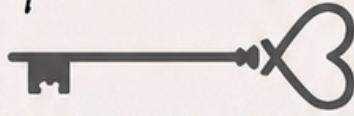


Your Home Comes First



BY STEPHANIE PONDEVIE



SELLER'S *Guide*

YOUR ROADMAP TO A SUCCESSFUL
AND STRESS-FREE HOME SALE



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exp[®]
REALTY

A NOTE FROM STEPHANIE

Welcome

TO YOUR

SELLER'S GUIDE

Selling your home is one of the biggest financial decisions you'll make — and it should never feel like a guessing game.

This guide walks you through exactly what it takes to sell smart: how to price your home right from day one, how to prepare it so buyers fall in love the moment they walk in, what to expect at every stage of the process, and how my team and I protect your equity from listing to closing.

I built this guide because most of the sellers I meet aren't nervous about selling — they're nervous about not knowing what they don't know. Every section here answers a question I get asked in almost every listing consultation, laid out so you can move through it at your own pace, come back to it later, and walk into every decision with facts instead of guesswork.

Keep this guide close. Refer back to it whenever a question comes up. And when you're ready to talk specifics about your home, I'm one call away.

Your Home Comes First — that's not just a name, it's how I work.



A LITTLE ABOUT HOW I WORK

I believe you should never be surprised by anything that happens in your own sale. That means I'll tell you the honest number your home will likely sell for, even when it's not the number you were hoping to hear — because a realistic price gets you sold faster and for more than an inflated one that sits and stalls. I'll return your calls and texts the same day, walk you through every offer line by line, and make sure you understand exactly what you're signing before you sign it.



WHO THIS GUIDE IS FOR

Whether you're three months out from listing or ready to go this week, whether this is your first sale or your fifth, this guide is built to meet you where you are. If a section doesn't apply to your situation yet, skip ahead — it'll be here when you need it.



HOW TO USE THIS GUIDE

You don't have to read this front to back in one sitting. Steps 1 through 3 will help you think through your timing and pricing. Steps 4 through 6 are your action items — the hands-on prep work that gets your home ready to list. Step 7 shows you the full path from listing to closing, and Steps 8 through 10 explain exactly who's working for you and what's guaranteed. The FAQ and glossary at the back are there whenever a specific question comes up.

What's Inside

- ♥ Step 1 — Know Your Motivation
- ♥ Step 2 — Understand What You Can't Control
- ♥ Step 3 — Price It Right From Day One
- ♥ Step 4 — Stage & Prepare Your Home
- ♥ Step 5 — Handle Inspections & Disclosures Proactively
- ♥ Step 6 — Make Your Home Easy to Show
- ♥ Step 7 — Your Selling Timeline
- ♥ Step 8 — Your Dedicated Support Team
- ♥ Step 9 — Specialized Programs Built Around You

- ♥ Step 10 — Your Comfort, Our Priority
- ♥ Common Seller Questions
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- ♥ What to Expect at Every Stage
- ♥ Maximizing Your Net Proceeds
- ♥ The Power of Pricing Right
- ♥ Before You List Checklist
- ♥ Next Steps

EXPERIENCE • EXPERTISE • TRUST

Your Home Comes First



MEET YOUR AGENT

Meet Stephanie



You're not just hiring one agent — you're hiring an entire team built around getting your home sold for top dollar, with less stress along the way.

I've spent the last 12+ years working almost exclusively with sellers across Maricopa and Pinal County, which means the strategy in this guide isn't theoretical — it's been tested on homes like yours, in the neighborhoods you're actually selling in.

I work with a large share of bilingual clients as well, so if English isn't your first language, or isn't your family's, we can work through every part of this process in Spanish too.



ABOUT STEPHANIE

- ♥ Licensed Real Estate Agent — ABR & SRS Designations
- ♥ 12+ Years of Experience
- ♥ Over 100 Homes Sold
- ♥ Top Zillow Agent
- ♥ Maricopa & Pinal County Specialist
- ♥ Bilingual — English & Spanish



WHAT THOSE DESIGNATIONS ACTUALLY MEAN

ABR (Accredited Buyer's Representative) is an advanced credential focused on representing buyers at the highest level — which matters to you as a seller because I know exactly how the buyer's agent on the other side of your deal is trained to think and negotiate.

SRS (Seller Representative Specialist) is the equivalent credential built specifically around pricing, marketing, and negotiating strategy for sellers. Together, they mean both sides of your transaction are covered.



100+
HOMES SOLD



TOP
ZILLOW AGENT



12+
YEARS
OF EXPERIENCE



WHY A TEAM, AND NOT JUST ONE PERSON

A single agent working alone is handling your marketing, your negotiations, your paperwork, your showings, and every phone call — often for a dozen clients at once. On our team, each of those functions has a specialist behind it, so nothing gets rushed or missed because someone was busy with a different client. You still work directly with me, but you have an entire team's worth of resources behind your sale.



MY APPROACH IN THREE WORDS

Transparent — you always know exactly where things stand, even when the news is mixed.

