

What Your Home Is *Worth* — and How I Sell It for More

A straight-talk guide to pricing, preparing, and marketing your White Mountains home, cabin, or land — from a full-time local who does it every week.

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WELCOME

Selling up here is different — in your favor

The White Mountains market has its own rhythm: seasonal buyers, out-of-area demand from the Valley, and homes as varied as cabins, lakefront, acreage, and horse property. Priced and marketed right, that works strongly in your favor.

I'm Shawn Wirtz, a full-time REALTOR® with Advantage Realty Professionals and a longtime Pinetop-Lakeside local. Since 2015 I've helped sellers across the high country get top dollar — reflected in dozens of 5-star reviews. This guide walks you through the three things that decide how much you walk away with: **pricing it right, preparing it well, and marketing it everywhere the right buyer is looking.**

No fluff, no pressure. When you're ready for real numbers on your specific home, that part's easy: **Better Call Shawn.**

2015

SELLING HERE
SINCE

5-Star

REVIEWED

Local

FULL-TIME, YEAR-
ROUND

Same-Day

HOME VALUE

"Your home's final price isn't luck. It's the product of three decisions made before it ever hits the market — and those are exactly the decisions I'm here to get right with you."

The three numbers every seller needs

Most sellers only know one number — the online estimate. The problem is it's usually the least accurate one. Here's what actually matters.

1

The online estimate

A national algorithm's guess. It has no idea about your view, your acreage, your updates, well vs. city water, or the cabin down the road that just sold over asking. Useful as a rough anchor — nothing more.

2

Your true market value

What a real buyer will pay *today*, based on current, local, comparable White Mountains sales — priced by someone who actually walks these homes. This is the number I build for you, by hand, and it's the one that sells.

3

Your net proceeds

What you actually keep after costs. The goal isn't the highest list price — it's the highest *net*, sold in a timeframe that works for you. We plan for this from day one.

"Overpricing feels good for two weeks and costs you for two months. The best-priced homes up here don't sit — they draw attention while they're fresh, which is when buyers pay the most."

YOUR PRICE

What actually drives your value up here

Mountain homes aren't priced like tract houses. These are the factors I weigh against real comps to land your true market value.

SETTING

Location & views

In-the-pines seclusion, lake proximity, and a real view can move your price more than square footage does.

THE LAND

Acreage & usability

Lot size, privacy, horse setup, and buildable/usable land carry serious weight out here.

SYSTEMS

Well, septic & access

Water source, septic, road maintenance, and winter/snow access all factor into buyer confidence and value.

CONDITION

Updates & upkeep

Kitchens, baths, roof, heat source, and shop/garage space — the improvements buyers actually pay extra for.

TIMING

Season & demand

Summer draws the most buyers; each season shifts pace and pricing strategy. We time it to your goals.

FREE, SAME-DAY

Your real number

I'll run your comps by hand and send an honest value range — usually the same day. No cost, no obligation.

Your home, in front of every right buyer

A sign in the yard isn't a marketing plan. Getting top dollar means reaching buyers wherever they're searching — including the Valley buyers who drive most of our demand.

FIRST IMPRESSION

Pro photography

Bright, professional photos that make your home stand out in the scroll — because online is where buyers fall in love first.

MAXIMUM REACH

Everywhere buyers look

Syndicated across Zillow, Realtor.com, Homes.com, and the MLS, plus my Google Business Profile and Facebook — one listing, seen everywhere.

WARM BUYERS

My buyer list

Your home goes straight to my active buyers and relocation leads via custom listing alerts — often before the crowd.

VALLEY DEMAND

The Phoenix pipeline

I market directly to relocating and second-home buyers escaping the Valley heat — the buyers who often pay the most for a mountain home.

"Your home only gets one launch. I make sure it goes live polished, priced right, and everywhere at once — so the first two weeks work as hard as they possibly can."

Simple prep that pays you back

You don't need a remodel. A handful of high-return moves — most of them low-cost — can meaningfully lift your final price. I'll tell you which are worth it for *your* home and which to skip.

- ✓ **Boost the curb (and the drive-up).** Clear brush, trim, tidy the entry — mountain buyers imagine the whole property, not just the house.
- ✓ **Light, bright & decluttered.** Open blinds, clean windows, clear surfaces. Let the pines and the light do the selling.
- ✓ **Small fixes, big trust.** Drips, sticky doors, burnt-out bulbs — little things signal how the whole home's been cared for.
- ✓ **Show off mountain features.** Stage the deck, the fireplace/wood stove, the shop, the horse setup — the reasons people buy up here.
- ✓ **Gather your documents.** Well, septic, propane, HOA, and update records ready up front keeps the sale smooth and buyers confident.
- ✓ **Time it right.** We'll pick the launch window that fits both the season and your personal timeline.

"I'll walk your home with you and build a short, prioritized punch list — only the items that actually move your number. No busywork."

The selling roadmap

Here's the path we'll walk together — clear, low-stress, and built to protect your net.

- ✓ **Free home value.** I run your comps and send an honest range, usually same day.
- ✓ **Strategy session.** We set your price, timing, and net goals around what matters to you.
- ✓ **Prep & polish.** The short, high-return punch list — and I'll help coordinate it.
- ✓ **Launch.** Pro photos, full syndication, buyer-list blast, and Valley marketing — all at once.
- ✓ **Showings & feedback.** I manage access, gather real buyer feedback, and adjust fast if needed.
- ✓ **Negotiate to protect your net.** I handle offers, terms, and contingencies to keep more in your pocket.
- ✓ **Smooth to close.** Inspections, appraisal, and paperwork managed — you get to the keys handoff without the headaches.

"You'll always know the next step and why it matters. My job is to make selling feel simple — and to get you the strongest result the market will give."

LET'S GET YOUR NUMBER

Better Call *Shawn*

Whether you're selling this season or just curious what your White Mountains home is worth today, start with a free, no-obligation value. I'll run the comps by hand and give it to you straight — usually the same day.

THREE EASY NEXT STEPS

- 01 Get your free home value.** Real, local comps — not a generic guess → ShawnWirtz.com/home-value
- 02 Ask me anything.** Timing, prep, or "should I even sell?" — no pressure, real answers.
- 03 Call or text me directly.** You'll talk to me — the person who'll actually sell your home.

Your home has a number. Let's find it — and beat it.

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This guide is provided for general informational purposes and is not a promise of any specific sale price, timeline, or result; market conditions vary and every property is unique. Not intended as a solicitation to sellers already under a listing agreement. Shawn J. Wirtz, REALTOR®, Advantage Realty Professionals.