



Consumer-Centric Real Estate Guides



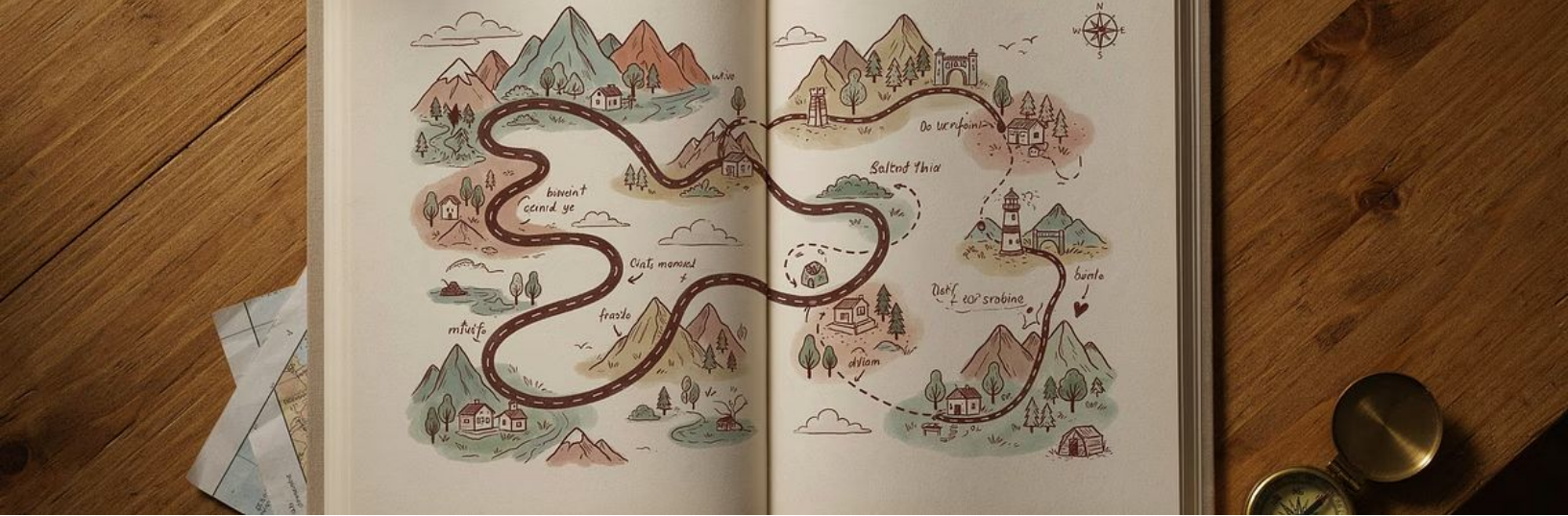
12 Mistakes to Avoid When Selling Your Arizona Home

A Practical Guide to Protecting Your Equity, Timeline, and Peace of Mind

Clearly Sold, brokered by HomeSmart, helps Arizona homeowners identify and avoid 12 common home-selling mistakes so they can protect their equity, reduce unnecessary stress, and sell with greater confidence.

Learn How to Avoid Costly Home-Selling Mistakes at ClearlySold.com





What's Inside

This guide walks you through everything you need to know before selling your Arizona home — from common pitfalls to practical tools and clear next steps.

- **Why Mistakes Matter**

How avoidable decisions cost sellers equity, time, and certainty.
- **The 12 Mistakes**

Strategy & Representation
· Pricing & Proceeds ·
Condition & Disclosures ·
Marketing, Offers &
Closing
- **Clearly Sold Solutions**

Five selling strategies with costs, benefits, tradeoffs, and ideal situations.
- **Timeline**

What to expect week by week from prep to close.
- **Scenarios**

Real-world seller situations and how different strategies play out.
- **Worksheets & Checklists**

A readiness worksheet and seller interview checklist to guide your planning.
- **FAQs**

Answers to the most common questions Arizona home sellers ask.
- **Next Steps**

How to take action and who to contact at Clearly Sold.
- **Disclosures**

Full consumer disclosures for this guide.

A photograph of a modern, single-story house with light-colored stucco walls and dark brown trim. A large, white, fluffy cloud is in the sky above the house. In the foreground, a white 'FOR SALE' sign with blue lettering is planted in the ground. Below the main sign, a smaller sign displays the price '\$625,000'.

