



Sellers Guide

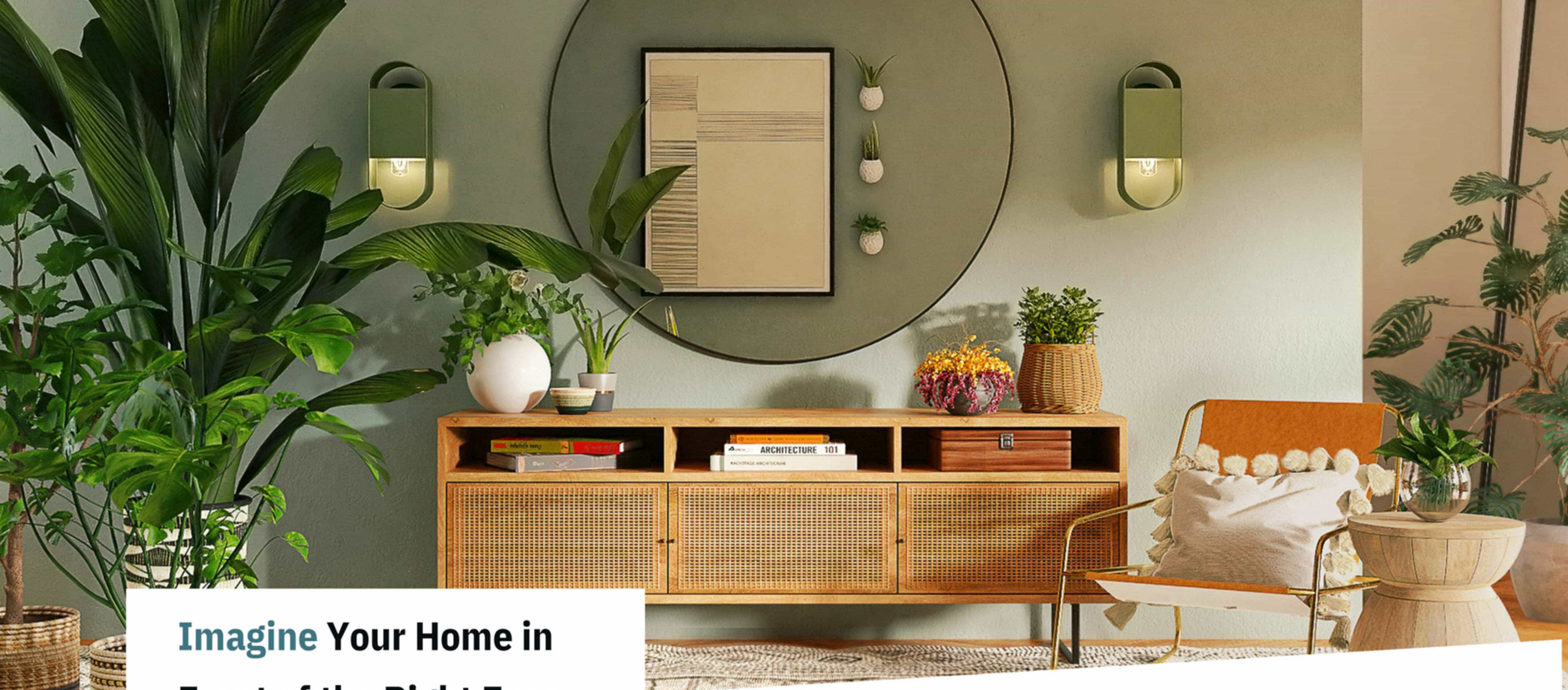
Real Estate, the Texas Way.

Whether you're buying your first home, selling your tenth, or relocating with military orders, the Huff Realty Team is here to make your move seamless.

Backed by trusted local expertise and a commitment to service that runs deep in Texas communities like Buda, Austin, Killeen, and Houston, we help you navigate the market with confidence. From bustling city centers to quiet suburban streets, our team knows what it takes to match people with the right property—and we do it with heart, hustle, and straight talk.

