

Your Home Comes First



BY STEPHANIE PONDEVIE



SELLER'S *Guide*

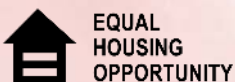
YOUR ROADMAP TO A SUCCESSFUL
AND STRESS-FREE HOME SALE



Stephanie Pondvie



Stephanie@YourHomeComesFirst.com



exp[®]
REALTY



Welcome

TO YOUR

SELLER'S GUIDE



Selling your home is one of the biggest financial decisions you'll make — and it should never feel like a guessing game.

This guide walks you through exactly what it takes to sell smart: how to price your home right from day one, how to prepare it so buyers fall in love the moment they walk in, what to expect at every stage of the process, and how my transaction coordinator and I protect your equity from listing to closing.

I built this guide because most of the sellers I meet aren't nervous about selling — they're nervous about not knowing what they don't know. Every section here answers a question I get asked in almost every listing consultation, laid out so you can move through it at your own pace, come back to it later, and walk into every decision with facts instead of guesswork.

Keep this guide close. Refer back to it whenever a question comes up. And when you're ready to talk specifics about your home, I'm one call away.

Your Home Comes First — that's not just a name, it's how I work.



A LITTLE ABOUT HOW I WORK

I believe you should never be surprised by anything that happens in your own sale. That means I'll tell you the honest number your home will likely sell for, even when it's not the number you were hoping to hear — because a realistic price gets you sold faster and for more than an inflated one that sits and stalls. I'll return your calls and texts the same day, walk you through every offer line by line, and make sure you understand exactly what you're signing before you sign it.



WHO THIS GUIDE IS FOR

Whether you're three months out from listing or ready to go this week, whether this is your first sale or your fifth, this guide is built to meet you where you are. If a section doesn't apply to your situation yet, skip ahead — it'll be here when you need it.



HOW TO USE THIS GUIDE

You don't have to read this front to back in one sitting. Steps 1 through 3 help you think through your timing and pricing. Steps 4 through 6 are your action items, the hands-on prep work that gets your home ready to list. Step 7 shows you the full path from listing to closing. Steps 8 through 10 cover how your listing gets run day to day, your options if you're selling and buying at once, and what working together looks like. The FAQ and glossary at the back are there whenever a specific question comes up.

What's Inside

- ♥ Step 1 — Know Your Motivation
- ♥ Step 2 — Understand What You Can't Control
- ♥ Step 3 — Price It Right From Day One
- ♥ Step 4 — Stage & Prepare Your Home
- ♥ Step 5 — Handle Inspections & Disclosures
- ♥ Step 6 — Make Your Home Easy to Show
- ♥ Step 7 — Your Selling Timeline

- ♥ Step 8 — How Your Listing Gets Run
- ♥ Step 9 — If You're Buying and Selling at Once
- ♥ Step 10 — Your Comfort, Our Priority
- ♥ Common Seller Questions
- ♥ Selling Terms You'll Hear

EXPERIENCE • EXPERTISE • TRUST

Your Home Comes First



MEET YOUR AGENT

Meet Stephanie



When you list with me, you work directly with an agent who has spent over a decade doing this, on both sides of the transaction. You also get the licensed specialists I bring in for your sale. You deal with me the whole way through, from the first pricing conversation to the closing table.

My focus is the East Valley: Chandler, Gilbert, and Tempe. Most of my clients are making a move up, selling one home and buying the next at the same time. The strategy in this guide comes from real sales in the neighborhoods you're selling in, not from theory.

I work with a lot of multilingual families. If English isn't your first language, or your family's, we can work through every part of this process in Spanish or French.



ABOUT STEPHANIE

- ♥ Licensed Arizona Realtor®, ABR® & SRS® Designations
- ♥ 12+ Years of Experience, Both Sides of the Transaction
- ♥ 100+ Homes Sold
- ♥ Focused on the East Valley: Chandler, Gilbert, Tempe
- ♥ Trilingual: English, Spanish, and French
- ♥ AZ Lic. SA649663000



WHAT THOSE DESIGNATIONS ACTUALLY MEAN

ABR (Accredited Buyer's Representative) is an advanced credential focused on representing buyers at the highest level — which matters to you as a seller because I know exactly how the buyer's agent on the other side of your deal is trained to think and negotiate.

SRS (Seller Representative Specialist) is the equivalent credential built specifically around pricing, marketing, and negotiating strategy for sellers. Together, they mean both sides of your transaction are covered.