A Home Sale Is More Than a Listing

A residential home sale is a layered process involving pricing strategy, property preparation, professional marketing, legal disclosures, buyer negotiations, inspections, appraisal, and contractual deadlines. Every seller is ultimately managing four core priorities — and understanding your own ranking of these is the foundation of a sound selling strategy.

Price

List price $\neq$ net proceeds. May produce a weaker result than a more strategically positioned launch might have achieved.

Time

How quickly the sale closes — from list date through contract and final settlement.

Risk

The certainty that the transaction will actually complete without falling apart mid-contract.

Convenience

The effort, disruption, and coordination required to get from decision to closing.



Turn the 12 Mistakes Into a Selling Plan

Each of the 12 mistakes connects to the others. Read the full guide before making any decisions, then use this four-step process to build a strategy tailored to your property and circumstances.



Read All 12 Mistakes

Review the complete guide before any commitments are made.



Identify Your Risks

Mark the mistakes most relevant to your property and situation.



Compare Your Options

Evaluate selling strategies on net proceeds, certainty, timeline, and effort.



Create Your Selling Plan

Work with qualified professionals and get all agreements in writing.

ⓘ Educational Disclaimer — This guide is for general informational purposes only. It does not constitute legal, financial, tax, or professional advice. Consult qualified legal, tax, lending, inspection, or financial advisors for guidance specific to your situation.

Arizona Homeowners Who Want to Sell With Clarity

This guide was written for a wide range of Arizona homeowners — not just those preparing a traditional open-market listing. Whether you're exploring your options or ready to move forward, this guide is for you.



Traditional Sellers

Homeowners preparing an open-market listing who want to understand pricing, preparation, and negotiation before committing to a strategy or agent.



Cash & Quick-Close Seekers

Sellers who need speed, certainty, or simplicity and are weighing cash offers, as-is sales, or other fast-close alternatives to a traditional listing.



Unsure or Curious Homeowners

Owners not yet committed to any path who want an honest, unbiased overview of how today's selling environment works before signing anything.



Out-of-Area Owners

Homeowners managing an Arizona property from a distance who need clear guidance on process, representation, and decision-making without being local.



Inherited & Distressed Owners

Families handling an estate, divorce, deferred maintenance, or financial hardship who need clarity on condition tradeoffs, timelines, and realistic net proceeds.

The Decisions That Shape a Successful Sale

By the time you finish this guide, you will have a clear framework for evaluating every significant decision in a home sale — from the strategy you choose before listing to the contract terms you accept at closing.



Avoid strategy errors before listing



Understand net proceeds vs. list price



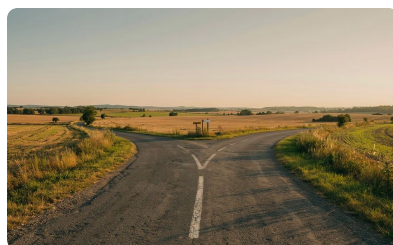
Make informed repair and disclosure choices



Use effective marketing and access



Evaluate offers beyond price



Choose the right path for your home





Mistakes That Begin Before the Home Is Listed

The most consequential home-selling mistakes are often made before the property ever reaches the market. Strategy errors, representation mismatches, and one-size-fits-all thinking can send a sale in the wrong direction from day one. Course corrections later can be costly, disruptive, or limited.

1

Selling Without Defining Priorities

Before selecting any strategy, rank what matters most: maximizing price, controlling timing, achieving certainty, minimizing preparation effort, or managing moving logistics. A seller who needs to close in 45 days may need a very different approach than one who can wait for the strongest offer. Defining priorities first prevents strategy regret later.

2

Choosing an Agent by Price or Fee Alone

A confident pricing promise is not the same as evidence of market value. Selecting the agent who suggests the highest list price — without evaluating their comparable-sale analysis, marketing plan, and contract terms — is one of the most common and costly mistakes sellers make. Compare the complete picture: pricing analysis, services, marketing, compensation structure, and terms.

3

Assuming Every Home Should Be Sold the Same Way

Traditional listings, flat-fee representation, cash offers, renovation programs, and hybrid strategies each carry different benefits, costs, and risks. A move-in-ready home may thrive with a competitive open-market launch. A dated home facing inspection risk may benefit from a different path. Ask what options exist and which aligns best with your priorities before committing.

