

Your Home Selling Guide



Meet Sara

Hi, I'm Sara Dietz, a Realtor based in Phoenix and Scottsdale. I help people navigate buying and selling homes with a clear plan and a steady approach.

Real estate can feel like a lot, so my focus is keeping things straightforward, helping you understand your options, and making sure you feel confident in the decisions you're making.

When we work together, I'll guide you through the process, handle the details, and make sure nothing gets missed along the way.



The Numbers

Arizona's Top 2% Realtor in the State

Scottsdale Realtors 40 under 40 recipient | 2024, 2025, 2026

2025 Top Producer - Phoenix Magazine

Top 10 Most Trusted Agent in Arizona - Apple News Feature

The Promise

My promise to you is honest guidance, clear communication, and a process that feels as smooth and stress-free as possible. Selling a home is a big deal and you deserve someone who treats it that way. I'm here to help you feel confident in your decisions, stay ahead of what's next, and make sure no detail gets missed. From search to closing, you'll always know what's happening and why. I care deeply about my clients and the relationships we build. You can count on me to show up, advocate for you, and make this experience one worth remembering.

COMPASS

The Home Selling Process



01

PRE LIST APPOINTMENT

We'll meet to define your goals, walk through the home, and outline the strategy to get you market-ready and positioned for success.



02

LISTING DOCUMENTS

We'll review and sign the listing paperwork, including pricing strategy, disclosures, and commission details.



03

HOME PREP & MEDIA DAY

We'll schedule professional photography, video, floor plans, and any staging touches to ensure your home looks its absolute best.



04

MARKETING LAUNCH & GO LIVE!

Your listing goes live across the MLS, Zillow, social media, and more. I'll provide weekly updates and buyer insights throughout.



05

SHOWINGS & OPEN HOUSE

We'll coordinate private tours and open houses to generate buzz and maximize buyer exposure, all while keeping you in the loop.



06

REVIEW OFFERS & NEGOTIATE

Once offers come in, I'll walk you through the details, advise on terms, and negotiate to secure the strongest deal possible.



07

UNDER CONTRACT

Once an offer is accepted, we're officially under contract. I'll guide you through every next step, keeping you informed and at ease.



08

INSPECTION & APPRAISAL

We'll navigate the inspection period, negotiate repairs if needed, and ensure the appraisal supports the purchase price.



09

CLOSED!

Time to celebrate! The paperwork is finalized, keys are exchanged, and you've successfully sold your home. I'm still here if you need anything post-close.

The Marketing



PROFESSIONAL PHOTOS

High-quality photos make your home shine, highlighting its best features and capturing buyer attention from the very first click.



SOCIAL MEDIA

Buyers increasingly use social media as a search engine, relying on platforms like Instagram to discover and explore homes, neighborhoods, and real estate trends.



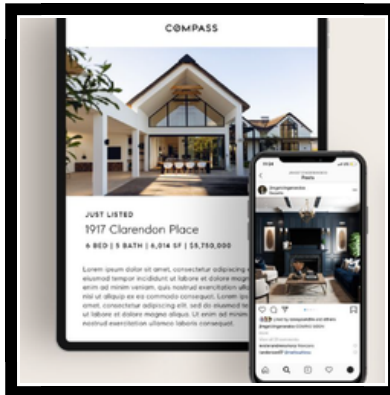
PROFESSIONAL VIDEO

Dynamic listing videos help buyers connect emotionally with your home, offering a walkthrough experience that static images simply can't match.



2D & 3D FLOORPLANS

2D floor plans help buyers visualize the layout and spatial arrangement of a property, providing them with a clear understanding of the space and assisting in their decision-making process.



DIGITAL ADS

Targeted ads on Instagram ensure your home reaches thousands of potential buyers, fast.



STAGING

A well-staged home sells faster and for more money. I coordinate professional staging tailored to your home's style and target buyer.

The Marketing



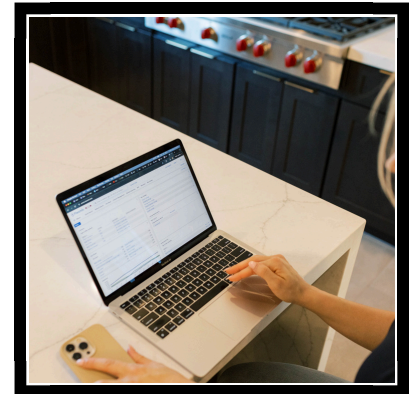
MAILERS

High-impact print mailers go straight to local homeowners and potential buyers, increasing awareness and creating buzz within the neighborhood.