100+
HOMES SOLD



ABR® & SRS®
BUYER & SELLER CERTIFIED



12+
YEARS
OF EXPERIENCE



YOU WORK WITH ME, START TO FINISH.

A lot of sellers get handed off. You sign with the name on the sign, then a newer agent runs your showings and someone you've never met handles your file. That's not how I work. I handle your pricing, your marketing plan, and every negotiation myself. For the specialized pieces I bring in licensed professionals: a photographer and videographer, a stager, and a transaction coordinator who tracks every deadline once you're under contract.



MY APPROACH IN THREE WORDS

Transparent. You always know exactly where things stand, even when the news is mixed.

Data-driven. Every recommendation is backed by real comparable sales and market activity, not a gut feeling.

Responsive. You're never left wondering if a message got through. I treat your sale with the urgency it deserves.



You work with me directly, from the pricing conversation to the closing table.

Your Home Comes First. That's not just a name, it's how I work.



STEP 1

Know Your Motivation

Where You Land Shapes the Strategy

Before we talk about price or timeline, it helps to know how motivated you really are to sell. There's no wrong answer here — just an honest one. It's how we build the right plan for you, instead of a generic one.

Your motivation level changes almost everything about your strategy: how aggressively we price, how much prep work is worth doing before you list, whether we consider offers with contingencies, and how we handle negotiation. A seller with a hard deadline and a seller who's testing the waters need two completely different plans — and both are perfectly valid.



Rate Yourself: 1–10

1. **How serious are you?** Are you a very serious seller — both motivated and working against a timeframe? If a job relocation, a growing family, or a closing on your next home has you on the clock, your plan needs to prioritize speed and certainty as much as price.
2. **Experienced seller?** Have you sold in this area before? If you've done this before, we can move faster through the parts of this guide that are already familiar and spend more time on what's changed since your last sale.
3. **Casual seller?** You'd sell if the price is right, but you're not in a rush. That's a legitimate strategy — it usually means pricing at or slightly above market and being patient for the right offer, rather than pricing to move fast.
4. **Serious seller?** You have a defined goal and you're willing to sell at market value. This is the most common seller profile, and the strategy in this guide is built primarily around getting you the fastest sale at the strongest price the market will support.



What This Looks Like in Practice

A very serious seller with a 60-day relocation deadline might price at market value from day one, accept a slightly shorter inspection period to keep the buyer moving, and prioritize a clean, well-qualified offer over a slightly higher one with more contingencies. A casual seller with no deadline might instead price a touch above market, decline offers with financing contingencies that feel shaky, and simply wait for the right buyer to come along — there's no penalty for patience when there's no clock running.



A Few Questions Worth Sitting With

- ♥ If the right offer came in next week, would you actually be ready to move?
- ♥ Is there a hard date driving this sale, or is it more flexible?
- ♥ Would you rather sell faster at a slightly lower price, or hold out longer for the top of the range?
- ♥ Are you emotionally ready to let go, or does the home still feel like "home"?



There's no wrong answer — just an honest one.
It's how we build the right plan for you.





STEP 2

Understand What You Can't Control

Market Conditions Set the Stage — We Set the Strategy



Some things about your sale are entirely outside anyone's control — not your agent's, not yours. Knowing what they are helps you separate what you can influence from what you can't, so we spend our energy on the things that actually move the needle.



ECONOMIC & MARKET CONDITIONS

Interest rates directly affect what buyers can afford to offer — when rates move, buyer budgets move with them, often overnight. Regional, local, and neighborhood conditions matter even more than national headlines, since your buyer pool is shopping your specific area, not the country as a whole. Real estate moves in cycles, and where we are in that cycle affects how many buyers are actively shopping versus sitting on the sidelines.

- ♥ Interest rates
- ♥ Regional, local & neighborhood market conditions
- ♥ Existing home prices and their direction
- ♥ Real estate cycles
- ♥ Supply and demand, and current absorption rates
- ♥ Available funds, mortgage programs & qualification standards
- ♥ Home affordability and consumer confidence



COMMUNITY & ECONOMIC CONDITIONS

Beyond the housing market itself, broader economic conditions shape how many qualified buyers are out there and how confident they feel making a big purchase. None of these are things we can change — but understanding them helps set realistic expectations for timeline and pricing.

