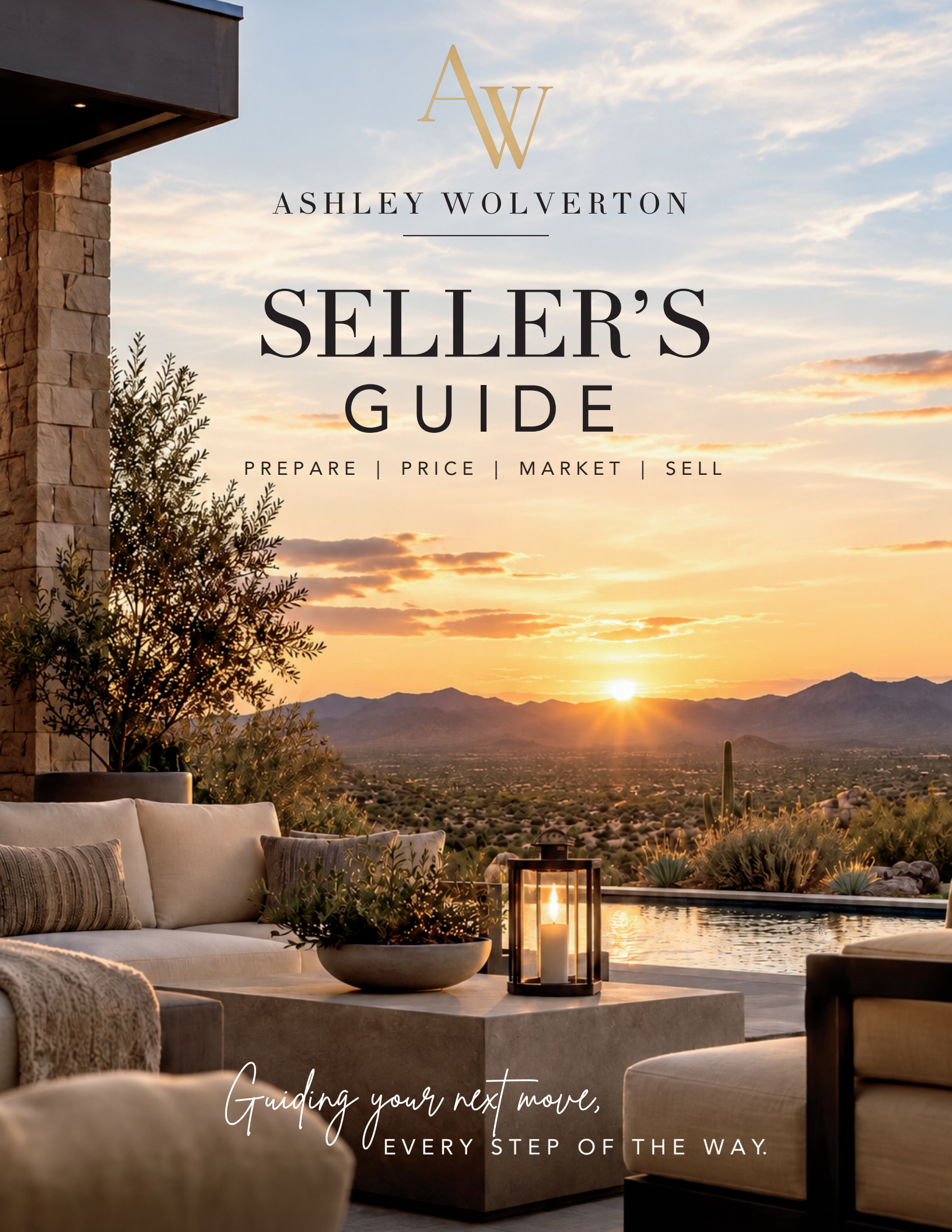


ASHLEY WOLVERTON

SELLER'S GUIDE

PREPARE | PRICE | MARKET | SELL

Guiding your next move,

EVERY STEP OF THE WAY.

Welcome

Dear Valued Client,

Thank you for considering me to represent you in the sale of your property.

Selling real estate is an important decision, and proper preparation can make a meaningful difference in the outcome. This guide was created to help you understand the selling process, prepare your property for the market, and position your listing to attract qualified buyers.

Inside, you'll find practical tips, recommendations, and insights designed to maximize appeal and help make the journey as smooth and stress-free as possible.

