

# ARIZONA

HOME SELLER'S HANDBOOK

Courtesy:

**BUTCH LEIBER**

Sales Representative

Old Republic Title Company

*Your Business Champion*

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**Thank you** for the opportunity to partner with you to help sell your property. You're in good hands. I have years of marketing and selling homes to maximize your returns and minimize the hassle throughout the process. There are things you can do to help sell your property faster and make you more money. This guide is designed to help you make the decisions to help you achieve your goal.

### **My Role as Your Agent**

**Throughout this process, I will:**

- Provide guidance on preparing your home for maximum appeal**
- Develop and execute a comprehensive marketing strategy**
- Handle all showings and provide feedback from potential buyers**
- Present and negotiate all offers on your behalf**
- Coordinate inspections, appraisals, and repairs**
- Guide you through closing and ensure a smooth transaction**

My Aim is to Exceed Your Expectations



*“Buying or selling a home involves a series of requirements and variables, and it's important to have someone in your corner from start to finish to make the process as smooth as possible . . .”*

-Leslie Rouda Smith, 2022 President, *National Association of Realtors*

When it comes time to sell, there are myriad factors that determine what a property will sell for, how long it will take and even if it will sell. A professional agent can weigh those factors to help you achieve your goals. What you get with Butch as your REALTOR® is:

### **Skills That Make a Difference to Representing YOU:**

- Over 20 years Industry Experience
- Expert Insights into pricing, staging, and marketing strategies
- Market Knowledge
- Contract and Fine Print Excellence
- Negotiating Experience
- Latest Tools and Technology
- Marketing Experience
- Brokerage and Brand Experience
- Servent mindset
- Commitment to achieving your goals

# **YOUR RESUME PAGE HERE!**

**The Experience that creates those results:**

Licensed since 2002

AZ Brokers License

State Licensed Instructor for agent

Continuing Education on:

Contract Law

Disclosure Law

Client Representation

Real Estate Legal Issue

State Standards

Fair Housing

Certified Cromford Report

Instructor –Educating local agent on market conditions and trends.

Certified Risk

Management Specialist.

NAR Endorsed C2EX  
(Commitment to Excellence)



At Home With  
Diversity Certification



Phoenix REALTORS®, Arizona REALTORS®,  
National Assoc. of REALTORS® Board of  
Directors

2023 Phoenix REALTORS®  
President

2023 REALTOR of the Year  
AZ Professional Standards  
Committee





# HOME BUYER FACTS: KNOW YOUR AUDIENCE

- First-time buyers made up 24 percent of all home buyers, a decrease from 32 percent last year. Seventy-one percent of Younger Millennials, 62 percent of Gen Z, and 36 percent of Older Millennials were first-time home buyers.
- Sixty-two percent of recent buyers were married couples, 20 percent were single females, eight percent were single males, and six percent were unmarried couples. The highest percentage of single female buyers was among Gen Z at 30 percent. The highest share of unmarried couples was among Younger Millennials at 13 percent.
- Twenty-seven percent of all buyers had children under the age of 18 living at home, and 67 percent of Older Millennials had at least one child under the age of 18 living at home.
- Seventeen percent of home buyers purchased a multi-generational home for cost savings to take care of and spend time with aging parents, and because children over the age of 18 were moving back into the home. Twenty-one percent of Gen Xers purchased a multigenerational home. Younger Boomers comprised the second largest share at 15 percent.
- Older Millennials, Younger Millennials, and Gen Xers were the most racially diverse groups of buyers in 2024. Twenty-nine percent of Older Millennials, and 25 percent of both Younger Millennials and Gen X buyers identified as Hispanic/Latino, Black/ African American, Asian/Pacific Islander, or Other.
- Younger Millennials are the most educated group, with 78 percent holding at least a bachelor's degree or higher. The next most educated group were Older Millennials.
- The most common reasons for recently purchasing a home vary by generation. For all home buyers 59 or younger, the main reason for purchasing remains the desire to own a home of their own. Among buyers 60 and older, the desire to be closer to friends and family was the top reason to purchase, followed by the desire for a smaller home.

