

How we sell your home

Selling a home is more than putting a property on the market and waiting for an offer. Here is the process we walk every seller through — and the handful of things that make the biggest difference.

01 Start with your goals

Before we talk list price, we want to understand why you're selling, your timing, and what matters most.

03 Price and position it

Not average price per square foot — the homes buyers actually compare to yours, plus condition, lot and floor plan.

05 Evaluate and negotiate

The highest number isn't always the best offer. Financing, contingencies and the buyer's ability to perform all matter.

02 Prepare the home

Staging and the right repairs are where sellers see the best return — spending more doesn't mean making more.

04 Bring it to market

Broad marketing across web, social and email gets your home in front of the right buyer — then we watch the response.

06 Manage it to closing

We monitor lenders and escrow against every deadline, and we're at the inspection wrap-up whether or not you can join.

— WHAT WE ALWAYS DO

Price from day one. Pricing correctly at launch beats chasing the market down — most of your showings happen in the first 30 days.

Give you the dates. A Key Dates and Information Guide the moment you accept an offer, so no inspection or contingency deadline sneaks up on you.

Bring real analysis. A current, thorough market analysis before every pricing conversation. Never an automated estimate.

Show up in person. We're there for the photo shoot and our open houses — the moments where being present actually changes the outcome.

★★★★★ “She gave us great advice on what property improvements to make.” — GREGG B., SELLER

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