I would be honored to be part of this important chapter and look forward to helping you achieve your real estate goals.

Warm regards,

Ashley Wolverton
Associate Broker | REALTOR® | LHC

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Meet Ashley

YOUR TRUSTED REAL ESTATE ADVISOR



Real estate is about more than buying and selling property, it's about helping people navigate important life transitions with confidence. Every client, every property, and every transaction deserves a personalized approach, clear communication, and a strategy tailored to achieve the best possible outcome.

As an Associate Broker and REALTOR®, I proudly serve clients throughout Arizona. By combining market knowledge, strategic marketing, skilled negotiation, and personalized service, I help my clients make informed decisions and achieve their real estate goals successfully.

My Commitment

When you choose to work with me, you're choosing a dedicated advocate who values professionalism, responsiveness, and genuine relationships. My goal is not simply to complete a transaction, it's to provide an exceptional experience defined by trust, integrity, and meaningful results.

From our first conversation to closing day, I am committed to providing proactive communication, strategic guidance, and attentive representation. My goal is to anticipate challenges, advocate for your best interests, and help you navigate each step of the real estate process with clarity and confidence.

My commitment to my clients does not end at the closing table. Whether you need a trusted resource, local recommendations, market insights, or assistance with your next move, I strive to remain a valuable resource long after the transaction is complete.

It would be my privilege to represent you and provide the level of service, expertise, and attention you deserve.

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PRICING OVERVIEW

POSITIONING YOUR PROPERTY FOR MAXIMUM EXPOSURE & VALUE

Pricing your property is one of the most important decisions in the selling process. The right pricing strategy helps attract qualified buyers, generate stronger interest, and create opportunities for the best possible outcome.

Pricing isn't about choosing the highest number, it's about positioning your property strategically within today's market.

MARKET-BASED PRICING

Your property's value is influenced by more than its size or upgrades.
We evaluate factors such as:

- Recent comparable sales
- Current market conditions
- Active competition
- Buyer demand
- Location and neighborhood trends
- Property condition and presentation

WHY PRICING MATTERS

The first days on market are often the most important.
A well-positioned property can:

- Generate stronger buyer interest
- Increase showing activity
- Create competitive momentum
- Support stronger offers

An overpriced property may:

- Sit on the market longer
- Require price adjustments later
- Receive less buyer attention
- Miss oppotunities early on

MY PRICING STRATEGY

Step 1 | Analyze the Market

I'll prepare a detailed comparative market analysis to understand where your property fits in today's market.

Step 2 | Position Strategically

Together, we'll determine pricing that aligns with your goals while maximizing exposure and buyer interest.

Step 3 | Monitor Market Response

Once your listing goes live, we'll track activity, review feedback, and make informed adjustments if needed.

PRICING IS MORE THAN A NUMBER

The goal isn't simply to list your property, it's to position it thoughtfully so buyers recognize its value and feel motivated to act.

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The Power of First Impressions

While every property is unique, first impressions always matter. As Barbara Corcoran once said:

"Buyers decide in the first 8 seconds of seeing a home if they're insterested in buying it. Get out of your car, walk in their shoes and see what they see within the first 8 seconds."

— Barbara Corcoran

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THE SELLING PROCESS *Prepare*

WE'LL ASSESS YOUR PROPERTY, DISCUSS GOALS & CREATE A CUSTOMIZED PLAN

STEP 1
INITIAL CONSULTATION

We'll begin with a conversation about your goals, priorities, and ideal timeline.

- Why you're selling
- Your preferred timing
- Future plans and next steps
- Financial goals and expectations
- Any unique circumstances to consider

STEP 2
PROPERTY ASSESSMENT

I'll evaluate the features that influence your property's value, buyer appeal, and market positioning.

- Overall condition and presentation
- Improvements and unique features
- Layout and functionality/access and usability
- Curb appeal or site appeal
- Opportunities to maximize value

STEP 3
MARKET ANALYSIS & PRICING STRATEGY

Pricing is one of the most important decisions in the selling process.

- Comparable recent sales
- Current competition
- Buyer demand
- Market trends
- Strategic pricing recommendations

Our goal is to position your property to attract qualified buyers while maximizing value.

STEP 4
PREPARE FOR MARKET

Small details can create a meaningful impact.

