

ROCK SOLID

SELLING GUIDE



kw KELLERWILLIAMS.
SOUTHERN ARIZONA

**Sell Smart. Sell Bold.
Sell the Big Rock Way**

» Who We Are

A Message to Our Future Sellers

When it comes to selling your home, land, or investment property, choosing the right real estate team can make all the difference—not just in your bottom line, but in your peace of mind. At Big Rock Realty Group, we don't take that trust lightly.

Sellers choose us because our reputation speaks for itself. We've earned it by showing up with integrity, clear communication, and results-driven strategies—every time. You'll never be left wondering where things stand. We tell you the truth, we keep you informed, and we treat your goals like they're our own.

We know the Southern Arizona market inside and out. Led by Big Dan Caldwell, a seasoned broker and local expert, we use market data—not guesswork—to price your property competitively and position it for maximum visibility. We don't just list your property—we launch it. That means professional staging guidance, strategic timing, and custom marketing campaigns powered by AI, digital ads, agent outreach, and Keller Williams' unmatched global network.

Our mission is simple:

Protect your equity. Sell on your timeline. Maximize your results.

Whether you're selling your first home, a luxury estate, an undeveloped parcel of land, or anything in between—we'll be your partners from day one to closing day.

You deserve more than just a sign in the yard. You deserve strategy, service, and results.

That's how "Where Happy Finds Home" becomes more than a slogan—it becomes your experience.

Cheers to our journey together!

A handwritten signature in white ink that reads "Big Dan Caldwell". The signature is fluid and cursive, with "Big" and "Caldwell" being larger and more prominent than "Dan".

Big Dan Caldwell,

-The Big Rock Realty Team

Why Chose Us

...because you want results!

We don't just list homes—we position them to win. Every property gets a tailored strategy built for maximum exposure, faster results, and stronger offers.

Expert Pricing & Negotiation

- Data-backed pricing that protects your equity
- Strategic positioning to attract the right buyers
- Proven track record of protecting seller equity
- Tough, experienced negotiators on your side every step

Marketing That Moves Homes

- Professional photography, videography, & staging guidance.
- AI Powered Social media & online ad campaigns
- Exposure through Keller William's' global network
- Open houses, agent outreach, and more, much much more.

Clear Communication

- Weekly updates and showing feedback, market trends, and timely updates
- No surprises—just full transparency
- We're here where you need us

Experience + Big Brand Support

- Personalized service from a local expert Backed by Keller Williams #1 real estate company in the world
- Access to national systems, tools, and client resources
- Hundreds of happy homes sold

We Treat Your Home Like It's Ours

- Your goals, your timeline, your bottom line—we take them personally.
- You'll feel the difference in our hustle, our heart, and our results.

The Cost of Selling

Know what to expect when it comes to costs and net proceeds.

Selling your home isn't just about the price you get—it's also about what you keep. Here's a breakdown of common expenses sellers should be aware of

- 1 Real Estate Commission**
Typically the largest seller expense. This covers compensation for both your listing agent and the buyer's agent. It's usually a percentage of the final sales price and is agreed upon in advance.
- 2 Title & Escrow Fees**
These are the costs to transfer ownership and manage the closing process. They can include title insurance, escrow services, and recording fees. Often split between buyer and seller
- 3 Seller Concessions (If Any)**
Sometimes buyers request help with closing costs or ask for credits in lieu of repairs. These are negotiable and vary by offer.
- 4 Repairs & Prep Costs**
Any fixes or upgrades done before listing, or during the escrow process, fall here. Some sellers invest in staging, cleaning, or landscaping to boost their home's appeal.
- 5 HOA or Transfer Fees**
If your home is in an HOA community, there may be required fees to transfer documents and ownership these are also frequently negotiated in the offer.
- 6 Mortgage Payoff**
If you still owe money on your home, that balance will be paid off at closing and deducted from your proceeds.
- 7 Taxes & Proration**
Property taxes and utilities are often prorated at closing, meaning you only pay for your portion of the year up to the date of sale.

We'll provide you with a personalized net sheet so you know approximately how much you'll walk away with after expenses. No surprises—just clarity and confidence.



Understanding The New NAR Charges

*What the changes mean and why
you're in good hands.*

You may have heard about the recent National Association of Realtors (NAR) settlement and how it's changing the way commissions and representation are handled in real estate. Here's what you need to know as a seller:

What's Changing?