Data-driven — every recommendation is backed by real comparable sales and market activity, not a gut feeling.

Responsive — you're never left wondering if a message got through; I treat your sale with the urgency it deserves.



You're not just hiring one agent — you're hiring an entire team built around getting your home sold for top dollar.

Your Home Comes First — that's not just a name, it's how I work.



STEP 1

Know Your Motivation

Where You Land Shapes the Strategy



Before we talk about price or timeline, it helps to know how motivated you really are to sell. There's no wrong answer here — just an honest one. It's how we build the right plan for you, instead of a generic one.

Your motivation level changes almost everything about your strategy: how aggressively we price, how much prep work is worth doing before you list, whether we consider offers with contingencies, and how we handle negotiation. A seller with a hard deadline and a seller who's testing the waters need two completely different plans — and both are perfectly valid.



Rate Yourself: 1–10

1. **How serious are you?** Are you a very serious seller — both motivated and working against a timeframe? If a job relocation, a growing family, or a closing on your next home has you on the clock, your plan needs to prioritize speed and certainty as much as price.
2. **Experienced seller?** Have you sold in this area before? If you've done this before, we can move faster through the parts of this guide that are already familiar and spend more time on what's changed since your last sale.
3. **Casual seller?** You'd sell if the price is right, but you're not in a rush. That's a legitimate strategy — it usually means pricing at or slightly above market and being patient for the right offer, rather than pricing to move fast.
4. **Serious seller?** You have a defined goal and you're willing to sell at market value. This is the most common seller profile, and the strategy in this guide is built primarily around getting you the fastest sale at the strongest price the market will support.



What This Looks Like in Practice

A very serious seller with a 60-day relocation deadline might price at market value from day one, accept a slightly shorter inspection period to keep the buyer moving, and prioritize a clean, well-qualified offer over a slightly higher one with more contingencies. A casual seller with no deadline might instead price a touch above market, decline offers with financing contingencies that feel shaky, and simply wait for the right buyer to come along — there's no penalty for patience when there's no clock running.



A Few Questions Worth Sitting With

- ♥ If the right offer came in next week, would you actually be ready to move?
- ♥ Is there a hard date driving this sale, or is it more flexible?
- ♥ Would you rather sell faster at a slightly lower price, or hold out longer for the top of the range?
- ♥ Are you emotionally ready to let go, or does the home still feel like “home”?



There's no wrong answer — just an honest one.
It's how we build the right plan for you.





STEP 2

Understand What You Can't Control

Market Conditions Set the Stage — We Set the Strategy

Some things about your sale are entirely outside anyone's control — not your agent's, not yours. Knowing what they are helps you separate what you can influence from what you can't, so we spend our energy on the things that actually move the needle.



ECONOMIC & MARKET CONDITIONS

Interest rates directly affect what buyers can afford to offer — when rates move, buyer budgets move with them, often overnight. Regional, local, and neighborhood conditions matter even more than national headlines, since your buyer pool is shopping your specific area, not the country as a whole. Real estate moves in cycles, and where we are in that cycle affects how many buyers are actively shopping versus sitting on the sidelines.

- ♥ Interest rates
- ♥ Regional, local & neighborhood market conditions
- ♥ Existing home prices and their direction
- ♥ Real estate cycles
- ♥ Supply and demand, and current absorption rates
- ♥ Available funds, mortgage programs & qualification standards
- ♥ Home affordability and consumer confidence



COMMUNITY & ECONOMIC CONDITIONS

Beyond the housing market itself, broader economic conditions shape how many qualified buyers are out there and how confident they feel making a big purchase. None of these are things we can change — but understanding them helps set realistic expectations for timeline and pricing.

- ♥ National, regional, and local economic conditions
- ♥ Unemployment and local job availability
- ♥ Fair market rental rates
- ♥ Population growth and seasonal impact
- ♥ Political climate and direction



HOW THIS SHOWS UP IN YOUR STRATEGY

None of these factors change what makes a listing successful: a strategic price, a home that shows well, and broad, aggressive exposure to buyers. What they do change is our expectations around timeline and negotiation posture. In a market with more buyers than homes, we can price more assertively and expect faster offers. In a market with more homes than buyers, pricing accuracy and presentation matter even more, because buyers have other options to compare you against. I'll always tell you plainly which environment we're in when we sit down to talk about your home specifically.



