



FORT WORTH
REAL FOCUSED ESTATE

SELLER RESOURCE GUIDE



We are here for you!

Selling your home is one of the biggest financial decisions you'll ever make—but it doesn't have to be overwhelming. At Fort Worth Focused, our experienced team is here to guide you with clarity and confidence from the very first consultation to the closing table. With deep knowledge of the local market, strategic pricing, and polished marketing, we ensure your home stands out to the right buyers.

We believe in open communication, skilled negotiation, and personalized support centered on your goals. More than real estate agents, we're trusted advisors committed to making the selling process smooth, stress-free, and rewarding. At Fort Worth Focused, our business is built on relationships, not just transactions. So consider us your real estate partners for life.



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WAYS A FORT WORTH FOCUSED AGENT CAN HELP

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Pre-Listing Consultation & Market Analysis: Your agent begins with a detailed review of your home's condition and a Comparative Market Analysis (CMA) to determine the best pricing strategy. You'll understand how your property compares to others in Fort Worth's ever-changing market.

Home Preparation & Staging Guidance: We advise on decluttering, repairs, and improvements to highlight your home's strongest features. Our staging expertise helps buyers envision themselves in the space, making your home more marketable from the start.



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Professional Photography & Marketing Materials: Your listing deserves to shine. We coordinate high-quality photos, videos, and marketing pieces that reflect your home's character and stand out online and in print.



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Customized Marketing Strategy: From MLS syndication to targeted social media campaigns and email blasts, we craft a tailored plan to get your home in front of the right buyers locally and beyond.

Listing Launch & Showcasing: We manage your property's debut on the market, schedule open houses, and coordinate private showings. Our proactive communication ensures you're always in the loop.



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Buyer Feedback & Market Updates: As showings occur, we gather buyer and agent feedback and share it with you, helping us make timely adjustments if needed. You'll also receive updates on market activity affecting your listing.

Offer Review & Negotiation: When offers come in, your agent reviews ALL terms with you—not just the price. We negotiate skillfully to protect your interests and secure the strongest possible deal.



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Contract-to-Close Management: Once under contract, we coordinate with the inspector, appraiser, and title officer, and keep you informed of all deadlines. You'll have peace of mind knowing every detail is tracked and handled.

Closing Preparation: We make sure you're prepared for the big day, confirming paperwork, arranging your final move-out details, and answering any last-minute questions.



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Post-Closing Support: Our relationship doesn't end at the closing table. Whether you need contractor recommendations, assistance with your next move, or market updates down the road, we remain your trusted real estate resource.





STEP 1

Initial Consultation

Our first meeting is all about creating a clear plan for selling your home. We'll listen to your goals, walk through the property, and provide expert guidance on how to position your home for the best results. You can expect:

- ☐ Home Walkthrough: Candid feedback on condition, improvements, and staging opportunities to help your home shine.
- ☐ Market Analysis: A straightforward look at comparable sales and where your home fits in today's market.
- ☐ Pricing Strategy: Strategies to set a competitive price that attracts serious buyers.
- ☐ Marketing Plan: How professional photography, online exposure, and targeted outreach will showcase your home.
- ☐ Timeline & Next Steps: A clear roadmap from preparation to launch so you know exactly what's ahead.





STEP 2

Home Preparation

Getting top-dollar for your home means presenting it to buyers in its very best light! Before we take photos and start showing your home, you'll want to:

- ☐ Remove excess items from countertops, closets, and shelves to create open, inviting spaces.
- ☐ Make every room sparkle, paying special attention to kitchens, bathrooms, and floors.
- ☐ Refresh scuffs, chips, and high-traffic areas with a neutral tone where needed.
- ☐ Fix leaky faucets, loose handles, or squeaky doors to show your home is well cared for.
- ☐ Mow the lawn, trim landscaping, and add fresh mulch and flowers for a welcoming exterior.
- ☐ Open blinds, replace dim bulbs, and let natural light highlight your home's best features.
- ☐ Arrange furniture and décor to create clean, comfortable spaces buyers can picture themselves in.





STEP 3

Marketing Plan

Every home deserves to be showcased in its best light, and our marketing plan is designed to do just that. We combine professional presentation with strategic exposure to make sure your property stands out. From high-quality photography to compelling listing descriptions, we highlight the unique features that make your home special and connect with the right buyers from the start.

Depending on your home and goals, our approach may also include professional videography, drone footage, and targeted social media campaigns to broaden your reach. We tailor each plan to fit your property—because no two homes are alike—and we stay proactive in adjusting strategies based on real-time feedback and market response. The result: maximum visibility and the best opportunity to achieve top dollar for your home.