The biggest shift is transparency. Buyers will now need to have written agreements with their agent, and compensation is no longer assumed or automatically offered through the MLS. Everything is upfront, clear, and agreed to in writing.

What Stays the Same for You?

You're still in control. You decide whether or not to offer compensation to a buyer's agent—and if so, how much. That's part of the conversation we'll have when we list your home and craft a strategy that makes sense for your goals and the current market.

Will It Affect Buyer Traffic?

Potentially—but we have a plan. The right offer of value, combined with great marketing and proper positioning, will continue to attract qualified, motivated buyers. And we'll always advise you on how to stay competitive while protecting your bottom line.

Why It Matters to Have a Pro on Your Side

Real estate is evolving—and we're staying ahead of it. At Big Rock Realty Group, we're committed to helping you understand the shifts, protect your interests, and make informed decisions every step of the way.

More clarity. More control. Rock-solid results.

The Right Price

More than a number—it's a strategy.

Pricing your home correctly is one of the most important decisions we'll make together. It's not just about what your home is worth—it's about how we position it to attract the most interest, strongest offers, and the best possible outcome for you.

Why the Right Price Matters

Overpricing can cause your home to sit on the market and grow stale. Underpricing might leave money on the table. The goal is to hit the sweet spot: a price that generates attention, creates urgency, and encourages buyers to act.

How We Determine Price

We look at multiple factors—not just what you want, but what the market will support:

- Recent sales of similar homes in your area
- Current active competition
- Market trends and buyer demand
- Location, condition, upgrades, and timing
- Days on market and average list-to-sale ratios

This isn't a guess—it's a strategic analysis backed by data and experience.

You Set the Price. The Market Sets the Value.

Our job is to give you the best information and guide you toward a price that achieves your goals. Your job is to make the final decision. Together, we make a strong team.

Market of the Moment

We'll watch the market closely, keep you updated, and adjust the strategy if needed. From pricing to presentation, we'll make sure your home gets the attention—and offers—it deserves.



**IS PRICING ON
TARGET?**

“PRICE IT RIGHT. SELL IT STRONG”

3 Outcomes

One of three things will happen next...

1 The property receives little action (low to no showings).

This can only mean one thing - the market is rejecting the property based on price. Buyers and other agents recognize value when they see it and if they feel the property does not represent a good value they will not even visit the property. Solution: Reposition the bait (Large price reduction).

Solution:

Reposition the bait (Large price reduction).

2 The property has showings, but no offers.

In other words, the property is the bride's maid, not the bride. This is better than the first outcome, yet it is still frustrating for the seller. In this case, the price is close enough to market value to attract a showing yet still too high, relative to competing homes, to motivate the buyer to act.

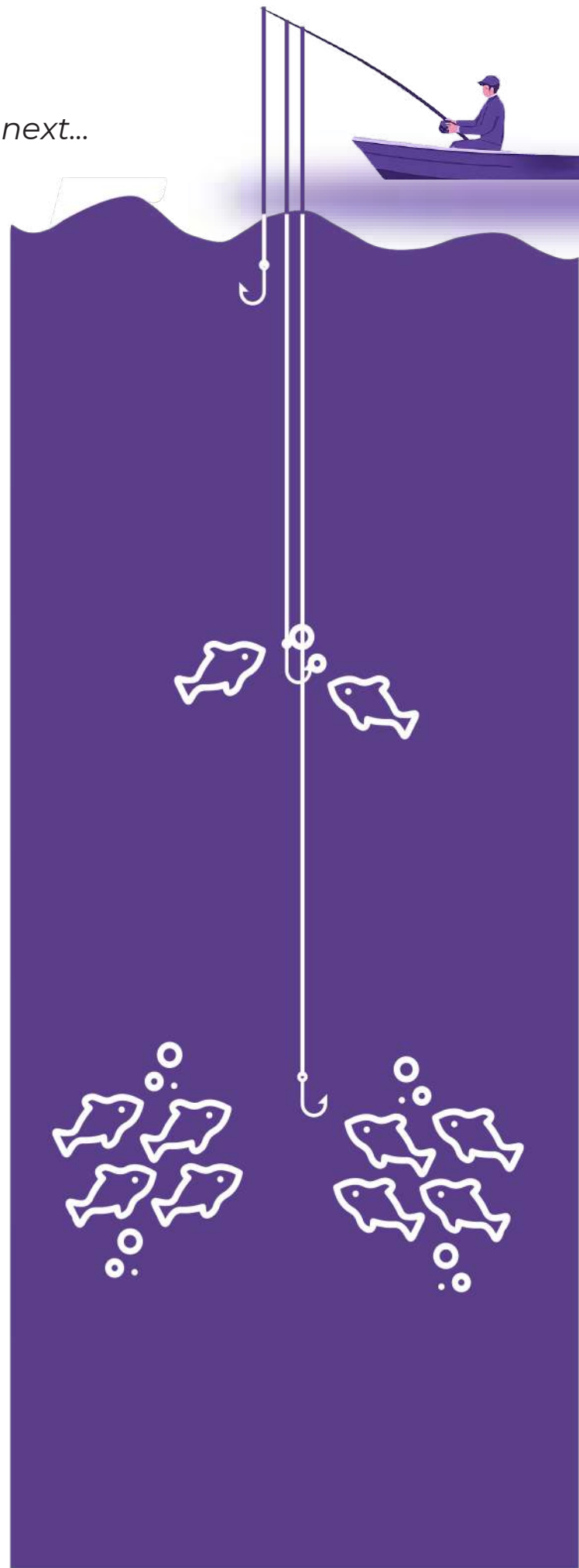
Solution:

Reposition the bait
(Smaller price adjustment).

3 The property sells!

If we hit the market just right we may be fortunate enough to have an offer right away. A quick offer does not necessarily mean we are under priced. It means we were fortunate to hit the market at the perfect time. It's like catching a fish on the first cast. It happens but that does not mean it will happen again and again.homes, to motivate the buyer to act.

So, do I have permission to sell your home quickly ?



Prep to Impress

We kick things off by gettin your home show-ready. From decluttering to light repairs, we'll guide you through simple steps that make a big difference in how buyers see your home. Don't worry—we'll bring the checklist and the strategy.

Picture Perfect

This is your home's first impression—and it needs to shine. We bring in professional photographers (and videographers, if needed) to capture your home at its best. Eye-catching visuals attract more buyers, drive up demand, and give your listing a strong competitive edge.

Building the Buzz

Before we go live, we start creating curiosity. Through a "Coming Soon" strategy and a targeted marketing plan, we build anticipation with buyers and agents. This early momentum helps your home hit the market strong—with showings and offers ready to roll.

1

2

3

Repair Requests

If the buyer asks for repairs, we keep it strategic. Inspection results may lead to requests for repairs or credits. We review everything together and help you respond in a way that protects your time, money, and peace of mind.

Buyer's Inspections

The buyer takes a closer look—totally normal. They'll schedule inspections like general, termite, roof, etc. We guide you through what to expect and how to prepare, and we're here to handle communication and advocate for your best outcome.

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Appraisal Day

An appraiser confirms the home's value for the buyer's lender. We prep ahead of time to highlight the home's features and recent improvements. If challenges come up, we're ready to advocate and problem-solve to keep the deal moving forward.

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Final Touches & Moving Prep

Time to start packing—we're almost there. While the buyer wraps up their loan, you'll finalize moving plans, handling utilities, and anything agreed upon in the contract. We'll send reminders and help you stay on track so nothing gets missed.

Market Launch

It's go time—your listing goes live. Your home officially hits the market and shows up everywhere buyers are looking: Zillow, Realtor.com, MLS, social media, and more. We monitor activity, adjust as needed, and keep the energy high right from day one.

Showtime

Buyers are coming through —let's make them feel at home. We coordinate showings and make sure your property puts its best foot forward. From scent to lighting to scheduling, we help minimize stress and maximize the “wow” factor for every walk-through.

4

5

Under Contract

You've accepted an offer— now we manage the details. Once we're under contract, timelines kick in. We coordinate with the buyer's agent, title, and lenders to make sure everyone's moving forward on schedule. You stay informed every step of the way.

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The Offer Table

When offers come in, we go to work. We break everything down clearly—price, terms, timelines—and guide you through comparing and negotiating like a pro. Whether it's one offer or multiple, we protect your interests and fight for your bottom line.

Buyer's Final Walkthrough

Their last look before closing —just to confirm all is in order. The buyer walks through to make sure the property is in the same condition as when they made the offer. We help coordinate this step and resolve any last-minute surprises (if there are any).

