

A PLAIN GUIDE FOR LAS VEGAS VALLEY SELLERS

Selling Your Home in the Las Vegas Valley

The real number, the first week, and how to sell and buy without moving twice

FOR FAMILIES WHO HAVE TO SELL IN ORDER TO BUY

About John Arendt, Realtor®

I have sold homes in the Las Vegas valley for 20 years, through good markets and hard ones. I work Henderson, Summerlin, Southern Highlands, Anthem, North Las Vegas and the southwest, mostly with families selling one home to buy the next.

I work alone on purpose. The person you meet at the kitchen table is the person who markets your home, negotiates your offer and sees you through closing.

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SECTION 1 OF 9

You have to sell to buy

You bought a starter home in the southwest, or Henderson, or North Las Vegas, somewhere in the last five to nine years. You have real equity in it now. The kids are bigger and the house is not.

You want something in Summerlin, or Anthem, or Southern Highlands, or one of the newer Henderson communities. And you cannot carry both houses. Every dollar of your down payment is sitting inside the house you are living in, and you cannot get it out until you sell.

That is the whole problem, and it is the reason most families in this spot stay put a year longer than they wanted to. The math works on paper and feels terrible in real life.

This guide walks through it in the order the decisions come:

- What your house is actually worth, and how to price it
- What to fix before you list, and what to leave alone
- What happens in the first seven days on the market
- How to sell and buy at the same time without carrying two payments or moving twice
- What comes out of the sale price before you see it
- What happens between an accepted offer and closing day

You will not find a promise in here about how fast your house will sell. Nobody can keep that promise. What you will find is what I do about it.



What your house is actually worth

Almost every seller I meet has a number in their head before I arrive, and it came from their phone.

Why the online number is off

An online estimate is a formula. It takes the county's record of your square footage, bedrooms, lot size and year built, looks at recent sales nearby, and produces a value. It does this for every house in the country at once, without anyone looking at yours.

It does not know the kitchen was redone in 2022, or that it was not. It does not know the roof is original. It does not know whether you back to a wall along the 215 or to open desert. If the county has your square footage wrong, the estimate is wrong by that much before it starts.

It also looks backward. Buyers look at what they can buy this weekend.

What I do instead

A comparative market analysis, a CMA, is the same idea done by a person who has seen the house.

I start with closed sales that compare: the same kind of home, in the same part of the neighborhood, closed in the last few months. In a subdivision with repeating floor plans, I want your floor plan. Then I adjust for the differences. A pool, a third-car garage, a casita, a bigger lot, a remodel with dates, an original roof and air conditioner.

Then I look at what is for sale and pending right now. Those are not comparisons. They are your competition. If three similar houses are sitting unsold at a price, that price is not the number.

Three ways to price it, and the one I would pick

Once you have the real number, there are three ways to list against it.

At the number. This is what I recommend for most houses. It puts your home in front of the most buyers in the week their attention is highest.

A little above it. This can work when the house has something the comparable sales do not, and you can afford to wait. The cost: fewer showings early, and if it does not move, the price cut is public.

A little below it. This brings more people through the door the first weekend. The cost: if the read on the market is off, you sell for less than you should have.

I will show you all three if you want to see them. But you asked what I would do, so you get one number and the sales behind it.

Four pricing mistakes that cost sellers the most

- **Pricing off what you need.** You work backward from the next house. Buyers do not know what you need. If the market number does not get you there, it is far better to know before you list than after two price cuts.
- **Pricing high to leave room.** In this market, a house priced to leave room does not get negotiated down. It gets skipped. Buyers filter searches by price, so your house shows up for people comparing it to better ones.
- **Hiring the highest number.** Interview three agents and you will get three prices. Ask each one to show you the sales behind theirs. If they can walk you through why, the number is worth something. If they cannot, it is a pitch.
- **Chasing the market down.** Small cuts every couple of weeks tell buyers to wait for the next one. One meaningful correction does more than four small ones.

> **TAKEAWAY**
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> Your house is worth what similar houses nearby have closed for, adjusted for what makes yours different. Start there.

SECTION 3 OF 9

What to fix and what to leave alone

Almost every seller has a list. Some of it is worth doing. A lot of it is money you will not get back.

Here is the order I would spend in.

First: fix what is broken

The sticking door. The running toilet. The outlet that does not work. The sprinkler head spraying the wall. The screen with the hole in it.

None of these cost much. All of them cost you when a buyer walks through, because buyers do not add up small items. They form an impression. Ten small things undone makes them wonder what else was skipped.

Second: take the surprise out of the inspection

After 20 years of reading inspection reports on valley homes, the same six things come up: the air conditioner, the roof, the water heater, stucco cracks, pool equipment, and what our hard water does to fixtures.

You do not need to replace any of them. Service the AC and keep the receipt. Have a roofer look at an older tile roof and fix the slipped tiles. Strap the water heater if it is not strapped.

A buyer who knew about the older system before writing the offer usually accepts it. A buyer who finds it on page four of the report asks for a credit. Same house, different outcome.