OPEN HOUSES

Strategic open houses create energy, drive foot traffic, and often lead to multiple offers by generating real-time interest and urgency.



EMAIL MARKETING

Beautifully designed email campaigns keep your property top-of-mind with buyers and agents through timely updates, sneak peeks, and call-to-actions.



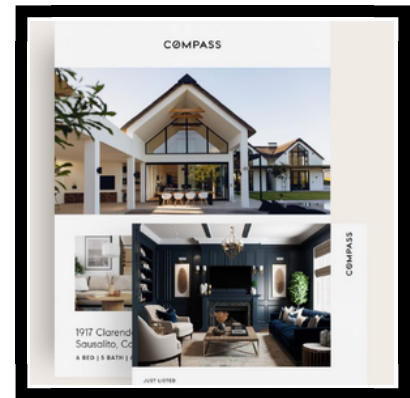
DRONE PHOTOS & VIDEOS

Aerial visuals offer a striking perspective on the property's layout, location, and lifestyle—captivating buyers from the very first frame.



AGENT TO AGENT

By leveraging strong agent relationships and private networks, we increase exposure and often connect with motivated buyers before your listing hits the mainstream.



PRINT MARKETING

Professional print materials are important for listings because they enhance the property's presentation, creating a polished and memorable impression that attracts serious buyers and sets the listing apart from the competition.

The Showings

By appointment only

You will get notifications based off your communication preferences. Aligned showings will send you a notification directly for every showing that you can decline, approve or suggest a different time. All notifications will update you directly!

Secure lockbox

We use a supra lockbox that allows us to control who comes and goes and notifies us when the lockbox is opened and closed.

Pre-qualified buyers

The buyers coming through your house will be pre qualified ready, willing and able buyers that have a signed agreement to see houses with their agent!

Scheduled window

Most agents schedule a 30 minute window for showings and come within their allowed window. Please step out for all showings unless noted otherwise.

The Follow-Up

Mondays – Feedback & Insights

Each Monday, I'll share a detailed update with feedback from showings, marketing metrics, and buyer activity. You'll know what's working, what's not, and how we're adjusting to stay ahead.

Wednesdays – Market Check-In

Midweek, I'll reach out with any shifts in pricing trends, new competition, or relevant market data. It's our time to realign, tweak strategy, or stay the course based on what's actually happening in your market.

Friday – Weekend Prep

Before the weekend begins, I'll confirm showings, prep for open houses, and make sure everything is in place to capture serious buyer attention. You'll go into the weekend knowing we're fully prepped.

Daily – Active Listing Management

Behind the scenes, I'm consistently tracking comps, following up with agents, reverse prospecting for buyer matches, and staying in constant communication to move your sale forward.

The Fees

Listing Agent Fee

You hire a listing agent to maximize your home's exposure, attract the right buyers, and navigate every step of the sale with expertise. I handle pricing strategy, professional marketing, staging coordination, and offer negotiations while also managing all contracts, timelines, and paperwork to ensure a smooth, stress-free experience.

Buyers Agent Fee

As the seller, you are not required to offer a commission to a buyer's agent. All fees are negotiable, and the choice is completely up to you. Buyer's agents must now have signed agreements with their clients that outline how they'll be compensated.

Offer A Commission

If you decide to offer compensation to a buyers agent we set the fee up front and let agents know what we're offering prior to showing. This opens your home up to the largest buyer pool as buyers who can not afford to pay thier agent directly

Offer No Commission

If you decide not to offer a commission up front the buyer can either pay their agent directly for the commission due or they can try to negotiate it as part of their offer.

Open To Compensation

If you decide not to offer a commission up front the buyer can either pay their agent directly for the commission due or they can try to negotiate it as part of their offer.

The Closing Costs

Selling your home comes with a few standard costs deducted from your proceeds at closing not out of pocket upfront, but important to plan for. Here's what to expect.

