

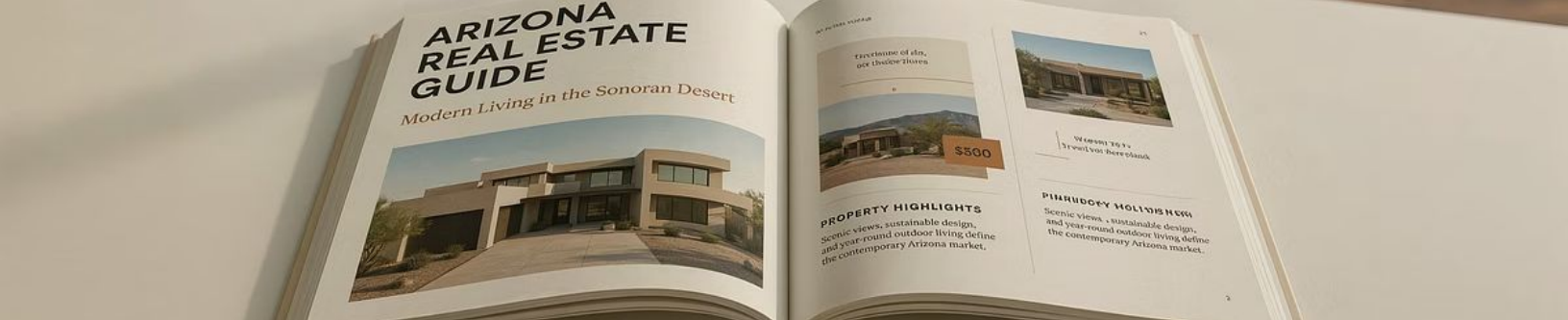
25 Factors That Impact Your Arizona Home Value

What Buyers, Real Estate Professionals, and Appraisers May Consider

Clearly Sold, brokered by HomeSmart, helps Arizona homeowners understand the 25 key factors that can influence their home's value so they can make informed decisions about pricing, improvements, and when to sell.

Discover What Could Be Impacting Your Arizona Home Value at ClearlySold.com





What's Inside

This guide walks Arizona homeowners through 25 factors that may influence a home's estimated market value and eventual sale outcome. Use the section map below to navigate to the topics most relevant to your situation.

1

Understanding Home Value

Pages 3–6 — What value means, how to use this guide, who it's for, and what you'll learn.

2

Factors 1–10: Market, Location & Property

Pages 7–8 — Market forces, comparable sales, buyer demand, location, size, and property fundamentals.

3

Factors 11–20: Condition & Improvements

Pages 9–10 — Design, systems, construction quality, updates, and lifestyle features.

4

Factors 21–25: Costs & Sale Outcomes

Page 11 — Ownership costs, HOA, insurance, pricing, offer structure, and net proceeds.

5

Clearly Sold Solutions & Scenarios

Pages 12–15 — Selling options, valuation process, and fictional Arizona homeowner scenarios.

6

Assessment, FAQs & Next Steps

Pages 16–20 — Worksheet, common questions, FAQs, next steps, and important disclosures.

Home Value Is a Market-Based Opinion

A home does not carry one fixed, permanent value. What a property is worth depends on what qualified, willing buyers may pay under current market conditions—and those conditions shift over time as comparable sales, inventory, buyer demand, mortgage affordability, property condition, and buyer preferences change.

Different professionals and tools produce different numbers for the same property because they serve different purposes, use different information, and reflect different assumptions. Understanding the distinctions can prevent costly misunderstandings.



Automated Estimate

A data-generated starting point. May not recognize upgrades, defects, lot differences, or local nuance.



Free Market Analysis

A personalized review of market position and pricing strategy prepared by a real estate professional.



Appraised Value

A professional opinion of value typically prepared for a lender or another specific intended use.



Assessed Value

A value assigned by a taxing authority for property-tax purposes. Not the same as market value.



Suggested List Price

A recommended asking price based on market analysis, condition, goals, and competitive positioning.



Buyer's Offer Price

The amount a buyer proposes. May be above or below any estimate, analysis, or appraisal.



Contract Price

The agreed-upon price in an executed purchase contract—not the same as the seller's net proceeds.



Cash-Offer Amount

An investor or buyer's all-cash proposal. Typically factors in repairs, risk, fees, and profit.