Third: paint, light and clean

If you do one cosmetic thing, paint. Fresh, neutral, the same color through the main rooms. Then replace every dead bulb and open every blind. Then clean the way you would if company were staying a month, and empty the closets by half. You are moving anyway.

Fourth: the yard, the cheap part only

Trim what has grown wild. Replace dead plants. Fresh rock in the beds. Do not start a grass-to-desert conversion in the months before listing. A half-finished yard is the worst thing to photograph.

What to leave alone

- **The kitchen remodel.** New hardware, a faucet, clean grout: yes. Tearing it out: no.
- **The bathroom remodel.** Re-caulk, replace worn fixtures, stop there.
- **New flooring throughout.** Replace the one stained carpet. Do not re-floor a house to sell it.
- **A new roof, a new AC, pool resurfacing.** If they work, they are older systems that work. Price with that in mind and disclose it.
- **Anything that is a matter of taste.**

The one question that sorts the whole list: will this change the offer, or will it only make me feel better about the house? You are leaving. Spend on the first kind.

SECTION 4 OF 9

The Week One Launch

Every agent tells you they will market your house. Very few will tell you what that means on Tuesday.

The first two weeks are the best two weeks a listing ever gets. Every buyer with a saved search sees a new listing the day it appears, and that happens once. Most listings spend that window catching up. Photos on day three. Ads on day ten. An open house when somebody gets around to it.

I do it the other way. Your marketing starts on day one, and everything is running within the first seven days. I call it the Week One Launch.

Before day one	We settle the price from recent sales. The agreed repairs are done. Professional photography and the Matterport 3D walkthrough are shot and finished. The description is written. Nothing is public yet, on purpose.
Day one	The listing goes live on the MLS, complete, and syndicates to the major sites, Realtor.com and Homes.com among them. The sign goes in. You get a text from me with the links so you see what buyers see.
Days one through three	Paid digital advertising starts, aimed at buyers searching your area and price range and at buyers who are about to be. I watch the ads daily and adjust them.



Days two through six	The first showings. After each one I ask the buyer's agent for feedback and tell you what they said, the useful and the unpleasant both.
The first weekend	One open house, marketed all week, with the neighbors invited.
Day seven	Your first status call: showings, feedback, ad results, and what I would do next week.

That status call happens every Friday or Saturday for as long as the house is on the market. You never have to chase me for an update. It is on the calendar.

What the launch is not

It is not a promise about when the house sells. It is a promise about the work: everything that moves a sale, running inside the first seven days, watched and adjusted, with you informed every week. What happens next depends on the price, the house and the buyers, and I will tell you which one it is.

> TAKEAWAY
>
> Ask any agent you interview what happens on each of the first seven days. The answer tells you most of what you need to know.

Selling and buying at the same time

This is the question I get more than any other, and it rarely gets asked directly. It shows up as "we'd love to move, but I don't see how it works."

There are three ways to do it. One of them is right for most families.

Option 1: Buy first, then sell

You make an offer on the next house before you list yours, usually with a contingency saying your purchase depends on your home selling.

Everyone wants this version, because you know where you are going before you leave. The cost is that a contingent offer is a weaker offer. Homes around the valley are taking longer to sell than they were a couple of years ago, so sellers are more willing to consider one than they used to be. It usually costs you something in price or terms.

Buying first also works if you can carry both payments for a stretch, or pull your down payment out another way. Some people use a home equity line taken out before listing, or a bridge loan. Both have real costs. That is a conversation for a lender, and it has to happen before you list.

Right for: a family that can carry two payments for a while, or has found one specific house they are not willing to lose.

Option 2: Sell first, then buy

You list, sell, close, and go shopping with your equity in the bank. Your offer on the next house is as strong as anyone's. No contingency and no explaining.

The problem is obvious. Where do you live in the gap?

Option 3: Sell first, and stay in the house after closing

This is the one most people do not know about, and it is what I recommend for most families in this spot.

When you sell, you can negotiate to stay in the home after closing. It is called a rent-back. The buyer takes ownership on the closing date. You stay for an agreed number of days, usually paying something toward their carrying cost, and you move once.

What a rent-back gets you:

- Your equity is in the bank, so your offer on the next house is clean and strong
- You are not paying two mortgages
- You are not moving twice, with a storage unit and a lease to break
- You have a real deadline, which turns "someday" into a decision

One caution. Not every buyer can agree to one. A buyer using certain loan programs may have occupancy rules that limit how long you can stay. So it gets negotiated when the offer comes in. When I know you need the runway, it is one of the things I look at on every offer.

Which one I would pick

For most move-up families in the valley: **sell first, with a rent-back negotiated into the deal.** You are never carrying two houses. You know what your home sold for instead of guessing. And you walk into the next negotiation as the strongest kind of buyer there is.

Whichever path you take, the timeline of the whole move is set by how quickly your house gets in front of buyers. Every week it sits is a week you are not shopping. That is why Section 4 matters as much as it does.