☐ Quick Priority Ranking — choose your order (1 = most important):

- ☐ Net Proceeds (Price)
- ☐ Speed to Close (Time)
- ☐ Transaction Certainty (Risk)
- ☐ Preparation Convenience
- ☐ Control Over the Process

Your ranking should drive your strategy selection — not the other way around.

No agent, marketing plan, cash buyer, pricing strategy, or selling program can guarantee a particular sale price, buyer response level, offer, or closing date.



The Price on the Listing Is Not the Money You Keep

Many sellers focus on the offer price — but what actually matters is your **net proceeds**: what remains after all costs, fees, and payoffs are subtracted. Understanding this difference is essential to comparing strategies and offers accurately.

Mistake 4: Pricing From the Wrong Sources

Automated estimates, a neighbor's old sale, or emotional attachment are not reliable pricing foundations. Sound pricing considers recent comparable sales, current condition, and market direction. Overpricing reduces early attention and can trigger repeated reductions that signal weakness to buyers.

Mistake 5: Comparing Gross Prices Instead of Net Proceeds

Two offers at different gross prices can produce very different net outcomes once you account for compensation, concessions, repair credits, and closing costs. Always project estimated net proceeds for each option — and weigh transaction certainty, not just price.

Key Seller Expenses to Factor In: brokerage compensation · seller concessions · repair credits · closing costs · loan payoff

Cost or Deduction	Offer A (Fictional)	Offer B (Fictional)
Gross Offer Price	\$410,000	\$405,000
Total Costs & Deductions	-\$27,900	-\$17,350
Estimated Net Proceeds	\$382,100	\$387,650

All figures are fictional and for educational illustration only. Actual costs, fees, compensation, and net proceeds vary by property, transaction, and agreement. This is not a settlement statement or financial guarantee.

Fix the Right Things — and Disclose What Matters

How you handle property condition — before, during, and after listing — affects the buyer pool you attract, the inspections and negotiations you face, and the disclosures you are legally and ethically required to make.



Mistake 6: Making Expensive Improvements Without a Market-Based Plan

Not every dollar spent generates a dollar of buyer value. Separate necessary repairs from cosmetic upgrades and personal preferences. Consult a real estate professional before investing in large projects.



Mistake 7: Failing to Prepare for the Target Buyer

Buyers form strong first impressions online and in person. Cleanliness, odors, clutter, and deferred maintenance all affect buyer confidence. Selling as-is may be appropriate, but understand the impact on your buyer pool, financing options, and price.



Mistake 8: Concealing or Delaying Required Disclosures

Arizona's Seller's Property Disclosure Statement (SPDS) requires complete, accurate, and timely disclosure of known material facts. An as-is sale does not eliminate disclosure obligations or a buyer's right to inspect. Consult a real estate or legal professional when uncertain.

Repair It	Improve It	Disclose It	Investigate It
Items likely to fail inspection or affect financing	Cosmetic upgrades with measurable buyer appeal	Known material defects affecting value	Uncertain conditions needing professional evaluation

☐ **Not Legal Advice:** The information on this card is for general educational purposes only and does not constitute legal, tax, or professional advice. Consult qualified real estate, legal, inspection, and other professionals for property-specific guidance.

Buyers Cannot Value What They Never Properly See

Marketing is not simply placing your home on the MLS and planting a sign in the yard. It is the full strategy of presenting your property's most compelling features to the right buyers, at the right moment, through the right channels — generating genuine interest and informed activity. Weak marketing and unnecessarily restricted access quietly reduce competition before it ever begins.

Mistake 9: Underinvesting in Marketing

A strong marketing plan includes professional photography, compelling property descriptions, floor plans, video or virtual tour content, broad online distribution, social media exposure, and a coordinated launch strategy designed to create momentum when interest is highest.

Marketing should emphasize features most relevant to likely buyers — additional space, low-maintenance living, accessibility, outdoor areas, or investment potential. Avoid misleading photos, inaccurate square footage claims, or anything that could create Fair Housing concerns.

Mistake 10: Making the Home Hard to Show

Buyers often visit multiple homes in a single outing. If your home is difficult to schedule, motivated buyers may simply move on. Reasonable showing access keeps your home competitive while buyer interest is active.

