officer is a neutral third party who holds funds, documents, and ensures both parties meet all terms before closing. Escrow is typically provided by a title company.

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- **Title Company / Title Officer**
  Researches property ownership and ensures there are no liens, unpaid taxes, or legal claims. Issues title insurance to protect against future ownership disputes. In Arizona, the title company often provides both escrow and title services.

- **Home Inspector**
  Hired by the buyer to evaluate the property's condition. Arizona buyers usually order this during the inspection period (per the Arizona Association of REALTORS® purchase contract).

- **Appraiser**
  Hired by the buyer's lender to confirm the home's value matches the purchase price for loan approval.

- **Mortgage Lender / Loan Officer**
  The bank, credit union, or mortgage company providing financing to the buyer. Handles loan application, approval, and funding.

- **Home Stager**
  Optional. Prepares the home for showings by arranging furniture, décor, and enhancing visual appeal.

- **Photographer / Videographer**
  Often hired by the listing agent to create professional listing photos, videos, or virtual tours.

- **Closing Agent**
  In Arizona, this is typically the escrow officer at the title company, who facilitates final signing, collects and disburses funds, and records the deed with the county.

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WHAT YOU NEED TO KNOW ABOUT BUYING & SELLING AT THE SAME TIME

Buying a new home while selling your current one is a balancing act. Part timing, part strategy, and a dash of patience. Do it right, and you can transition smoothly without feeling rushed or financially strained. Here's what every homeowner should know before diving in.

1. UNDERSTAND YOUR OPTIONS

Before you list or start house-hunting, know how the process can be structured:

- Sell First, Then Buy – Safer financially (you know exactly what you can spend), but may require temporary housing or storage.
- Buy First, Then Sell – Allows a smoother move, but may require a bridge loan or the ability to qualify for two mortgages temporarily.
- Concurrent Close – Coordinating both transactions to happen on the same day. This is possible, but requires expert planning.

2. GET YOUR HOME MARKET-READY NOW

If you'll be selling, start the prep work early:

- Declutter and depersonalize to appeal to buyers.
- Complete minor repairs and updates to maximize value.
- Get a professional opinion on pricing so you know what's realistic.

The better your home looks, the faster it sells — giving you more flexibility in your timeline.

3. KNOW YOUR FINANCIAL GAME PLAN

Your lender can help determine:

- How much you can afford to spend on your next home.
- Whether you can carry two mortgages temporarily.
- If a bridge loan, HELOC, or home sale contingency is the best fit for your situation.

A clear financing strategy will keep you from feeling pressured to accept a low offer on your current home or rush into buying the wrong property.

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4. Time Your Moves Carefully
The key to buying and selling simultaneously is coordination. Your agent should:

- Align closing dates whenever possible.
- Negotiate flexible move-out/move-in terms (like rent-backs).
- Keep all parties informed to avoid last-minute surprises.

The more synchronized your transactions, the less stressful your transition will be.

5. Work With One Trusted Agent

When one agent manages both sides, they can better align timelines, coordinate negotiations, and advocate for your best interests on all fronts. You need a partner who understands both the sale of your current home and the purchase of your next one and how they affect each other.

6. Have a Backup Plan
Even the best-laid plans can run into hiccups. Delayed closings, unexpected repairs, or a buyer backing out. A smart homeowner has:

- Temporary housing options.
- Storage solutions for belongings.
- Flexible moving arrangements.

This safety net prevents stress if things don't go exactly as planned.

Buying and selling at the same time can be complex, but with the right preparation, clear financial strategy, and an experienced agent guiding you, it can also be smooth and rewarding. The key is starting early, staying flexible, and making decisions based on your unique priorities, not just the market's demands.

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PREPARING YOUR HOME FOR PHOTOGRAPHY & SHOWINGS

MAXIMIZE YOUR HOME'S POTENTIAL

A clean, neutral, and streamlined look helps buyers to imagine what life would be like in your home. The action points below will help them be able to do that.

THINGS YOU CAN DO AHEAD OF TIME

INSIDE

- ☐ Clear off all flat surfaces - less is more. Put away papers and misc. Items.
- ☐ Depersonalize: take down family photos and put away personal items.
- ☐ Clear off the refrigerator: remove all magnets, photos and papers.
- ☐ Replace burnt out light bulbs and dust all light fixtures.
- ☐ Deep clean the entire house.
- ☐ Touch up paint on walls, trim and doors.

OUTSIDE

- ☐ Increase curb appeal: remove all yard clutter and plant colorful flowers.
- ☐ Trim bushes and clean up flower beds.
- ☐ Pressure wash walkways and driveway.
- ☐ Add a welcome mat to the front door.

