

ANTHONY SANCHEZ

CENTRAL TEXAS REALTOR

THE TEXAS HOMESSELLER GUIDE

www.anthonxsanchez.com



Real



HOWDY, WELCOME

Selling a home in Texas can feel exciting, emotional, and fast-moving all at once, especially when pricing, competition, and buyer demand can shift quickly.

This guide is designed to help you understand the selling process from start to finish so you can price strategically, prepare your home with confidence, avoid costly mistakes, and protect your bottom line.

This guide walks you through:

- How to prepare your home for the market
- How pricing and marketing work
- What to expect during showings and offers
- Negotiations, inspections, appraisal, and closing
- What happens after closing



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WHY WORK WITH ANTHONY?

Selling a home is more than putting a sign in the yard. You deserve a strategy, a strong marketing plan, and an agent who knows how to position your home to attract the right buyers and negotiate the right terms.

MY APPROACH

I believe real estate should feel informed, strategic, and human. That means I take time to educate my clients, answer questions honestly, and create a plan that fits your life, not a one-size-fits-all process. Whether you're a first-time buyer, moving up, downsizing, or buying new construction, I'm here to help you make a confident move.

WHY CLIENTS CHOOSE ME

- Local knowledge of Central Texas markets
- Strategic pricing and positioning mindset
- Strong marketing across social media + digital channels
- Negotiation guidance with a calm, professional approach
- Relationship-first service built on trust, communication, and results

MY GOAL

To help you sell with the right strategy, on the right timeline, for the strongest terms possible.



WHY SELL/WHY NOW IN TEXAS

TEXAS CONTINUES TO ATTRACT BUYERS BECAUSE OF STRONG JOB MARKETS, POPULATION GROWTH, DIVERSE CITIES, AND A WIDE RANGE OF HOUSING OPTIONS.

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Why this matters for sellers

- Ongoing relocation activity in many markets
- Broad buyer pools (local, move-up, first-time, investors, relocations)
- Strong demand pockets in growing suburbs and exurbs
- New construction competition creates pricing pressure (strategy matters)
- Condition, presentation, and pricing now matter more than ever

Major Metro Snapshot (Seller-Friendly Overview)

Dallas—Fort Worth (DFW)

Large and active market with high transaction volume. Sellers benefit from broad buyer demand, but competition can vary heavily by suburb and price point.

Austin Metro

Demand remains strong in many areas, but pricing sensitivity is real. Strategic pricing and presentation are critical.

Houston Metro

Massive inventory and diverse buyer pool. Flood zone awareness, insurance costs, and condition can impact marketability.

San Antonio Metro

Strong affordability appeal and steady buyer demand. Great opportunity for sellers with well-prepared, well-priced homes.

BUILD YOUR HOMESELLING TEAM

A SUCCESSFUL SALE STARTS WITH THE RIGHT
PROFESSIONALS.

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1) Real Estate Agent (Listing Agent)

Your agent helps you:

- Analyze the market, Build a pricing strategy, Prepare your home for launch, Market the property, Manage showings and feedback, Negotiate offers and repairs, Coordinate deadlines through closing

2) Title Company / Closing Officer

In Texas, title companies often handle:

- Title search, Escrow, Closing documents, Funds disbursement, Recording of the deed

3) Contractor / Handyman / Vendors (as needed)

Helpful for:

- Touch-ups and repairs, Landscaping/curb appeal, Cleaning/deep cleaning, Staging support, Junk removal / hauling

4) Photographer / Media Team

Professional listing media may include:

- Photography, Video walkthrough, Social media reels, Drone photos/video (if appropriate), Floor plan (if available)



COMMON MISTAKES TEXAS SELLERS MAKE (AND HOW TO AVOID THEM)

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1) Overpricing from day one

The market gives feedback fast. Overpricing can lead to fewer showings and longer days on market.

2) Skipping prep work

Condition matters. Small repairs and cleaning can impact buyer perception and offers.

3) Using phone photos / weak marketing

Presentation affects clicks, showings, and urgency.

4) Ignoring new construction competition

Builders may offer incentives that resale sellers need to account for strategically.

5) Taking low feedback personally

Feedback is data. Use it to adjust pricing, presentation, or strategy.

6) Not planning for net proceeds

Selling costs, title fees, concessions, mortgage payoff, and repairs affect your bottom line.

7) Choosing an agent based only on commission

The cheapest option can cost more if the strategy, marketing, or negotiation is weak.



BEFORE YOU LIST (PREP PHASE)

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Step 1: Know your goals

Ask yourself:

- What is my ideal timeline?
- Do I need to sell before buying?
- What is my “must-have” net number?
- Am I prioritizing speed, top dollar, or convenience?