*You can't control the market.
But with the right pricing and preparation,
you can control how your home performs inside it.*





STEP 3

Price It Right From Day One

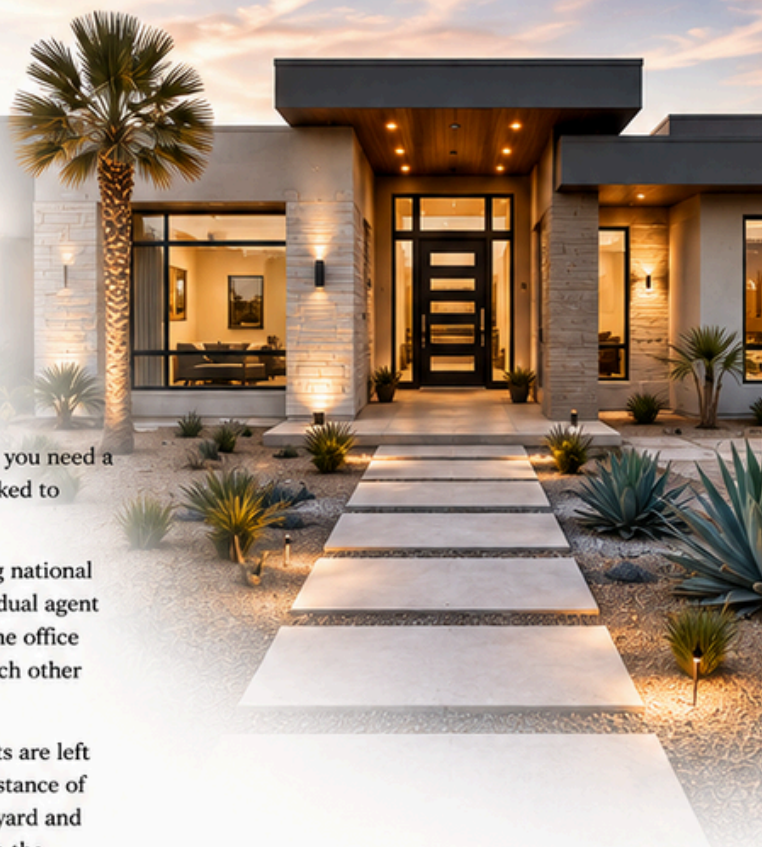
Strategic Pricing vs. Guessing & Waiting



If you want your home at the top of the price range for your market, you need a strategy built on real exposure and real demand — not a number picked to “see what happens.”

Here’s something most sellers don’t realize: even when you hire a big national brand, it’s still the personal and financial responsibility of your individual agent to market your home and get it sold. In most cases, agents in the same office aren’t working together on your sale — they’re competing against each other for the next listing.

Watch out for the “Local Neighborhood Specialist.” Since most agents are left to their own devices, many focus strictly on homes within walking distance of their own house, and their idea of a marketing plan is a sign in your yard and a hope that your neighbors want to move next door. Sellers who hire the hyper-local specialist miss out on the vast majority of buyers who are moving in from outside that immediate subdivision — relocation buyers, out-of-state investors, and move-up buyers from other parts of the Valley.



STRATEGIC PRICING — The Right Price, The Right Results

- ♥ A price backed by real, current data and a real marketing plan
- ♥ Broad exposure that reaches buyers moving in from outside your immediate neighborhood
- ♥ Positioned to attract multiple, competitive buyers



GUESSING & WAITING — The Wrong Price, The Wrong Results

- ♥ Overpricing your home to “see what happens” — it sits, goes stale, and sells for less
- ♥ Homes that sit too long raise red flags with buyers
- ♥ Fewer showings, weaker offers, more time and money spent
- ♥ Waiting for the market to change isn’t a strategy



HOW WE ACTUALLY SET YOUR PRICE

This isn’t a one-step process, and it isn’t automated. First, we pull every relevant comparable — homes that have sold, are pending, and are actively competing with yours right now, adjusted for size, condition, upgrades, and location. Second, we look at absorption: how quickly homes like yours are actually moving at different price points. Third, we position your price to generate the strongest possible response in the first two weeks, since that early window sets the tone for the entire sale. Finally, we build a fallback plan together up front, so if the market responds differently than expected, we’ve already agreed on what adjustment makes sense — instead of guessing under pressure.



*A strategic price backed by a real marketing plan
puts your home in front of more buyers, creates competition,
and gets you top dollar — faster.*



STEP 3, CONTINUED

The 22% Price Swing Secret



11% below market value to 11% above market value equals a 22% price swing. Some companies and agents want you to believe your home will sell at the same price and terms no matter who lists it. Nothing could be further from the truth. If that were true, you might as well sell it yourself and keep the fee.

Industry research also shows sellers who go it alone, with no agent representation at all, often net meaningfully less than they expect — because pricing, exposure, and negotiation all move together. Some variables in a sale we control. Some we don't.



What a 22% Swing Actually Looks Like

On a \$500,000 home, an 11% swing in either direction is \$55,000. That's the real dollar difference between a home marketed and priced strategically and one that's priced by guesswork — and it's before you even factor in the extra weeks or months of mortgage payments, property taxes, insurance, and utilities you carry while an overpriced home sits on the market waiting for buyers to notice.



The Cost of Carrying an Overpriced Listing

Every extra month a home sits unsold costs real money whether or not you notice it happening: a mortgage payment, property taxes, homeowners insurance, HOA dues if applicable, and utilities to keep the home show-ready. On top of the direct financial cost, a stale listing loses momentum — buyers and agents alike start to wonder what's wrong with a home that's been sitting, even when the honest answer is simply that it was priced too high to begin with.