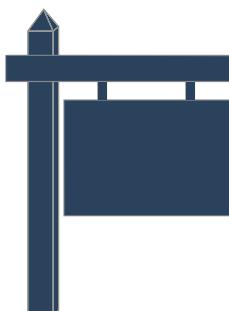


## Where Buyers Found The Home They Purchased

	AGE OF HOME BUYER						
	All Buyers	26 to 34	35 to 44	45 to 59	60 to 69	70 to 78	79 to 99
Internet	51%	63%	61%	53%	48%	37%	28%
Real estate agent	29	21	22	27	29	40	45
Friend, relative or neighbor	8	8	6	7	9	10	13
Home builder or their agent	5	2	3	5	7	5	4
Yard sign/open house sign	4	2	3	4	5	4	9
Directly from sellers/knew the sellers	4	5	4	4	3	4	2
Other	*	*	*	*	*	*	*

\*Less than 1 percent

From 2025 Home Buyers and Sellers Generational Trends Report. National Association of REALTORS®



# 88%

88% of home buyers searching the internet for a home used a real estate professional to purchase their homes

# 90%

Ninety percent of home sellers worked with a real estate agent to sell their homes, which was consistent across all age groups.

Nationwide, twenty-four percent of all sellers offered incentives to attract buyers. Valleywide, that number is closer to 45% through 2025.

From 2025 Home Buyers and Sellers Generational Trends. National Association of REALTORS® and The Cromford Report

# Maximum Exposure

Being connected to a vast network of the most productive agents and powerful industry partners, I am able to create a custom marketing plan to give your property optimal exposure. Your listing will appear across a vast network of over 85 international sites reaching over 60 million potential buyers



## My Job:



### National Association of Realtors® Code of Ethics

**Article 1 :** When representing a buyer, seller, landlord or tenant or other client as an agent, REALTORS® pledge themselves to protect and promote the best interests of their client ...and treat all other parties honestly.

## My Service Promise:



- I see myself as your **consultant and trusted advisor**. We will start with a consultation to understand your goals in selling your home and create a plan to achieve that goal.
- We will create a pricing strategy for your home that considers all the factors that will impact the process of finding the perfect buyer.
- I will post your property on the Multiple Listing Service (MLS), making it available to thousands of other REALTORS® and potential buyers in our city, state, across the country and around the world.
- I will market your property to get the most exposure possible to the most potential buyers. We will use the power of the MLS, word-of-mouth marketing, social spheres, online and print marketing in addition to other local, regional, national, and global reach.
- I will communicate - with you, with other agents, and with potential buyers. I answer my phone! We will get and share feedback from all showings.
- My goal is to sell your property in the quickest amount of time, with the least amount of inconvenience to you. Throughout the listing process, it is my job to verify that the property is continuously being positioned well - from marketing, advertising and staging, to showings and researching the competition.
- I represent YOUR interests throughout the process making sure you understand the process and issues, if they arise, so you can make informed decisions.
- I work with you and for you to assure your complete satisfaction in the process and the result.

# PREPARING YOUR HOUSE TO SELL

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Selling your property at or above fair market value and in a timely manner is my priority. In order to do that, the house needs to be in proper shape to meet the demands of today's buyer.

Here are the top three recommendations that will improve the conditions for a successful transaction:

## ***Think Big Picture –***

**1**

- Take care of items that need maintenance.
- Touch up the interior or exterior paint where needed.
- Complete any incomplete home repair projects.

## ***De-Clutter –***

**2**

- You may have personal possessions that you no longer need or want. Now's the time to reduce clutter. Hold a yard sale, donate your stuff to charity, give it away or just throw it out.

## ***Start Packing –***

**3**

- Start boxing up any items that you want to keep but won't be using before moving day. Put them in the garage or in storage and out of the way.

## FIRST IMPRESSIONS

For many, buying a home is a sensory and emotional experience. Anything you can do to improve that experience can help you get your house sold. Potential buyers get an immediate sense of your home when they pull up the first time for a showing. Then, they must wait while their agent gets the key from the lockbox. This gives the potential buyer time to really study the entryway and front yard.