- ♥ National, regional, and local economic conditions
- ♥ Unemployment and local job availability
- ♥ Fair market rental rates
- ♥ Population growth and seasonal impact
- ♥ Political climate and direction



HOW THIS SHOWS UP IN YOUR STRATEGY

None of these factors change what makes a listing successful: a strategic price, a home that shows well, and broad, aggressive exposure to buyers. What they do change is our expectations around timeline and negotiation posture. In a market with more buyers than homes, we can price more assertively and expect faster offers. In a market with more homes than buyers, pricing accuracy and presentation matter even more, because buyers have other options to compare you against. I'll always tell you plainly which environment we're in when we sit down to talk about your home specifically.



*You can't control the market.
But with the right pricing and preparation,
you can control how your home performs inside it.*





STEP 3

Price It Right From Day One

Strategic Pricing vs. Guessing & Waiting



If you want your home at the top of the price range for your market, you need a strategy built on real exposure and real demand - not a number picked to "see what happens."

Here's something worth knowing: the brokerage name on the sign does very little of the actual work. The marketing, the pricing, and the negotiation come down to the individual agent you hire and the plan they build for your home.

Marketing only to the immediate neighborhood is a mistake too. Most of your buyers are coming from somewhere else: another part of the Valley, out of state, or a move-up buyer from a different city. Your home needs exposure broad enough to reach all of them, not just the people who already live on your street.

STRATEGIC PRICING —

The Right Price, The Right Results

- ♥ A price backed by real, current data and a real marketing plan
- ♥ Broad exposure that reaches buyers moving in from outside your immediate neighborhood
- ♥ Positioned to attract multiple, competitive buyers



GUESSING & WAITING —

The Wrong Price, The Wrong Results

- ♥ Overpricing your home to "see what happens," it sits, goes stale, and sells for less
- ♥ Homes that sit too long raise red flags with buyers
- ♥ Fewer showings, weaker offers, more time and money spent
- ♥ Waiting for the market to change isn't a strategy

HOW WE ACTUALLY SET YOUR PRICE

This isn't a one-step process, and it isn't automated. First, we pull every relevant comparable: homes that have sold, are pending, and are actively competing with yours right now, adjusted for size, condition, upgrades, and location. Second, we look at absorption: how quickly homes like yours are actually moving at different price points. Third, we position your price to generate the strongest possible response in the first two weeks, since that early window sets the tone for the entire sale. Finally, we build a fallback plan together up front, so if the market responds differently than expected, we've already agreed on what adjustment makes sense - instead of guessing under pressure.



A strategic price backed by a real marketing plan puts your home in front of more buyers and gives it the best chance at the strongest offer the market will support.



The 22% Price Swing



11% below market value to 11% above market value is a 22% price swing. It's easy to assume your home will sell for about the same price no matter who lists it or how. It won't. Pricing and marketing move the final number, and they move it by a lot.

The same is true if you sell on your own. Pricing, exposure, and negotiation all move together, and getting any one of them wrong usually shows up in the final number. Some parts of a sale we control. Some we don't.

What a 22% Swing Actually Looks Like

On a \$500,000 home, an 11% swing in either direction is \$55,000. That's the real dollar difference between a home marketed and priced strategically and one that's priced by guesswork. That's before you even factor in the extra weeks or months of mortgage payments, property taxes, insurance, and utilities you carry while an overpriced home sits on the market waiting for buyers to notice.

The Cost of Carrying an Overpriced Listing

Every extra month a home sits unsold costs real money whether or not you notice it happening: a mortgage payment, property taxes, homeowners insurance, HOA dues if applicable, and utilities to keep the home show-ready. On top of the direct financial cost, a stale listing loses momentum. Buyers and agents alike start to wonder what's wrong with a home that's been sitting, even when the honest answer is simply that it was priced too high to begin with.

What We Control

On Our Side	Also On Our Side
♥ Position & exposure of your home ♥ Amount of buyer demand created ♥ Curiosity that converts to interest, and interest to sale ♥ Home preparation plan	♥ Negotiation strategy ♥ Choice of broker / agent ♥ Closing coordination ♥ Selling price & plan



*Price It Right
From the Start.*



WORTH KNOWING BEFORE YOU HIRE

Where Experience Actually Shows Up

The Difference Is in the Parts You Don't See



Experience is not a line on a bio. It is pattern recognition. After enough transactions, an agent has seen enough multiple-offer situations, low appraisals, and repair negotiations to know what is normal, what is a real problem, and what is negotiable. That is the part that quietly protects your money, and it is hard to see until you need it.



WHY MARKETING BUDGET MATTERS

Marketing decides how many buyers see your home in the first two weeks, and that window sets the tone for the whole sale. A real budget means professional photos, real digital reach, and exposure well beyond the MLS. That is what fills the early showing calendar.