PRO TIP

Don't be tempted to shove things inside closets! Curious buyers look in there too.

ON THE DAY OF PHOTOGRAPHY OR SHOWINGS

KITCHEN

- ☐ Clear off countertops, removing as many items as possible.
- ☐ Put away dishes, place sponges and cleaning items underneath the sink.
- ☐ Hang dish towels neatly and remove rugs, pot holders, trivets, etc.

BATHROOMS

- ☐ Remove personal items from counters, showers and tub areas.
- ☐ Move cleaning items, plungers and trash cans out of sight.
- ☐ Close toilet lids, remove rugs and hang towels neatly.

IN GENERAL

- ☐ House should be very clean and looking its best.
- ☐ Lawn should be freshly mowed and edged.
- ☐ Move pet dishes, toys and kennels out of sight.
- ☐ Make beds, put away clothing, toys and valuables.
- ☐ Turn on all lights and turn off ceiling fans.

PRO TIP

Before a showing, make sure there are not any lingering cooking aromas, pet odors, or other strong smells. This can be a deal breaker to some buyers.

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HOME SHOWINGS

FLEXIBLE

Be as flexible and accommodating to the buyer's schedule as possible. We want to avoid having missed opportunities if at all possible.

INFORMED

Make sure everyone in the home is informed when showings are to happen so they can keep their spaces clean.

DAILY CLEANING

Keep up with daily messes. Wipe down kitchen and bathroom counters before leaving for the day.

ODORS

Avoid strong-smelling foods: Keep your meal prep as neutral and simple as possible.

FURRY FRIENDS

Keep pet areas clean. Clean up after your pets immediately and wash their bedding regularly. Hide pet food or litter. Not everyone is a pet person and it may hinder a potential buyers ability to picture themselves living in your home.

NATURAL LIGHT

Open blinds and curtains and let in as much natural light as possible. Leave lights on before you leave for a showing.

TRASH

Empty trash cans to avoid any odors. Try to empty trash cans nightly so that the home is fresh when you leave for the day.

TEMPERATURE

Keep the room temperature comfortable. This demonstrates to buyers that the HVAC is working properly.

PERSONALS

Make sure you place all valuables and prescriptions out of sight and in a safe place.

VACATE

Having a seller present can make buyers feel awkward. We want to make the buyers feel at home and stay awhile.

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OFFERS

Price is just one of many considerations when deciding which offer is best for your home. Here are some of the other factors that matter.

CONTINGENCIES
The fewer contingencies on an offer the better. Shorter time periods are also valuable.

ALL CASH BUYER
A cash offer is usually more appealing than a finance offer as the seller doesn't need to worry about the bank approving the loan.

PRE-APPROVAL
Assures home sellers that the buyer can get the loan they need.

LOAN TYPE
A conventional loan is often the least complicated. This is an appealing choice for sellers. An FHA loan can cause delays because they require certain repairs and approvals.

CLOSING TIMELINE
You might need to close quickly to move on to the next adventure, or you might need to extend the closing to allow time for the next home to be ready. Choosing the offer with the closing time that fits your needs will be most attractive to you.

CLOSING COSTS
Sometimes an offer comes in high, but the buyer asks you to pay a percentage of the buyer's closing costs.

BUYER LETTER
If you care about the future of your home, a buyer letter could assure you that you're selling to someone who will love the home and your neighbors as much as you did.

REPAIR REQUESTS
If the home needs some repairs, but you don't have the time or money to do them, a buyer who is willing to do them for you might be what you need.

OFFER PRICE
Of course, price matters too! If a high offer will cost you more in closing costs, repairs, or other factors—then it probably won't be the better offer.

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NEGOTIATIONS

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AFTER AN OFFER IS SUBMITTED:

WE CAN:

- **Accept the offer**
- **Decline the offer**
  If the offer isn't close enough to your expectation and there is no need to further negotiate.
- **Counter-offer**
  A counter-offer is when you offer different terms to the buyer.

THE BUYER CAN THEN:

- **Accept the counter-offer**
- **Decline the counter-offer**
- **Counter the offer**
  You can negotiate back and forth as many times as needed until you can reach an agreement or someone chooses to walk away.

OFFER IS ACCEPTED:

You will sign the purchase agreement and you are now officially under contract! This period of time is called the contingency period.

Now inspections, appraisals, or anything else built into your purchase agreement will take place.