When you're ready to make your next move, trust the team that treats your journey like their own.





Imagine Your Home in Front of the Right Eyes— From Fort Cavazos to Far Beyond.

WHO WE ARE

With a strong presence across Texas and beyond, the Huff Realty Team offers access to a powerful network of motivated buyers. Our reach extends through trusted partnerships, smart marketing, and referral networks across markets like Buda, Austin, Killeen, and Houston.

We don't just list homes—we connect them with the right people, at the right time, through strategic exposure and expert guidance.

YOUR TRUSTED PARTNER IN EVERY MOVE

At Huff Realty, we take the time to understand your goals—and the market around them. Our agents are dialed into local trends in Buda, Austin, Killeen, Houston and beyond, so we can position your home for the right buyer at the right price.

With smart, data-driven marketing and a collaborative network of trusted partners, we're here to deliver real results. From listing to closing, you'll have a team you can count on—working beside you every step of the way.

Preparing to Sell

Getting your home ready to list is one of the most important steps in the selling process. The right prep can make a major impact on both how fast your home sells—and for how much.

With the Huff Realty Team, we'll walk through the key improvements, upgrades, and staging strategies that will help your property stand out in today's Texas market. From curb appeal to final details, we'll make sure your home puts its best foot forward.

- ★ Scale back clutter and organize each room
- ★ Deep clean every space, including often-overlooked areas
- ★ Repaint walls and touch up trim or details
- ★ Remove personal photos and items to create a neutral space
- ★ Upgrade outdated lighting fixtures for a fresh feel
- ★ Consider updating appliances for added value
- ★ Refinish hardwood floors and refresh carpets
- ★ Handle maintenance issues before buyers spot them

Helping Buyers See Themselves at Home

When buyers step into your property, the goal is to help them picture their future—not your past. In fact, 81% of buyers say that staging makes it easier to visualize a home as their own.

Staging doesn't have to be complicated. Simple updates—like rearranging furniture, adjusting decor, and highlighting key features—can make a powerful first impression and inspire stronger, faster offers.



Price It Right. From the Start.

Pricing your home isn't guesswork—it's strategy. At Huff Realty, we take the time to study local trends, buyer behavior, and the unique features of your property to land on a price that works for today's market and your personal timeline.

We don't just run the numbers—we look at what buyers see, what might raise questions, and what gives your home the edge. Then we build a pricing plan that positions your property to move quickly and profitably.

Marketing That Moves the Needle

At Huff Realty, selling your home means more than putting a sign in the yard. We craft a custom marketing plan built around your property's strengths, the local buyer pool, and the platforms that get real results.

From high-impact visuals and targeted online campaigns to community buzz and direct outreach, we blend strategy and creativity to make sure your home gets seen—by the right people, at the right time.

Visibility drives value. Let's make your property stand out.





Rooted in Texas. Recognized for Results.

You won't find velvet ropes or marble storefronts here—just real people doing real work for their clients. At Huff Realty, our reputation isn't built on brand recognition, it's built on trust, referrals, and results across the communities we serve.

From Buda to Houston, clients know us for our integrity, market expertise, and straight-shooting service. We're not here to impress—we're here to deliver.

YOUR PROPERTY BY DESIGN

Every home has a story—and we know how to tell yours.

At Huff Realty, we highlight the features that make your property unforgettable. From professional photography and cinematic listing videos to immersive virtual tours, we package your home in a way that stops buyers mid-scroll and draws them through the front door.

It's not about overhyping—it's about showing your home in its best light, with purpose and precision.

MAXIMUM EXPOSURE. ZERO GUESSWORK.

Today, your buyer could be across the street—or across the country. That's why we don't leave your home's visibility to chance.

At Huff Realty, we put your listing in front of the people who are actually looking. Through targeted digital campaigns, strategic listing placements, and optimized exposure across the platforms that matter most, we make sure your property gets seen by serious buyers—no matter where they are.

Smart marketing. Wide reach. The kind of edge that sells homes.