- Decluttering and organizing
- Minor repairs and touch-ups
- Staging recommendations
- Professional photography planning
- Enhancing curb appeal/first impressions

STEP 5
CREATE YOUR CUSTOMIZED MARKETING PLAN

Every property deserves an intentional approach

- Professional marketing materials
- Digital exposure and online promotion
- Strategic listing launch timing
- Targeted buyer outreach
- Ongoing communication and market feedback

The Goal

Preparation creates momentum; and a thoughtful launch creates opportunities.

By the time your property goes live, you'll feel confident knowing every detail was planned with intention.

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THE SELLING PROCESS

Present

PROFESSIONAL PHOTOGRAPHY, STRATEGIC PRESENTATION, & HIGH-END MARKETING THAT MAKES YOUR PROPERTY STAND OUT

STEP 1
PREPARE FOR THE SPOTLIGHT

Before launch, we'll fine-tune every detail to ensure your property is presented at its best.

- Decluttering and preparing the property
- Styling and presentation recommendations
- Strategic furniture placement (when applicable)
- Lighting and finishing touches
- Enhancing curb appeal/first impressions

STEP 2
PROFESSIONAL PHOTOGRAPHY & VISUAL MARKETING

Today's buyers often discover your property online before cheduling a showing.

- High-quality listing photography
- Lifestyle-focused imagery
- Professional video (when appropriate)
- Floor plans and visual assets
- Marketing materials designed to highlight your property's strongest features

My Commitment to You

Exceptional presentation.

Elevated marketing.

A seamless selling experience designed to showcase your property at its highest potential.

STEP 3
STRATEGIC PRESENTATION THAT CREATES CONNECTION

Thoughtful presentation helps buyers form an immediate connection and appreciate the value.

- Highlighting unique features
- Creating a strong visual presentation
- Showcasing lifestyle, functionality or potential
- Elevating perceived value

Whether using existing furnishings or making strategic update, our goal is to maximize appeal.

STEP 4
LAUNCH WITH INTENTION

A successful launch creates momentum.

- Strategic listing timing
- Digital and social exposure
- Targeted buyer outreach
- Agent networking
- Ongoing communication and market feedback

STEP 5
GENERATE INTEREST & DRIVE ACTIVITY

The goal isn't simply exposure; it's attracting the right buyers and creating opportunities for strong offers.

We'll monitor activity, review feedback, and adjust our strategy when needed to maintain momentum.

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THE SELLING PROCESS *Market*

TARGETED EXPOSURE ACROSS PREMIER PLATFORMS & MY EXTENSIVE NETWORK OF QUALIFIED BUYERS

STEP 1
POSITION FOR SUCCESS

Every property deserves a customized marketing approach designed to highlight its strongest features and connect with the right buyers.
Our strategy begins with positioning your property to stand out in today's market.

STEP 2
LAUNCH ACROSS PREMIER PLATFORMS

Your listing will receive broad, intentional exposure designed to maximize reach and generate meaningful interest.
Marketing may include:

- Professional listing presentation
- Exposure across major real estate platforms
- Strategic digital marketing
- Social media promotion
- High-impact visual marketing

The Goal

Strategic exposure creates opportunity and opportunity creates results.

By combining elevated marketing, intentional positioning, and meaningful buyer connections, we'll create the best opportunity for a successful sale.

STEP 3
ACTIVATE MY NETWORK

Powerful marketing goes beyond public visibility.
I'll leverage relationships and outreach opportunities to expand exposure through:

- My network of qualified buyers
- Agent-to-agent connections
- Local and regional outreach
- Professional real estate networks

STEP 4
GENERATE BUYER INTEREST

The goal isn't simply views, it's attracting motivated buyers and creating opportunities for strong offers.
Throughout this phase, we'll monitor activity and evaluate:

- Buyer and agent feedback
- Buyer engagement
- Market response
- Opportunities to strengthen performance

STEP 5
MAINTAIN MOMENTUM

Strategic marketing continues beyond launch. As the market responds, we'll adjust strategy as needed to keep your property positioned competitively and moving forward.