When a home does not get that push, it sits longer than it should. Once a listing sits, buyers and their agents start to wonder what is wrong with it, even when the honest answer is just that it was not marketed well. The buyers who do come through know a stale listing has less competition behind it, so they offer lower and ask for more. Either way, you net less than you would have with a strong launch.



WHERE EXPERIENCE PAYS FOR ITSELF

Marketing is not the only place experience shows up. Inspection negotiations, contract terms, and appraisal problems all move real money, and knowing what is standard and what is worth pushing on comes from having done it many times. Repairs handled as a credit instead of out of pocket. Contract terms that protect you instead of the other side. None of it looks dramatic in the moment. It just quietly adds up in your favor at closing.

WHAT EXPERIENCE BRINGS TO YOUR SALE



- ♥ Years of pattern recognition across real transactions
- ♥ A real marketing budget and plan behind your listing
- ♥ Negotiation experience built over 100+ transactions
- ♥ Pricing backed by data, not by whatever number wins the listing



The cost of the wrong choice rarely shows up as one big number. It shows up in a slightly lower sale price, a few extra weeks of carrying costs, and a repair credit that could have been avoided. Small pieces that add up.



Experience is not a luxury. It is what keeps the small things from quietly costing you.



STEP 4

Stage & Prepare Your Home

Make It Impossible Not to Fall In Love



Buyers decide how they feel about a home within seconds of walking through the door — often before they've read a single feature on the listing. Staging isn't about spending a fortune; it's about removing distractions and creating a space buyers can picture themselves living in.

♥ WHY STAGING ACTUALLY WORKS

Buying a home is an emotional decision that people justify with logic after the fact. A buyer who can picture their own furniture in your living room, their own morning routine in your kitchen, and their own family gathered in your backyard is a buyer who's already halfway to an offer.

A home that's cluttered, overly personalized, or hard to read forces buyers to do that imaginative work themselves — and most won't bother; they'll just move on to the next listing that makes it easy.

♥ THREE PRINCIPLES THAT GUIDE EVERYTHING



DECLUTTER so buyers can see the space instead of your stuff.



DEPERSONALIZE so buyers can imagine their life instead of yours.



DEFINE PURPOSE so each room has a clear reason for being there.

CHOOSE YOUR LEVEL OF PREP

Staging doesn't have to mean hiring a full-service stager, and it doesn't have to mean doing nothing either. Most homes fall into one of three tiers:



DIY REFRESH (little to no cost)

Deep cleaning, decluttering, depersonalizing, and rearranging your existing furniture. This is the minimum I recommend for every listing, regardless of price point.



PARTIAL STAGING (a few hundred to low thousands)

Bringing in rental furniture or décor for a few key rooms — usually the living room, primary bedroom, and dining area — while leaving the rest of the home as-is.



FULL PROFESSIONAL STAGING (typically \$1,500+, scales with home size)

A stager furnishes and styles the entire home for photos and showings. This tends to make the biggest difference on vacant homes, where empty rooms are hard for buyers to picture living in and often photograph as smaller than they are.

We'll walk your home together and decide which tier makes sense — not every home needs the same level of investment to make the same impression.

♥ COMMON STAGING MISTAKES TO AVOID

- ♥ Over-furnishing a room to make it feel "lived in" — it usually just makes it feel smaller
- ♥ Leaving strong smells from pets, cooking, or smoking untreated before showings
- ♥ Ignoring the exterior while focusing only on the inside — curb appeal is the first impression
- ♥ DIY paint or repair projects left half-finished, which can read as neglect rather than progress



Staging works because buying a home is emotional. A buyer who can picture their own life in your rooms is a buyer who is closer to an offer. The National Association of REALTORS has consistently found that staging makes a home easier for buyers to picture as their own.



The Room-by-Room Checklist



Everything on this list is worth the effort — none of it requires a renovation.