Before launch, establish clear showing instructions, pet arrangements, feedback procedures, and notice requirements. Secure valuables, medications, firearms, and personal documents before every showing.

📌 **Market-Ready in 10 Minutes:** Lights on · Surfaces clear · Pets secured · Odors neutralized · Entry welcoming · Documents out of sight.

Marketing reach, views, inquiries, showings, multiple offers, and buyer response cannot be guaranteed regardless of the strategy or service used.





A Strong Offer Must Also Be Able to Close

Receiving an offer is exciting — but accepting the wrong one, or losing focus after acceptance, are two of the most expensive mistakes sellers make near the finish line. Evaluating offer quality carefully and managing the transaction actively are both essential to a successful closing.

Mistake 11: Accepting the Highest Headline Price Without Evaluating the Full Offer

A headline price tells you one number — a complete offer evaluation tells you whether it will actually close. Compare financing type, verified funds, earnest money, contingency terms, seller concessions, and closing timeline. A slightly lower offer with strong documentation and limited contingencies may deliver better net proceeds and a higher probability of closing than a riskier headline number.

Mistake 12: Treating an Accepted Contract as a Completed Sale

An accepted contract opens a due-diligence period — not a finish line. Track inspections, appraisal results, buyer financing, title work, and closing deadlines. Gather permits, warranties, and any estate paperwork early. Always verify wiring instructions independently using a confirmed phone number before transferring any funds. Wire fraud is real and preventable.

Critical Factor	Offer A	Offer B	Offer C	Why It Matters
Estimated Net Proceeds	Low	Med	High	Bottom-line after concessions & costs
Verified Funds	Low	Med	High	Confirms buyer has capacity to close
Appraisal Risk	High	Med	Low	Exposure if home appraises below price
Inspection Risk	High	Med	Low	Scope of potential repair demands
Closing Timeline	Low	Med	High	Speed affects carry costs & your plans

Fictional illustration only. Offers vary by circumstance. Do not evaluate any offer based solely on financing type. Contract rights, deadlines, remedies, and obligations depend on the executed documents and individual circumstances. Consult a qualified attorney when appropriate.

Different Properties May Need Different Selling Strategies

CLEARLY SOLD SOLUTIONS · PRICING, MARKETING & PREPARATION

No single selling strategy is automatically right for every property or every seller. Clearly Sold, brokered by HomeSmart, offers multiple approaches designed to align with different priorities, property conditions, and financial goals.



Flat Fee Home Sale

What it is: A full-service listing option with a predictable listing-side fee.

How it works: Property is listed on the Arizona Regional MLS with professional photography, virtual tours, AI-supported digital marketing, CubiCasa floor plans, virtual-staging advice, negotiation support, contract management, and transaction coordination.

Who it may fit: Sellers who want full-service support with cost predictability.

Current fee: **\$8,888** for homes up to \$550,000 · **2%** for homes over \$550,000 (listing side). If Clearly Sold represents or assists an otherwise unrepresented buyer, an additional transaction-side fee of \$8,888 or 2% may apply per written agreement.

Important: Listing-side fee is separate from buyer-broker compensation. Any buyer-broker compensation is negotiable and established through written agreements only.

Not guaranteed: Sale price, market response, closing timeline, or savings relative to other approaches.



Clarity Prime

What it is: A premium auction-style listing designed to create transparent, time-limited buyer competition.

How it works: Uses a dedicated property website, professional media, a countdown deadline, verified buyer participation, and anonymously displayed offer information. Seller retains full control — accept, negotiate, or decline any offer.

Who it may fit: Sellers who want measurable buyer activity and a structured, competitive offer process.

Current fee: Starts at a **4% total fee**; exact terms established in writing. Buyer-broker compensation or buyer-premium options may be considered based on program structure and seller's written decisions.

Important: All terms, compensation structures, and program details are subject to applicable written agreements.

Not guaranteed: Bidding activity, multiple offers, specific offer amounts, or closing timeline.



Renovate & Sell

What it is: A pre-listing preparation strategy using selected improvements to potentially improve buyer response.

How it works: Selected improvements — such as paint, flooring, kitchen or bathroom refreshes, and curb-appeal work — may be completed before listing. Approved costs may be paid from seller's proceeds at closing rather than upfront. Independent contractors and other providers are involved.

Who it may fit: Sellers where strategic preparation could improve buyer response but upfront capital is a constraint.