- **Tidy up the landscaping. Mow the lawn. Pull the weeds.**
- **Sweep and clean the entry way leaving it free from dead leaves, spider webs or other clutter or mess.**
- **Check the front door? Does it need cleaning or a new coat of paint?**
- **Colorful plants or flowers by the front door can put the prospective buyer in a bright, sunny mood to see the rest of the house. A few dollars spent here can make a world of difference.**
- **An attractive welcome mat can make a warm greeting and keep your carpets and floors clean.**
- **Look for any distractions at the front of the house that could concern buyers – such as cracked windows, broken roof tiles, etc.**





## THE BASICS

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- Start by airing out the home** - Most people are turned off by even the smallest odor. Odors must be eliminated, especially if you have dogs, cats or young children in diapers or if you are a smoker.
- Windows and light** - Clean all the windows in the house, inside and out and if possible, keep all blinds open during showings to make the house as light and bright as possible. And speaking of light, replace any burnt out light bulbs.
- Furniture** - If your home feels cluttered take out some furniture and put it in the garage or a storage unit. Make sure rooms flow nicely and feel open and airy.
- Flooring** - If you haven't had the carpets cleaned in a while this may be a good time. Bare floors should also be waxed or polished.

- Start Packing** - Those piles you've been avoiding: pack 'em up and put that stuff away. Get everything off the floor and those cluttered shelves.
- Deal with the little things** - Check for the little things you've been living with-leaky faucets, squeaky doors, broken outlets, and those other things you've tolerated. A few hours of handyman services can make a huge difference in the ease (and price) of your sale. Feel free to ask for a referral!
- The Pool, Patio and Yard** - Have the pool and backyard look inviting and welcoming. Pick up dog waste, throw away the junk you've been ignoring. Look with a critical eye for the things that a little work can be corrected for potential profit.
- Kids** - We know it's a hassle, but kid's toys should be organized and kept in one location, preferable out of the yard and out of sight.
- Consider Professional Staging** - Professional staging can increase your home's perceived value and help it sell faster. Staged homes typically sell for 5-15% more than non-staged homes. Staging services include:

***Remember, the more you are willing to do before going on the market, the more money it could put in your pocket.***

# THE MOST IMPORTANT ROOMS

## The kitchen and the bathrooms

- Go over the kitchen like a health inspector. Clean the oven, range (new drip pans) and the seal of the dishwasher door.
- Take things off the counter you don't use every day and put them in a cabinet.
- Aromas from fragrant goodies like freshly baked gingerbread or just-brewed coffee bring back wonderful memories of home. Strong leftover smells from last night's dinner don't help sell the home.
- Keep clutter off kitchen counters and remove dirty dishes from the sink. A couple of cute baskets can help organize the mail, keys and other items that clutter up a counter. Then you can toss these in a cabinet quickly for a last minute showing.
- Clear everything off your refrigerator. Old magnets or tape, vacation snapshots or finger-painting masterpieces can be a distraction to a potential buyer.
- Bathtubs, showers and sinks should be clean. The grout should be clean and in good condition
- Fix drippy faucets and running toilets: If any of your sinks or bathtubs drain slowly, unclog them.
- Like the kitchen, try to declutter the space on the countertops to make them look clean and spacious.



# Do you really want top dollar?

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For those willing to go all in to get top dollar on their sale:

## ✓ Do a deep clean.

Clean the carpets, appliances, mirrors, grout, walls - no surface should go untouched.

## ✓ Get a Pre-Listing Home Inspection and Make Necessary Repairs

A buyer on your property will do their own home inspection. Getting one in advance can eliminate surprises. We often live with small issues in our homes (doors that don't latch, flaking paint, windows that don't lock) but repairing them before a sale could make a difference in your sale price.

## ✓ Paint

Fresh paint can make a big difference in making a house go from shabby and dim to bright and inviting.

## ✓ Staging

How the property is staged can have a huge impact on a buyer's impression of the property. Moving around existing furniture or furnishing a vacant property with small ideas can help inspire buyers to see themselves in the home. Plants, simple artwork, and open space contribute to the emotional appeal that impact buyers.

## ✓ It's all in the Details

The devil is in the details. Once you've gone through our checklist, look for little things that pack a big punch.



# PRICING STRATEGY

Pricing your home correctly from the start is one of the most critical factors in achieving a successful sale. An accurate price attracts more buyers, generates competitive offers, and often results in a faster sale at or above asking price.