 No estimate, market analysis, appraisal, list price, or offer guarantees the price at which a property will sell.



Evaluate the Factors—Don't Add Them Up

The 25 factors in this guide are not a point system or formula. No single factor adds a guaranteed dollar amount to a home's value. Instead, these factors work together to shape how buyers perceive a property and what the market may support at a given moment.

How to Use This Guide

- Review all 25 factors before drawing any conclusions.
- Identify which factors are positive, neutral, negative, or unknown for your property.
- Separate controllable factors from factors you cannot change.
- Avoid assigning unsupported dollar amounts to individual upgrades or features.

Four-Category Self-Assessment Key

Positive

A factor that may support value or attract buyers.

Neutral

Typical for the area; unlikely to significantly help or hurt.

Needs Attention

A factor that may reduce value or require action before listing.

Professional Review

Requires evaluation by an appraiser, inspector, contractor, attorney, or other specialist.

 This guide is educational. It is not a formula, appraisal, broker price opinion, inspection, tax assessment, or guarantee of value.

Compare your property with homes that buyers would realistically view as alternatives. Use the Page 16 worksheet to organize your findings before requesting a professional market analysis. Consult qualified appraisers, inspectors, contractors, tax professionals, attorneys, insurance professionals, lenders, and other specialists when needed.

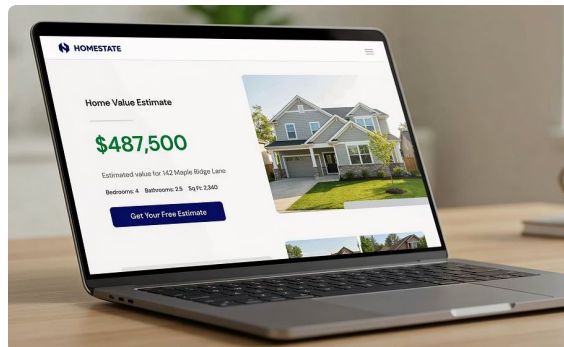
Homeowners Who Want a More Accurate Value Conversation

This guide was written for Arizona homeowners across a wide range of situations. If any of the profiles below sound familiar, this ebook can help you prepare for a more informed conversation about your home's market position.



Planning to Sell Soon

Considering selling within the next 3 to 12 months and want to understand realistic pricing before committing.



Questioning the Online Number

Comparing an automated estimate with local market activity and wondering why the numbers differ.



Weighing Repairs or Updates

Deciding whether repairs or improvements are worth the time, cost, and disruption before listing.



Navigating a Life Transition

Preparing for relocation, downsizing, inheritance, probate, divorce, or another significant change.



Comparing Selling Options

Evaluating a traditional listing alongside cash or as-is selling options to find the best fit.



Investors and Landlords

Evaluating residential property performance, equity position, or disposition timing and strategy.



From Online Estimate to Real-World Market Position

This guide helps you understand what shapes your home's market value and prepares you for a productive conversation with a real estate professional or appraiser.

→ The 25 Major Value Factors

Market, location, condition, improvement, and financial factors that influence your home's value and selling outcome.

→ Why Comparable Sales and Competition Matter

How recent sold data and active listings shape what buyers are willing to pay right now.

→ How Location, Size, and Condition Are Evaluated

How lot characteristics, floor plan, permitted square footage, and major systems factor into buyer and appraiser decisions.

→ Which Updates May—or May Not—Pay Off

How solar, HOA obligations, insurance, permits, and improvement costs can affect buyers and your bottom line.

→ Why List Price and Net Proceeds Differ

The difference between market value, contract price, and what you actually keep after fees, concessions, and payoffs.

→ How to Prepare for a Personalized Value Review

Use the Page 16 worksheet to organize your property facts and goals before requesting a Free Market Analysis.

Market Forces Can Change Even When Your Home Does Not

The market surrounding your home constantly evolves. Five external forces can significantly influence what buyers are willing to pay—even if nothing about your property itself has changed.



Factor 1: Recent Comparable Sales

The most useful comparable properties generally share relevant location, property type, size, age, condition, features, and transaction timing. Appraisers analyze comparables and make supported adjustments for meaningful differences.



Factor 2: Active and Pending Competition

Buyers compare your home with properties they can purchase today—not just homes that sold months ago. Current listing activity and pending contracts reveal what the market will actually support right now.