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13. You sign, they sign —then we record

We guide you through the final paperwork with the title company and make sure you know exactly what to expect. Once everything's signed and recorded, you get paid and the keys change hands. Mission



Getting Ready To Sell

Before we go live, first impressions matter. Buyers are drawn to clean, well maintained, and move-in ready homes. But don't worry —you don't have to figure it out alone. We'll guide you through every step of the preparation process.

WHAT YOU CAN DO TO PREPARE

- ✓ **Declutter:** Remove excess items and clear off surfaces. Less is more. Utilize garage space to put unneeded boxes and furniture.
- ✓ **Deep Clean:** Focus on kitchens, bathrooms, baseboards, and floors. If it old, it has to be clean
- ✓ **Depersonalize:** Take down family photos and anything highly specific that may be polarizing for potential buyers. We want them to see themselves in each space
- ✓ **Touch Up Paint:** Neutral tones and clean lines go a long way
- ✓ **Tend to Landscaping:** Trim bushes, get rid of weeds, sweep off areas, and add curb appeal
- ✓ **Check Lighting:** Replace dim or burned-out bulbs and open curtains for natural light. Matching bulbs make a difference
- ✓ **Make Minor Repairs:** Fix anything obviously broken or distracting. Prevention is better than remedy here.



BEFORE



AFTER

You only get one chance at a first impression. Let's make sure your home hits the market looking its absolute best.



Picture Perfect

Professional Photography, Video & Storytelling Once your home is show-ready, it's time to shine the spotlight. In today's digital-first world, your home's online presence is everything—and quality makes all the difference.

We Invest in the Best:

We partner with top-tier professional photographers and videographers who specialize in real estate. Why? Because high-quality images don't just look better—they sell faster and for more money.

- ✓ Buyers often scroll through hundreds of listings. You need your home to stand out, stop the scroll, and spark interest. Homes with professional photos sell 32% faster and get 61% more online views
- ✓ Video creates emotional connection and helps buyers picture themselves living there
- ✓ BETTER PRESENTATION = STRONGER OFFERS
- ✓ Magazine-quality photography with attention to lighting and angles
- ✓ Cinematic walk-through video to showcase flow and layout
- ✓ Drone footage for properties with views, land, or unique features
- ✓ Detailed floor plans and virtual tours (if applicable)
- ✓ Consistent visual branding that positions your home as a premium listing

You only get one shot at making your home unforgettable. We make sure buyers fall in love before they even walk through the door.



Ready, Set...



How We Build Buzz Before You Hit the Market with “Coming Soon”

- ✓ Build buyer anticipation before your listing hits the MLS “Coming Soon” campaigns across Zillow, Realtor.com & social platforms
- ✓ Strategically time photography and prep to showcase your home in its best light
- ✓ Sneak preview syndication to internal KW and Global KW resources
- ✓ Launch geo-targeted ads on Facebook & Instagram to attract local + relocating buyers
- ✓ Email sneak peeks to our curated list of active agents & motivated buyers
- ✓ Install premium signage & promote exclusive pre-market “special access” (where allowed)
- ✓ Leverage Ai tools to monitor engagement & refine targeting in real time



“You don’t just get marketing...
You get a full-on launch.”



» Launch!

Launching Your Home to the Market

This is the big moment. Your home is fully prepped, professionally staged, and strategically priced—now it's go time. At Big Rock Realty Group, we don't just list your property...

We launch it to create urgency, drive demand, and attract top-dollar offers.

The First 7 Days Matter Most

Serious buyers are watching. The first week of exposure is your best shot at maximizing traffic and creating bidding momentum. We design your launch to hit hard—right out of the gate.

Our Launch Strategy Includes:

- High-impact marketing across Zillow, Realtor.com, Redfin, and 100+ sites
- Targeted Facebook & Instagram ads to local and relocating buyers
- “Just Listed” + “Coming Soon” buzz campaigns with pro visuals
- Email blasts to agents, VIP buyer lists, and Keller Williams global network
- Agent-to-agent promotion + luxury/lifestyle network exposure
- Real-time feedback and updates so you're always in the loop

Where Your Home Will Appear:

- MLS syndication to 100+ home search sites
- Keller Williams International & Luxury network
- Geo-targeted social media ads
- Exclusive agent and buyer email campaigns
- Top agent circles across Southern Arizona and beyond



“We don't hope for buyers. We go find them.



SHOW TIME

Creating the Experience That Sells

Once your home is live, it's time for buyers to walk through and connect. Every showing is an opportunity to create an emotional response—and we make sure each visit feels seamless, polished, and professional.