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THE SELLING PROCESS *Negotiate*

I'LL PRESENT EVERY OFFER, PROVIDE EXPERT GUIDANCE, & NEGOTIATE THE STRONGEST POSSIBLE TERMS ON YOUR BEHALF

STEP 1
REVIEW EVERY OFFER CAREFULLY

Not all offers are created equal. Together, we'll review each offer beyond just price to understand the full picture.
We'll evaluate:

- Purchase price
- Financing strength
- Down payment amount
- Contingencies and timelines
- Closing flexibility
- Buyer qualifications and ability to perform

STEP 2
COMPARE TERMS & OPPORTUNITIES

The strongest offer isn't always the highest offer.
I'll provide guidance to help you compare the financial and strategic advantages of each offer so you can make an informed decision.

The Goal

Successful negotiations aren't just about reaching an agreement, they're about achieving the right outcome.

By the time you accept an offer, you'll feel confident knowing every decision was made strategically and with your goals in mind.

STEP 3
NEGOTIATE FROM A POSITION OF STRENGTH

My approach is thoughtful, strategic, and focused on protecting your goals while creating opportunities for the best possible terms.
Negotiation may include:

- Purchase price adjustments
- Closing timelines
- Repair requests (when applicable)
- Seller concessions
- Possession terms
- Contract details

STEP 4
MAXIMIZE VALUE WHILE REDUCING STRESS

Throughout negotiations, I'll communicate clearly, advocate for your interests, and help you navigate decisions with confidence.
My goal is to create leverage, protect your interests, and keep the process smooth and professional.

STEP 5
ACCEPT WITH CONFIDENCE

Once we secure terms that align with your goals, we'll move forward confidently toward a successful closing.

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THE SELLING PROCESS

Close

MY ROLE IS TO COORDINATE EVERY DETAIL, KEEP THE TRANSACTION ON TRACK, AND GUIDE YOU THROUGH A SEAMLESS CLOSING

STEP 1
OPEN ESCROW & CONFIRM TIMELINES

Once an offer is accepted, escrow begins and key milestones are established to keep the transaction moving forward.
We'll coordinate:

- Contract timelines
- Earnest money deposit
- Required documentation
- Communication between all parties

STEP 2
NAVIGATE THE CLOSING PROCESS

From due diligence through closing, I'll help oversee each stage and proactively manage every detail along the way.
This may include:

- Inspection timelines (when applicable)
- Buyer financing progress (when applicable)
- Appraisal coordination (when applicable)
- Title and escrow updates
- Contract deadlines

The Goal

Closing should feel organized, seamless, and rewarding, not overwhelming.

By the time closing day arrives, you'll feel confident knowing every detail was managed with care and intention.

STEP 3
RESOLVE FINAL DETAILS

Transactions often require adjustments along the way. I'll provide guidance and solutions to help keep everything moving toward closing.
My focus is to:

- Protect your interests
- Maintain clear communication
- Minimize stress and uncertainty
- Keep momentum moving forward

STEP 4
PREPARE FOR MOVE-OUT & CLOSING DAY

As closing day approaches, we'll finalize remaining details and make sure you feel prepared for the transition.
This may include:

- Moving coordination (when applicable)
- Final documentation
- Utility transitions (when applicable)
- Final property preparations (when applicable)
- Closing expectations

STEP 5
CLOSING DAY

Once all documents are completed and the transaction records, your sale becomes official.
CONGRATULATIONS! You've successfully completed your transaction and are ready for what's next.

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TIMELINE EXPECTATIONS

EVERY REAL ESTATE TRANSACTION IS UNIQUE, BUT UNDERSTANDING THE GENERAL TIMELINE CAN HELP YOU FEEL PREPARED FROM LISTING TO CLOSING

CONSULTATION & PREPARATION (1-2 weeks)

Create the plan. Prepare for launch.

We'll begin by discussing your goals, reviewing market conditions, assessing your property, and building a customized selling strategy.
This phase may include:

- Listing consultation
- Pricing strategy
- Property preparation recommendations
- Presentation recommendations
- Scheduling photography and marketing

SHOWCASE & LAUNCH (1 week)

Present your property at its highest potential.

Once your property is market-ready, we'll launch with professional marketing designed to maximize visibility and buyer interest.
This phase may include:

- Professional photography (when appropriate)
- Marketing preparation
- Listing activation
- Showings begin
- Buyer outreach

SHOWINGS & OFFERS (varies by market conditions)

Generate interest and evaluate opportunities.