Factor 3: Local Buyer Demand and Inventory

Supply levels, showing activity, absorption rates, days on market, price reductions, and contract volume help reveal whether your local market favors buyers or sellers at any given time.



Factor 4: Mortgage Rates and Buyer Affordability

Changes in financing costs can meaningfully alter purchasing power, monthly payment thresholds, and the size of the qualified buyer pool in your price range.



Factor 5: New-Construction Competition

Builder incentives—including rate buydowns, closing-cost assistance, quick-move-in inventory, warranties, and upgrade packages—can affect how buyers perceive resale homes in your area.

❑ Market direction and buyer behavior can change. Past sales activity does not guarantee a future price for any specific property.

Buyers Compare More Than Square Footage

Location and physical property characteristics form the foundation of how buyers and appraisers evaluate a home. These five factors are largely fixed—but understanding them helps you position your property honestly and strategically.



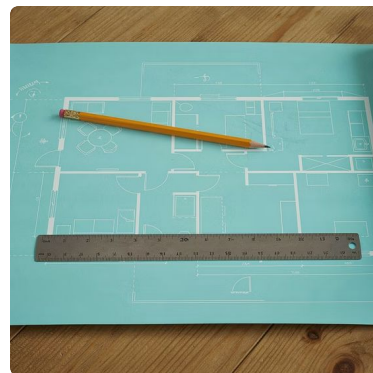
Factor 6: City, Submarket, and Micro-Location

Proximity to employment, transportation, recreation, shopping, healthcare, and community amenities matters. Lot-specific details—such as cul-de-sac placement, corner position, backing conditions, traffic exposure, or commercial adjacency—may also influence buyer preferences and value.



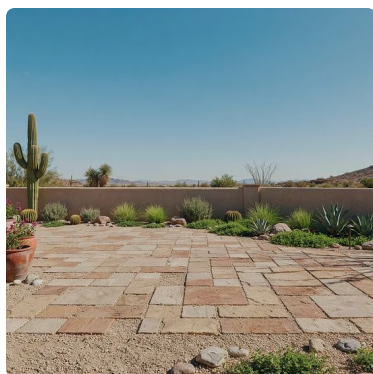
Factor 7: Property Type and Ownership Structure

Single-family homes, condominiums, townhomes, patio homes, and attached properties can appeal to different buyer pools. Shared obligations and ownership structures may affect financing options and marketability.



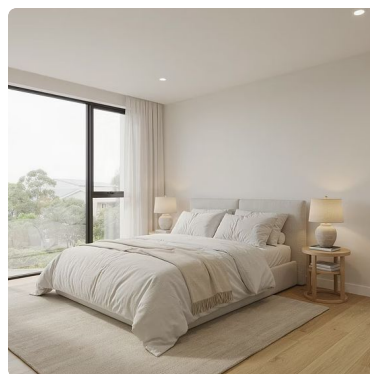
Factor 8: Gross Living Area and Functional Square Footage

Buyers and appraisers may distinguish permitted living space from garages, patios, detached structures, unfinished areas, and unpermitted conversions. Only documented, permitted space is typically counted as gross living area.



Factor 9: Lot Size, Usability, and Privacy

A larger lot does not automatically create equal additional value if it is unusually shaped, difficult to use, exposed to neighbors, or costly to maintain in Arizona's climate.



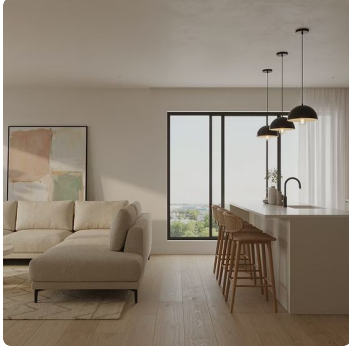
Factor 10: Bedroom, Bathroom, Garage, and Storage Configuration

Function and buyer usefulness may matter as much as the raw room count. A home with a practical layout and adequate storage can be more competitive than one with more rooms but less usability.

❑ The contributory value of any property feature depends on local buyer behavior and comparable-market evidence—not on the feature's cost alone.

