

HOME SELLER'S GUIDE



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real
Real Broker



OUR MISSION

We've made it our mission to master every step of the home-selling process — and we're here to put that expertise to work for you. We understand selling your home can feel overwhelming, which is why we're committed to guiding you through each stage with the right tools, strategies, and support.

With nearly 1,500 successfully closed transactions plus years of experience helping people just like you, we've refined our skills to deliver a smooth, efficient, and stress-free experience. Our professionalism, consistency, and dedication drive us to serve you with excellence every time. This guide was created from our real-world experience and is designed to answer your questions, fill in the gaps, and give you a clear picture of the process.

We'll also share how we use proven digital marketing strategies to showcase your home and attract the right buyers.

As Community Market Leaders, helping people is more than our job — it's our passion. If you have questions or need clarification after reviewing this guide, please reach out. We'd love to provide the exceptional service you deserve and walk with you through one of life's biggest milestones.

KIM WILLIAMSON
REALTOR[®]



MEET

KIM WILLIAMSON

REALTOR®



KIM Graduated from Farmington, NM High School. I competed in basketball, track, softball, and rodeo. In high school I qualified for the National Finals Rodeo my freshman, sophomore, junior, and senior years.

I earned a Bachelor's Degree in Business Operations with a minor in Accounting from DeVry University. I worked for three major logistics companies before starting a delivery business, which I built and grew to be one of the largest minority own companies in Arizona. In turn, when I SOLD the business, it produced a very hefty profit.

My love for horses and rodeo will always be in my heart. After selling my company, I started training horses full time and rodeoing again. In the process of my new career, I also earned my Real Estate License. My western lifestyle went hand-and-hand with my knowledge of Real Estate. There is a true need for an experienced real estate agent that understands land and horse properties as well as residential tract homes.

With that being said, I was able to win 8 World Championships in the Women's Pro Rodeo Association Roping Division. I broke numerous arena records and become one of the elite cowgirls in the world. I hosted 20-30 roping schools across the world annually. As for my Real Estate career, it soared as well, being ranked in the top 200 Top Producing agents out of 90,000 in the State of Arizona. I absolutely love helping others and I constantly strive to improve myself with coaching and mentorship as well as giving back to the community.

KNOWLEGDE IS POWER.

"Do what you love and love what you do." ~ Kim

THE 4 STAGES



SCHEDULE A LISTING APPOINTMENT

- Discuss how to sell your home for the best price and set a plan.
- Create a strategy tailored to the home and your goals.
- Evaluate the property and recommend any improvements.
- Analyze the market to help set a competitive price for the home.
- Sign the listing agreement to make everything official.

PREPARE THE HOME FOR SALE

- Declutter and clean the home to make it look its best.
- Take professional photos to highlight the home's features.
- Install a sign and lockbox for easy showings.
- List the home on MLS to reach a wide audience.
- Set showing times that work for the seller and prospective buyers.
- Launch a marketing campaign to attract potential buyers.
- Send out "Just Listed" postcards to notify the neighborhood.
- Begin social media advertising to spread the word.

OF SELLING A HOME



SHOWINGS & OPEN HOUSES

- Keep the home ready for showings to accommodate interested buyers.
- Share feedback from showings to make adjustments as needed.
- Host an open house upon request to increase visibility.



OFFERS & CLOSING

- Review offers and negotiate the best terms.
- Accept an offer and complete necessary inspections and paperwork.
- Complete the appraisal to ensure proper home valuation.
- Remove contingencies and finalize details for closing.
- Once everything is official, the home is sold!
- If satisfied with the experience, refer friends for future assistance.

KIM WILLIAMSON, REALTOR®

STRATEGY FOR PRICING AND SELLING

Price competitively. Accurately pricing your home is key to selling quickly and smoothly. Listing at the right price can attract more buyers and help close the deal quicker. Consider pricing your home slightly below its market value to generate multiple offers. This can create a sense of urgency among buyers and potentially drive the final sale price above the asking price.

Adjust for market conditions and seasonal trends. The current real estate market and the time of year can influence pricing. In a seller's market, you may have more flexibility to price higher, while a buyer's market may require a more competitive price. Spring and early summer typically have the most buyer activity, which can allow for more aggressive pricing. Be prepared to adjust your price over time based on feedback and market activity.

