



YOUR SELLER'S GUIDE

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.

PINETOP · LAKESIDE · SHOW LOW

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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 **100+ reviews averaging 4.9 stars**. 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

4.9★

100 REVIEWS

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."

START HERE

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.

"A view, a well, usable acreage, a finished shop — up here those can outweigh square footage entirely. Pricing your home means pricing what makes it yours."

HOW I SELL IT FOR MORE

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."

BEFORE WE LIST

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."

START TO SOLD

The selling roadmap

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

- 01 Free home value.** I run your comps and send an honest range, usually same day.
- 02 Strategy session.** We set your price, timing, and net goals around what matters to you.
- 03 Prep & polish.** The short, high-return punch list — and I'll help coordinate it.
- 04 Launch.** Pro photos, full syndication, buyer-list blast, and Valley marketing — all at once.
- 05 Showings & feedback.** I manage access, gather real buyer feedback, and adjust fast if needed.
- 06 Negotiate to protect your net.** I handle offers, terms, and contingencies to keep more in your pocket.
- 07 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."

BY THE NUMBERS

Priced on *real* local data

Pricing up here starts with current, local, comparable sales — the kind a national algorithm never sees. The figures that decide your price shift by season and by street, so the smartest move is to work from numbers that are **live**, not last year's.

COMPARABLE SALES

What actually sold

Recent sales of homes genuinely like yours — same area, similar acreage, systems, and views. The foundation of any real valuation.

PRICE PER SQUARE FOOT

A sanity check

Useful as a cross-check across similar homes — but never the whole story up here, where land, views, and systems swing value far more.

DAYS ON MARKET

How fast it's moving

How long homes are sitting tells us whether to price for a fast, competitive launch or to hold patiently. It shifts with the season.

ACTIVE INVENTORY

Your competition

How many comparable homes a buyer can choose from right now shapes exactly how we position — and price — yours.

SEE TODAY'S NUMBERS

I keep current, town-by-town market reports — median price, days on market, price per square foot, and inventory — updated at **ShawnWirtz.com**, so you're never working from a stale figure. And when you want the number for *your* specific home, I build it by hand — usually the same day.

"A median tells you about a neighborhood — it says nothing about your home. I build your number off the sales that actually compare, and I keep the live market reports current so you're never guessing."

LOCATION MATTERS

What sells depends on *where you are*

"The White Mountains" isn't one market — it's a dozen. What drives your price, and who your buyer is, changes with your setting. A few of the ones I sell most:

LAKEFRONT & LAKE-PROXIMITY

Water is the premium

True lake access or a walk-to-water location commands a premium and a wider buyer pool.

IN-THE-PINES CABINS

Sell the feeling

Seclusion, the deck, the wood stove, the tall pines. Cabin buyers buy the escape — often furnished and turnkey.

HORSE PROPERTY & ACREAGE

Usable land wins

Fencing, barns and stalls, water, and genuinely usable, level acreage carry serious weight — more than square footage.

GOLF COMMUNITIES

Know the buyer

Torreon, Pinetop Country Club and the like draw a specific lifestyle buyer. Amenities and turnkey condition move the needle.

SHOW LOW & YEAR-ROUND

Everyday livability

The hub for full-time living — schools, shopping, medical, year-round access. The broadest buyer pool in the region.

RAW LAND & LOTS

De-risk the build

Buyers pay for certainty: well/septic feasibility, perc and soil, legal access, and buildability. Documentation sells lots.

"I price and market a Pinetop cabin, a Show Low family home, and a Concho parcel three different ways — because their buyers are three different people."

TIMING

When to sell *up here*

The White Mountains sell on a seasonal rhythm most sellers never plan around. Here's how the year tends to move — and how we time your launch to work with it, not against it.

SPRING · MAR–MAY

Prep & position

The window to get ready. Buyers start planning summer moves now; a home listed polished in late spring catches the wave as demand builds.

FALL · SEP–NOV

Serious buyers

Fewer tire-kickers, more motivated relocators and second-home buyers — and less competing inventory. A strong window many sellers overlook.

SUMMER · JUN–AUG

Peak season

The most buyers of the year — Valley buyers escaping the heat, plus cabin and second-home shoppers. Highest demand and strongest prices.

WINTER · DEC–FEB

Fewer, but motivated

Traffic slows and snow access matters for showings, but the buyers out in January are serious. Right-priced homes still sell.

"There's no single 'best month' — there's the best window for your home and your life. Summer brings the most buyers; the off-season brings the most motivated ones. We build around your timeline, not a calendar."

FIRE-WISE = SALE-READY

Insurable, defensible, *sold*

Up here, two of the first questions a serious buyer — and their insurance company — ask are **"how's the fire risk?"** and **"can I even get coverage?"** Handling both *before* you list removes the single biggest thing that stalls a mountain sale.

DEFENSIBLE SPACE

Clear the first 30 feet

Brush and dead limbs cleared, pine needles off the roof and out of the gutters, firewood moved away from the house. The zone buyers and insurers look at first.

DOCUMENT IT

Keep the proof

Photos and receipts for brush clearing, tree work, and roof/defensible-space upkeep reassure buyers and can help their insurance quote.

INSURABILITY

Confirm coverage early

With carriers tightening in fire-prone zones, a home a buyer can actually insure is a home that closes. I'll help you confirm coverage up front — before it surfaces in escrow.

MOUNTAIN SYSTEMS

Have the paperwork ready

We'll share & logs, septic and ADEQ transfer, propane owned vs. leased, road-maintenance agreement, HOA docs, and defensible-space records.

"The homes that sail through up here are the ones where fire risk and insurance are handled before the sign goes up — not discovered during the buyer's inspection."

STRAIGHT ANSWERS

Seller questions, *answered*

The questions I hear most from White Mountains sellers — answered straight, no fluff.

How long will it take to sell?

It varies with season, price, and location — but a well-priced, well-prepared home moves faster than one chasing the market. I'll give you a realistic timeline for your specific home and area up front.

Should I sell it furnished?

Often yes — especially cabins and second homes. Many Valley and out-of-area buyers want turnkey. We'll decide together what's worth including.

Do winter showings actually work?

Yes. Fewer buyers are out, but they're serious — and you're competing with far less inventory. We just plan around snow and access.

Do I need well/septic inspections first?

Not required, but getting them — plus your ADEQ and transfer paperwork — ready up front builds buyer confidence and heads off escrow surprises.

Does my rental income add value?

It can, for the right buyer. Bring your short-term rental records and we'll present the income story where it actually matters.

Do I have to remodel?

No. Only a handful of high-return fixes actually move your number. I'll tell you which are worth it — and which to skip.

What's the #1 seller mistake up here?

Overpricing at launch. A home draws its best attention and offers in the first two weeks; waste that and you chase the market down.

Is now a good time to sell?

That depends on your goals more than the calendar. Start with a free, no-obligation value and we'll talk it through.

"If your question isn't here, just ask me — no pressure, real answer. That's what the call is for."

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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