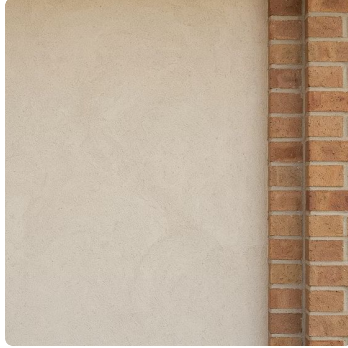
Effective Age Can Matter More Than the Year Built

A well-maintained older home may compete differently from a similarly aged property with substantial deferred maintenance. Appraisers evaluate condition, construction quality, and effective age—not just the year a home was built. These five factors reflect how functionality, maintenance history, and documentation affect how buyers and lenders view a property.



Factor 11: Floor Plan, Flow, and Functional Obsolescence

Room relationships, ceiling height, natural light, storage, accessibility, bedroom placement, wasted space, and modern lifestyle needs all factor into how a home functions—and how buyers perceive it.



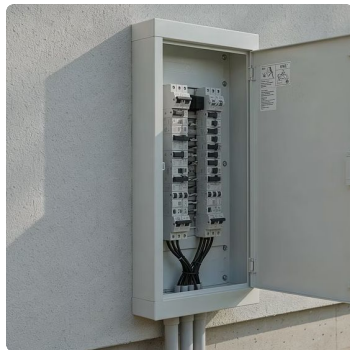
Factor 12: Age, Construction Quality, and Effective Age

A home's effective age reflects its actual condition relative to its chronological age. Quality construction and consistent maintenance can make an older home more competitive than a newer one that has been neglected.



Factor 13: Overall Condition and Deferred Maintenance

Visible wear, odors, water damage, damaged finishes, exterior deterioration, and neglected repairs may prompt buyers to factor in correction costs—or walk away entirely.



Factor 14: Roof, HVAC, Plumbing, Electrical, and Major Systems

Remaining life, functionality, safety concerns, energy use, insurability, and financing requirements may all affect buyer decisions. Known system issues can influence offer amounts, contingencies, and financing approval.



Factor 15: Permits, Additions, and Documented Improvements

Unpermitted or poorly documented work can create appraisal, insurance, lending, disclosure, title, or buyer-confidence concerns. Good documentation often supports a smoother transaction.

☐ This page does not provide construction, code, inspection, insurance, appraisal, or legal conclusions. Consult appropriate qualified professionals for your specific property.

An Upgrade Is Worth What the Market Recognizes

Improvement cost and market value are not the same. The market determines the contributory value of any upgrade—not the amount spent on it. Before investing in improvements, consider whether local buyers are likely to pay more because of the change, and whether the cost, time, and risk are justified by the expected market response.



Factor 16: Kitchen and Bathroom Updates

Function, quality, consistency, age, workmanship, and current buyer preferences all matter. A well-executed update in line with comparable homes may improve marketability.



Factor 17: Flooring, Paint, Lighting, and Finishes

Coordinated, neutral, well-maintained finishes may improve presentation. Cosmetic updates, however, do not correct major structural or system deficiencies.



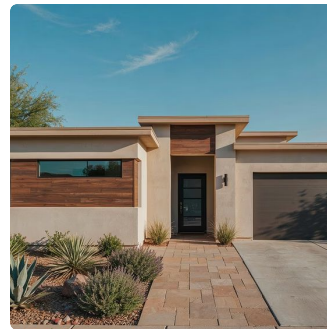
Factor 18: Energy Efficiency and Solar

Documented savings, equipment condition, ownership versus lease terms, loan balances, transfer requirements, and buyer financing implications all influence how solar and efficiency features are received.



Factor 19: Pool, Landscaping, and Outdoor Living

Arizona buyers may value functional outdoor space, but maintenance, condition, safety, water use, and operating costs can influence demand and buyer willingness to pay a premium.



Factor 20: Curb Appeal and Exterior Condition

Landscaping, entry condition, exterior paint, roof visibility, driveway, walls, gates, lighting, and overall exterior maintenance shape first impressions before a buyer ever steps inside. In Arizona's competitive market, exterior presentation can influence showing volume and offers.

Decision Framework

Maintain: Keep existing features in good working order.

Repair: Address known defects before they affect financing or negotiations.

Refresh: Low-cost improvements that improve presentation without over-improving.

Renovate: Major updates—only when market evidence suggests buyer demand supports the cost.

Before Any Improvement, Ask:

- Will local buyers pay more because of this change?
- Do comparable homes in my area have this feature?
- Is the cost proportionate to the expected benefit?
- Does timing allow for completion before listing?
- What happens if the market doesn't respond as expected?