OUR STRATEGY

Pricing

- Absorption Rate
- Market Climate
- Comparable Market Analysis
- Age/Sq ft/Beds/Baths
- Upgrades
- Location / Desirability of Neighborhood
- Views
- School Proximity/ School Scores
- Highway Access
- Condition
- Contingencies

Preparing

- Repairs
- Staging
- Updating
- Minimize/Declutter
- Landscape
- Painting, Cleaning, Carpets
- What Not To Do

Marketing

- Digital Marketing
- Traditional Marketing
- Facebook Ads
- Retargeting Campaigns
- Digital Repurposing
- Design Consultation
- Open House
- Videos
- Drone footage
- Mailers
- Social Media Platforms
- Mass Web Exposure
- Signage

Timing

- Market Conditions
- Rentback
- Pricing
- Average Days on Market
- Replacement Home Needed
- Buying & Selling
- \$\$ from Sale to Purchase
- Moving Local or Out of State
- Family Dynamic

Showing

- Occupancy
- Liabilities
- Policies & procedures for showings
- Timeframes
- Children/Pets
- Cleaning (Show Ready)
- Lockbox
- Alarm
- What to/Not To Discuss with Buyer/Buyer Agent

Disclosure

- What To Disclose
- Repairs, Replacements, Added, Fixed, Modified or Changed
- Homeowners Association
- Lead Based Paint
- Liens/Easements
- Encroachments
- Non-permitted Items,
- Title / Escrow
- Disclosure Statement

Negotiation

- Contingencies
- % of Down Payment
- Earnest Money Amount
- Inspections
- Regulations
- Appraisal Issues
- Length of Contract
- Types of Loan
- Home Warranty
- Closing Timeframe
- Repairs
- Proof of Funds
- Title & Escrow

TIPS BEFORE YOU LIST



- **Start spreading the word.** Just because your home isn't technically ready for showings yet doesn't mean that you can't start the process of letting people know it will be available.
- **Toss out, recycle, or donate what you don't need anymore.** You may not be ready to pack up and move yet, but that doesn't mean you shouldn't be getting rid of stuff. Consider getting a storage unit to remove any non-essential items you want to keep.
- **Find another place for personal items.** A fundamental part of selling your home quickly and easily is depersonalizing it. Remove unnecessary clutter so counter spaces are more open and empty.
- **Start staging.** Staging is the art of designing your home to highlight its best features. Even if decorating isn't your strong suit, it's a part of the home selling process you really can't ignore. We offer tips to help you get the best offer for your home.
- **Figure out a plan for kids and/or pets.** If you have little ones at home, two-legged or four, make sure that you have a plan in place for times when showings are scheduled.
- **Boost your curb appeal.** While the saying may be not to judge a book by its cover, people often do. Trim your lawn, remove any weeds, clean off the front porch and tidy up as necessary.
- **Deep clean.** Part of the stress that comes with living in a home that is for sale is having to meticulously keep it clean all of the time. Clear the sink, take out trash, sweep, vacuum, etc.
- **Make it lighter.** Replace light bulbs. This will make the home appear brighter. Open up window coverings to allow light in to make rooms feel more inviting.

MEET THE MARKETING TEAM



Jae is a dedicated and experienced Team Leader of Virtual Assistants, committed to delivering high-quality support and ensuring the success of each client's business. With a strong background in project management, and team coordination, Jae has a passion for streamlining processes, solving problems, and providing exceptional service.



Rain is an enthusiastic and dedicated Virtual Assistant specializing in Social Media management, administrative support, and CRM management. Rain is committed to providing efficient and detail-oriented support to help his client's business. Rain is proactive in tackling challenges, ensuring tasks are completed on time, and always eager to develop new skills.



With 20 years of marketing experience and a degree in Business Management, Romy serves as the team Marketing Manager. She specializes in brand strategy, digital and print marketing as well as advertising efforts. She is client-focused on campaigns that showcase our listings and drive measurable growth. She supports the overall goals of the team with customized marketing plans ensuring every campaign delivers maximum impact.

ENHANCING YOUR HOME

INTERIOR



LIGHTEN UP DARK SPACES

Countering a design weakness can involve a simple fix. If you have a dark room with a low ceiling, for example, adding a large white area rug or a white chair can instantly add brightness. Installing white window treatments or hanging artwork featuring bright, light images does the trick, too.



UPDATE YOUR LIGHTING

Modernizing your home with warm lighting and stylish light fixtures can immediately improve the ambience. Keep it simple and budget friendly by purchasing chic table and floor lamps. If you can afford to splurge, it is worth replacing outdated ceiling fixtures with contemporary ones.



TOUCH-UPS

One of the simplest, most cost-effective improvements of all is paint! Freshly painted rooms look clean and updated and that spells value. After speaking with your agent, discuss if any touchups are needed.