During this stage, buyers begin evaluating the property while we monitor activity, gather feedback, and review offers as they come in.
This phase may include:

- Showings
- Open houses (when applicable)
- Market feedback
- Offer negotiations
- Contract acceptance

Timeline may vary depending on market conditions, pricing, and demand.

UNDER CONTRACT (approx. 30-45 days)

Move from accepted offer to closing.

After accepting an offer, we manage all the details that move the transaction toward closing.
This phase may include:

- Escrow milestones
- Due diligence
- Appraisal (when applicable)
- Buyer financing (when applicable)
- Title coordination and required documentation
- Final preparations

CLOSING WEEK (final 3-7 days)

Prepare for your next chapter.

As closing approaches, we'll finalize details and coordinate a smooth transition.
This phase may include:

- Final walkthrough (when applicable)
- Moving coordination (when applicable)
- Utility transfers (when applicable)
- Closing documents
- Transfer of ownership

A FEW THINGS TO REMEMBER

- Every transaction is unique
- Market conditions influence timing
- Preparation contributes to smoother transactions
- Communication remains a priority throughout the process

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SELLER CHECKLIST

A LITTLE PREPARATION BEFORE LISTING CAN MAKE A MEANINGFUL DIFFERENCE IN PRESENTATION, BUYER INTEREST, AND OVERALL RESULTS. USE THIS CHECKLIST TO PREPARE YOUR PROPERTY FOR THE MARKET

Before We Go Live

- O Schedule your listing consultation
- O Discuss goals, timing, and pricing strategy
- O Gather important property documents and records
- O Document improvements or property enhancements
- O Identify personal property that will convey
- O Create a moving and transition plan (when applicable)

Exterior Preparation: (when applicable)

First Impressions Matter

- O Refresh landscaping and trim overgrowth
- O Remove debris from the property
- O Pressure wash driveway and walkways
- O Touch-up exterior paint if needed
- O Clean windows and entry doors
- O Store outdoor equipment and personal items
- O Clearly identify property boundaries

Interior Preparation: (when applicable)

Create a Clean, Welcoming Environment

- O Deep clean the entire home
- O Declutter countertops and surfaces
- O Organize closets and storage areas
- O Remove excess furniture for better flow
- O Neutralize decor where possible
- O Replace burned-out light bulbs
- O Address minor repairs and maintenance
- O Eliminate odors and refresh spaces
- O Remove fixtures that will not remain with the home

Presentation Preparation: (when applicable)

Help Buyers Imagine Living There

- O Depersonalize photos and personal collections
- O Style key living spaces
- O Add fresh linens and towels
- O Create inviting bedrooms
- O Simplify decor and accessories
- O Maximize natural light

Photography Day: (when applicable)

Present Your Property at Its Best

- O Turn on all lights
- O Open blinds and curtains
- O Remove trash bins and cleaning supplies
- O Clear kitchen and bathroom counters
- O Hide cords and pet items
- O Secure vehicles from driveway
- O Complete final walkthrough before photography

Showings: (when applicable)

Be Ready for Buyers

- O Make beds daily
- O Keep surfaces clean
- O Open blinds and curtains
- O Turn on lights before leaving
- O Secure valuables
- O Provide buyers space to explore the property whenever possible

Under Contract: (when applicable)

Prepare for Closing

- O Maintain property condition
- O Complete agreed-upon repairs
- O Begin packing non-essential items
- O Plan your transition
- O Arrange utility transfers
- O Confirm moving timeline
- O Keep documents organized

Final Preparations: (when applicable)

Closing Day Preparation

- O Remove personal belongings
- O Leave agreed-upon items
- O Complete any final property preparations
- O Gather keys, remotes, codes, and manuals
- O Confirm forwarding address
- O Celebrate your next chapter

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FREQUENTLY ASKED QUESTIONS

SELLING PROPERTY COMES WITH IMPORTANT DECISIONS AND QUESTIONS. HERE ARE ANSWERS TO SOME OF THE MOST COMMON CONCERNS SELLERS HAVE THROUGHOUT THE PROCESS

How do I determine my property's value?

Your property's value is determined through a detailed market analysis that considers recent comparable sales, current market conditions, buyer demand, location, condition, and overall presentation.

Should I make improvements before listing?

Not always. Some updates may increase appeal, while others may not provide meaningful return. We'll identify improvements that make the greatest impact before going to market.