☐ No renovation or repair guarantees a higher appraisal, offer, sale price, or faster sale. Improvement costs and potential market benefits vary by property and market conditions.

Market Value and the Price You Ultimately Receive Can Differ

The final five factors are often overlooked—but they can meaningfully affect how desirable a home is to buyers, whether financing proceeds smoothly, and what the seller actually keeps at closing. Understanding the difference between a contract price and estimated net proceeds is essential before making any selling decision.



Factor 21: Views, Privacy, Noise, and Adjacent Uses

Mountain views, open space, road exposure, commercial activity, power infrastructure, active construction, and neighboring property conditions may all affect buyer reactions—positively or negatively.



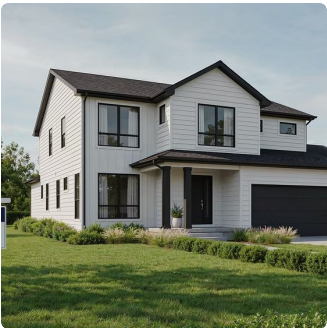
Factor 22: HOA Fees, Amenities, and Restrictions

Buyers may evaluate monthly costs, reserve health, special assessments, rental restrictions, maintenance obligations, rules, and amenity value before deciding how much to offer.



Factor 23: Insurance, Hazards, and Ownership Costs

Availability and cost of homeowners insurance, known hazards, drainage issues, utility costs, and other recurring expenses can influence affordability calculations and buyer demand.



Factor 24: Pricing, Presentation, Access, and Market Exposure

These seller-controlled factors may significantly affect the sale result—even when they do not change the property's physical characteristics. Overpricing, poor photography, and limited access can all reduce buyer interest and offers.



Factor 25: Offer Structure, Concessions, Financing, and Timing

A high contract price paired with large concessions or unusual financing terms may produce a very different economic result than a lower but cleaner offer. Appraisal exposure, inspection contingencies, and closing timelines all matter.

Property Value	Contract Price	Estimated Net Proceeds
Estimated market value based on condition, comparables, and buyer demand at a point in time.	The agreed purchase price. May reflect concessions, repairs, or terms that reduce the economic outcome.	What you keep after compensation, concessions, loan payoff, title fees, HOA charges, taxes, and moving costs.

Insurance, hazard, HOA, legal, tax, appraisal, financing, and ownership-cost questions should be reviewed with appropriate qualified professionals.



Start With Context, Not Just an Online Number

Clearly Sold, brokered by HomeSmart, offers Arizona homeowners professional resources to compare their options. Two foundational services can help you move from a raw automated estimate to a more grounded market position.

Free Market Analysis

A personalized review of your home's estimated market position, pricing strategy, local competition, and selling options—considering recent comparable sales, market trends, condition, buyer behavior, and your goals.

A Free Market Analysis is **not an appraisal**, a guarantee of value, or a promise of any specific result. It is a professional resource to help you evaluate your options.

Instant Cash Offer Comparison

Clearly Sold may analyze available cash offers and compare them with a projected traditional-sale net sheet—helping you see the trade-offs between speed, convenience, and net proceeds.

Cash buyers price in repairs, carrying costs, resale risk, and profit expectations. Offer amounts, availability, fees, and closing terms vary. A qualifying cash transaction may close in as little as 21 days, though eligibility, timing, and terms are not guaranteed.

Automated Estimate

Data-generated. Fast but limited. May miss condition, upgrades, and local nuance.

Free Market Analysis

Personalized. Considers condition, competition, trends, and your goals. Not an appraisal.

Formal Appraisal

Licensed professional opinion. Required for lending. Separate fee and intended use.

Cash Offer

Investor-priced for speed and risk. Often below market value. Best for specific situations.

- ☐ Clearly Sold does not guarantee a cash offer, market value, repair waiver, projected net proceeds, eligibility, approval, sale price, or closing date.



Improving Value and Keeping Equity Are Different Goals

Two additional Clearly Sold options may be worth exploring depending on your property, timeline, and priorities. Understanding how each works—and its limitations—will help you make a more informed decision.

Renovate & Sell

A strategy for qualifying properties where selected improvements are completed before marketing—including property evaluation, market-supported improvements, contractor coordination, and payment of approved renovation costs from sale proceeds at closing.

