THE ULTIMATE HOME SELLER'S ACTION PLAN

MAXIMIZE YOUR HOME'S VALUE, ATTRACT THE RIGHT BUYERS, AND CLOSE ON YOUR TERMS.

PREPARED BY

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INTRODUCTION

Selling a home is more than just putting a sign in the yard. It requires strategic preparation, aggressive marketing, and expert negotiation to ensure you don't leave money on the table.

This action plan outlines the exact steps we take to position your property as a premium listing and secure the best possible outcome.

THE 5-PHASE PROCESS

PHASE 1: PREPARATION & VALUATION

We determine the optimal listing price based on recent comparable sales. We'll advise on decluttering, depersonalizing, and making strategic repairs that yield high ROI.

PHASE 2: STRATEGIC MARKETING

We deploy high-end HDR photography, cinematic video tours, and drone footage. Your listing is syndicated across the MLS, Zillow, and targeted social media ad campaigns.

PHASE 3: SHOWINGS & OFFERS

We manage private tours and open houses. When offers come in, we analyze their strength and aggressively negotiate to maximize your net profit and secure favorable terms.

PHASE 4: CONTRACT TO CLOSE

We navigate the escrow process, facilitate buyer inspections, negotiate repairs, and provide the appraiser with a detailed package of comparables to support the price.

PHASE 5: CLOSING DAY

The buyer conducts a final walkthrough, you sign the settlement statement, and once the loan funds and records with the county, the sale is complete!

PRE-LISTING CHECKLIST

BEFORE THE PHOTOGRAPHER ARRIVES

- Deep clean the entire house (baseboards, windows, carpets)
- Declutter countertops, tables, and shelves (less is more)
- Depersonalize by removing family photos and highly personal items
- Ensure all light bulbs work and match in color temperature
- Enhance curb appeal (mow lawn, trim bushes, power wash driveway)

PRICING WITH PRECISION

Pricing is the single biggest decision you'll make in this sale, and it's where my training as a certified **Pricing Strategy Advisor (PSA)** earns its keep. PSA certification means specialized training in property valuation, navigating pricing challenges, and working with appraisers. We don't guess at a number; we build one.

It starts with a **comparative market analysis (CMA)**: a study of recently sold homes that match yours in size, condition, location, and features, adjusted for the differences. It's the same discipline an appraiser applies when the buyer's lender values your home. The CMA tells us what the market is actually paying today, not what a website algorithm estimates or what a neighbor's house listed for.

> ### THE COST OF OVERPRICING
>
> An overpriced listing doesn't sell for more; it sells for less, later. The buyers who can afford your true price never see the listing because they're searching a lower bracket. The home sits, the days-on-market counter climbs, and buyers start asking "what's wrong with it?" Then comes the price-cut spiral: each reduction signals weakness, and the offers that finally arrive come in under what strategic pricing would have produced on week one.

Strategic pricing does the opposite: it positions your home where the most qualified buyers are actively searching, drives showing traffic in the critical first days on market, and creates the competitive pressure that produces strong offers, sometimes multiple offers, on your timeline instead of the market's.

EVALUATING OFFERS BEYOND PRICE

The highest number is not automatically the best offer. An offer that falls apart in week three costs you far more than a slightly lower one that closes. When offers land, we score each on the full picture:

- **Financing strength**: cash, or a pre-approval from a credible lender who has actually verified the buyer's documents? The loan type and lender quality tell us how likely this buyer is to reach the closing table.
- **Option fee and option period length**: a shorter option period with a meaningful fee signals a serious buyer and shrinks the window when they can walk for any reason.
- **Earnest money**: how much the buyer puts at stake if they default after their protections expire.
- **Appraisal-gap coverage**: will the buyer commit to covering some or all of the difference if the appraisal comes in below the contract price?
- **Leaseback flexibility**: if you need time to move after closing, a buyer who offers a leaseback may be worth more to you than one who bids higher but needs immediate possession.
- **Closing timeline fit**: does their closing date line up with your next move, or does it leave you paying for two households or scrambling for temporary housing?

UNDER CONTRACT AS THE SELLER

Accepting the offer starts the clock, and for the next several weeks, the buyer holds most of the exit doors. Here's what to expect and how we keep the deal on the rails.

1 THE BUYER'S OPTION PERIOD

In Texas, the buyer's option fee gives them an unrestricted right to terminate for a negotiated number of days. Their inspection happens here, so expect a repair request. It's a normal part of nearly every sale, not an insult. We evaluate each item and negotiate credits versus fixes: often a closing-cost credit beats scheduling contractors, keeps you in control, and keeps the deal moving.

2 THE APPRAISAL

The buyer's lender sends an appraiser to confirm the home supports the contract price. We meet the appraiser with a package of comparable sales and a list of your upgrades. Supporting the value is part of the job, not left to chance.

3 BUYER FINANCING RISK

Even after the option period ends, the deal can still fall through if the buyer's loan is denied. This is exactly why we scored financing strength when we picked the offer, and why I stay in contact with the buyer's lender through underwriting instead of waiting for surprises.

4 STAYING CLOSE-READY

Complete any agreed repairs with receipts, keep the home in the condition the buyer contracted for, and keep your own paperwork moving with the title company. A seller who is ready to close never becomes the reason a closing slips.

SECURITY WARNING

Wiring instructions NEVER change by email.

Wire fraud targets homebuyers during closing week. Before wiring anything, call the title company at a phone number you already have, not one from an email, and confirm the instructions verbally. Then call me. A five-minute call protects your life savings.

YOUR NEXT STEP

MOVING PREP GUIDE

You're weeks from moving day. Start the packing and logistics plan now, not the weekend before.

movingtexas.ai/moving-prep

CLOSING DAY & HANDING OVER

The last stretch is about a clean handoff. Shortly before closing, the buyer walks the home one final time to confirm agreed repairs are done, the systems work, and everything that conveys (appliances, fixtures, window treatments per the contract) is still in place. A tidy, empty, close-ready house at the walkthrough keeps the signing drama-free.

- Complete agreed repairs before the buyer's final walkthrough, and keep the receipts.
- Leave everything that conveys under the contract; take everything that doesn't.
- Schedule utilities to come out of your name effective the day after closing, not before, in case the date slips.
- Gather every key, garage remote, gate opener, mailbox key, and access code for the buyer.
- Leave appliance manuals, warranty papers, and vendor info. It's a class move that buyers remember.

YOUR NEXT STEP

CHANGE OF ADDRESS CHECKLIST

USPS, driver's license, insurance, subscriptions. Route your mail to the next chapter.

movingtexas.ai/change-of-address

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Ready to list? Let's execute.

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