What We Control

On Our Side	Also On Our Side
♥ Position & exposure of your home ♥ Amount of buyer demand created ♥ Curiosity that converts to interest, and interest to sale ♥ Home preparation plan	♥ Negotiation strategy ♥ Choice of broker / agent ♥ Closing team ♥ Selling price & plan



*Price It Right.
Profit More.*



WORTH KNOWING BEFORE YOU HIRE

Why a Discount or Newer Agent Can Cost You More

The Fee You Save Today Can Become the Equity You Lose Tomorrow

A lower commission or a newer agent can look appealing upfront, but experience is what actually protects your equity. An agent who hasn't handled many transactions hasn't seen enough multiple-offer situations, low appraisals, or repair negotiations to know how to navigate them without costing you money — and a discounted fee often means less budget and effort behind marketing your home in the first place.



THE DOMINO EFFECT OF WEAK MARKETING

Less marketing budget means fewer eyes on your home from the very first day — fewer professional photos, less digital advertising, less reach beyond the MLS. Fewer eyes means fewer showings. Fewer showings means your home sits longer than it should. And once a listing sits, it stops looking fresh and starts looking suspicious: buyers and their agents start asking “what’s wrong with it?” — even when the honest answer is simply that it wasn’t marketed well.

From there, it gets worse two ways. Some buyers skip the showing altogether and move on to a listing that looks more active. The buyers who do show up know a stale listing has less competition behind it, so they negotiate harder — lower offers, bigger credit requests, more contingencies — because they sense you have less leverage the longer your home sits. Either way, you net less than you would have with strong marketing from day one.



WHAT INEXPERIENCE CAN MISS

Marketing isn’t the only place experience shows up. A newer agent is also more likely to miss something during inspection negotiations, contract review, or appraisal issues simply because they haven’t seen it before — and “I didn’t know that was negotiable” isn’t a phrase you want attached to your closing. Repairs that could have been negotiated as a credit get paid out of pocket instead. Contract terms that could have protected you get accepted as-is. None of it looks like a mistake in the moment — it just quietly becomes money you didn’t have to lose.

NEWER / DISCOUNT AGENT	EXPERIENCED, FULL-SERVICE AGENT
• Fewer transactions to draw pattern recognition from • Limited or no marketing budget behind your listing • Less practice negotiating repairs, low appraisals, or multiple offers under pressure • May price to win the listing, then ask for a reduction a few weeks later	• Years of pattern recognition across real transactions • A full team and proven marketing systems behind every listing • Negotiation experience across hundreds of contracts • Pricing backed by data, not by whatever number wins the listing



A **1%** commission “savings” can cost **3–5x** more in the final negotiation outcome, and sellers who choose an under-performing agent lose **5–7%** of their equity on average. (Industry Research)

Experience isn’t a luxury — it’s what stands between you and a costly mistake.



STEP 4

Stage & Prepare Your Home

Make It Impossible Not to Fall In Love



Buyers decide how they feel about a home within seconds of walking through the door — often before they've read a single feature on the listing. Staging isn't about spending a fortune; it's about removing distractions and creating a space buyers can picture themselves living in.

♥ WHY STAGING ACTUALLY WORKS

Buying a home is an emotional decision that people justify with logic after the fact. A buyer who can picture their own furniture in your living room, their own morning routine in your kitchen, and their own family gathered in your backyard is a buyer who's already halfway to an offer.

A home that's cluttered, overly personalized, or hard to read forces buyers to do that imaginative work themselves — and most won't bother; they'll just move on to the next listing that makes it easy.

♥ THREE PRINCIPLES THAT GUIDE EVERYTHING



DECLUTTER so buyers can see the space instead of your stuff.



DEPERSONALIZE so buyers can imagine their life instead of yours.



DEFINE PURPOSE so each room has a clear reason for being there.

CHOOSE YOUR LEVEL OF PREP

Staging doesn't have to mean hiring a full-service stager, and it doesn't have to mean doing nothing either. Most homes fall into one of three tiers:



DIY REFRESH (little to no cost)

Deep cleaning, decluttering, depersonalizing, and rearranging your existing furniture. This is the minimum I recommend for every listing, regardless of price point.



PARTIAL STAGING (a few hundred to low thousands)

Bringing in rental furniture or décor for a few key rooms — usually the living room, primary bedroom, and dining area — while leaving the rest of the home as-is.



FULL PROFESSIONAL STAGING (typically \$1,500+, scales with home size)

A stager furnishes and styles the entire home for photos and showings. This tends to make the biggest difference on vacant homes, where empty rooms are hard for buyers to picture living in and often photograph as smaller than they are.

We'll walk your home together and decide which tier makes sense — not every home needs the same level of investment to make the same impression.

♥ COMMON STAGING MISTAKES TO AVOID

- ♥ Over-furnishing a room to make it feel "lived in" — it usually just makes it feel smaller
- ♥ Leaving strong smells from pets, cooking, or smoking untreated before showings
- ♥ Ignoring the exterior while focusing only on the inside — curb appeal is the first impression
- ♥ DIY paint or repair projects left half-finished, which can read as neglect rather than progress

“

Staged homes sell
5–25% FASTER
and for
1–10% MORE.