SECTION 6 OF 9

What it costs to sell

Sellers think about the sale price. The number that matters is what lands in your account after closing. Here is what sits between the two, in the order it usually shows up.

The mortgage payoff. Whatever you owe, plus interest through the closing date. The title company gets an exact figure from your lender. If you have a home equity line, it has to be closed, not only paid to zero, or it can hold up the title.

Agent compensation. What you pay your listing agent, and whether you offer anything toward the buyer's agent, is negotiable. We talk about it in person before you sign anything, and you will have it in writing before we list.

Title and escrow. In Southern Nevada a title company handles the closing. The seller customarily pays for the owner's title insurance policy, and the escrow fee is usually split. The title company quotes these up front.

Transfer tax. Clark County charges a real property transfer tax when a home changes hands, calculated on the sale price. By local custom the seller pays it.

HOA costs. If you are in an association, and most of the valley is, you provide the buyer a resale package, and there is usually a transfer fee. In a master-planned community with a sub-association, there can be two sets.

Repairs and credits. This is the line that moves. It depends on the inspection and on how much the buyer knew going in, which is why Section 3 comes before listing.

Prorations. Property taxes and HOA dues are split between you and the buyer based on the closing date.



What is not on your list. The marketing. Photography, the 3D walkthrough, the advertising and the open house are my cost, not yours.

> TAKEAWAY
>
> Before you pick a price for the next house, get a net sheet on this one. Your title company's estimate is the figure to rely on.

SECTION 7 OF 9

From accepted offer to closing

The offer comes in, you say yes, and then there is a quiet moment where most sellers realize they do not know what happens next. Here it is, in order.

Escrow opens. The signed contract goes to the title company, and the buyer deposits their earnest money there. The contract sets a series of deadlines. I keep every one on a calendar, and you hear about each before it arrives.

The disclosure. Nevada requires you to complete a Seller's Real Property Disclosure. It asks what you are aware of, system by system. You do not have to inspect your own house, and you do not have to fix what you disclose. What you cannot do is say no when the answer is yes. Selling as-is means you are not agreeing to repairs. It does not remove the duty to disclose. We fill it out together before the house is listed, so the buyer reads it early.

The inspection. The buyer's inspector comes through for a couple of hours. A few days later the buyer asks for repairs, asks for a credit, or asks for nothing. We negotiate it the same way we negotiated the price. You are never obligated to agree to everything.

The appraisal. If the buyer has a loan, the lender orders one. The appraiser works from the same closed sales I used to price the house. A house priced from those sales usually appraises. If the number comes in low, there are several ways to resolve it, and you will know your options the same day.

The HOA package and the loan. I order the resale package the day we go under contract, because it takes time. Meanwhile the buyer's lender works through the loan. That is the longest piece and the one neither of us controls.

The last week. The buyer does a final walkthrough. You sign at the title company or with a mobile notary, separately from the buyer. The sale closes when the county records the deed and escrow releases the money. If you negotiated a rent-back, it starts here.

> TAKEAWAY
>
> Most delays are handled by two things. Dates on a calendar that somebody is watching, and questions answered the same day they are asked.

Before you list: the one-page checklist

THE NUMBER

- [ ] Know roughly what you owe, including any home equity line
- [ ] Get a CMA with the closed sales behind it
- [ ] Get a net sheet at a realistic price
- [ ] Talk to a lender about the next house before you list this one

THE HOUSE

- [ ] Fix everything that is broken, however small
- [ ] Service the AC and keep the receipt
- [ ] Have an older roof looked at
- [ ] Strap the water heater
- [ ] Paint the main rooms one neutral color
- [ ] Replace dead bulbs and open the blinds
- [ ] Deep clean, and empty the closets by half
- [ ] Trim the yard and replace dead plants

THE PAPERWORK

- [ ] Gather repair receipts and dates for the roof, AC and water heater
- [ ] Find your HOA contact and any open violation letters
- [ ] Find any solar agreement that comes with the house
- [ ] Fill out the seller's disclosure before the house goes live

THE PLAN

- [ ] Decide which of the three paths in Section 5 fits your family
- [ ] Mark the school calendar against your target dates
- [ ] Ask your agent what happens on each of the first seven days

Send me two things.

You now know how the number gets set, where prep money is worth spending, what the first week should look like, and how to line up both moves so you only pack once.

1. **Your address**
2. **Roughly what you owe on the house**

I will tell you what I think it is actually worth, with the sales behind it. I will tell you which of the three paths I would take in your situation and why. If the answer is that you should wait a year, you will hear that too.

Call or text 702-881-6562

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You get 100 percent of my attention whenever you contact me.

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This guide is general information about selling a home in the Las Vegas valley. It is not legal, tax, lending or financial advice. Fees, taxes, customs and loan rules change. Your purchase contract sets your dates and terms, and your title company's estimate is the figure to rely on. A comparative market analysis is an agent's opinion of value, not an appraisal. The Week One Launch describes how John markets a listing and is not a guarantee of any sale price or timeline.

