

SELLER MANUAL

YOUR GUIDE TO A SUCCESSFUL SALE

Knowledge. Strategy. Results.



WILDSKY
ARIZONA REAL ESTATE

REALTY EXECUTIVES
ARIZONA TERRITORY

A practical roadmap for preparing, presenting, marketing, negotiating, and closing the sale of your home.



LOCAL EXPERTISE • PROVEN RESULTS • A TRUSTED RESOURCE

Your Home. Our Expertise.

A SMOOTHER PROCESS. STRONGER RESULTS.

Selling a home is a major decision. The right information and a thoughtful plan can reduce surprises, protect your goals, and help you move confidently from preparation to closing.

REAL EXPERIENCE

Local market knowledge and practical guidance.

CLEAR COMMUNICATION

Know what is happening, what comes next, and what needs your attention.

PROVEN MARKETING

Thoughtful presentation and strategic exposure.

A TRUSTED RESOURCE

Answers, coordination, and connections to the right professionals.

THE GOAL

Clear expectations, smart decisions, and a selling experience built around your priorities.



1 Interviewing Your Agent

FIND THE RIGHT FIT FOR YOUR GOALS

The right professional should bring local experience, a clear marketing plan, strong communication, and the confidence to negotiate when it matters.

- ☐ How many homes have you recently sold in my area?
- ☐ What is your marketing plan for my property?
- ☐ How do you determine the listing price?
- ☐ How often will we communicate?
- ☐ Who will handle showings and buyer follow-up?
- ☐ What is your experience with negotiations?
- ☐ Can you provide references from past clients?
- ☐ What sets your service apart?

QUESTIONS BUILD CONFIDENCE

Choose the agent who listens, explains, communicates, and brings a strategy you understand.



2 Preparing the Property

MAKE A GREAT FIRST IMPRESSION

Preparation helps buyers see the home rather than the distractions around it. Focus on cleanliness, condition, flow, and the details that photograph and show well.

- ☐ Declutter and remove personal items.
- ☐ Deep clean inside and out.
- ☐ Make necessary repairs and touch-ups.
- ☐ Consider fresh, neutral paint where it helps.
- ☐ Enhance curb appeal with landscaping, entry, and lighting.
- ☐ Organize closets, storage, and garage areas.
- ☐ Address odors from pets, smoke, or cooking.

REMEMBER

A clean, well-maintained home photographs better, shows better, and helps buyers focus on the features—not the fixes.

3 Photography & Marketing

SHOWCASE YOUR HOME AT ITS BEST

Your listing should create interest before a buyer ever arrives. Great marketing combines strong visuals, accurate information, strategic exposure, and a compelling story.

PROFESSIONAL PHOTOGRAPHY

Show the home's best features with clean, high-quality images.

VIDEO & AERIAL OPTIONS

Use movement, views, land, and neighborhood context when they add value.

MLS & ONLINE EXPOSURE

Put accurate information where active buyers and agents are searching.

SOCIAL MEDIA

Extend reach with targeted, shareable property content.

LISTING PRESENTATION

Use strong copy, key features, and thoughtful staging to communicate value.



4 Showings

MAKE EVERY SHOWING COUNT

Buyers often form an emotional connection before they make a financial decision. A comfortable, welcoming home helps them picture themselves living there.

- ☐ Keep the home clean and clutter-free.
- ☐ Turn on lights and open blinds.
- ☐ Maintain a comfortable temperature.
- ☐ Secure pets and remove them during showings when possible.
- ☐ Be flexible with showing times.
- ☐ Consider leaving the home for privacy.
- ☐ Keep personal items and valuables out of sight.

TIP

A fresh, welcoming space helps buyers connect with the home and imagine themselves living there.

5 Offers

EVALUATE AND NEGOTIATE

The strongest offer is not always the highest price. Terms, financing, contingencies, timing, earnest money, and the buyer's ability to close all matter.



REVIEW THE TERMS

Price, contingencies, closing timeline, inclusions, and other details.



LOOK BEYOND PRICE

Consider buyer strength, financing, earnest money, and overall risk.



NEGOTIATE WITH CONFIDENCE

Understand the counteroffer options and trade-offs before responding.



ACCEPT THE BEST FIT

Choose the offer that best supports your goals and timeline.

OUR GOAL

Help you understand every offer and negotiate the best possible outcome for your goals.

6 Escrow Process

FROM ACCEPTED OFFER TO CLOSING

1

OPEN ESCROW

Earnest money is deposited and the process begins.

2

INSPECTIONS

The buyer completes inspections and may request repairs.

3

APPRAISAL

The lender confirms value when an appraisal is required.

4

TITLE WORK

Title is reviewed to help ensure a clear transfer.

5

RESOLUTION

Agreed repairs, credits, or other requests are completed.

6

FINAL WALK-THROUGH

The buyer confirms the home is in the agreed condition.

7

PREPARE FOR CLOSING

Final documents are signed and ownership is ready to transfer.