Current cost: Approved project costs are deducted from proceeds at closing; exact costs depend on approved scope and provider terms.

Important: Property eligibility, provider participation, project scope, approval conditions, and terms apply. Consult qualified professionals regarding projected return on any improvements.

Not guaranteed: Renovation approval, return on improvements, sale price, or market response.

 Program fees, inclusions, eligibility, and terms are subject to current written agreements and may change. No program guarantees savings, bidding activity, multiple offers, renovation approval, return on improvements, sale price, market response, or closing timeline. This is general information only — not legal or financial advice. Consult qualified professionals for your specific situation.



Compare Convenience, Certainty, and Market Upside

For sellers weighing a cash sale against open-market exposure, two additional options may be worth evaluating. Neither is automatically right — both involve real tradeoffs that deserve careful, side-by-side comparison.

Instant Cash Offers

Clearly Sold may evaluate available cash offers and compare them with a projected open-market net sheet — so you can examine price, fees, deductions, convenience, and timing side by side before deciding. Cash offers may include repair deductions, service fees, and varying closing terms. A qualifying cash transaction may close in as little as 21 days, though actual availability, approval, and timing vary by property.

May fit when: Certainty, speed, and minimizing showings matter more than maximizing open-market exposure.

List with a Twist

A potential backup cash offer is secured first. The property then receives open-market exposure to determine whether a stronger net result is available. The seller compares both paths and chooses. Property and seller must qualify; neither the backup amount, a higher market result, nor a guaranteed closing can be promised.

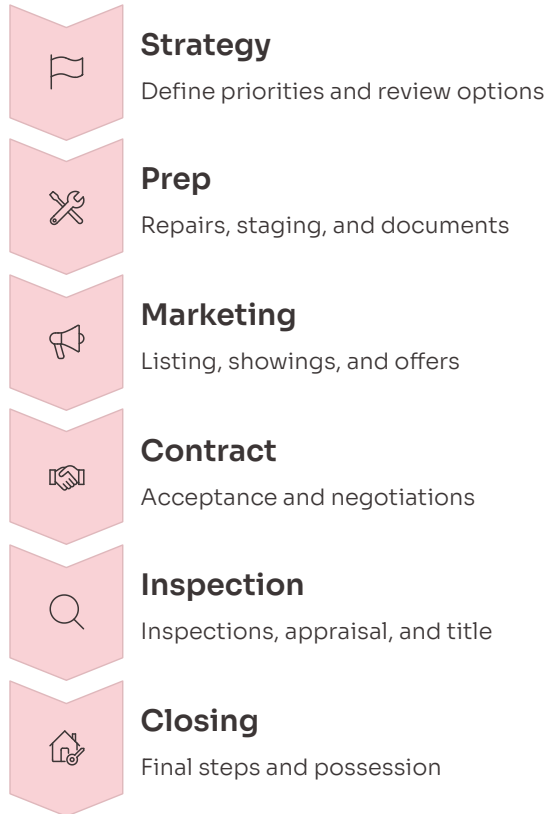
May fit when: You want open-market upside with a defined fallback, and your property qualifies.

Factor	Cash Offer	List with a Twist	Traditional Listing
Price	Often discounted for convenience	Backup + market upside	Full market range
Certainty	Higher (if approved)	Moderate	Lower until closing
Showings	Minimal or none	Limited to moderate	Ongoing until under contract
Timeline	Potentially faster	Variable	Variable

Fictional, simplified illustration only. Offer amount, availability, property eligibility, inspections, repair deductions, fees, funding, closing date, and other terms vary. No cash offer, backup offer, market premium, or closing is guaranteed.

From Planning to Closing

Every home sale follows a general sequence, but the time required at each phase varies based on property condition, market activity, buyer financing, and the specific terms of your contract. The timeline below reflects a typical sequence — not a guaranteed schedule. Use it to plan ahead and anticipate what each phase requires of you.



Before You List

- Define your priorities and acceptable tradeoffs
- Review net-proceeds estimates across all options
- Complete selected repairs or preparation work
- Gather HOA, solar, permit, warranty, and loan documents
- Confirm showing instructions and security procedures

After Acceptance

- Track every inspection, repair, and deadline
- Monitor financing, appraisal, and title progress
- Respond promptly to buyer requests and contingencies
- Confirm wiring instructions independently before sending funds
- Plan possession logistics well ahead of closing day

Illustrative timing only — not a prediction or guarantee. Timeframes vary based on market conditions, property condition, buyer financing, appraisal, inspections, title, HOA, third-party involvement, contract terms, and unexpected events.