WHOLE HOME

- ☐ Declutter every surface — countertops, closets, garage
- ☐ Deep clean carpets, grout, and windows
- ☐ Depersonalize — pack away family photos and collections
- ☐ Neutralize bold paint colors
- ☐ Fix the “small stuff” — leaky faucets, scuffed walls, burnt-out bulbs
- ☐ Replace HVAC filters and check the thermostat is set comfortably before every showing
- ☐ Address any lingering odors — pets, smoke, cooking



CURB APPEAL

- ☐ Mow, edge, and mulch
- ☐ Power-wash the driveway and front entry
- ☐ Add a fresh doormat and potted plants at the entry
- ☐ Clean or replace faded house numbers and the mailbox
- ☐ Touch up exterior paint or trim where it's chipped or faded



ROOM-BY-ROOM

- ☐ Living areas: remove excess furniture so rooms feel larger
- ☐ Kitchen: clear counters down to 2–3 items
- ☐ Bedrooms: make beds daily, clear nightstands
- ☐ Bathrooms: fresh towels, clear counters, lids down
- ☐ Garage: organize and clear enough space to show it's usable storage, not just overflow



PHOTO & VIDEO DAY PREP

- ☐ Turn on all lights and open every blind
- ☐ Hide trash cans, litter boxes, and pet bowls
- ☐ Move all vehicles out of the driveway and off the street in front



ARIZONA TOUCHES WORTH ADDING

Because so much of daily life here happens outdoors, a clean, staged patio or backyard often makes as strong an impression as any interior room. If you have a pool, make sure the water is clear and equipment area is tidy before every showing. If you're listing during the warmer months, keep the home noticeably cool for showings — buyers touring in the Arizona heat will remember how comfortable your home felt the moment they walked in.

Tip

The kitchen and primary bathroom typically return the most for the effort you put in — if you only have time for two rooms, start there.



A staged home isn't about hiding what's wrong — it's about showing buyers exactly what's right.



Handle Inspections & Disclosures Proactively

Get Ahead of It Before It Gets Ahead of You



Every home has something. The goal isn't a perfect house — it's no surprises. When an issue surfaces for the first time during a buyer's inspection, you lose leverage: their inspector found it, their agent is coaching them on it, and now you're negotiating from behind.

A pre-listing inspection flips that dynamic. You find out first, you decide what to fix and what to disclose, and you walk into every negotiation with facts instead of scrambling.



ARIZONA-SPECIFIC ITEMS WORTH CHECKING EARLY

Given our climate and typical home construction, a few areas tend to come up more often in local inspections:

- ♥ HVAC systems working overtime for much of the year
- ♥ Roof tile and underlayment condition
- ♥ Termite and pest activity
- ♥ Pool equipment on homes that have one



COMMON REPAIR REQUESTS WE SEE — AND HOW THEY USUALLY RESOLVE

Most post-inspection negotiations land in one of three places:

- ♥ The seller completes the repair before closing
- ♥ The seller offers a credit toward the buyer's closing costs so they can handle it themselves
- ♥ The price is adjusted to reflect the issue

Which option makes sense depends on the specific repair, your timeline, and how motivated the buyer is — we'll walk through the right call together if it comes up.



Every fact you get ahead of is one less thing a buyer can use against you at the table.



WHAT A BUYER'S INSPECTOR WILL LOOK AT

Once you're under contract, the buyer will almost always order their own inspection covering the same core systems. Knowing what they'll check gives you a head start on what to address now:

- ♥ Roof condition, age, and visible damage
- ♥ HVAC system function and age — especially important given how hard Arizona summers run these systems
- ♥ Plumbing, water heater, and visible leaks
- ♥ Electrical panel and outlet function
- ♥ Foundation and structural condition
- ♥ Pool and spa equipment, if applicable — pumps, filters, and safety barriers
- ♥ Major appliances included in the sale



THE DISCLOSURE PROCESS, STEP BY STEP

1. Gather your history — permits, past repairs, warranty records, and anything you know about the home's condition.
2. Complete your Seller's Property Disclosure Statement (SPDS) with my guidance, item by item, erring on the side of over-disclosing rather than under-disclosing.
3. Review anything unclear with a real estate attorney or title company if you have questions about how to characterize a past issue.
4. The completed disclosure goes to the buyer with your contract, so it's on the table from day one instead of surfacing mid-negotiation.



YOUR PRE-LISTING PUNCH LIST

- ☐ Schedule a pre-listing home inspection
- ☐ Budget for small repairs now — a \$1,200 fix today beats a \$3,500 buyer credit later
- ☐ Test major systems: HVAC, water heater, plumbing
- ☐ Check roof condition and note its age
- ☐ Gather permits and records for past renovations
- ☐ Complete your Seller's Property Disclosure Statement (SPDS) honestly and early
- ☐ Ask me about anything you're unsure needs disclosing — I'll tell you straight



A repair credit negotiated mid-deal almost always traces back to something a pre-listing inspection would have caught. Find it first, and you decide how to handle it.



STEP 6

Make Your Home Easy to Show

Say Yes to Every Showing



Buyers today move fast, and the homes that get seen first often get the offer. Every restriction you place on showings — narrow windows, 24-hour notice, “call first” — is a buyer who moves on to the next available listing instead of waiting on yours.