83% of buyers' agents say
staging makes it easier for
buyers to picture themselves
living in a home.

– NAR RESEARCH

”

STEP 4, CONTINUED



The Room-by-Room Checklist

Everything on this list is worth the effort — none of it requires a renovation.



WHOLE HOME

- ☐ Declutter every surface — countertops, closets, garage
- ☐ Deep clean carpets, grout, and windows
- ☐ Depersonalize — pack away family photos and collections
- ☐ Neutralize bold paint colors
- ☐ Fix the “small stuff” — leaky faucets, scuffed walls, burnt-out bulbs
- ☐ Replace HVAC filters and check the thermostat is set comfortably before every showing
- ☐ Address any lingering odors — pets, smoke, cooking



CURB APPEAL

- ☐ Mow, edge, and mulch
- ☐ Power-wash the driveway and front entry
- ☐ Add a fresh doormat and potted plants at the entry
- ☐ Clean or replace faded house numbers and the mailbox
- ☐ Touch up exterior paint or trim where it's chipped or faded



ROOM-BY-ROOM

- ☐ Living areas: remove excess furniture so rooms feel larger
- ☐ Kitchen: clear counters down to 2–3 items
- ☐ Bedrooms: make beds daily, clear nightstands
- ☐ Bathrooms: fresh towels, clear counters, lids down
- ☐ Garage: organize and clear enough space to show it's usable storage, not just overflow



PHOTO & VIDEO DAY PREP

- ☐ Turn on all lights and open every blind
- ☐ Hide trash cans, litter boxes, and pet bowls
- ☐ Move all vehicles out of the driveway and off the street in front



ARIZONA TOUCHES WORTH ADDING

Because so much of daily life here happens outdoors, a clean, staged patio or backyard often makes as strong an impression as any interior room. If you have a pool, make sure the water is clear and equipment area is tidy before every showing. If you're listing during the warmer months, keep the home noticeably cool for showings — buyers touring in the Arizona heat will remember how comfortable your home felt the moment they walked in.

Tip

The kitchen and primary bathroom typically return the most for the effort you put in — if you only have time for two rooms, start there.

A staged home isn't about hiding what's wrong — it's about showing buyers exactly what's right.

STEP 5



Handle Inspections & Disclosures Proactively

Get Ahead of It Before It Gets Ahead of You



Every home has something. The goal isn't a perfect house — it's no surprises. When an issue surfaces for the first time during a buyer's inspection, you lose leverage: their inspector found it, their agent is coaching them on it, and now you're negotiating from behind.

A pre-listing inspection flips that dynamic. You find out first, you decide what to fix and what to disclose, and you walk into every negotiation with facts instead of scrambling.



ARIZONA-SPECIFIC ITEMS WORTH CHECKING EARLY

Given our climate and typical home construction, a few areas tend to come up more often in local inspections:

- ♥ HVAC systems working overtime for much of the year
- ♥ Roof tile and underlayment condition
- ♥ Termite and pest activity
- ♥ Pool equipment on homes that have one



COMMON REPAIR REQUESTS WE SEE — AND HOW THEY USUALLY RESOLVE

Most post-inspection negotiations land in one of three places:

- ♥ The seller completes the repair before closing
- ♥ The seller offers a credit toward the buyer's closing costs so they can handle it themselves
- ♥ The price is adjusted to reflect the issue

Which option makes sense depends on the specific repair, your timeline, and how motivated the buyer is — we'll walk through the right call together if it comes up.



Every fact you get ahead of is one less thing a buyer can use against you at the table.

This section is general educational information, not legal advice — I'll walk through Arizona's specific disclosure requirements with you directly.



WHAT A BUYER'S INSPECTOR WILL LOOK AT

Once you're under contract, the buyer will almost always order their own inspection covering the same core systems. Knowing what they'll check gives you a head start on what to address now:

- ♥ Roof condition, age, and visible damage
- ♥ HVAC system function and age — especially important given how hard Arizona summers run these systems
- ♥ Plumbing, water heater, and visible leaks
- ♥ Electrical panel and outlet function
- ♥ Foundation and structural condition
- ♥ Pool and spa equipment, if applicable — pumps, filters, and safety barriers
- ♥ Major appliances included in the sale



THE DISCLOSURE PROCESS, STEP BY STEP

1. Gather your history — permits, past repairs, warranty records, and anything you know about the home's condition.
2. Complete your Seller's Property Disclosure Statement (SPDS) with my guidance, item by item, erring on the side of over-disclosing rather than under-disclosing.
3. Review anything unclear with a real estate attorney or title company if you have questions about how to characterize a past issue.
4. The completed disclosure goes to the buyer with your contract, so it's on the table from day one instead of surfacing mid-negotiation.