INSPECTIONS

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WHAT IS INCLUDED:

- Roof & Components
- Exterior & Siding
- Basement
- Foundation
- Crawlspace
- Structure
- Heating & Cooling
- Plumbing
- Electrical
- Attic & Insulation
- Doors
- Windows & Lighting
- Appliances (limited)
- Attached Garages
- Garage Doors
- Grading & Drainage
- All Stairs



FAQ

INSPECTION TIME FRAME
Typically 1-10 days after signing contract. Negotiations usually happen within 5 days

COSTS
No cost to the seller. The buyer will choose and purchase the inspection performed by the inspector of their choice.

POSSIBLE OUTCOMES
Inspections and potential repairs are usually one of the top reasons a sale does not close.

COMMON PROBLEMS COULD BE ..
Foundation, electrical, plumbing, pests, structural, mold, or radon.

UPON COMPLETION:

- BUYER CAN ACCEPT AS IS
- BUYER CAN OFFER TO RENEGOTIATE
- BUYER CAN CANCEL CONTRACT

HOME APPRAISAL

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If the buyer is seeking a loan to purchase your home they will need to have an appraisal performed by the bank to verify the home is worth the loan amount. As a seller we want the property to appraise for at least the sale amount or more. It is very difficult to successfully contest your appraisal. That is why it's very important to list your home at the right price.

APPRAISAL COMES IN AT OR ABOVE SALE PRICE

You are in the clear, and closing can be begin!

APPRAISAL COMES IN BELOW SALE PRICE? WE'VE GOT YOUR BACK!

- Renegotiate the sale price with the buyer
- Renegotiate with the buyer to cover the difference
- Cancel and re-list
- Consider an alternative all-cash offer

CLOSING THE SALE

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WHAT TO EXPECT

Closing is when funds and documents are transferred in order to transfer ownership of the property to the buyer. The escrow officer will look over the contract and find out what payments are owed by who, prepare documents for closing, perform the closing, make sure all payoffs are completed, the buyer's title is recorded, and that you receive payoffs that are due to you.



YOUR COSTS

Seller commonly pays:

- Mortgage balance & penalties if applicable
- Any claims against your property
- Unpaid assessments on your property
- Real estate agents, for payment of commission
- Title insurance policy
- Home warranty

WHAT TO BRING

Sellers need to bring to closing:

- A government picture ID
- House keys
- Garage door openers
- Mailbox and any other spare keys

AFTER CLOSING

Keep copies of the following for taxes:

- Copies of all closing documents
- All home improvement receipts

RENOVATIONS MATTER: HOW UPGRADES CAN BOOST OR BUST YOUR HOME'S VALUE

When deciding whether to sell or stay, making renovations might not always be your first thought but understanding their impact on your home's value is crucial. Even if you plan to stay long-term, certain updates can enhance your living experience and potentially increase your property's worth. Conversely, some renovations may not deliver the return you expect or could even detract from value if they don't align with buyer preferences or local market trends. Knowing how different improvements affect your home's appeal and resale potential will help you make smarter decisions, whether you ultimately choose to sell or stay.

TOP 5 OUTDOOR HOME IMPROVEMENTS WITH THE HIGHEST ROI

- Fresh coat of paint on your front door
- Mow lawn, plant flowers and shrubs, replace loose pavers
- Maintain and care for trees
- Outdoor fire pit
- Outdoor kitchen

DIY PROJECTS THAT CAN MAKE YOUR HOUSE HARDER TO SELL

- Replacing kitchen cabinets with shelves
- Removing a closet
- Painting a floor
- Wallpaper
- Distressing your cabinets
- Painting your walls dark
- Applying stick on titles
- DIY Plumbing or Electrical Work
- Removing or Blocking Off Windows
- Over-Personalizing with Bold Décor or Themes

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Renovations That Increase Home Value

Garage Door Replacement
Average Cost: $4,500
Average Resale Value: $8,700
Kitchen Refresh
Average Cost: $9,800
Average Resale Value: $16,900
Front Door Replacement
Average Cost: $2,300
Average Resale Value: $4,400
Stone Veneer To Front Of Home
Average Cost: $11,300
Average Resale Value: $17,200
Outdoor Oasis (Plants, Furniture & Lighting)
Average Cost: $3,000
Average Resale Value: $8,600
Bathroom Remodel (Mid-Range)
Average Cost: $10,500
Average Resale Value: $13,800
Energy-Efficient Window Replacement
Average Cost: $7,800
Average Resale Value: $10,200
Attic Insulation Upgrade
Average Cost: $1,400
Average Resale Value: $3,900
Minor Kitchen Remodel (e.g., new countertops, cabinet refacing)
Average Cost: $11,800
Average Resale Value: $14,800
Adding a Deck or Patio
Average Cost: $9,000
Average Resale Value: $12,300
Exterior House Paint
Average Cost: $3,800
Average Resale Value: $7,200
AC Replacement
Average Cost: $7,000
Average Resale Value: $5,800
Roof Replacement
Average Cost: $14,500
Average Resale Value: $11,800