First Impressions Matter:

Keep the home clean, light-filled, and decluttered. Open blinds, turn on lights, and create inviting spaces. Fresh scents, soft music, and a neutral environment go a long way. We'll provide you with a showing checklist to help keep things easy and stress-free.

Our Showing System:

Showings scheduled through a secure system with your preferences in mind. You'll always know when someone is coming. We'll follow up with every buyer's agent for detailed feedback.

Feedback = Strategic Advantage:

Feedback helps us evaluate pricing, condition, and buyer sentiment. We use trends and insights to make proactive adjustments. Weekly updates keep you informed on interest, activity, and strategy.



The right buyer is out there. Our job is to ensure your home stands out and speaks to them—the moment they walk through the door.

» The Offer Table

You get to Accept, Counter or Reject

When the offers come in, we shift into high gear. Our role is to help you evaluate every detail and negotiate the terms that serve your goals best—not just price, but also timing, contingencies, and strength of the buyer.

What We Review Together:

- ✓ Offer price and financing type
- ✓ Closing timeline and possession terms
- ✓ Contingencies (inspection, appraisal, sale of buyer's home)
- ✓ Earnest money deposit and down payment
- ✓ Buyer strength and lender credibility

“The first offer isn't always the best. The best offer is the one that aligns with your goals.”

Every offer is a conversation, not a conclusion We leverage interest, timing, and your home's unique value to secure the best outcome We protect your bottom line while keeping your deal on track

Our Promise

- Clear summaries and guidance throughout
- Strategic counteroffers to improve your position
- Constant communication with all parties to avoid delays

» Offers are emotional. We bring experience, clarity, and calm.

BUYER'S INSPECTIONS

Their chance to look closer—your chance to stay calm.

After going under contract, the buyer typically has a window of time (usually 7–10 days) to schedule home inspections. This is a normal part of the process and not something to stress over. The goal? Help the buyer feel confident in their purchase. This is one way a buyer may terminate the agreement.

What Happens During This Step

The buyer will hire one or more licensed inspectors to evaluate the condition of your home. This often includes a general home inspection and may also involve specialists for things like the roof, HVAC, termites, pool systems, or sewer line—depending on the property.

Your Home, Under the Microscope

Every home has wear and tear—even newer ones. It's not about perfection; it's about transparency. The inspectors are looking for safety concerns, deferred maintenance, and potential future repairs. We help keep things in perspective and push back on unnecessary alarm. We'll give you simple tips to help the inspection go smoothly.

Our goal is to show the home in its best light, while making the process smooth for everyone involved.



If the property has Septic, seller will need to have septic system cleaned and certified within 20 days of contract acceptance.

WHAT YOU NEED TO DO

Make sure all utilities are on

Clear access to the attic, HVAC, and electrical panel

Leave the home during the inspection window (typically 2–3 hours)

RESPONDING TO REPAIR REQUESTS

Let's keep it smart, not emotional.

After inspections, the buyer may ask for certain repairs, a price reduction, or a credit toward closing costs. This is common—and fully negotiable. You're not obligated to fix everything. We'll review the request together, assess what's fair and what's fluff, and craft a response that protects your bottom line while keeping the deal moving forward.

**“It's all strategy. You make the final call.
We guide the process.”**

THE APPRAISAL

What it is, why it matters, and how we handle surprises.

Once the buyer's loan is underway, their lender will order an independent appraisal to confirm that the home's value matches the purchase price. This protects the lender—and the buyer—by ensuring the home is worth what they're paying.

What to Expect

The appraiser visits the home and evaluates it based on location, condition, upgrades, and recent comparable sales. We prepare ahead of time by highlighting updates and improvements to support the value.

What If the Appraisal Comes In Low?

If the appraisal comes back less than the contract price then there are 3 common paths:



The Buyer Cancels

If the contract includes an appraisal contingency, the buyer may walk away without penalty.

We'll explore backup options and relisting strategy if needed.



Price Adjustment

You and the buyer may agree to reduce the sales price to match the appraised value. This is common if the difference is small and both sides want to keep the deal alive.



Buyer Covers the Difference

The buyer can choose to bring in additional cash to cover the gap between the appraised value and the contract price. This often happens in competitive markets or with highly motivated buyers.