The Best Decision Depends on the Situation

⚠️ **All scenarios, people, properties, numbers, and outcomes below are entirely fictional and simplified. They are not actual clients, testimonials, endorsements, predictions, or guarantees of any kind.**

Different sellers with different goals often land on different strategies — even in the same market. The fictional scenarios below illustrate how priorities, property conditions, and tradeoffs shape the decision-making process.



Scenario 1 — Buckeye: Dated but Well-Maintained Home

Situation: A homeowner of 18 years has a clean, functional home that hasn't been updated and is weighing whether to sell as-is or improve first.

Options: Sell as-is with adjusted pricing vs. targeted cosmetic updates through Renovate & Sell before listing.

Main Tradeoff: As-is may attract a narrower buyer pool; renovation could improve appeal but involves time, coordination, eligibility conditions, and no guaranteed return.

Next Step: Request a market-based improvement analysis and net-proceeds comparison for both paths before deciding.



Scenario 2 — Peoria: Relocation With Certainty as Top Priority

Situation: A homeowner has accepted an out-of-state job and must close within a defined window without risk of a deal falling through.

Options: Instant Cash Offer, List with a Twist, or a traditional market listing with a realistic pricing strategy.

Main Tradeoff: Cash certainty may come at a lower net price; open-market exposure may yield more but introduces timeline and transaction risk.

Next Step: Compare projected net proceeds, timing requirements, and transaction risk for all three paths before signing any agreement.



Scenario 3 — Glendale: Full Service With Predictable Listing Costs

Situation: A homeowner wants professional representation and comprehensive marketing but needs to understand exactly what the listing-side fee covers.

Options: Flat Fee Home Sale compared against other full-service listing agreements available in the market.

Main Tradeoff: Predictable listing-side costs are appealing, but total net proceeds also depend on buyer-broker compensation, concessions, and offer strength.

Next Step: Review all written agreements, compare projected total costs, and evaluate buyer-broker compensation options before selecting a strategy.

None of these fictional homeowners automatically selected the option with the highest advertised price. Each one compared net proceeds, tradeoffs, and terms — and sought written agreements and professional guidance before deciding.

Are You Ready to Put Your Home on the Market?

Use this two-part tool to assess your readiness and estimate projected net proceeds. Update all figures with property-specific numbers from your real estate professional, lender, and title company.

Part 1: Readiness Scorecard

Rate each category: ✓ **Ready** ! **Needs Attention** ?

Guidance Needed

Category	Your Status
Goals & Priorities Defined	
Representation & Agreements Reviewed	
Pricing Analysis Completed	
Property Condition Addressed	
Marketing Plan Reviewed	
Closing Preparation Begun	

My Three Non-Negotiable Priorities:

1. _____
2. _____
3. _____

Documents Still Needed:

- HOA documents and contact
- Solar agreement or lease
- Permits and warranties
- Loan payoff statement
- Title, trust, or estate documents
- Repair records

This worksheet is not a settlement statement, appraisal, tax calculation, legal opinion, or guarantee of proceeds.

Part 2: Estimated Net Proceeds Worksheet

Item	Your Estimate
Expected Sale Price	\$_____
Loan Payoff	– \$_____
Listing-Side Compensation	– \$_____
Buyer-Broker Compensation (if any)	– \$_____
Seller Concessions or Repair Credits	– \$_____
HOA Charges or Transfer Fees	– \$_____
Title & Escrow Expenses	– \$_____
Third-Party or Program Fees	– \$_____
Moving Costs	– \$_____
Estimated Net Proceeds	= \$_____

- ☐ Complete a separate worksheet for each selling option you are comparing. Actual costs are determined at settlement.

Questions That Help Sellers Avoid Expensive Surprises

The right questions, asked before you sign any agreement, can prevent the most expensive and stressful surprises in a home sale. Use this checklist as your personal interview guide when evaluating real estate professionals, selling strategies, and program options.

8 Essential Interview Questions

01

How was the recommended price developed, and which comparable sales support it?

