

THE DEWITZ SELLER GUIDE

An easy-to-follow guide on how to sell your home.

Who we are

Nick and I are a powerful real estate DUO. We have set national records for selling homes, and a lot of them. We are not your traditional real estate agent. Traditional real estate has always been about buyers and has been done the same way for decades. Usually its place a lockbox on the property, place in MLS, then hope and pray you have buyers who want to see your home.

We are a different. We are innovators. We have a program designed for selling homes that is creative, aggressive, thinks outside the box, and ultimately helps you, as a seller, net thousands more. It puts your needs first. We have figured out how to create competition for your home, no matter the current market conditions. We are CLOSERS! Work with the BEST!

If you're curious about selling your home, all we need from you is a quick 15-minute walk through if you're in Arizona. However, if you're thinking about selling and you live anywhere in the USA, we can set up a 15-minute zoom call to walk through the process! Reach out to us!

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450+

Homes Sold
over last
3 Years

\$250M+

In Property
Volume over
last 3 Years

Top 0.1%

of All Agents
in the State of
Arizona

Questions to Ask Yourself

01 What is your motivation to sell? Is it for financial reasons? Does your home no longer suit your needs? Are you in a position to upsize or downsize? **Identify your reason to sell.**

02 What is your timeline for selling? Why? A skilled agent will have a better grasp of the best days to go active on the market and **how to maximize exposure for timing.**

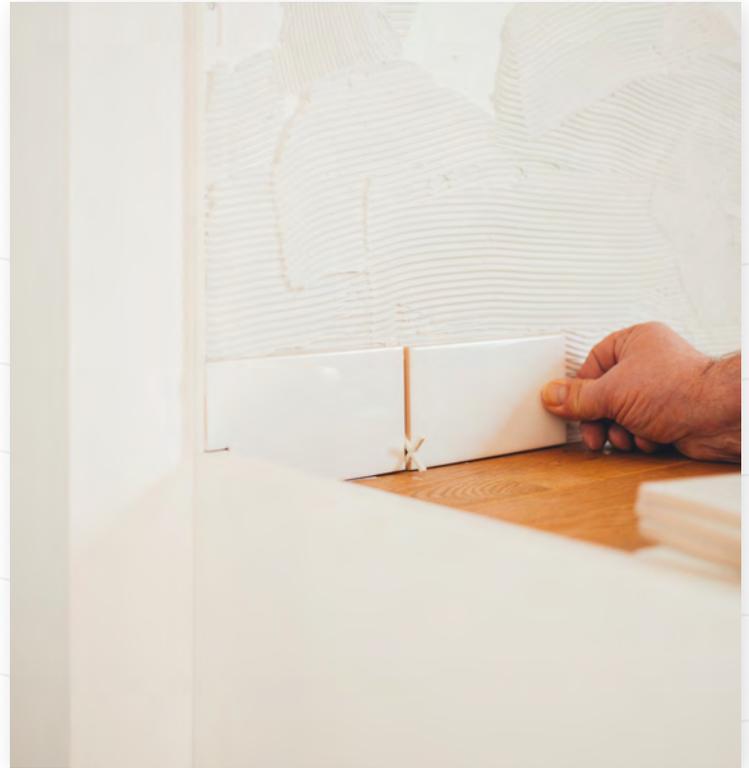
03 Start researching. A skilled-creative agent can make all the difference in your sale. Your home is one of your largest assets and should be handled by a skilled professional, this is a business transaction. It is important that an agent has recent sales under their belt. **The market changes very fast, and you need someone that is VERY up to date on market conditions.** Below are questions to ask your potential agent in the interview stage.



1. How does your process for selling my home differ from other agents?
2. Will you share my reason for selling, and if so why?
3. How do you minimize the negative effect of time on the market on my sale price?
4. How do you determine the highest price buyers will pay for my home after they've made an offer?
5. What do you say to buyers to increase the perceived value of my home compared to other properties?
6. Do you have a process for showing my home that increases the probability buyers will make offers and pay more?
7. Do you have a strategy for minimizing the repairs buyers will request from me?

04

Should you make repairs or cosmetic updates? **The condition of your home plays an important role in the selling process.** Rely on your agent for this advice. A general rule is if something is broken, it needs to be fixed. Cosmetic updates depends on current market conditions and neighborhood competition. If you're trying to achieve a specific price, then cosmetic updates may be necessary based on your goals. **Popular cosmetic updates that return value are updated flooring, kitchens, and bathrooms.**



05

Curb appeal is your first impression. Make sure to power wash your drive way, manage the landscape, plant fresh flowers, etc. Invest time in the front yard!

06

Photos are the first thing that grab the interest of a buyer. Before taking photos, make sure to declutter, depersonalize, and clean. Also make sure to limit visibility of pet and kid toys. **Ask your agent if a staging company would be worth it.**

07

The price is critical for the selling of your home. Discuss this with your agent and listen to their advice. Several factors impact price, such as active listings, closed listings, other homes with similar features in the area (we call that apples to apples), etc. Price needs to be determined with your agent. **Do not let your ego get in the way by overpricing your home!**

08

It's time to hit play! The rest is in the hands of your agent to do their job as a marketer.



How a Transaction Plays Out

Generally speaking, your home goes into marketing once the home is ready. Buyers are then flushed out. Buyers will start to view the home (I, personally, have a very specific process for creating competition and convenience at this step). After an offer is received and accepted, the next steps are as follows.

1. Home inspection will be conducted (paid by buyer). Further inspections are allowed if a specialist is needed.
2. The buyer has the opportunity to ask for repairs or a credit.
3. Repairs will be agreed upon and fixed.
4. Appraisal will be ordered (paid by buyers).
5. Appraisal walk through completed.
6. The lender involved will finish up the loan for buyers.
7. Final walk through. The buyer will walk through your home one last time to make sure repairs were done and the home is in the same condition as when they first saw it.

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