A SELLER'S GUIDE · MARICOPA, ARIZONA

The Maricopa Selling Plan

How I price, prepare, market, and close a home in the city of Maricopa, start to finish, with nothing left to guess.

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A note before we begin

Selling a home is not a listing. It is a series of decisions, each one made with better or worse information, and the price you end up with is the sum of them.

I have been a licensed real estate agent since 2002 and have worked the city of Maricopa specifically since 2004. In that time I have closed more than 1,300 transactions, a record that is public on my Zillow profile. That volume matters to you for one reason: I have already seen how your situation ends, many times over, which means I can tell you what a decision will cost before you make it.

What follows is my actual process, not a brochure. Read it once and you will know how your home gets priced, how buyers find it, what happens when offers arrive, and where sales in this city tend to go wrong.

If anything in here raises a question, write it on page 15 and bring it to our conversation.

1,300+
Closed transactions

2004
Working Maricopa since

2002
Licensed since

The plan at a glance

Five stages. You always know which one we are in and what happens next.

01 Strategy and pricing

I walk the home, study the comparables that a buyer and an appraiser will actually use, and we set a list price with a reason behind it.

02 Preparation

Repairs worth doing, and only those. Professional photography, floor plan, and video are scheduled once the home is ready, never before.

03 Launch

The home goes live everywhere at once, into a market I have already warmed up. The first ten days do most of the work.

04 Offers and negotiation

Every offer is compared on terms, not just price. I qualify the buyer and the lender before we agree to anything.

05 Contract to close

Inspection, appraisal, loan, title, and every deadline in between, tracked by me so nothing falls through a gap.

> Most Maricopa sellers I meet believe the work happens after an offer arrives. It happens before the sign goes in the yard.

Pricing strategy

The list price is not a wish and it is not an appraisal. It is a position, chosen on purpose, and there are only three of them.

Above the market

SLOW, RISKY

You test the ceiling and leave room to come down. It works only when your home is genuinely better than everything it competes with. Otherwise the listing ages, and an aging listing invites low offers.

At the market

PREDICTABLE

Priced in line with the homes buyers are actually writing contracts on. Steady showing traffic and an appraisal that supports the number.

Just below the market

COMPETITIVE

Deliberately set under the nearest comparables to concentrate demand into a short window. The gap I usually work with is two to three percent below the competing homes, enough to move your home to the top of a buyer's short list before they tour it. The intent is to bring more than one buyer to the table so you negotiate from strength. I will show you the sale-to-list and days-on-market figures behind the recommendation before you decide.

WHAT I BRING TO THE DECISION

Active, pending, and sold comparables side by side. Days on market and the ratio of sale price to list price in your subdivision, not the city average. Then you choose, with the trade off in front of you.

A price reduction three weeks in almost always nets less than the right price on day one. The market reads a reduction as a signal, and it is not a flattering one.

Preparing the home

I do not ask sellers to renovate. I ask for the short list of work that a buyer will notice in the first ninety seconds, and I tell you plainly which items will not return their cost.

Worth doing

Deep clean, inside and out

Paint touch up in high traffic rooms

Every light bulb working and matched

Front yard gravel, plants, and edging

Minor plumbing and electrical fixes

Clear counters and closets by half

Usually not worth it

Full kitchen or bath remodel

Replacing flooring buyers will change

Pool resurfacing before an inspection

Anything on a wall you cannot finish

Landscaping the back before the front

Upgrades priced above the subdivision

THEN THE ASSETS GET MADE

Photography

Professional interiors and a twilight exterior

Floor plan

Measured, so buyers stop guessing at layout

Video and aerial

The home in its street and its neighborhood

One home, photographed properly, shown everywhere.

More than half of buyers found the home they purchased online, according to the National Association of REALTORS® 2025 Profile of Home Buyers and Sellers. That first frame decides whether they ever stand in your entryway.

Marketing and buyer reach

A listing does not sell itself. I run a launch on four fronts at once, aimed at the specific buyer your home is built for.

Owned audience	Two decades of Maricopa buyer, seller, and investor contacts. My own search sites, which rank for the way people actually look for homes in this city, plus a YouTube library that brings out of state buyers here every week.
Paid reach	Targeted social campaigns built around the profile of your likely buyer, retargeting for everyone who looked and did not act, and email to segments that have already told me what they want.
Agent to agent	The MLS and every portal it feeds, direct outreach to the agents who sell in your subdivision, the Real Broker LLC network across North America, and open houses run to generate offers rather than sign in sheets.

Premium placement

ZILLOW + REALTOR.COM

Your home is entered into Zillow Showcase and Realtor.com Spotlight, the premium listing programs on both sites. Both give the listing priority position in search results, an expanded gallery carrying the floor plan and virtual tour, buyer alert emails inside your ZIP code, and buyer inquiries routed directly to me.

THE FIRST TEN DAYS

A listing is never more interesting than the week it goes live. Everything above is timed to land inside that window, and I report back on what the traffic actually did, in numbers.

What I actually do

The full scope, so you can compare it against anyone else you interview.