EXTERIOR



CLEAN THE HOME EXTERIOR

Houses can become dirty over time, This is especially true in homes with automatic sprinklers, which can kick up dirt around the base of the house. Use a pressure washer or wipe down the dirt to really make your home shine.



TOUCH UP PAINT

Fresh paint instantly hides years of wear and tear, such as scuffs, stains, and nail holes. This makes the home feel clean, new, and move-in ready, which is highly appealing to prospective buyers who prefer not to have a long to-do list after moving in.



PROPERTY CARE

Buyers often associate a well-maintained exterior with a well-cared-for interior. A healthy yard builds buyer confidence and trust, suggesting that the homeowner has also attended to less visible maintenance aspects.

PRE-LISTING CHECKLIST

CLEAN

- Dust shelves and wall art
- Dust and clean all lighting
- Dust and clean all ceiling fans
- Dust and wash vent covers and air returns
- Wash refrigerator and freezer (in and out)
- Wash oven and range hood
- Clean kitchen cabinets
- Clean interior doors
- Wash all windows (inside and outside)
- Wash walls and doorknobs
- Wipe down switch plates
- Magic Erase baseboards
- Clean window ledges
- Wash bed sheets and linens
- Wash curtains and/or dust blinds
- Have carpets & tile professionally cleaned

PAINT AND CAULK

- Touch up ceiling
- Touch up interior doors & trim
- Re-caulk baseboards and touch up paint
- Remove nails/screws then patch & paint
- Re-caulk showers & tubs
- Renew entry to home with paint

EXTERIOR

- Clean window wells/ wash windows
- Pressure wash patio and pool deck
- Paint front door, if needed.
- Add a fresh Welcome Mat
- Weed and add fresh rock, if needed
- Add fresh flowers to planters
- Check outdoor light fixtures

DECLUTTER

- Organize pantry, fridge and freezer
- Drawers in kitchen
- Playroom
- Bookcases
- Closets
- Storage areas/ Garage
- Linen closets
- Surfaces, counters, desktops
- Floor space

TASKS

- Replace lightbulbs **
- Replace air filters
- Remove personal items and photos
- Hang mirrors in dark/small spaces
- Add lamps in bedrooms, if dark

**We highly recommend making sure all room lighting matches. For example: do not mix a warm light bulb and a daylight bulb in the same room - keep them consistent.

PREP YOUR HOME FOR PHOTOGRAPHS

To give your home the best look possible, we have created this detailed checklist.

Please follow every step for each room in your house.

Your photographer is looking forward to the appointment!

BEDROOMS

- Make the beds
- Remove all personal items
- Remove all clutter from top of dresser, nightstands, etc
- Store away any cords/ chargers
- Put away toys and declutter
- Put away any laundry

BATHROOMS

- Clear countertops completely
- Put toilet seat down
- Empty trash can
- Remove dirty towels
- Remove floor mats
- Remove plungers/ cleaning items

KITCHEN

- Clear countertops completely
- Clear outside of refrigerator
- Hide garbage can
- Remove dishes from sink
- Remove rugs/ dish towels/ pot holders

EXTERIOR

- Close garage doors
- Remove toys from yard
- Clean up landscaping
- Mow the grass
- Pressure wash driveway & walkup
- Remove cars from driveway

GENERAL

- Remove pet bowls, toys, accessories
- Clean whole house
- Turn off ceiling fans
- Turn off all TV's
- Open blinds/curtains for natural light
- Put away any photos you may not want on display for others to see.

PHOTO & SHOWING DAYS- SELLER ETIQUETTE

These apply to showing days, photo shoot days and open house days.

- **Animals need to be taken with you or kenneled.** Please take your pets with you or place them in a kennel in your home. Putting them in the backyard means they are still in pictures and in the way of the photographer working. Keep in mind, a barking dog doesn't set the tone for potential buyers as they tour your home.
- **Have your home at a comfortable temperature.** Please, if possible, leave your air at a lower, comfortable temperature. Your photographer and potential buyers are walking around your house inside and out – they will be warm. A comfortable temperature will help to keep buyers in your home longer.
- **Please move any cars, boats, jet skis, etc.,** to a far side or corner of your yard. Doing so will help get the best possible outside photos of your house. It can be distracting for buyers when there are “props” on the outside of your home. For showing days, move your car. Make it easy for visitors to park and view your home. Make sure the garage and outbuildings are accessible for the showing. If you have any remotes for fans, lights, awnings, etc., please leave on the counter with a note as to the purpose of each remote.
- **Please have NOBODY at home during your photoshoot.** This is to ensure your photographer can get the best pictures possible without any interference. It is difficult to keep people from walking around the camera and getting in the way. Also, if you are home, you will have to keep moving around the house to move from the pictures in a specific room. For showing days, you want prospective buyers to imagine themselves in your home and they can't do that with you there.
- **A clean home is a happy home.** Make sure your home is tidy before having potential buyers view your home.
- **Put away personal items.** You want potential buyers to imagine themselves in your home and it may be hard with lots of your family photos and personal items around. Stash away your family photos and leave your house a "blank canvas" for buyers to imagine themselves in your home.