Improvements may include paint, flooring, kitchen or bathroom refreshes, fixtures, landscaping, and exterior cleanup.

- Property, project, cost, approval, timing, and eligibility conditions apply.
- Does not guarantee ROI, price increase, higher appraisal, or faster sale.
- Not every property or improvement will qualify.

Flat Fee Home Sale

A full-service listing option with predictable costs. Includes MLS exposure, professional photography, virtual tours, AI-supported marketing, CubiCasa floor plans, virtual-staging guidance, negotiation support, and transaction management.

Current pricing: \$8,888 per transaction side (homes up to \$550K) | 2% per transaction side (homes over \$550K).

- Listing-side fee is separate from buyer-broker compensation, which is negotiable.
- When Clearly Sold represents an otherwise unrepresented buyer, an additional fee applies: \$8,888 (up to \$550K) or 2% (over \$550K), per written agreements.
- A lower listing-side fee does not increase market value—it may affect estimated net proceeds.

- ❑ Real estate compensation is negotiable and determined through written agreements. No program guarantees savings, proceeds, buyer activity, offers, sale price, or results.

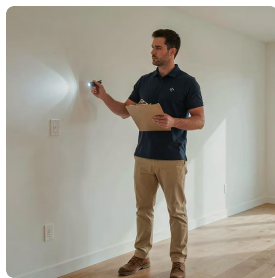
From Property Facts to a Supported Pricing Range

A professional home-value review connects property facts, market data, and your goals into a supported pricing range and selling strategy.



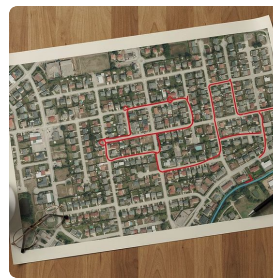
1. Confirm Property Facts

Review ownership, property type, living area, lot size, rooms, improvements, permits, HOA, and known condition issues.



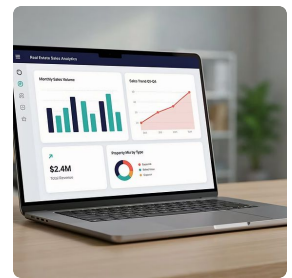
2. Review Condition & Features

Identify updates, deferred maintenance, functional issues, positive features, and items needing professional evaluation.



3. Define the Competitive Market

Identify the buyer pool, property type, price range, and homes buyers may view as realistic alternatives.



4. Analyze Sales & Competition

Review sold, pending, active, expired, and price-reduction activity in the relevant market area.



5. Evaluate Market Conditions

Consider supply, demand, buyer affordability, seasonality, and recent market shifts affecting positioning.



6. Develop a Pricing Strategy

Connect estimated market position with your timing, condition, preparation budget, and preferred selling method.



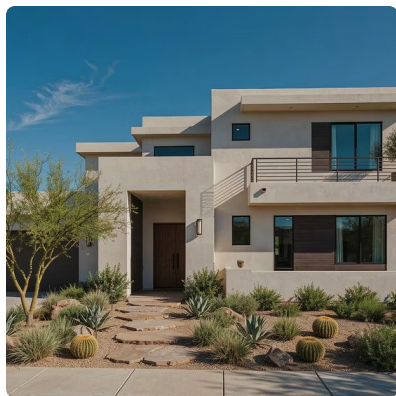
7. Update Before Launch

Recheck new listings, contracts, sales, and price reductions—conditions can change between analysis and listing date.

❏ A market analysis produces an estimated pricing range and strategy—not a guaranteed appraisal, offer, sale price, or closing outcome.

Similar Homes Can Produce Different Outcomes

The three examples below are fictional and simplified. They are not actual clients, appraisals, testimonials, predictions, or promises. They illustrate how combinations of factors—not any single feature—can affect market positioning and estimated proceeds.



Scenario 1 — Buckeye (Fictional)

Situation: Two homes with similar square footage. One competes directly with builder inventory offering financing incentives and move-in-ready condition.

Positive Factors: Completed backyard improvements, professional landscaping, motivated seller, flexible timeline.

Value Challenges: New-construction pricing pressure, builder rate buydowns, limited resale differentiation.

Professional Questions: How does condition and preparation compare to builder models? What pricing strategy accounts for builder incentives?