Estimated Closing Costs

- Realtor Commission
- Title Insurance
- Escrow / Settlement Fee
- Processing Fee (AZ)
- Reconveyance & Tracking Fee
- Prorated Property Taxes
- HOA Fees (varies by community)

Additional costs that may apply

- Home Warranty
- Repair Credits
- Buyer Concessions
- Capital Gains Taxes (talk to your CPA)

Once we determine your list price, I'll prepare a personalized net sheet so you know exactly what to expect at closing. And when offers come in, I'll provide an updated net sheet with the true net numbers so you're always fully informed before making any decisions.

The Listing Checklist

- Schedule Cleaners
- Schedule Landscapers
- Schedule Photos and Videos
- Schedule lockbox and sign install
- Confirm all details for MLS
- Schedule Open House
- Make sure showing systems are up to date
- Have print marketing completed and finished
- Send out mailers to 500 neighbors
- Add additional signage for lead magnet
- Make extra set of keys of lockbox
- Start MLS listing

The Next Steps



The Listing Documents

THE DOCUMENTS THAT ALLOW ME TO LIST YOUR HOME

The Arizona Association of Realtors (AAR) Exclusive Right to Sell agreement is a legally binding document used by real estate professionals to formalize the relationship between a seller and their listing agent. This contract gives the listing agent exclusive rights to market and sell the property for a specified period of time. In this arrangement, the seller agrees to pay the agent a commission if the property is sold, regardless of who finds the buyer. The document clearly outlines the terms of the listing, including the listing price, commission structure, and the duties of both the seller and the agent. It's designed to protect both parties by providing clarity on the expectations and responsibilities involved in the sale of the property.

Seller Disclosures

WE WILL NEED THESE WITHIN 3 DAYS OF CONTRACT ACCEPTANCE

In Arizona, the Seller's Property Disclosure Statement (SPDS) is a critical document that homeowners are required to complete when selling their property. It provides potential buyers with essential information about the condition of the home and any known issues. As the seller, you are legally obligated to disclose any material facts about the property that could affect its value or desirability. This includes details about the property's structure, roof, plumbing, electrical systems, appliances, and any past repairs or damage. You'll also need to disclose environmental factors, like flooding or pest infestations, and whether the property is located in a special tax district.

When filling out the SPDS, it's important to be honest and thorough, even if the buyer may not ask about certain issues. Failing to disclose known defects can result in legal consequences after the sale. If you're unsure about certain aspects of the property's history or condition, it's advisable to consult your real estate agent or an attorney for guidance. The document is designed to protect both parties by ensuring transparency throughout the transaction, so taking the time to complete it accurately is essential for a smooth closing process.

Insurance Claims

WE WILL NEED THESE WITHIN 5 DAYS OF CONTRACT ACCEPTANCE

Why Sellers in Arizona Should Provide Claims History for Their Residential Property** When selling your home in Arizona, transparency is key to building trust with potential buyers. Providing a comprehensive claims history can significantly enhance your sale process. This record outlines any past insurance claims related to the property, including issues like water damage, fire incidents, or storm-related repairs. Buyers are increasingly savvy and often request this information to assess the property's risk and their future insurance costs. A clear claims history can alleviate concerns, demonstrating that you've maintained the home well and addressed any issues promptly. Moreover, disclosing claims history can help avoid potential legal disputes after the sale, fostering a smoother transaction. By being upfront about your property's history, you not only comply with Arizona's disclosure laws but also position yourself as a responsible seller, ultimately attracting more serious buyers and potentially increasing your home's market value.

The Duties

DISCLOSE ALL MATERIAL FACTS

- 01.** Sellers are legally required to disclose all known material facts about the property that could affect its value or desirability, such as structural issues or past damages. Failing to disclose important information can lead to legal consequences and jeopardize the sale.

KEEP THE PROPERTY INSURED

- 02.** Sellers must maintain insurance coverage on the property until the sale is officially closed to protect against potential damages or liabilities. Allowing insurance to lapse before closing could put the transaction at risk and create financial liabilities for the seller

KEEP UTILITIES ON UNTIL CLOSING

- 03.** Sellers are responsible for keeping utilities (water, gas, and electricity) on during the entire sale process to allow inspections, appraisals, and walkthroughs to proceed smoothly. Turning off utilities can cause delays and potential contract issues, so it's important to keep them active until closing.

PROVIDE ACCESS

- 04.** Sellers must provide reasonable access to the property for inspections, appraisals, and buyer walkthroughs as part of the sale process. Denying access can delay the transaction and potentially breach the sales contract.

Thank You!

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