SCOTTSDALE · GILBERT · CHANDLER
FOUNTAIN HILLS · QUEEN CREEK

BEFORE YOU LIST

The Phoenix East Valley *Seller Readiness* Checklist

12 things to do before you list your home — so you enter the market from a position of strength.

12 STEPS TO MARKET READINESS

BY
Tiffany Carlson-Richison
TEAM TLC WITH REALTY ONE GROUP
TLCREALESTATEPROS.COM
480.215.1105

FROM TIFFANY

> *"The sellers who achieve the strongest outcomes are the ones who are ready before they list — not scrambling after."*

Selling a home in the Phoenix East Valley rewards preparation. Across Scottsdale, Gilbert, Chandler, Fountain Hills, and Queen Creek, the difference between a smooth transaction and a stressful one almost always comes down to how well a seller prepared before going to market.

This checklist walks you through the 12 most important steps. Work through these in the weeks before your listing goes live and you will enter the market from a position of confidence — with fewer surprises, stronger negotiating power, and a cleaner path to closing.

You do not need to complete all twelve steps before reaching out. What matters is starting the conversation early.



TIFFANY CARLSON-RICHISON
TEAM TLC WITH REALTY ONE GROUP

STEPS 1 – 4

Condition

I

Buyers in the Phoenix East Valley inspect carefully. Small repairs handled before listing prevent large concession conversations later.

- [ ] **Schedule an HVAC service and keep the documentation.**

  Buyers in the Phoenix East Valley inspect HVAC carefully. Having recent service records removes a common negotiation point before it starts.

- [ ] **Walk through your home with fresh eyes and note anything that sticks, drips, or does not function.**

  Address these items before a buyer's inspector finds them. Small repairs handled early prevent large concession conversations later.

- [ ] **Assess your roof — if it is over 10 years old, consider a proactive professional inspection.**

  Roofs are one of the most common inspection findings in Scottsdale, Gilbert, and Chandler. Knowing the status before listing protects your negotiating position.

- [ ] **Check all exterior caulking, weather stripping, and entry points for visible wear.**

  The exterior condition sets a buyer's first impression before they step inside — particularly important in the Phoenix climate.



STEPS 5 – 8

Presentation

II

Buyers in the Phoenix East Valley need to visualize their life in the space. Cleanliness and presentation signal care before a single inspection happens.

- [ ] **Depersonalize and declutter — remove family photos, excess furniture, and personal collections.**

  Buyers need to visualize their life in the space. Clutter and personal items make that harder, regardless of how beautiful the home is.

- [ ] **Deep clean every room, including baseboards, windows, and grout lines.**

  A clean home communicates to buyers in Scottsdale, Gilbert, and Chandler that the home has been well-maintained — before a single inspection happens.

- [ ] **Refresh curb appeal: pressure wash the driveway and entry, tidy landscaping, replace mulch if needed.**

  In the Phoenix East Valley market, outdoor living and curb presentation carry significant weight. The entry is the first impression for every showing.

- [ ] **Replace burned-out bulbs and ensure all fixtures function — maximize natural light where possible.**

  Well-lit homes photograph and show better. This is a small investment with a disproportionate impact on buyer perception.



STEPS 9 – 12

Pricing & Strategy

III

Pricing correctly from day one is the single most important variable in your outcome. Do not set a price before you have current comparable data.

- [ ] **Request a pricing strategy review from your listing agent before deciding on a number.**

  Across Scottsdale, Gilbert, Chandler, and the Phoenix East Valley, pricing correctly from day one is the single most important variable in your outcome.

- [ ] **Understand your days-on-market risk at your target price point.**

  Ask your agent: at this price, how quickly are comparable homes in this Phoenix East Valley submarket selling? The answer shapes your entire strategy.

- [ ] **Discuss your flexibility on terms — closing timeline, possession date, and what you will and will not include.**

  Knowing your priorities before an offer arrives makes negotiation faster, calmer, and more effective.

- [ ] **Confirm your next step: where are you going, and what does your timeline look like?**

  The sellers who move through the Phoenix East Valley market most smoothly are the ones who have a firm sense of their own timeline before they go to market — not after.



READY TO TALK?

> *"These twelve steps are the foundation of every seller conversation I have across the Phoenix East Valley. You do not need to complete all of them before reaching out — what matters is starting the conversation early."*

The sellers who plan ahead consistently achieve better outcomes than those who move quickly without preparation. If you would like to walk through what preparation and pricing would look like for your specific home, I am happy to have that conversation — with no pressure and no obligation.

PHONE 480.215.1105
WEB tlcrealestatepros.com
EMAIL tiffanycarlsonrealtor@gmail.com
INSTAGRAM @your_realtor_tiffany

Tiffany Carlson-Richison

TEAM TLC WITH REALTY ONE GROUP
GREATER PHOENIX EAST VALLEY