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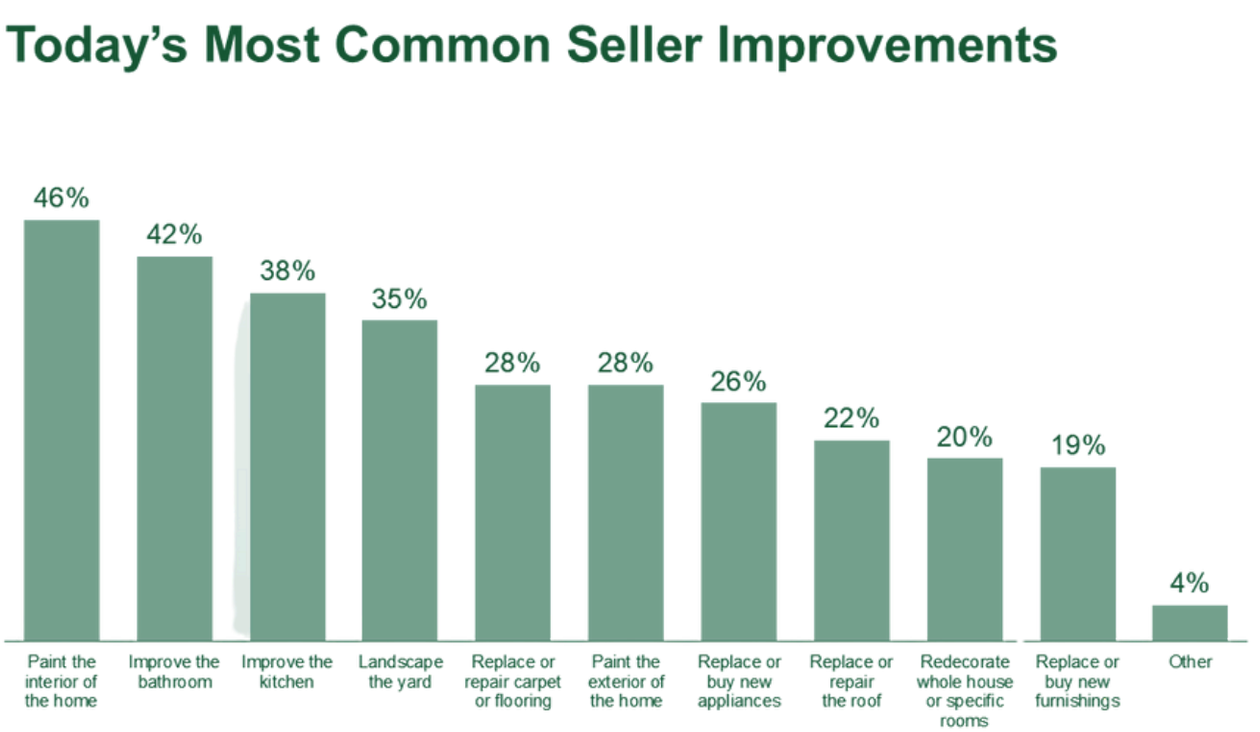
In 2025, home sellers are increasingly investing in strategic renovations to enhance their property's appeal and value. According to a survey by Realtor.com, 38% of potential sellers have undertaken home improvements before listing their homes. Among these, 70% focused on light renovations such as repainting, updating fixtures, and light landscaping. Additionally, 65% addressed issues that might arise during inspections, and 59% completed major renovations like redoing a kitchen or bathroom

The National Association of Realtors (NAR) also highlights that REALTORS® often recommend certain projects to potential sellers. These include painting the entire home, painting one room, and new roofing. Since 2020, REALTORS® have observed an increased demand for kitchen upgrades, new roofing, and bathroom renovations.

These trends indicate that sellers are prioritizing both cosmetic and functional improvements to make their homes more attractive to buyers, aiming to achieve quicker sales and higher offers



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What's Next?

Deciding whether to sell your home or stay put isn't just about numbers, it's about your life, your goals, and your peace of mind. This guide was designed to give you the clarity, perspective, and tools you need to make a confident decision that's right for you and your family.

Remember, the market will always shift, but your priorities are the true compass. Whether you're chasing a bigger backyard, looking to simplify, relocating for new opportunities, or just curious about your home's current value, you don't have to navigate this process alone.

If you're ready to take the next step or simply want an honest, pressure-free conversation about your options I'm here to help. I'll give you a clear picture of your home's value, the current market, and what's possible so you can move forward with confidence.

Your home is more than a property, it's part of your legacy. Let's make sure your next move is the right one.

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