YOUR PRE-LISTING PUNCH LIST

- ☐ Schedule a pre-listing home inspection
- ☐ Budget for small repairs now — a \$1,200 fix today beats a \$3,500 buyer credit later
- ☐ Test major systems: HVAC, water heater, plumbing
- ☐ Check roof condition and note its age
- ☐ Gather permits and records for past renovations
- ☐ Complete your Seller's Property Disclosure Statement (SPDS) honestly and early
- ☐ Ask me about anything you're unsure needs disclosing — I'll tell you straight



23% of sellers in 2025 ended up offering repair credits mid-deal — most were preventable with pre-listing prep.

(Market Data, 2025)



STEP 6

Make Your Home Easy to Show

Say Yes to Every Showing



Buyers today move fast, and the homes that get seen first often get the offer. Every restriction you place on showings — narrow windows, 24-hour notice, “call first” — is a buyer who moves on to the next available listing instead of waiting on yours.



WHAT BUYERS NOTICE IN THE FIRST 90 SECONDS

Long before a buyer forms an opinion about your floor plan or finishes, they're reacting to something more instinctive: the smell walking in, the temperature and light in the entry, whether it feels cared for from the curb, and how quiet or noisy the space feels. Getting the basics right on every single showing — not just the first one — is what keeps buyers moving forward instead of crossing your home off the list.



HOW SHOWINGS ACTUALLY WORK

We use a secure showing service that lets buyers' agents request access, notifies you the moment a showing is booked, and automatically asks for feedback afterward. That feedback — what buyers loved, what gave them pause — gets shared with you so we can adjust in real time instead of guessing why a home isn't getting offers.



95% of buyers start their search online — but the showing is what closes the deal. Easy-to-show homes sell faster and for more.

(NAR Research)

Every showing you say yes to is a buyer you didn't lose to the house down the street.



HANDLING LAST-MINUTE REQUESTS

The showings that come in with little notice are often the most motivated buyers — someone who saw your listing today and wants to see it today. Where you can, saying yes to those short-notice requests, even if it means a quick tidy-up on your way out the door, puts you in front of exactly the kind of buyer who moves fast on an offer.



THE 15-MINUTE RESET

- ☐ Keep a “showing bin” for last-minute clutter — toss loose items in, take it with you
- ☐ Run the dishwasher and clear the sink every morning
- ☐ Make beds and open blinds before you leave for the day
- ☐ Take pets with you, or arrange for them to be out during showings
- ☐ Leave lights on and blinds open for a bright first impression
- ☐ Trust me to handle scheduling — the faster we say yes, the more buyers see it



STEP 7

Your Selling Timeline

From “For Sale” to Sold



Every sale moves through the same six stages. Timing varies by home and market, but many of our transactions move from an accepted offer to a closed sale within roughly 30 to 45 days once a buyer is under contract — knowing what happens at each stage is what keeps that timeline from feeling like a black box.



1 Prep & Strategy (1–2 weeks)

- Pricing strategy finalized using current comparable sales
- Pre-listing inspection completed and any priority repairs addressed
- Staging plan set and home prep checklist completed
- Professional photography, video, and any 3D tour scheduled
- What we need from you: access for photos, sign-off on price and disclosures



2 Go Live (Day 1)

- Your home is listed on the MLS and syndicated to 100+ websites
- Marketing launches across social media and targeted digital ads
- Sign, lockbox, and showing service are activated
- What we need from you: home is show-ready starting day one



3 Showings & Feedback (Week 1–2)

- This window generates the most serious buyer interest of the entire listing
- Every showing and every piece of feedback is tracked and shared with you
- We watch traffic and feedback closely and adjust marketing if needed
- What we need from you: flexibility saying yes to showing requests



4 Offers & Negotiation

- We compare price, terms, contingencies, and buyer qualification, not just the top-line number
- I negotiate directly on your behalf for the strongest overall outcome
- What we need from you: a decision, once we've reviewed the options together



5 Under Contract

- Buyer's inspection period — any repair requests are negotiated
- Appraisal is ordered and completed for the buyer's lender
- Buyer's financing contingencies are cleared
- What we need from you: continued access for the appraiser and any follow-up inspections