Scenario 2 — Peoria (Fictional)

Situation: An older home with a remodeled kitchen but aging roof and HVAC system nearing end of useful life.

Positive Factors: Updated kitchen, good location, established neighborhood, well-kept interior.

Value Challenges: Buyers may discount for known system replacements. Renovation cost does not automatically equal added value.

Professional Questions: Should repairs be completed before listing, or should price reflect current condition? What do recent comparable sales reveal about buyer expectations?



Scenario 3 — Goodyear (Fictional)

Situation: Two comparable homes in the same community. One has owned solar, a usable lot, strong presentation, and documented improvements. The other has leased solar, deferred maintenance, and limited showing access.

Positive Factors: Owned solar with documentation, functional outdoor space, strong curb appeal, easy access.

Value Challenges: Leased solar may complicate buyer financing. Deferred maintenance and access limitations may reduce offer volume and amounts.

Professional Questions: How do solar lease terms affect buyer financing options? What is the impact of limited access on days on market?

☐ All homes, facts, values, costs, and outcomes above are fictional and simplified. They are not actual clients, appraisals, testimonials, promises, or predictions of any specific result.

Prepare for a More Productive Value Review

Use this worksheet to evaluate your property before requesting a professional market analysis. For each factor, mark your assessment and add notes where helpful. This is a planning tool—not an appraisal, inspection, repair estimate, or guarantee of value.

Market Factors (1–5)

Factor	Assessment
1. Recent Comparable Sales	Positive / Neutral / Challenge / Unknown
2. Active & Pending Competition	Positive / Neutral / Challenge / Unknown
3. Local Demand & Inventory	Positive / Neutral / Challenge / Unknown
4. Mortgage Rates & Affordability	Positive / Neutral / Challenge / Unknown
5. New-Construction Competition	Positive / Neutral / Challenge / Unknown

Location & Property (6–10)

Factor	Assessment
6. City, Submarket, Micro-Location	Positive / Neutral / Challenge / Unknown
7. Property Type & Ownership Structure	Positive / Neutral / Challenge / Unknown
8. Gross Living Area & Square Footage	Positive / Neutral / Challenge / Unknown
9. Lot Size, Usability & Privacy	Positive / Neutral / Challenge / Unknown
10. Room & Configuration Layout	Positive / Neutral / Challenge / Unknown

Design, Condition & Systems (11–15)

Factor	Assessment
11. Floor Plan & Functional Obsolescence	Positive / Neutral / Challenge / Unknown
12. Age, Quality & Effective Age	Positive / Neutral / Challenge / Unknown
13. Overall Condition & Deferred Maintenance	Positive / Neutral / Challenge / Unknown
14. Roof, HVAC, Plumbing & Major Systems	Positive / Neutral / Challenge / Unknown
15. Permits, Additions & Documentation	Positive / Neutral / Challenge / Unknown

Improvements & Lifestyle (16–20)

Factor	Assessment
16. Kitchen & Bathroom Updates	Positive / Neutral / Challenge / Unknown
17. Flooring, Paint & Interior Finishes	Positive / Neutral / Challenge / Unknown
18. Energy Efficiency & Solar	Positive / Neutral / Challenge / Unknown
19. Pool, Landscaping & Outdoor Living	Positive / Neutral / Challenge / Unknown
20. Curb Appeal & Exterior Condition	Positive / Neutral / Challenge / Unknown

Costs & Sale Outcome (21–25)

Factor	Assessment
21. Views, Privacy & Adjacent Uses	Positive / Neutral / Challenge / Unknown
22. HOA Fees, Amenities & Restrictions	Positive / Neutral / Challenge / Unknown
23. Insurance, Hazards & Ownership Costs	Positive / Neutral / Challenge / Unknown
24. Pricing, Presentation & Access	Positive / Neutral / Challenge / Unknown
25. Offer Structure, Concessions & Timing	Positive / Neutral / Challenge / Unknown

Homeowner Reflection

Three features buyers will likely value most:

- _____
- _____
- _____

Three concerns a buyer or appraiser may raise:

- _____
- _____
- _____

Document Checklist

- ☐ Permits and building records
- ☐ Warranties and appliance manuals
- ☐ Roof inspection or replacement records
- ☐ HVAC service and replacement records
- ☐ Solar agreement (owned, leased, or financed)
- ☐ HOA information, rules, and financial statements
- ☐ Survey or lot documentation
- ☐ Insurance claims history
- ☐ Recent improvement invoices and dates

☐ This assessment is a planning tool—not an appraisal, inspection, repair estimate, valuation formula, tax calculation, or guarantee of any kind.