WHAT BUYERS NOTICE IN THE FIRST 90 SECONDS

Long before a buyer forms an opinion about your floor plan or finishes, they're reacting to something more instinctive: the smell walking in, the temperature and light in the entry, whether it feels cared for from the curb, and how quiet or noisy the space feels. Getting the basics right on every single showing — not just the first one — is what keeps buyers moving forward instead of crossing your home off the list.



HOW SHOWINGS ACTUALLY WORK

We use a secure showing service that lets buyers' agents request access, notifies you the moment a showing is booked, and automatically asks for feedback afterward. That feedback — what buyers loved, what gave them pause — gets shared with you so we can adjust in real time instead of guessing why a home isn't getting offers.



Nearly all buyers start their search online, but the showing is what turns interest into an offer. An easy-to-show home gets seen by more of them.

Source: National Association of REALTORS, Profile of Home Buyers and Sellers.

Every showing you say yes to is a buyer you didn't lose to the house down the street.



HANDLING LAST-MINUTE REQUESTS

The showings that come in with little notice are often the most motivated buyers — someone who saw your listing today and wants to see it today. Where you can, saying yes to those short-notice requests, even if it means a quick tidy-up on your way out the door, puts you in front of exactly the kind of buyer who moves fast on an offer.



THE 15-MINUTE RESET

- ☐ Keep a “showing bin” for last-minute clutter — toss loose items in, take it with you
- ☐ Run the dishwasher and clear the sink every morning
- ☐ Make beds and open blinds before you leave for the day
- ☐ Take pets with you, or arrange for them to be out during showings
- ☐ Leave lights on and blinds open for a bright first impression
- ☐ Trust me to handle scheduling — the faster we say yes, the more buyers see it



Your Selling Timeline

From “For Sale” to Sold



Every sale moves through the same six stages. Timing varies by home and market, but in Arizona most sales move from an accepted offer to a closed sale in about 30 to 45 days once a buyer is under contract. Knowing what happens at each stage keeps that timeline from feeling like a black box.

1 Prep & Strategy (1–2 weeks)

- Pricing strategy finalized using current comparable sales
- Pre-listing inspection completed and any priority repairs addressed
- Staging plan set and home prep checklist completed
- Professional photography and video scheduled
- What we need from you: access for photos, sign-off on price and disclosures

2 Go Live (Day 1)

- Your home is listed on the MLS and syndicated to Zillow, Realtor.com, Redfin, and the major search sites
- Marketing launches across the listing sites and social media
- Sign, lockbox, and showing service are activated
- What we need from you: home is show-ready starting day one

3 Showings & Feedback (Week 1–2)

- This window generates the most serious buyer interest of the entire listing
- Every showing and every piece of feedback is tracked and shared with you
- We watch traffic and feedback closely and adjust marketing if needed
- What we need from you: flexibility saying yes to showing requests

4 Offers & Negotiation

- We compare price, terms, contingencies, and buyer qualification, not just the top-line number
- I negotiate directly on your behalf for the strongest overall outcome
- What we need from you: a decision, once we've reviewed the options together

5 Under Contract

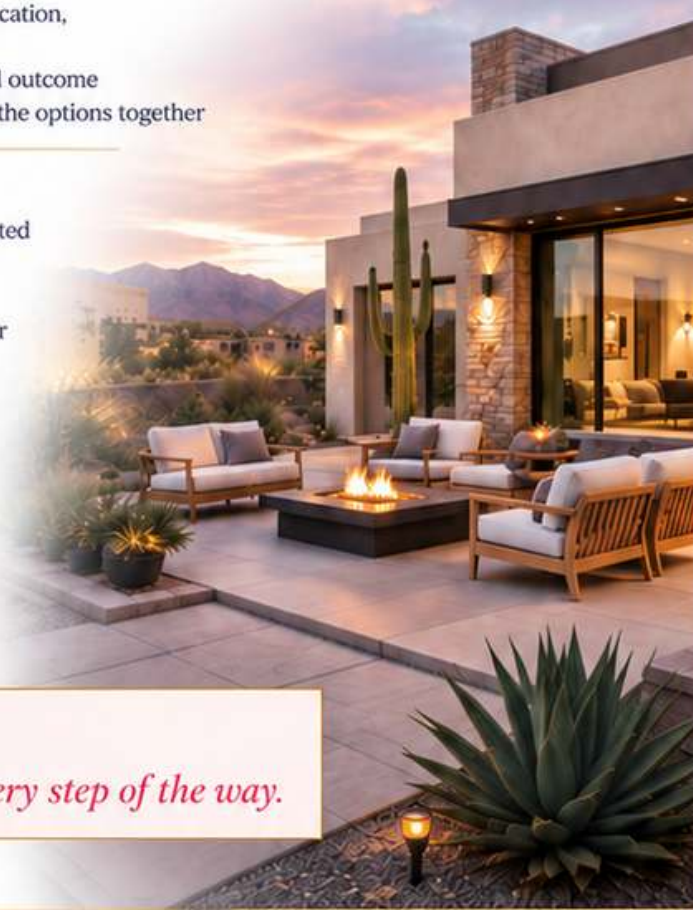
- Buyer's inspection period — any repair requests are negotiated
- Appraisal is ordered and completed for the buyer's lender
- Buyer's financing contingencies are cleared
- What we need from you: continued access for the appraiser and any follow-up inspections