STEP 4

Offer & Negotiation Strategy

Your Fort Worth Focused agent is your advocate at the negotiation table, protecting your bottom line while keeping the process on track. With clear communication and expert guidance, we make sure you feel confident in every decision. A few tips:

- ☐ Be Transparent: Disclose any known defects up front to avoid surprises and build buyer trust.
- ☐ Prioritize Wisely: Keep your goals in focus while respecting that buyers are making a big, emotional decision.
- ☐ Ask Questions: We'll break down complex terms and clarify details so you understand every part of the offer.
- ☐ Act Quickly: Timely responses keep buyers engaged and motivated to move forward.
- ☐ Stay Calm & Flexible: Small compromises often help keep negotiations on track and protect the bigger picture.



REVIEW OFFER TERMS

- ☐ Sales price
- ☐ Down payment amount
- ☐ Earnest money amount
- ☐ Option period - Number of days and amount
- ☐ Closing date
- ☐ Loan type
- ☐ Number of days for financing contingency
- ☐ Owner's Title Policy - Paid by seller or buyer?
- ☐ Survey - Seller-provided or new? If new, who pays?
- ☐ HOA transfer or closing fees paid by whom and how much?
- ☐ Additional Options/Considerations (if any):
 - ☐ Home warranty allowance
 - ☐ Seller contribution amount
 - ☐ Non-realty items
 - ☐ Exclusions
 - ☐ Appraisal gap coverage
 - ☐ Leaseback





RESPONSE

When an offer is presented, your options are to:

ACCEPT: If, after reviewing your offer, you agree to all terms and sign it as-is, then we will have an executed contract!

COUNTER: If you like some aspects of your offer but not all, we may present a counteroffer that includes the changes you'd like to make. The buyer may then accept the counteroffer, reject it, or make another counteroffer.

REJECT or INVITE THE BUYER TO RESUBMIT: If you do not care for an offer enough to even counter it, you may flat-out reject it or invite them to resubmit with terms that you would look on more favorably.

Once everything is agreed upon and executed, *congratulations!* It is time to move on to the "under contract" steps.





STEP 5

Under Contract

Your agent will guide you through the selling process, assist with necessary paperwork, and ensure you meet all deadlines to successfully close your sale.

IMPORTANT DATES TO NOTE

- ☐ _____ Contract Execution
- ☐ _____ Last Day of Option Period
- ☐ _____ Survey Due Date
- ☐ _____ Financing Approval
- ☐ _____ Closing Day!
- ☐ _____ Final Day of Leaseback (if applicable)





ONCE UNDER CONTRACT

- ☐ Buyer will deliver Earnest Money and Option Fee to the title company
- ☐ Buyer's inspection period begins
- ☐ Title company begins title search
- ☐ Negotiate repairs or concessions, if applicable
- ☐ Lender orders appraisal
- ☐ Title company orders home warranty, if applicable
- ☐ Title company approves existing survey or orders a new one
- ☐ Schedule utilities to be turned off after closing/funding
- ☐ Hire movers!
- ☐ Closing





STEP 6

Closing

We'll work with the title company to schedule a closing time that's convenient for you. If you're unable to attend in person, a mobile notary can be arranged to meet you wherever you are.

The title company will provide the exact amount of your proceeds ahead of time, and you'll simply need to bring a valid government-issued ID. At closing, you'll sign the documents that officially transfer ownership of your home to the buyer. Once everything is signed and funded, your proceeds will be released—congratulations, you've successfully closed! And funding, your proceeds will be sent to you!





STEP 7

WHAT TO DO NOW?

- ☐ Take a Post-Closing Photo
- ☐ Leave Your Agent a 5-Star Review
- ☐ Celebrate!
- ☐ Keep us in mind for referrals. We'd be honored to help your friends and family!





COMMON SELLER EXPENSES

Up Front

- ☐ Pre-Listing Inspection
- ☐ Home Staging
- ☐ Landscaping
- ☐ Updates and Repairs

At Closing

- ☐ Broker / Agent Compensation
- ☐ Owners Title Insurance Policy
- ☐ Escrow Fees
- ☐ Prorated Property Taxes
- ☐ Prorated HOA fees and transfer fees, if applicable
- ☐ Home Warranty
- ☐ Buyer Incentives





Let's Get To Work!

Choosing the right agent makes all the difference in your home-selling journey. With a trusted partner by your side, what could feel stressful instead becomes a smooth—and even exciting—experience.

While the sale may be complete, our relationship doesn't end at the closing table. We value staying connected and look forward to being your real estate resource for years to come.



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Fort Worth Focused Real Estate



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