What We'll Do

If the appraisal comes in lower than expected, we'll review the report, challenge inaccuracies if needed, and negotiate a solution that protects your best interests. Most of the time, we find a path forward.



HOW YOU CAN PREPARE

- Clean and declutter — first impressions count.
- Make sure utilities are on and everything is accessible.
- Fix obvious stuff: leaky faucets, missing smoke detectors, etc.

No panic. Just a plan.

Final Touches & Moving Prep

We're almost there—let's wrap it up right.

As closing day approaches, your job shifts from managing the sale to preparing for the move. While the buyer finalizes their loan and documents, you can focus on tying up loose ends and making the handoff as smooth as possible.

Wrap Up Agreed-Upon Repairs

If any repairs were negotiated during escrow, now's the time to complete them and send over receipts. We'll help track deadlines and make sure everything is documented for the buyer.

Cancel Utilities & Services

You'll want to schedule shutoffs or transfers for:

- Electric & gas
- Water & trash
- Internet & cable
- Security systems or other services

Make sure these line up with your actual closing/move-out date. We advise to set them for shut off the day after closing as many providers shut off at midnight. We don't want you left without the lights on the last day.

Prep the Property

The home should be clean and clear of all personal items, unless otherwise agreed upon. Leave behind keys, remotes, garage openers, and any manuals for appliances or systems.

Change of Address Checklist

- Be sure to notify:
- USPS (forward your mail)
 - Banks, subscriptions, medical offices, etc.
 - Friends & family

We'll send you a simple checklist to make this part easier.



Walkthrough

Buyer's Final Walkthrough

One last look before it's officially theirs. The

buyer is entitled to a final walkthrough—usually scheduled 1–3 days before closing. This isn't a re-inspection. It's a chance to confirm the home is in the same condition as when they made the offer, and that any agreed-upon repairs were completed.



Cancel Utilities



Leave Keys



Complete Repairs

What They're Checking For:

- The home is clean and undamaged
- Fixtures and appliances included in the sale are still in place
- Repairs (if any) are done and documented
- No unexpected changes or issues

How to Prepare

- Leave the home tidy and ready
- Box up what you can and organize the remaining areas
- Leave copies of repair receipts if applicable
- Plan your final move-out to align with the closing timeline
- Almost There...

Once the walkthrough is complete and the buyer gives the green light, we head into closing. You're nearly at the finish line!

What If You're Still Living There?

In Arizona, the official change of ownership happens when the sale records with the county—not necessarily when you sign documents. That means you may still be in the home during the final walkthrough, as long as you're fully moved out before recording (unless otherwise agreed).

We'll communicate with the buyer's agent and keep everyone in sync. The key is transparency, respect, and sticking to the possession terms in the contract.

Let's wrap this up the right way.

You sign, they sign—then we record.

This is it—the final step in your home-selling journey. You'll sign the closing documents (usually with a notary or at the title company), the buyer does the same, and once everything is reviewed and approved... it's time to record.

In Arizona, ownership officially transfers only when the deed is recorded with the county, usually within a few hours of final signatures and lender approval.

What You'll Do:

- Sign your final documents (some can be handled remotely or ahead of time)
- Bring a valid ID Turn in keys, remotes, and anything else the buyer needs
- Confirm your forwarding address for any remaining mail or final checks

What Happens Next:

Once both sides have signed, the title company sends the deed to the county for recording. Once it's officially recorded:

- Funds are released to you (via wire or check)
- The buyer gets the keys
- You're officially closed!

We'll notify you the moment we get confirmation that it's recorded—no need to guess or wait around.

You Did It!

Selling a home is a big deal—and you handled it like a pro. Thank you for trusting Big Rock Realty Group to guide you through the process. Whether you're moving on, moving up, or moving out of state—we're always just a call away.

Congratulations!





What to Expect After Closing

➤ *The deal is done—here's what happens next.*

You've officially sold your home. The keys are handed off, funds have been received, and the property has recorded. But there are still a few final things to keep in mind as you transition out of this chapter and into your next one.

Final Payoff Statements & Documents

You'll receive a final closing statement from the title company showing all fees, commissions, and net proceeds. Hang onto this for tax and record-keeping purposes. If you had a mortgage, the payoff is handled through escrow.

Tax Considerations

Depending on how long you owned the home and whether it was your primary residence, there may be tax implications. You may qualify for a capital gains exemption—consult your CPA or tax advisor for personalized advice.