SELLING

We've received an offer or multiple offers.
Now what?

OPTION 1 YOU ACCEPT

If you accept the offer and it's unconditional, Congratulations – Your home is under contract! If you accept the offer and it contains conditions, the buyer's real estate agent will work with their clients to meet the condition(s) by the expiration date per the contract.

OPTION 2 YOU REJECT

If you reject the offer it's up to the buyers to decide what they want to do next. They can submit a new offer to purchase or look elsewhere.

OPTION 3 YOU COUNTER

If you want to make a counter offer, we will discuss the terms with which you would like to negotiate (price, possession date, inclusions, etc.). We will then provide a counter offer to the buyer's agent with the terms you want.

MULTIPLE OFFERS

A multiple offer situation is when multiple buyers submit an offer to purchase the same property at the same time. It's your decision how to proceed in the the event of multiple offers. We will help you to understand your options, and to advise and guide you through this.



YOU'VE ACCEPTED AND ARE NOW UNDER CONTRACT!

WHAT DOES IT COST TO SELL YOUR HOME?

THE BREAKDOWN

Below are typical fees associated with selling your home:

- Staging and prep fees
- Inspections and repairs
- Title and escrow fees
- HOA transfer and disclosure fees
- Home warranty
- Reconveyance fee
- Recording fees
- Prorated property taxes
- Real estate agent compensation
- Possible seller concessions (2% – 6% of sales price)
- Moving and relocation costs
- Mortgage and lien payoffs



WHAT TO EXPECT AT CLOSING

- Your property will transfer to the buyer once the title company records the deed.
- Any mortgages or liens will be paid off.
- Your sale proceeds will be sent via check or wire.
- After the deed has been recorded, you are no longer the owner of the property. Unless the contract or another agreement states otherwise, you must relinquish possession of the home by handing over all keys, garage door openers, and other devices that control the home's systems and appliances. You are expected to have completely vacated your household and all possessions by the time the deed has been recorded, and left the home in clean condition.

MEET MY TRANSACTION COORDINATOR

MARIA



Hi, I'm Maria Wilhalme. I am the Team's Transaction Coordinator. I started my real estate journey in 2005, earning my real estate license, followed by Broker and Mortgage Loan Origination licenses. With nearly 20 years of experience, I've navigated the market's ups and downs, including the 2006 crash. I specialized in short sale negotiations to help families and agents during that time.

In 2013, I became an Escrow Officer at a local title company, adding another layer of expertise while continuing my real estate career. By 2016, I returned to full-time sales, using my Broker's license to mentor and educate new agents. Since 2020, I've found my true passion in transaction management, leveraging my extensive experience to support other agents.

A proud Jersey girl, I've lived in the East Valley for over 30 years with my husband, enjoying life with our three children and seven grandchildren. Outside of work, I'm an avid marathon runner, having completed over forty half marathons and four full marathons! Looking forward to working with you.

HOME SELLER COMMON MISTAKES

UNDERESTIMATING THE COSTS OF SELLING

The total cost to sell a home can amount to much more than the 6–7% in agent commissions most people expect to pay. When you account for closing costs, repairs, and other concessions to the buyer, the costs of selling can be closer to 10% of the sale price.

SETTING AN UNREALISTIC PRICE

The price you want and what the market will pay can be two very different things. For the seller, it's the sweet spot between asking too much or too little. If you can't hit the sweet spot, you risk leaving money on the table or having your home sit on the market for a longer period of time, which may end up costing you more in the long run.

When it comes to pricing your home, setting it at or slightly below market value will increase the visibility of your listing and drive more buyers your way. This strategy actually increases the number of buyers who will see your home in their search process.

Instead of trying to win the negotiation with one buyer, you should price your home so demand is maximized. This way, potential buyers don't get deterred by a high price tag and you don't find it sitting on the market longer than it should. By doing so, you won't be negotiating with one buyer over the price. Instead, you could have multiple buyers competing for your property.