SMART DATA. SMARTER DECISIONS.

At Huff Realty, we don't just market—we measure. Using real-time analytics and performance data, we identify exactly where your listing gets the most traction and which channels attract the right buyers.

This insight lets us adjust strategy on the fly, so every marketing dollar works harder—and every move is made with purpose.

In a competitive market, data isn't optional—it's your advantage.

MARKETING THAT HITS WHERE IT MATTERS

No cookie-cutter campaigns here. At Huff Realty, your property gets a custom-built marketing plan designed to make an impact—locally and beyond.

We combine high-performing digital ads, targeted mailers, sharp print materials, and direct outreach to make sure your home stands out in all the right places.

Every detail is intentional. Every channel has a purpose. No fluff, just smart exposure that moves the needle.

CONTRACT TO CLOSE

Once you've accepted an offer, we guide you through the final stretch with steady hands and sharp attention to detail. From coordinating inspections and paperwork to prepping for closing day and tying up loose ends, we manage the process so you don't have to.

We stay with you through the finish line—and beyond.

SHOWINGS WITHOUT THE STRESS

Letting strangers tour your home can feel like a lot—but we've got you covered. At Huff Realty, we'll work with you to create a showing plan that fits your lifestyle, protects your time, and keeps your goals front and center.

Whether you need set windows, advance notice, or just a bit more control, we'll make sure every showing works for you—while still giving buyers every reason to fall in love.

That might mean weekend open houses, private one-on-one tours, or a mix of both—whatever works best for your situation.

We keep the process smooth with clear communication, advance planning, and a heads-up on every detail so you're never caught off guard.

You'll know what's happening, when it's happening, and how we're positioning your home every step of the way.

NEGOTIATION THAT WORKS FOR YOU

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Moving Checklist

TIPS

- 1 Keep your valuables and important documents with you during the move to ensure their safety.
- 2 Pack a "Start-Up Kit" with essential items you'll need immediately. This will come in handy if your belongings are delayed or you need to unpack in stages
- 3 Label each box by its contents and the room it belongs to, making the unpacking process much smoother



DECLUTTER AND DONATE

Before packing, take inventory of your furniture and belongings to determine what to keep and what to purge. If an item isn't worth the hassle of packing, moving, and unpacking, consider donating, selling, or discarding it.



STRATEGIZE

A smooth and successful move starts with a solid plan. Choose a moving day and work backward from there. Secure a moving company as early as possible — Engel & Völkers is happy to recommend a trusted local provider.



PACK IT UP

Start by purchasing your moving supplies, such as boxes, labels, and bubble wrap. Begin packing items you won't need before the move, like decorations, photos, and off-season clothing. Then, schedule time to pack the remaining items by room or category, making unpacking more organized and efficient.



CHANGE YOUR ADDRESS

Be sure to update your address with friends, family, service providers, and any mailing clubs or subscriptions. Don't forget to notify utility companies to end service at your old address and start it at your new one.



FINAL PREPARATIONS & MOVING DAY

Closing day is when your moving strategy pays off, allowing you to focus on saying your goodbyes and embracing the excitement of your new home. Once you're settled in, one of the first things to do is have new locks installed and get extra sets of keys made for peace of mind.



WHAT TO EXPECT AT CLOSING

As long as you have everything in order, the closing process should be straightforward.

Closing day usually occurs 4-6 weeks after the sales contract is signed. It involves the buyer, seller, their agents, a representative from the title company, a closing agent or attorney, and the lender.

During closing, both parties will sign the remaining legal documents, pay closing costs, and settle escrow items. Be sure to bring two forms of ID, certified funds for any remaining costs, and any additional documents requested by the lender.

Once all paperwork is signed, you'll receive the keys to your new home — and then it's time to celebrate!



Welcome to the Lonstar State

We're here to make your next move smooth, strategic, and successful—so you can focus on what's next. With a proven process, local expertise, and a no-nonsense approach to service, the Huff Realty Team is ready to deliver

Let's get to work.





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