## How Comparative Market Analysis (CMA) Works

I will prepare a detailed CMA that examines:

- Recently Sold Homes: Properties similar to yours that sold within the last 3-6 months
- Active Listings: Your direct competition in the current market
- Pending Sales: Properties under contract that indicate current market trends
- Expired Listings: Homes that didn't sell, often due to overpricing

The CMA considers key factors including:

- Location and neighborhood
- Square footage and lot size
- Number of bedrooms and bathrooms
- Age and condition of the home
- Upgrades and special features
- Days on market for comparable sales

Understanding current market conditions is essential:

- Seller's Market: Low inventory, high demand. May support aggressive pricing.
- Buyer's Market: High inventory, lower demand. Requires competitive pricing.
- Balanced Market: Supply meets demand. Accurate pricing is critical.



The first two weeks generate the most activity and interest. Overpricing often leads to homes sitting and usually nets the seller less money.

# SOME TIPS ABOUT PRICING

<p><b>Price your home to compete – not to sell the competition.</b></p>	<p><b>Value is based on what a willing and able buyer will pay – not what you need or want.</b></p>
<p><b>Overpricing your home affects which buyers will see your property.</b></p>	<p><b>Overpriced houses sit on the market, causing concern for potential buyers.</b></p>
<p><b>Though a buyer may agree to an overpriced home, if they are getting financing, it must still pass a bank appraisal.</b></p>	<p><b>Sellers waiting to sell an overpriced home may miss out on other opportunities.</b></p>

**If...**

**... we get no showings**

**We missed the mark. We need to adjust the price by at least 10%**

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**... we get few showings and no offers:**

**We missed on price by 6%-10%**

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**... we get some showings but not offers**

**We may need a minor price adjustment**

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**... we get showings and offers:**

**Bullseye!**





# FACTORS THAT WILL AFFECT THE SALES PRICE OF A PROPERTY

## PRICING:

Effective pricing can determine the length of time it will take to sell your property and the quality of offers you receive.

## CONDITION:

Buyers often make decisions emotionally. First impressions count and optimizing appearance maximizes value

## INVESTORS (CASH BUYERS):

The activity of investors can affect the supply and demand of houses within a certain time period.

## TIMING:

The market can not be manipulated. A good marketing plan will analyze current market conditions and position your property appropriately.

## INTEREST RATES:

Interest rates directly affect affordability for buyers and impacts demand.

## COMPETITION:

Prospective buyers compare your home against other listed properties and recent sales in the neighborhood.

## THE ECONOMY:

The economy can greatly impact the real estate market, affecting affordability and demand.

## LOCATION:

Location is the single most important factor in determining value – and the least controllable.

MORE

CONTROLLABLE

LESS

# SHOWING THE PROPERTY

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It's a hassle to sell your home but keeping it as show ready as possible will pay dividends.

## ***Please leave for all showings.***

Buyers are often intimidated by the presence of the seller and tend to hurry through. Let the buyer be at ease.

***Make your house as available as possible*** and DON'T MAKE YOURSELF CRAZY. If a requested time is inconvenient, make sure to let us know. Anytime you decline a showing, you risk losing that buyer.

## ***Please stay in communication with us.***

If you plan to leave town or need to schedule a day with no showings for a sick child, please let us know as soon as possible.

We will create a showing schedule that fits your needs.

## Showing Tips:

Clean homes sell. Dirty homes rarely do.

- Take out the trash
- No dirty laundry laying about
- No dirty dishes in the sink
- Put away pet toys / kid's toys
- Clean cat litter boxes so they are fresh
- Make the beds
- Toilet seats and lids down, always!
- Vacuum and sweep up
- Do a quick trip around the yard and tidy up anything out of place

This video about getting ready for a showing  
from our friend Leigh Brown in South Carolina  
always makes us giggle:

<https://www.youtube.com/watch?v=f77UvYeYVrQ>



# **SAFETY FIRST!**

Our lockbox system is safe but don't tempt fate!  
Please keep Money, Medications, Jewelry, and Guns  
put away and in a safe place.

Do not let strangers into your house. Make agents use  
the lockbox to access the key. Do not let anyone in  
who is not accompanied by an agent.