7 Closing Process

THE FINAL STEP TO YOUR NEXT CHAPTER

Closing brings the transaction together. Final documents, funds, recording, and possession all have to align before the sale is complete.



REVIEW FINAL DOCUMENTS

Sign closing documents in person or electronically, as arranged.



FUNDS ARE TRANSFERRED

Buyer funds are sent and the transaction is recorded.



RECORDING

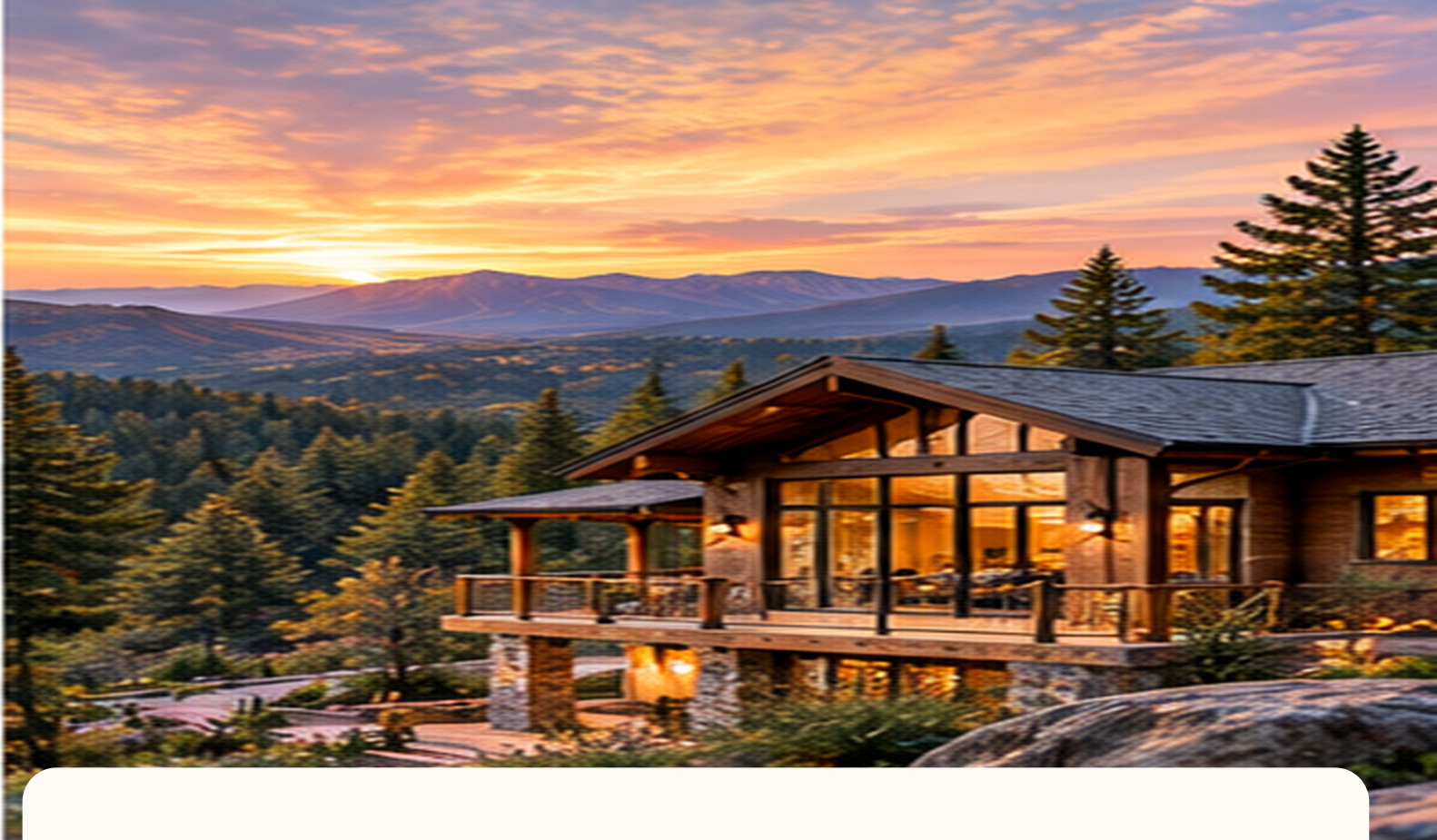
The deed is recorded with the appropriate authority.



YOU'RE OFFICIALLY SOLD!

Keys and possession transfer according to the contract—and it is time to celebrate.

New beginnings are calling.



The 3 Influencers of a Buyer Securing the Property

WHAT MOST OFTEN SHAPES A BUYER'S DECISION

1 PRICE

It must be positioned appropriately for the market.

2 LOCATION

It needs to fit the buyer's needs, lifestyle, and priorities.

3 CONDITION

It should feel well cared for—or be priced to reflect the work needed.

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THE TAKEAWAY

Price, location, and condition work together. A strong strategy considers all three when preparing a home for the market.