6 Closing Day

- Final walkthrough confirms the home's condition
- Documents are signed, typically through our secure e-signature platform
- Keys change hands, and your proceeds are disbursed
- What we need from you: move-out completed per your contract terms



*You'll never wonder what's next —
I'll tell you exactly where we are, every step of the way.*



STEP 8

How Your Listing Gets Run

What Happens Behind the Scenes

Selling a home has a lot of moving parts: marketing, coordination, paperwork, deadlines, closing. Here is how I keep them from slipping through the cracks, and who handles what.



I HANDLE THE STRATEGY AND THE NEGOTIATION

Pricing, the marketing plan, offer review, and every conversation with the buyer's agent come from me directly. You are not handed off to someone else once your listing goes live.



SPECIALISTS FOR THE SPECIALIZED WORK

A professional photographer and videographer shoot your home. We do a room-by-room walk-through together before photos to get it camera-ready. Once you are under contract, a transaction coordinator tracks every contract date and document so nothing gets missed.



PAPERWORK STAYS ORGANIZED

Your contracts and disclosures move through a digital transaction platform, which means faster turnaround and fewer chances for something to get lost or delayed.



YOU CAN SEE WHERE THINGS STAND

You get the documents that matter as they happen: showings, feedback, offers, and the current status of your sale. Nothing is a mystery you have to ask about.



SIGNED AND STORED

You sign your documents electronically, and they are stored securely so you have a full record of your transaction long after closing.

A WEEK IN THE LIFE OF YOUR LISTING

A typical week once you are live: showing requests come in and get confirmed, feedback from each showing is compiled and sent to you, I review how your listing is performing and adjust the marketing if it needs it, and you get a standing update from me. Even on a quiet week when the update is just no change, still on track. Silence is never something you have to interpret.

WHAT THIS MEANS FOR YOU

- ♥ One agent who knows your sale from start to finish
- ♥ The right specialist on each job, not one person stretched across ten
- ♥ Your paperwork managed digitally, so nothing sits in a drawer
- ♥ A real update from me every week, whether the news is big or small



You always know who is working on your sale, and you always know where it stands.

STEP 9

If You're Buying and Selling at Once

The Home-First Move-Up Plan

Most of my sellers aren't only selling. They're buying their next home at the same time. The hardest part usually isn't either transaction on its own. It's the timing between them. Before you list, we work through whether the whole move actually works.

WHO THIS IS FOR

- ♥ You have equity in your current home and need it for the next purchase
- ♥ You can't carry two mortgages, or don't want to
- ♥ You need the sale and the purchase to line up so you're never without a home
- ♥ You'd rather have a plan than hope the timing works out



YOUR CURRENT HOME'S POSITION

What your home will likely sell for in today's market, and how fast, based on real comparable sales.



YOUR ESTIMATED NET PROCEEDS

What you actually walk away with after the mortgage payoff, closing costs, and any repairs. The number that funds your next purchase.



YOUR FINANCING CAPACITY

A lender conversation early, so you know what you can carry and what the next home's payment looks like before you commit.



YOUR TIMELINE

How long your home should take to sell, lined up against when you need to be in the next one.



THE NEXT-HOME REALITY

What's actually available in your price range and area right now, so the plan is built on real inventory, not hope.



THE SEQUENCE

Sell first with a rent-back, buy first with the right contingency, or run the two together. We pick the path that fits your situation.



Your current home isn't separate from your next one.
We plan the whole move as one.

Your Comfort, Our Priority

We understand that selling your home is a big decision. That's why we make it our mission to deliver expertise, communication, and results you can count on.