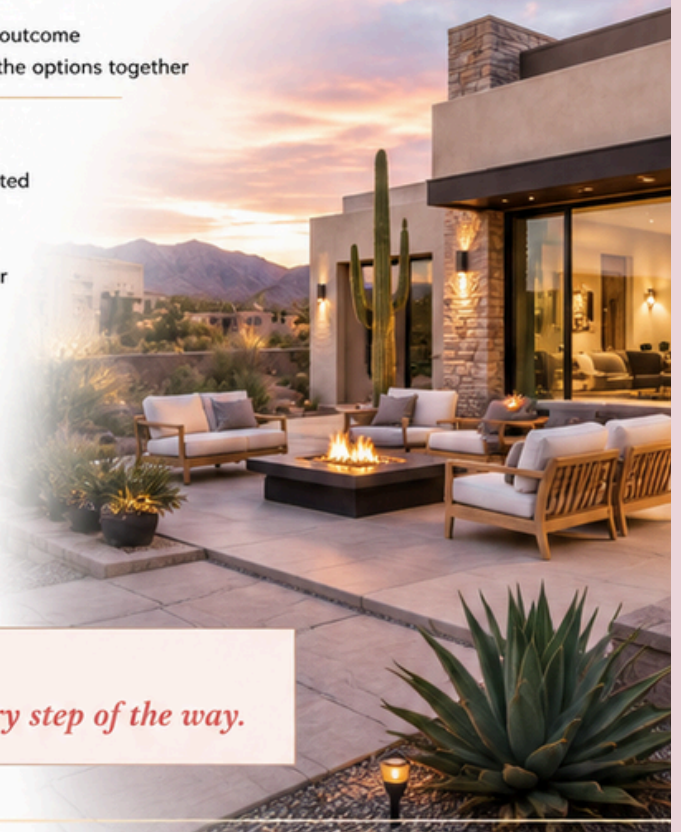


6 Closing Day

- Final walkthrough confirms the home's condition
- Documents are signed, typically through our secure e-signature platform
- Keys change hands, and you proceeds are disbursed
- What we need from you: move-out completed per your contract terms



*You'll never wonder what's next —
I'll tell you exactly where we are, every step of the way.*



STEP 8

Your Dedicated Support Team

Working Behind the Scenes for You



Selling a home involves more moving parts than most people realize — marketing, transaction coordination, paperwork, closing logistics. You get a full team, each focused on their part of your sale, not juggling someone else's buyers or listings at the same time.



DEDICATED SUPPORT TEAM

A full team working behind the scenes so you can focus on what matters most. Rather than one person trying to do ten jobs at once, each part of your transaction has a specialist who does that job every single day.



EXPERT PROFESSIONALS

Our highly-trained, full-time staff includes Marketing Coordinators who manage your listing's photography, video, and ad campaigns; Transaction Coordinators who track every deadline and document in your file; and Closing Specialists who work directly with your title company to make sure closing day goes smoothly.



LEADING-EDGE TECHNOLOGY

We use the leading paperless transaction management platform in the real estate industry, which means faster turnaround on paperwork and fewer opportunities for something to get lost or delayed.



SECURE & ACCESSIBLE

You get access to a secure, back-end web portal that reports our activities and gives you all the pertinent documents you need — showings, feedback, offers, and where things stand at any given moment.



DIGITAL TRANSFORMATION

Electronically sign your documents online — stored securely for 2 to 7 years, so you always have a record of your transaction long after closing.

A WEEK IN THE LIFE OF YOUR LISTING

A typical week once you're live looks something like this: showing requests come in and get confirmed automatically; feedback from each showing is compiled and sent your way; our marketing team reviews how your listing is performing online and adjusts ad targeting if needed; and you get a standing update from me — even on weeks where the news is simply "no change, still on track" — so silence is never something you have to interpret.

WHAT THIS MEANS FOR YOU

- ♥ Dedicated staff focused on your home and your experience — not their own buyers or sellers
- ♥ Highly-trained, full-time Marketing and Closing Professionals track and resolve every part of the process
- ♥ Breakthrough simplicity for the digital management of your real estate file
- ♥ Our seller service team updates you weekly, so you never have to wonder what's happening



Behind every successful sale is a team committed to excellence. That's the difference.



STEP 9

Specialized Programs Built Around You

Our 89-Step No-Risk Home Sale

Every seller's situation is different, so we've built flexibility into how we work with you. Here are the resources available to you as part of our process, along with the kind of situation each one tends to fit best.

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NO-RISK HOME SALE FLEX PLAN

If we can keep our costs lower, we want to pass that on to you. When we aggressively represent both you and the buyer without another real estate firm involved, our fees can drop. Worth asking about directly, since it depends on how your specific sale comes together — it's most relevant for sellers open to working with a buyer we bring to the table directly.



RELOCATION SUPPORT

Whether you're moving locally or across the globe, you'll have high-quality agents helping you on both sides of your move to make it as worry- and stress-free as possible. This is especially valuable if you're timing a sale here against a purchase somewhere else entirely, and need both transactions coordinated closely.



SELL IT YOURSELF, RISK-FREE

We'll provide you the opportunity to sell your home yourself, with our support, while paying us nothing — prior to an accepted offer. If you already have a serious, qualified buyer in mind, such as a neighbor, friend, or family member, this gives you a way to explore that without losing our guidance on pricing and paperwork.



ZERO COMMISSION PROGRAM

Take advantage of our Zero Commission program if you sell the home yourself to your own buyer, and save money without the risk. This works alongside the option above for sellers who bring their own buyer to the table and want to keep more of the proceeds.



PARTICIPATE IN THE SALE

We can facilitate your participation by having you conduct an "Open House" with our help, and co-broker with you to lower your fees — a good fit for sellers who want to be hands-on in the process and are comfortable interacting directly with prospective buyers.



THE 89-STEP GUARANTEE

Our Cancellation Guarantee and 100% Satisfaction Guarantee mean you're never "locked in." You can fire us — that flexibility gives you the peace of mind you deserve, and it's a reflection of how confident we are in the process outlined in this guide.



Your goals. Our proven process.

Together we'll create the best outcome for you.