02

What is the current market direction in my price range and neighborhood?

03

What services are included in the fee — photography, marketing, negotiation, transaction management?

04

What happens if the buyer is unrepresented or requests seller-paid buyer-broker compensation?

05

Which repairs or improvements are recommended, and what market evidence supports them?

06

Are there program conditions, eligibility requirements, or third-party approvals involved?

07

How will offers be compared — will I see a net-proceeds analysis for each alongside the headline price?

08

What disclosures, HOA issues, solar obligations, or title concerns should be addressed before listing?

Review all representation, compensation, service, renovation, investor, leaseback, financing, or other program agreements carefully before signing. Ask qualified legal, tax, or financial professionals to review agreements that affect your property rights, financial obligations, or tax situation.

12 Costly Mistakes to Avoid ✓

- ☐ Pricing based on emotion, not market data
- ☐ Signing agreements without reading them fully
- ☐ Skipping a net-proceeds worksheet before listing
- ☐ Ignoring buyer financing strength when evaluating offers
- ☐ Failing to disclose known material defects
- ☐ Underestimating repair costs and timelines
- ☐ Not clarifying what's included in the service fee
- ☐ Overlooking HOA transfer fees or solar obligations
- ☐ Missing permit history or open permits on the property
- ☐ Accepting a headline price without reviewing contingencies
- ☐ Not tracking post-offer deadlines and contract milestones
- ☐ Skipping legal or tax review of program agreements

Common Arizona Home-Selling Questions

These are some of the questions Arizona home sellers ask most often. The answers below are intended to be honest, balanced, and practical — not promotional.

Should I repair everything before selling?

Not necessarily. Some repairs prevent inspection renegotiations or financing problems; others are cosmetic choices with uncertain returns. A market-based assessment — not a blanket rule — should guide your decisions.

Does selling as-is eliminate my disclosure responsibilities?

Generally, no. An as-is sale describes condition and repair expectations — it does not eliminate your obligation to disclose known material facts or a buyer's right to conduct inspections. Arizona's Seller's Property Disclosure Statement remains an important tool in most transactions.

Is the highest offer always the best offer?

Not always. The best offer produces the strongest net proceeds, the highest probability of closing, and the most manageable transaction risk. A higher price paired with aggressive contingencies or weak financing may ultimately deliver less than a slightly lower offer with strong terms. Always evaluate the complete offer — not just the headline number.

Must I offer compensation to the buyer's brokerage?

No. Compensation is negotiable and addressed through written agreements. How you handle buyer-broker compensation can affect your buyer pool, offer terms, and negotiation dynamics — so discuss it carefully with your listing professional before going to market.

Can I compare a cash offer with an open-market sale?

Yes, and doing so is strongly encouraged. A side-by-side comparison should account for the offered price, applicable fees, repair expectations, projected open-market net proceeds, timeline, and transaction certainty. Base any comparison on actual offers rather than general assumptions.

How long will my home take to sell?

No responsible professional can guarantee a timeline. The time required depends on pricing accuracy, preparation, local demand, financing conditions, inspection and appraisal outcomes, and contract terms. Planning ahead and staying actively engaged is the most effective way to keep the process on track.

The information above is general in nature. For questions specific to your property, contract, legal situation, or finances — including disclosure obligations, compensation agreements, or tax implications — consult a qualified real estate attorney, licensed professional, or appropriate financial advisor.

Make the Decision Before the Market Makes It for You

The homeowners who achieve the best results in a sale are rarely the ones who moved the fastest. They are the ones who prepared thoughtfully, understood their options clearly, and made decisions based on their actual priorities — not on urgency, pressure, or incomplete information.



Complete Your Readiness Worksheet

Use the scorecard and net-proceeds worksheet to identify gaps in your preparation and estimate your projected net across different selling options.



Define Your Top Three Priorities

Write down the three outcomes that matter most to you and the tradeoffs you are genuinely willing to accept. This clarity will make every subsequent decision significantly easier.



Gather Your Key Documents

Collect HOA, solar, title, loan, permit, repair, warranty, estate, or trust documents now — before you need them urgently during a transaction.



Request a Pricing Analysis

Ask for a market-based pricing analysis and preparation assessment tailored to your property's condition, location, and your goals — not a generic estimate.