Before listing

Walkthrough and repair guidance

Comparable market analysis

Net proceeds estimate

Vendor referrals, priced and vetted

Disclosure preparation

Marketing

Professional photography and video

Measured floor plan

Written copy for the buyer, not the MLS

Paid social and retargeting

Database and broker network outreach

While listed

Showing coordination and feedback

Open houses run for offers

Weekly written activity report

Competitive listing monitoring

Strategy adjustments, with reasons

Under contract

Offer comparison and buyer vetting

Negotiation of price and terms

Inspection and repair negotiation

Appraisal support and comparables

Deadline tracking through closing

> You will always know three things: what happened this week, what it means, and what I am doing about it.

Offers and negotiation

The highest number on the front page is not always the best offer, and it is not always the one that closes. Here is what I weigh before I ever recommend one to you.

Price and concessions	What lands in your pocket after closing costs, credits, and repairs, which is the only number that matters.
Financing strength	Loan type, down payment, and whether the lender is one I have seen perform. I call the lender before we respond.
Contingencies	Inspection, appraisal, and sale of another home. Each one is a door the buyer can walk back through.
Timing	Close date, possession, and whether it fits the move you actually need to make.
Earnest money	How much the buyer has genuinely put at risk, which tells you how serious they are.

HOW I NEGOTIATE

Calmly, in writing, and from information the other side does not have. After more than 1,300 closings I know what the buyer's agent is likely to accept, where the inspection will land, and which requests are worth conceding to protect the close. The goal is never to win a point. It is to get you the best terms available and keep the contract together.

Contract to close

Accepting an offer is the halfway point. Arizona contracts run on deadlines, and a missed deadline can hand the buyer a way out. I track every one of them.

DAYS 1 TO 3	**Escrow opens** Earnest money deposited, title ordered, disclosures delivered.
DAYS 1 TO 10	**Inspection period** Inspections happen, repair requests arrive, and we negotiate what you will and will not do.
DAYS 7 TO 21	**Appraisal and loan** I send the appraiser the comparables and the improvement list, then stay on the lender until the file is clear.
FINAL WEEK	**Walkthrough and signing** Buyer verifies the home, you sign at title, and utilities and possession are coordinated.
CLOSING	**Funding and recording** The deed records, the money moves, and the keys change hands.

Across my own closings in this city, most sales run about thirty to forty five days from contract to recording. The ones that do not are almost always a financing problem that showed itself in week one, which is exactly why I qualify the lender before you accept.

Five mistakes that cost sellers money

I have watched each of these happen in this city, more than once, and each one is avoidable.

1 **Pricing on what you need, not what the market pays**

Your mortgage balance is not a comparable. Buyers price your home against the one that sold two streets over.

2 **Going live before the home is ready**

You get one launch. Photographing a half prepared home spends your best week of attention on your worst presentation.

3 **Hiding a known problem**

It surfaces at inspection, when the buyer has leverage and you have none. Disclosed up front, it is a line item. Found late, it is a renegotiation.

4 **Accepting the highest number without vetting the buyer**

A contract that falls apart in week three puts you back on the market as a stale listing, and the next buyer knows it.

5 **Choosing an agent on commission alone**

Commission is negotiable and is set in your listing agreement. A point of it is small next to the spread between a well run sale and a poorly run one, so ask what the marketing plan is, then ask to see it in writing.

A recent seller

“Very responsive, answered any questions that I was unsure of. Many years of experience contributing to his overall ability to handle multiple listings but make it seem like he is only focused on yours.”

Connor, seller

West Rio Lobo Drive, Maricopa, Arizona

Closed April 2026

More than 1,300 closed transactions since 2002. My full closing history and seller reviews are public on my Zillow profile.

Your home, your timeline

Fill this in before we meet and we will spend our time on strategy instead of intake.

PROPERTY ADDRESS

YEAR PURCHASED

IDEAL CLOSING MONTH

WHERE ARE YOU MOVING TO, AND IS THAT PURCHASE TIED TO THIS SALE

IMPROVEMENTS YOU HAVE MADE, WITH ROUGH DATES

KNOWN ISSUES I SHOULD HEAR FROM YOU FIRST

WHAT MATTERS MOST: HIGHEST PRICE, FASTEST CLOSE, OR FEWEST SURPRISES

Questions for me

Ask me anything on this list, and add your own. You should interview me as carefully as you would interview anyone you were about to hand a six figure asset.

What exactly will you spend on marketing my home, and on what

What would you price it at, and what happens if we are wrong

Who answers the phone when a buyer's agent calls about my home

How and how often will you report to me

If I am not satisfied, how do I end the listing agreement

MY NOTES

THE NEXT STEP

One conversation, no obligation.

Bring pages 14 and 15. I will walk your home, show you the comparables I would use, and give you a price range and a net proceeds estimate in writing. If the timing is not right, I will tell you that too.

WHAT WE COVER

- A walkthrough, room by room, and the short list of work worth doing
- The comparables I would use, and the price range they support
- A written net proceeds estimate at that range
- The marketing plan for your specific home, in writing

James Sanson, REALTOR®

Selling in Maricopa since 2004
Real Broker LLC | Licensed in Arizona

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