How long will it take to sell my property?

Every property and market is different. Timing can depend on pricing, presentation, market conditions, buyer demand and seasonality.

Do I need to stage my property?

Staging isn't always necessary, but presentation matters. Whether it's a home, ranch, or vacant land, thoughtful preparation can help buyers better appreciate the property's value and potential.

When is the best time to list my property?

The best time to list depends on your goals, local market conditions, and timing needs. We'll create a strategy that aligns with your objectives.

What costs should I expect when selling?

Costs may include commissions, marketing fees, preparation expenses, title and escrow fees, property taxes, septic inspection and pumping, potential repairs, moving expenses, and any negotiated concessions.

How should I prepare my property for photography and showings?

Preparing your property may include decluttering, cleaning, minor touch-ups, organizing spaces, and enhancing curb appeal to create a strong first impression.

How are property showings handled?

Showings are scheduled in advance whenever possible and designed to make the process as convenient and efficent as possible. You may request I be present at all showings.

What happens if I receive multiple offers?

Multiple offers create an opportunity to evaluate more than just price. We'll compare financing strength, timelines, contingencies, and overall terms to select the strongest offer.

Can I reject an offer or counter?

Yes. Sellers may accept, reject, or negotiate offers based on their goals and preferred terms.

What happens after I accept an offer?

We move into escrow and coordinate due diligence, timelines, financing, appraisal, title and escrow, required documentation, and closing milestones.

What if the appraisal comes in low?

There may be several options depending on the situation, including renegotiation, buyer contribution, reconsideration, or revised terms.

Can I remain on the property after closing?

Depending on the agreement, sellers may negotiate possession timelines or post-closing occupancy arrangements.

What if my property doesn't sell right away?

We'll review showing activity, feedback, pricing, presentation, and market conditions to adjust strategy thoughtfully.

Why should I work with a real estate professional?

Selling real estate involves pricing strategy, marketing, negotiation, contract management, and coordination through closing. My goal is to provide guidance, reduce stress, and help position your property for the strongest outcome.

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MOVING & TRANSITION TIPS

MOVING IS MORE THAN PACKING BOXES, IT'S PREPARING FOR YOUR NEXT CHAPTER. A THOUGHTFUL PLAN CAN MAKE THE TRANSITION FEEL ORGANIZED, EFFICIENT, AND LESS STRESSFUL

1. Start Earlier Than You Think

Moving always takes more time than expected.

A few weeks before your move:

- O Create a moving timeline
- O Book movers or reserve equipment
- O Begin collecting boxes and supplies
- O Schedule time for packing and organizing

2. Declutter Before You Pack

Moving is the perfect opportunity to simplify.

Create four categories:

- Keep
- Donate
- Sell
- Discard

If you haven't used something in a long time, consider whether it's worth bringing into your next chapter.

3. Pack in Phases

Avoid packing everything at once.

Start with:

- O Seasonal items
- O Decor and storage areas
- O Guest rooms
- O Less frequently used spaces

Save everyday essentials for last

4. Label Everything Clearly

Make unpacking easier by labeling:

- O Room destination
- O Priority level
- O Fragile items
- O Contents summary

Example: Kitchen | Priority | Glassware

Pro tip: Number each moving box and keep a corresponding inventory list of the contents in each box. This simple step will make unpacking easier and help you quickly locate important items after your move.

5. Pack an Essentials Box

Include:

- O Chargers
- O Medications
- O Toiletries
- O Important documents
- O Change of clothes
- O Snacks and water
- O Basic cleaning supplies

6. Schedule Utility Transfers Early

Avoid last-minute surprises.

Arrange (when applicable):

- O Electricity
- O Water
- O Internet
- O Gas or propane
- O Security systems
- O Trash and recycling services

7. Protect Important Documents & Valuables

Keep these with you - not in the moving truck.

Examples:

- O Identification
- O Closing and property documents
- O Jewelry
- O Financial records
- O Medications

8. Plan for Children & Pets

Moving days are busy.

Consider arranging:

- O Childcare
- O Pet care
- O Comfort items for transition

9. Preparing for Property Transfer

Before handing over the keys:

- O Remove all personal belongings
- O Complete agreed-upon repairs
- O Leave manuals, remotes, and property information
- O Complete a final cleaning
- O Check buildings and storage spaces

10. Give Yourself Time to Settle In

Not everything has to happen immediately.