IGNORING MAJOR REPAIRS AND MAKING COSTLY RENOVATIONS

A long list of maintenance issues can turn buyers off and potentially decrease the value of your home. More importantly, buyers expect the condition of your home to match the description. Consider prioritizing the most glaring issues, particularly those that are likely to turn up during a home inspection, as most buyers will require one before closing.

LIMITING SHOWINGS

Once you've put your home on the market, your agent will need your cooperation/flexibility when it comes to showing it. That could mean scampering out at dinnertime for a private showing, or vacating for several hours for a weekend Open House. The goal is to accommodate as many buyers as possible, even if their timing is inconvenient.

NOT CONSIDERING YOUR BROADER FINANCIAL SITUATION

Many sellers don't have a clear picture of their financial situation before selling. This can lead to painful surprises. Before you make the decision to sell, it may be helpful to assess your income, debt, and any upcoming expenses during your move.

TIME TO PACK: YOUR MOVING CHECKLIST

NUMBER 1

Update your mailing address at [USPS.com](https://usps.com) or fill out a change-of-address form at your local post office.

NUMBER 2

Change your address with important service providers (i.e. banks, credit companies, subscriptions and others).

NUMBER 3

Create a list of people who will need your new address, either formally or simply by emailing those who should be informed.

NUMBER 4

Contact utility companies and make sure they're aware of your move date, and arrange for service at your new home.

NUMBER 5

Ensure you have insurance coverage for any of the items your moving company won't be transporting for you.

NUMBER 6

Clean out small appliances. This will make them easier to pack, move, and plug in at your new place.

NUMBER 7

Pack an "Open First" box. Include items you'll need most (i.e. toilet paper, soap, trash bags, chargers, box cutters, water)



WHAT ARE CLIENTS ARE SAYING...



Kim is an exceptional agent. Her knowledge, professionalism and direct approach is why I wanted to work with Kim. She guided me through every step of the process while selling my property. Kim provided outstanding customer service, and direction. She responded quickly to any correspondence or concern. Kim was awesome at follow up and kept the process moving. She was able to get my property on the market and sold quickly. Her years of experience shined through. I enjoyed working with her and her team!



-MICHELLE LENZ



Kim was amazing to work with. I couldn't imagine using anyone else. Her knowledge with horse properties & rural living is second to none. She definitely fights for her clients. I definitely recommend Kim!



-JACEY REUTHER



Kim loves what she does and it shows in her knowledge, customer service and guidance all the through the process. I have hired her as both a selling and buying agent.



-GINNEY GAPEN



Kim and her team are absolutely wonderful to work with! She braved rattlesnakes and helped us work out a couple of complicated transactions. We never had to wonder where we were in the process, she communicated with us quickly and as often as needed. Can't say enough great things about Kim and her team. She is the best!



-JENNI JAMES

COMMONLY USED TERMS

Helpful definitions to make the process easier to understand.

APPRAISAL

This is a determination of the value of something, in this case, the house you plan to buy. A professional appraiser makes an estimate by examining the property, looking at the initial purchase price, and comparing it with recent sales of similar properties.

CLOSING COSTS

These are all settlement or transaction charges that home buyers need to pay at the close of escrow when the property is transferred.

APPRECIATION

Increase in the value or worth of an asset or piece of property that's caused by external economic factors occurring over time, rather than by the owner having made improvements or additions.

MLS

A computer-based service, commonly referred to as MLS, that provides real estate professionals with detailed listings of most homes currently on the market. The public can now access much of this kind of information through websites like realtor.com.

ASSESSED VALUE

This is the dollar value that a public tax assessor assigns to your home for the purpose of city and/or state taxes. This value is separate from a home appraisal value or market value as well as any fire and safety issues.

CONTINGENCY

It is a provision in a contract stating that some or all of the terms of the contract will be altered or voided by the occurrence of a specific event, usually by specific dates leading up to the closing.

ESCROW

This is the holding of funds or documents by a neutral third party prior to closing your home sale. This is typically done by a title company.

HOME INSPECTION

The goal of a home inspection is to uncover issues with the home itself. It is a visual assessment of a home's physical structure and mechanical systems, including the roof, ceilings, walls, floors, windows and doors. It is not a pass-fail exam. No fixes are mandatory after a home inspection, though it may uncover issues that prompt further negotiations.

TITLE

Ownership of real estate or personal property. With real estate, title is evidenced by a deed (or other document) recorded in the county land records office.



READY TO SELL?

REACH OUT TODAY



*"When you do what you love,
people love what you do."*



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