Cancel Any Recurring Services

If you haven't already, make sure automatic payments or scheduled services tied to the home are canceled:

- Home warranties (if not transferring)
- Pest control
- Pool or landscaping services
- Homeowner's insurance (confirm cancellation after recording)

Watch for Refunds or Final Bills

You may receive prorated refunds from your escrow account or utility overpayments. On the flip side, a few last bills may trickle in—keep an eye out for mail at your forwarding address.

THANK YOU!

It's been an honor to guide you home.

Selling a home is more than just a transaction—it's a big life moment. Whether you're moving across town, across the country, or just into your next chapter, we're grateful you chose Big Rock Realty Group to walk alongside you.

We hope this guide gave you clarity, confidence, and a strong sense of what to expect from the process. But more importantly, we hope you felt supported every step of the way.

This may be the end of the deal, but not the end of the relationship. If you ever need help, advice, or just want to chat about what's next, we're here. Always.

Referrals are the highest compliment we can receive. If you know someone buying or selling—we'd love to help.

Lets Stay in Touch

Need help buying your next home? Have a friend or family member thinking about making a move? We'd love to help. Your trust means the world to us, and we're always here as a resource, long after the "SOLD" sign comes down.

 520.777.1698

 Connect@bigrockaz.com

 BigRockAZ.com

 Big Rock Realty Group

"Where Happy Finds Home"



Don't just take our word for it...



Working with Big Rock Realty Group was the best decision we made. From our first meeting to the closing table, Dan and his team were there with answers, updates, and genuine care. We never felt like just another listing—they treated our home like it was their own.

Megan & Luis R. | Tucson, AZ



Selling our home felt overwhelming—until we met Big Dan. His strategy, professionalism, and constant communication gave us total peace of mind. Our house sold quickly and above asking. We couldn't have asked for more.

Carlos D. | Oro Valley, AZ



The entire process felt personal and professional from start to finish. Dan was always just a call or text away, and we never felt like we were left in the dark. He explained everything in plain language, gave us realistic expectations, and truly listened to our goals. The marketing was top notch, the showings were seamless, and his negotiation skills were on full display when the offers came in. We loved how prepared and informed we felt throughout the entire journey. If you're selling in Southern Arizona, don't even think twice—Big Rock Realty Group is the team you want in your corner.

James & April M. | Tucson, AZ



FREQUENTLY ASKED QUESTIONS

How much is my home worth?

Your home's value depends on location, condition, recent sales, and current market demand. We'll provide a custom valuation—not a generic Zestimate.

Do I need to fix things before I sell?

Not everything. We'll walk through and tell you what's worth upgrading and what buyers will overlook—or even prefer to do themselves.

How long will it take to sell?

That depends on price, condition, and the market. On average, homes go under contract in 1–3 weeks when priced and presented correctly.

What if my home doesn't appraise at the contract price?

Don't worry—we'll guide you through options: price negotiation, buyer bridging the gap, or contesting the valuation if needed.



Do I have to move out before I sell?

Nope. Many sellers live in their homes during the listing period. We'll help you balance life and showings without losing your mind.

What do I pay for when I sell?

Sellers typically cover title fees, commissions, and some closing costs. We'll give you a full breakdown so you know your estimated net.

What if the buyer asks for repairs?

It's normal. After inspections, we'll review the request, push back if needed, and negotiate terms that protect your profit and your sanity.

Can I sell my home "as-is"?

Yes. Some homes sell without repairs, especially in strong markets. We'll walk you through the trade-offs.

What happens after closing?

You get paid—and we stay in your corner. Whether you need referrals, next steps, or just a celebratory high five, we're here.

What happens if I get multiple offers?

Good news—we'll break them down and guide you through comparing price, terms, and buyer strength to choose the best fit for your goals.

How do showings work?

We'll coordinate showing times that work for you. Buyers usually come with their agent and tour in private—your job is to leave it clean and cozy.

Can I still sell if I haven't found my next home yet?

Yes. We can negotiate extra time to stay in your home after closing or structure the timing so you don't feel rushed.

Do I need to disclose past repairs or problems?

Yes. Full transparency builds buyer trust and protects you legally. We'll help you do it right.

What's the first step?

Let's talk strategy. We'll meet, review your goals, and build a custom game plan around your timeline.

No matter the questions. We're here to get you answers.

WHAT'S YOUR HOME WORTH?

At Big Rock, we believe smart sellers are informed sellers—and this tool keeps you dialed in without the noise.