Prioritize:

- Essential living spaces
- Daily necessities
- Important documents
- Establish routines
- Take one room or project at a time

The rest can come together over time.

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A Final Thought

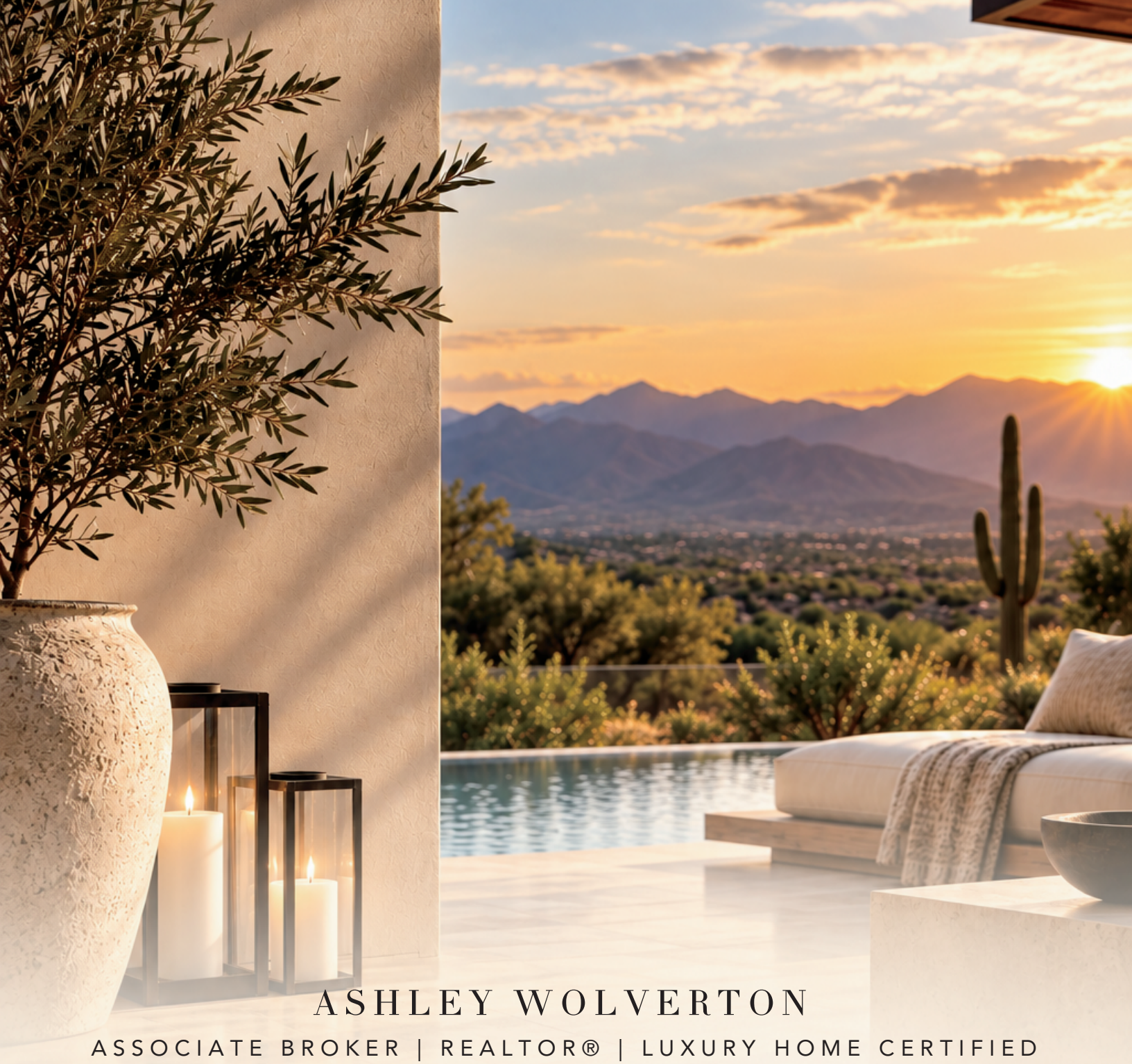
"The future depends on what you do today."

— *Mahatma Gandhi*

What will your next chapter look like?

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