STEP 10

Your Comfort, Our Priority

We understand that selling your home is a big decision. That's why we make it our mission to deliver expertise, communication, and results you can count on.

Our Promise to You

- ♥ You'll always know exactly where your sale stands — no chasing us down for updates
- ♥ Every recommendation we make is backed by data, not guesswork
- ♥ Your questions get answered directly and honestly, even when the answer isn't what you were hoping to hear
- ♥ You're never locked into a plan that isn't working for you
- ♥ Every member of our team treats your home with the same care as our own
- ♥ We celebrate closing day with you — it's the whole reason we do this work

Are you comfortable with us handling your sale for you?



YES



NO

Loved & Rated 5 Stars by Our Clients



Zillow | Trulia — 5 Star Rated

Across our reviews, a few themes come up again and again: sellers consistently mention how responsive our team is, how clearly we explain each step, and how informed they felt from the first conversation through closing day. That consistency is exactly what this guide is meant to reflect.

What Happens After You Say Yes

Once you decide to move forward, we schedule your pricing strategy session, walk your home together to build your prep checklist, and set a target go-live date — turning everything in this guide into a real plan with real dates attached to it.



*We're here for you,
every step of the way.*



BEFORE YOU GO

Common Seller Questions



How long will it take to sell my home?

It depends on pricing, condition, and the current market — but homes priced right from day one typically generate serious interest within the first two weeks, and go under contract well ahead of homes that need a price correction.

What if I need to buy and sell at the same time?

There are several ways to structure the timing — from contingent offers to bridge strategies — depending on your situation. We'll map out the right approach together before you list.

Do I need to make repairs before listing?

Not everything, but the big-ticket items are worth addressing pre-listing. Fixing a \$1,200 issue now is almost always cheaper than the credit a buyer will negotiate for the same issue later.

How do you actually determine my home's value?

We pull live, current data on comparable homes that have sold, are pending, and are actively listed near you — adjusting for size, condition, upgrades, and location — rather than relying on an automated estimate or a number based on what you feel it's worth.

What are typical closing costs for a seller in Arizona?

Generally: the agreed commission, title and escrow fees, prorated property taxes, any HOA transfer or resale fees, and recording charges. I'll walk you through a full net sheet with real numbers for your home before you list, so there are no surprises.

Can I sell my home "as-is"?

Yes — but you're still required to disclose known issues, and pricing needs to reflect the condition. As-is can be the right call in some situations; we'll talk through whether it's right for yours.

What happens if I get multiple offers?

We compare more than just price — closing timeline, contingencies, financing type, and earnest money all factor in. I'll lay out the full picture for each offer so you can make the strongest choice, not just the highest one on paper.

Will you negotiate repairs after the inspection?

Yes. If the buyer requests repairs or credits after their inspection, I negotiate on your behalf — using your pre-listing inspection as leverage, since you'll already know what's actually an issue and what isn't.

What if the appraisal comes in low?

It happens occasionally, and there are a few paths forward — the buyer can make up the difference in cash, we can negotiate a reduced price, or we can challenge the appraisal with additional comparable data. We'll handle it together if it comes up.

What happens if my home doesn't sell right away?

We reassess — pricing, marketing, and showing feedback all tell us why. And because of our No-Risk guarantee, you're never locked into a plan that isn't working.

Do I have to be home during showings?

No — and it's actually better if you're not. Buyers linger longer and speak more openly when the seller isn't in the room.

What actually happens on closing day?

You'll complete a final walkthrough, sign your closing documents (often electronically ahead of time), and once the buyer's funds are received and recorded, the keys change hands and your proceeds are disbursed.



BEFORE YOU GO

Common Seller Questions

The listing agent represents you, the seller.

The buyer's agent represents the buyer. Each has a duty to their own client's interests.

Dual Agency

A situation where one agent or brokerage represents both the buyer and seller in the same transaction — allowed in some circumstances, but worth understanding fully before agreeing to it.

Home Warranty

An optional service contract covering repair or replacement of major systems and appliances, sometimes offered as a buyer incentive.

Rent-Back / Post-Occupancy Agreement

An arrangement letting the seller remain in the home for a set period after closing, usually in exchange for a daily fee paid to the buyer.

Buyer's Market vs. Seller's Market

A buyer's market has more homes for sale than buyers, giving buyers more negotiating power. A seller's market is the reverse.

Final Walkthrough

The buyer's last inspection of the home, usually within 24 hours of closing, to confirm its condition matches what was agreed upon.



*Clear answers.
Smart strategy.
A smoother sale.*



Thank You

FOR TRUSTING ME TO GUIDE YOU
EVERY STEP OF THE WAY.

It has been an honor to share this Seller's Guide with you.
My mission is simple: to provide you with expert guidance,
unwavering support, and a seamless experience
so you can move forward with confidence.

Your home is more than a transaction.

It's my priority:

Your Home Comes First

BY STEPHANIE PONDEVIE



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I'm here for you, every step of the way!

DEDICATED ♥ EXPERIENCED ♥ TRUSTWORTHY