Our Promise to You

- ♥ You'll always know exactly where your sale stands — no chasing us down for updates
- ♥ Every recommendation we make is backed by data, not guesswork
- ♥ Your questions get answered directly and honestly, even when the answer isn't what you were hoping to hear
- ♥ You're never locked into a plan that isn't working for you
- ♥ I treat your home like it is my own
- ♥ We celebrate closing day with you — it's the whole reason we do this work

Are you comfortable with us handling your sale for you?



YES



NO

What Past Clients Say



"Despite being a very complex process she was professional and responsive to any problem that occurred. Good negotiation skills, attention to detail, and a positive attitude regardless of the situation. I would use her again and recommend her to anyone."

Roy White

"Stephanie is so knowledgeable and a huge help navigating this big decision. 10/10."

Tina Sanchez

More reviews on Google, Zillow, and Realtor.com

What Happens After You Say Yes

Once you decide to move forward, we schedule your pricing strategy session, walk your home together to build your prep checklist, and set a target go-live date — turning everything in this guide into a real plan with real dates attached to it.



*We're here for you,
every step of the way.*

Your Home
Comes First



Your Comfort, Our Priority

We understand that selling your home is a big decision. That's why we make it our mission to deliver expertise, communication, and results you can count on.

Our Promise to You

- ♥ You'll always know exactly where your sale stands — no chasing us down for updates
- ♥ Every recommendation we make is backed by data, not guesswork
- ♥ Your questions get answered directly and honestly, even when the answer isn't what you were hoping to hear
- ♥ You're never locked into a plan that isn't working for you
- ♥ I treat your home like it is my own
- ♥ We celebrate closing day with you — it's the whole reason we do this work

Are you comfortable with us handling your sale for you?



YES



NO

What Past Clients Say



"Despite being a very complex process she was professional and responsive to any problem that occurred. Good negotiation skills, attention to detail, and a positive attitude regardless of the situation. I would use her again and recommend her to anyone."

Roy White

"Stephanie is so knowledgeable and a huge help navigating this big decision. 10/10."

Tina Sanchez

More reviews on Google, Zillow, and Realtor.com

What Happens After You Say Yes

Once you decide to move forward, we schedule your pricing strategy session, walk your home together to build your prep checklist, and set a target go-live date — turning everything in this guide into a real plan with real dates attached to it.



*We're here for you,
every step of the way.*

Your Home
Comes First



BEFORE YOU GO

Common Seller Questions

The listing agent represents you, the seller.

The buyer's agent represents the buyer. Each has a duty to their own client's interests.

Dual Agency

A situation where one agent or brokerage represents both the buyer and seller in the same transaction — allowed in some circumstances, but worth understanding fully before agreeing to it.

Home Warranty

An optional service contract covering repair or replacement of major systems and appliances, sometimes offered as a buyer incentive.

Rent-Back / Post-Occupancy Agreement

An arrangement letting the seller remain in the home for a set period after closing, usually in exchange for a daily fee paid to the buyer.

Buyer's Market vs. Seller's Market

A buyer's market has more homes for sale than buyers, giving buyers more negotiating power. A seller's market is the reverse.

Final Walkthrough

The buyer's last inspection of the home, usually within 24 hours of closing, to confirm its condition matches what was agreed upon.



*Clear answers.
Smart strategy.
A smoother sale.*



Thank You

FOR TRUSTING ME TO GUIDE YOU
EVERY STEP OF THE WAY.

It has been an honor to share this Seller's Guide with you.
My mission is simple: to provide you with expert guidance,
unwavering support, and a seamless experience
so you can move forward with confidence.

Your home is more than a transaction.

It's my priority:

Your Home Comes First



BY STEPHANIE PONDEVIE



Stephanie Pondevie

REALTOR®



CHANDLER OFFICE
2450 S Gilbert Rd #210
Chandler, AZ 85286



(480) 264-0075



Stephanie@YourHomeComesFirst.com



www.YourHomeComesFirst.com



Chandler, Arizona

LET'S CONNECT



facebook.com/StephaniePondevieRealtor



instagram.com/stephaniepondevierealtor



linkedin.com/in/stephaniepondevie



youtube.com/@StephaniePondevieRealtor



x.com/SPondevie



zillow.com/profile/Stephanie Pondevie



EQUAL
HOUSING
OPPORTUNITY

I'm here for you, every step of the way!

DEDICATED ♥ EXPERIENCED ♥ TRUSTWORTHY