Better Questions Lead to Better Decisions

Many homeowners enter value conversations with assumptions that can lead to pricing errors, unmet expectations, or missed opportunities. Asking the right questions—and avoiding common mistakes—helps you evaluate your options more clearly.

Questions to Ask Before Trusting a Home-Value Number

What recent sales are most comparable to my property, and why?

Which active listings and new homes will buyers compare with mine?

Which property differences require meaningful adjustments to the comparison?

Which improvements are supported by local buyer behavior—not just personal preference?

Are any additions, conversions, solar obligations, HOA issues, insurance concerns, or deferred repairs likely to affect financing or marketability?

How do the automated estimate, market analysis, suggested list price, cash offer, and estimated net proceeds actually differ?

⚠️ Six Common Value Mistakes

Mistake 1

Treating an online automated estimate as a guaranteed sale price.

Mistake 2

Adding the full cost of every renovation to the expected sale price.

Mistake 3

Using only the highest neighborhood sale without comparing condition, size, lot, timing, and features.

Mistake 4

Ignoring active competition, new construction listings, and builder incentive programs.

Mistake 5

Confusing the contract price with the net money the seller actually keeps at closing.

Mistake 6

Selecting a list price based mainly on the seller's mortgage balance or budget for the next home.

☐ Pricing and value conclusions should be supported by current, property-specific, and market-specific evidence rather than assumptions, preferences, or financial needs.

Home-Value Questions Arizona Homeowners Ask

These are plain-language answers to questions that come up often. Each answer is meant to inform, not to substitute for professional advice specific to your property and situation.



Why does my online estimate differ from a real estate professional's analysis?

Automated tools rely on data that may not reflect your home's actual condition, recent improvements, local competition, pending activity, or unique property characteristics. A professional analysis considers these factors directly.



Is a market analysis the same as an appraisal?

No. A market analysis and a formal appraisal serve different purposes and are prepared differently. A Free Market Analysis is not an appraisal and should not be represented as one.



Does every renovation increase value?

Not necessarily. The market determines the contributory value of any improvement—not the cost. Buyer demand, workmanship, condition, timing, and comparable evidence all play a role. Some improvements improve marketability without returning their full cost.



Does a pool always increase an Arizona home's value?

Not always. Condition, location, buyer pool size, operating costs, safety, lot utility, and comparable evidence matter. In some markets and price ranges, a pool is expected; in others, buyers may weigh its costs as a deterrent.



Does solar increase value?

It depends. Whether the system is owned, leased, or financed; its age and condition; documented savings; transferability; and buyer financing compatibility all influence the result. Leased systems in particular may complicate buyer financing.



Can I determine value by multiplying square footage by a price per square foot?

This is an oversimplification. Size, condition, lot, property type, age, features, location, and comparable evidence each contribute to value in ways that a single price-per-square-foot calculation cannot capture accurately.



Why might a cash offer be below estimated market value?

Cash buyers typically factor in repair costs, holding costs, resale risk, fees, and their own profit requirements. The convenience and speed of a cash transaction come with a trade-off in net proceeds for many sellers.



Can anyone guarantee what my home will sell for?

No. Market response, buyer negotiations, financing contingencies, appraisal outcomes, inspection results, competition, and timing make it impossible for any professional to responsibly guarantee a final sale price.

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.



Get a Property-Specific Value Conversation.

You don't have to rely on an automated number or make selling decisions without context. Here are practical steps to take before requesting a professional market analysis or choosing a selling path.

1

Assess

Complete the Page 16 Home-Value Assessment. Gather permits, invoices, warranties, HOA documents, solar agreements, repair records, and improvement information. List known defects and identify your timeline and primary goals.

2

Compare

Request a property-specific Free Market Analysis. Compare preparation options, projected market position, selling methods, estimated expenses, and net proceeds before deciding on a path forward.

3

Decide

Choose the approach that fits your situation—traditional listing, flat fee, cash offer, or Renovate & Sell—based on facts, not assumptions. Visit ClearlySold.com to explore options or schedule a no-pressure consultation.

Schedule an Impactful Conversation



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