**Stay in touch – never hesitate to call with  
questions or concerns!**



# TRADITIONAL vs NON-TRADITIONAL SALE OPTIONS

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The real estate market continues to evolve, and sellers have more choices every day. Over the last few years, the iBuyer option has looked good for certain sellers.

An iBuyer is a real estate company that uses algorithms and technology to buy and resell homes quickly. The "i" is for "instant." When selling a home to an iBuyer, you may get a cash offer in as little as 24 hours. These offers may or not be competitive in the market.

When you work with an iBuyer you will pay extra for the convenience they offer.

There are two costs to consider: iBuyer fees, and the difference between the iBuyer offer and what you could get by selling through a traditional real estate agent. In a hot seller's market, you will most likely make more money via a traditional sale than through an iBuyer.

The average iBuyer fee can be significantly higher than fees you'll pay to an agent. Plus, many iBuyers will inspect the home and deduct the cost of necessary repairs from the sales price. iBuyers are a great option for people who want to sell their homes quickly and avoid the uncertain wait to find traditional buyers. They are a great option for people who are struggling through a loss of income or are not interested in doing the minimum work to increase their bottom line.

*There are many options available to sellers. As a trusted advisor, I want you to make the best choice for you! Please allow me to advise you on your options and help you find the best solution for your needs.*

I work with investors ready to help people when a traditional sale is not in their best interest.

# MOVING CHECKLIST

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## CHANGE OF ADDRESS

- Bank(s)
- Credit Cards
- Magazines
- Clubs and Organizations
- Register to Vote
- Forward your address with the post office
- Driver's License & Vehicle
- Registration
- Schools
- If moving to a new area, don't forget school transcripts, medical, dental and veterinary records and prescriptions.

## UTILITIES PLUS (off at the old house –check for refunds for prepaid accounts –and on at the new house

- Electric
- Gas
- Water/Sewer/Garbage
- Cable/Satellite
- Internet
- Alarm Systems
- Pool Service
- Landscaper
- Cleaners
- Homeowner's Insurance

## Useful Contact Numbers:

SRP: 602-236-8888

<https://myaccount.srpnet.com/power/residentialelectric>

APS: 602-371-7171

<https://www.aps.com/en/Residential/Account/Start-Stop-and-Move-Service>

SWGAS: 877-860-6020

<https://myaccount.swgas.com/Portal/#/StartService>

USPS: 800-275-8777

<https://usps.com>

AZMD: 602-255-0072

<https://azmvdnow.gov/home>

# HOME SELLING TIMELINE & CHECKLIST

## 1: PRIOR TO GOING LIVE ON THE MARKET

- Stage / Prepare house for showings. We'll work with you to help put your best foot forward.
- Complete the Disclosures. State law requires sellers to disclose what they know about the property to potential buyers. We'll provide you the form(s) to make this disclosure easy.
- Request a Claims history from your Homeowner's insurance company and send a copy to your agent.

## 2: NEGOTIATIONS AND DUE DILIGENCE

- We will qualify each buyer and offer as they come in so you can make decisions to minimize your risk and achieve your sales goal.

## 3: ACCEPTED OFFER

- Once we receive an accepted offer, we will open escrow. Your escrow officer is a neutral third party ensuring the transaction is handled per the contract. They will reach out to you for information about your current mortgage so they can arrange payoff at close of escrow.

## 4: BUYER'S DUE DILIGENCE PERIOD

- Our standard contract allows for buyers to perform inspections - at their cost - on the property. You are obligated to make the property available for inspection and make sure the utilities stay on until close of escrow.
- After inspections, the buyer may request repairs to the property should they find something of concern to them during their inspections. We will work with you - and for you - in negotiating this process.
- If you agree to repair requests by the buyer, they must complete no later than 3 days prior to close of escrow. Please provide us copies of any receipts for repairs you complete.



## 5: APPRAISAL

- If the buyer is getting financing, their lender will most likely require an appraisal, and the house will need to appraise for the sale price.



## 6: BEGIN PACKING

- Start packing and sending your change of address notices to your friends and business relationships.
- Unless otherwise agreed, you are required to leave utilities on until close of escrow. Don't forget to have them switched out of your name for the close of escrow date.

## 7: THE SIGNING

- Prior to our closing date you will meet with the escrow officer to sign the deed over to the buyer. This usually occurs a few days prior to close of escrow and will be scheduled at your convenience.