Compare Your Selling Options

Evaluate a traditional listing, a cash offer, and any other applicable strategies side by side. Base the comparison on actual offers and real net-proceeds projections.



Request a No-Pressure Consultation

Visit ClearlySold.com to access educational resources or to request a consultation. There is no obligation to proceed with any particular strategy or service.

Important Consumer Disclosures

Please read the following disclosures carefully. They apply to all content, programs, scenarios, examples, and information contained in this guide.

Brokerage and Compensation

- Clearly Sold is brokered by HomeSmart.
- Real estate compensation is negotiable and established through written agreements.
- Sellers are not automatically required to offer compensation to a buyer's brokerage.
- Builder-paid compensation, when a seller is also purchasing new construction, is determined by the builder and may vary by transaction.
- Buyer-broker compensation decisions should be reviewed in all applicable written agreements before listing.

Program and Third-Party Conditions

- Program availability, eligibility, fees, timelines, and terms may vary.
- Some programs involve independent third-party providers, buyers, investors, lenders, or service companies subject to their own approval processes.
- Renovation, trade-in, leaseback, cash-offer, and related programs may require separate written agreements and third-party approval.
- Program descriptions in this guide are summaries only. Executed agreements and applicable provider documents control in all cases.

No Guarantees

- Nothing in this guide guarantees a sale price, savings, eligibility, approval, offer, bidding activity, market response, timeline, or closing.
- All scenarios, characters, properties, and numerical examples are entirely fictional and simplified unless clearly stated otherwise.
- They are not actual clients, testimonials, case studies, endorsements, predictions, or promises.
- Market conditions, pricing, program availability, and applicable laws may change. Verify current information with appropriate professionals before acting.

Educational Disclaimer

- This guide is for general educational purposes only.
- It is not legal, financial, tax, lending, investment, construction, inspection, insurance, probate, foreclosure, bankruptcy, accounting, or appraisal advice.
- Consult qualified professionals — including licensed attorneys, CPAs, inspectors, lenders, and financial advisors — regarding your individual circumstances.
- Review all agreements with appropriate professionals before signing.

 **REALTOR® Notice:** The term REALTOR® is a registered collective membership mark identifying a real estate professional who is a member of the National Association of REALTORS® and subscribes to its strict Code of Ethics.

Meet the Founder

Andrew Texidor

**Founder of Clearly Sold | REALTOR® | AI-Certified
Real Estate Professional**

Andrew Texidor has been a licensed real estate professional since 2000, helping Arizona homeowners, homebuyers, and investors navigate important real estate decisions with clarity, professionalism, and integrity.

He founded **Clearly Sold** with a simple belief: homeowners deserve more than a one-size-fits-all approach to selling a home. They deserve clear information, multiple options, modern marketing, and guidance that puts their goals first.

Why Andrew Created Clearly Sold:

“I created Clearly Sold because homeowners deserve transparency, choices, and a real estate experience built around their needs—not a one-size-fits-all sales process.”

Through Clearly Sold, Andrew combines decades of real estate experience with modern technology and consumer-focused solutions to help homeowners better understand their choices and make confident decisions about their next move.

Andrew is also the founder of **Rewarding Heroes**, an initiative dedicated to recognizing and serving healthcare professionals, military members and veterans, first responders, law enforcement, educators, utility workers, and others who serve their communities.



Avoid the 12 Costly Mistakes.

You've seen the pitfalls. Now, secure your equity, timeline, and peace of mind with a strategy that works.



Review Your Top Risks

Reflect on the 12 mistakes covered in this guide — from mispricing and skipping repairs to overlooking seller costs — and identify which risks apply most to your situation.



Compare Your Options

Andrew walks you through every selling path — **Flat Fee MLS**, **Clarity Prime**, **Renovate & Sell**, and **Cash** — with real numbers, honest timelines, and zero pressure.



Get Your Custom Plan

Walk away with a personalized selling strategy built around your goals, timeline, and life situation — not a one-size-fits-all approach.

[Get Your Free Selling Plan](#)



This ebook is for general educational purposes only and is not legal, financial, tax, or medical advice — please consult qualified professionals for guidance specific to your circumstances.

Clearly Sold brokered by HomeSmart helps homeowners explore convenient, seller-centric home selling solutions designed around their goals, timeline, and life situation.

Andrew Texidor | Realtor | HomeSmart | License # SAA524400000