- ✓ Track your home's current value month-by-month
- ✓ See what you could rent it for as a vacation or long-term property
- ✓ Explore refinance, equity, or selling opportunities
- ✓ Stay ahead of the market—no guesswork, no pressure

Whether you're just curious or actively planning a move, your home's performance deserves more than a quick estimate.

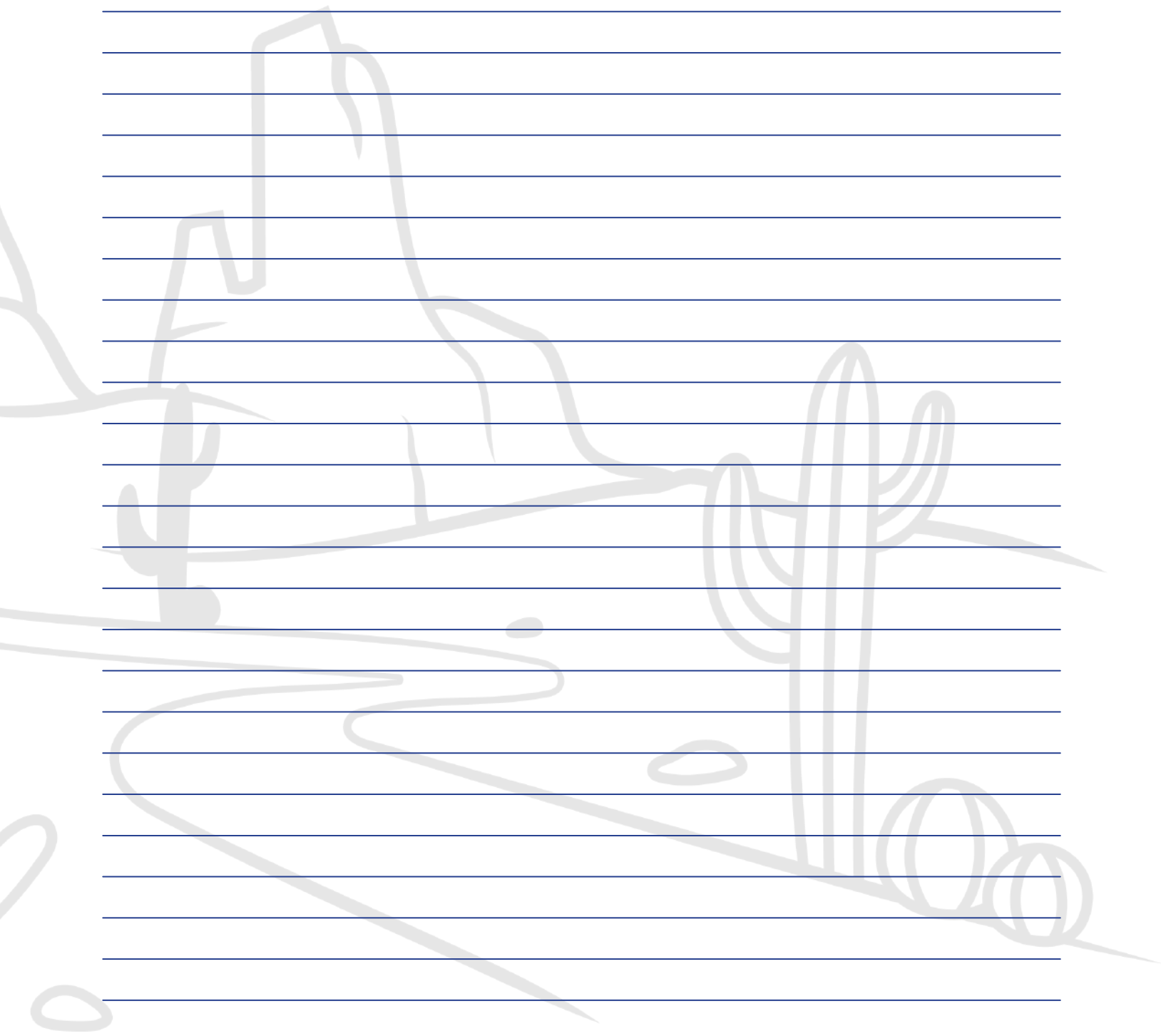
Scan the code and get your free monthly home value report today.

SCAN ME!



Home Value Digest powered by Homebot

NOTES





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