## 8: THE CLOSE AND THE MOVE

- Congratulations! You're on to what's next. You must be out of the property by close of escrow and leave the property free of debris and in a condition you would want to move into for yourself.
- Please leave all keys including mailbox and pool keys, garage door openers, manuals and any instructions that will be useful for the buyer.

If you've never sold a home in Arizona, it might be different from what you've experienced in other states. In Arizona, the buyer and seller rarely meet in person. Transfer is handled by an escrow company. Close of Escrow (COE) occurs electronically and is when ownership changes hands. Sellers must be out of the property *prior* to COE, unless otherwise agreed to in writing.

Please ask questions to ensure a smooth sale!

## Frequently Asked Questions

### *Do I need to be present for showings?*

No, and in fact, it's better if you're not. Buyers feel more comfortable exploring and discussing the home when the seller isn't present. I recommend leaving during all showings and open houses. Make sure pets are secured or removed, and the home is clean and well-lit.

### *What if I need to sell before buying my next home?*

This is a common situation. Options include: (1) negotiating a rent-back agreement to stay in your home temporarily after closing, (2) arranging temporary housing between sales, (3) making your offer on the new home contingent on selling your current home, or (4) considering a bridge loan to purchase before selling. We'll discuss the best strategy for your specific circumstances.

### *What happens if the deal falls through?*

While most transactions close successfully, deals can fall apart during the contingency period or if buyers fail to perform. If this happens, we'll immediately re-list your home and often have backup offers or new buyers interested. The experience of going under contract once usually leads to a smoother process the second time, as issues have already been identified and addressed.

### *Should I make major renovations before selling?*

Major renovations rarely provide dollar-for-dollar return on investment. Focus on repairs, cosmetic updates, and staging instead. Buyers often prefer to customize a home themselves rather than pay a premium for your upgrades. We'll review your specific situation and recommend only improvements that will genuinely increase your sale price or help your home sell faster.

### *What if my home doesn't appraise for the contract price?*

If the appraisal comes in low, options include: the buyer increasing their down payment to cover the gap, renegotiating the price to the appraised value, meeting somewhere in the middle, or the buyer canceling under the appraisal contingency. We can also challenge the appraisal with additional comparable sales data. Most appraisal issues are resolved through good-faith negotiation.

### *How much should I expect to pay in closing costs?*

Seller closing costs in Arizona typically range from 6-10% of the sale price, including real estate commission (usually the largest expense), title insurance, escrow fees, prorated property taxes, and transfer taxes. I'll provide you with a detailed estimated net proceeds worksheet showing all anticipated costs and your expected proceeds from the sale.

### *How do I prepare for the final walkthrough?*

The final walkthrough occurs 24-48 hours before closing. Ensure all agreed-upon repairs are complete, the home is in broom-clean condition, all personal belongings are removed, utilities are functioning, and items included in the sale are present. The home should be in the same or better condition than when the buyer's offer was accepted. Make sure it's vacant and ready for the new owners.

Quality service is not the same as fiduciary service. Any salesperson or service provider can deliver high-level quality service. Fiduciaries move to a higher level of accountability—taking responsibility for and acting in the best interest of their clients.

I am so committed to meeting your sales objectives in a professional and pleasing manner that I am willing to put our guarantee in writing.

**I will develop a Property Marketing Plan that  
will most effectively promote your property  
to the widest possible audience.**

**If I don't act according to the agreed  
activities in the Plan, you may:**

**•Advise me that you aren't satisfied and  
ask for a revision of the plan**

**Or**

**•Cancel the listing agreement\***

**Your complete satisfaction in my foremost concern.**

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\*Some conditions apply. Broker approval is required and reimbursement for funds already used to market your property may be requested.

***If at any time throughout the process you are unhappy with my  
service, please let me know.***

***And, if you are happy, please let everyone know. Your  
referrals are what keep me in business!***

***Thank you! I'm excited to work with you!***



This booklet is a general educational purpose only and does not constitute legal advice. We assume no liability for errors or omissions. This guide does not replace professional legal, financial, or tax advice. Always read and understand all documents before signing, and consult appropriate professionals for advice specific to your situation.

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