Step 2: Understand your estimated net proceeds

Before listing, review:

- Mortgage payoff (approximate)
- Title/closing costs
- Possible repairs or concessions
- Agent compensation
- HOA resale docs / transfer fees (if applicable)
- Moving expenses

Step 3: Prepare the home strategically

Focus on high-impact items first:

- Repairs / touch-ups
- Decluttering
- Deep cleaning
- Landscaping
- Staging or light styling
- Odor control / air quality

Pro Tip: The goal is not perfection — it's market-ready presentation.

PRICING STRATEGY

(STRATEGY > GUESSWORK)

PRICING IS ONE OF THE MOST IMPORTANT DECISIONS IN
YOUR SALE.

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What affects price

- Recent comparable sales (closed homes)
- Active competition
- Pending homes (buyer demand signals)
- Condition and updates
- Location within the neighborhood
- Lot, layout, and functionality
- Market pace (days on market, inventory trends)

Why overpricing can hurt

- Fewer showings
- Less urgency from buyers
- More days on market
- Greater risk of price reductions
- Appraisal challenges later

Smart pricing goal

Position your home to attract strong interest early — when your listing is freshest and buyer attention is highest.

TEXAS SELLER TERMS TO KNOW

UNDERSTANDING TEXAS-SPECIFIC SELLER TERMS
TEXAS REAL ESTATE HAS SOME TERMS SELLERS MAY NOT
HEAR IN OTHER STATES.

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Seller's Disclosure

A document where sellers disclose known property condition issues (required in many situations, with exceptions).

Earnest Money

A buyer's good-faith deposit submitted after contract execution (typically to the title company).

Option Fee (Texas)

A fee paid by the buyer to the seller for an option period — a negotiated window where the buyer can terminate under contract terms.

Option Period

Buyer's due diligence window for inspections, disclosures, and repair negotiations.

Survey / T-47 Affidavit

A prior survey may sometimes be reused with a T-47 affidavit, depending on transaction specifics and title/lender requirements.

Title Commitment

A preliminary title report showing ownership, legal description, and title exceptions that may affect the property.

DEFINING YOUR SELLING STRATEGY

DEFINING YOUR SELLING PRIORITIES

(SPEED VS PRICE VS CONVENIENCE)

BEFORE LISTING, GET CLEAR ON WHAT MATTERS MOST.

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Common seller priorities

- Highest possible net proceeds
- Fast sale / quick closing
- Minimal repairs
- Flexible closing / leaseback
- Selling before buying another home
- Reduced disruption for kids/pets/work-from-home

Questions to ask yourself

- What timeline do I actually need?
- Am I open to repairs or selling as-is?
- Would I accept a lower price for stronger terms?
- Do I need a leaseback after closing?
- How much showing disruption can I handle?

There is no one-size-fits-all plan.

The best strategy matches your goals, not someone else's.



PREPARING THE HOME TO SELL (FIRST IMPRESSIONS MATTER)

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What buyers notice first

- Cleanliness
- Smell
- Lighting
- Flooring condition
- Paint and touch-ups
- Curb appeal
- Overall maintenance

High-impact prep ideas

- Fresh neutral paint (as needed)
- Minor repairs (leaks, loose handles, damaged trim)
- Deep clean (including baseboards/windows)
- Declutter countertops and surfaces
- Refresh landscaping / front entry
- Replace burned-out bulbs
- Professional staging or light styling (if needed)

Important reminder

You do not always need a full remodel to sell well. Strategic prep often beats expensive over-improvements.



STAGING & PRESENTATION (HELP BUYERS SEE THE LIFESTYLE)

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Why staging helps

- Creates better listing photos
- Helps rooms feel larger and more functional
- Makes the home feel move-in ready
- Helps buyers emotionally connect faster

Staging options

- Full professional staging (vacant homes)
- Partial staging / accessory styling
- Occupied-home staging consult
- Light furniture rearranging + decluttering

Occupied home tips

- Remove personal clutter
- Simplify decor
- Clear kitchen/bath counters
- Minimize pet items
- Keep laundry and dishes out of sight when possible



MARKETING YOUR HOME (SMARTLY)

A STRONG LISTING IS MORE THAN MLS EXPOSURE.

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Marketing may include


- Professional photography
- MLS listing syndication
- Social media promotion
- Video / reels
- Email marketing to agents and buyers
- Open houses (if appropriate)
- Digital/organic exposure to local audiences

What makes a listing stand out

- Strong pricing strategy
- Clean, bright photos
- Compelling property description
- Clear feature highlights
- Fast response and showing access
- Professional presentation across platforms

Goal of marketing

Generate attention + showings + qualified buyer interest → offers.



GOING LIVE / SHOWINGS (WHAT TO EXPECT)

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The first days matter most

When your home hits the market, buyer and agent attention is typically highest in the first wave.

What to expect

- Showing requests
- Agent/buyer feedback
- Questions about condition, updates, and timeline
- Interest levels based on price + presentation + competition

Showing best practices

- Keep home clean and show-ready
- Open blinds/turn on lights when possible
- Minimize odors (strong candles/scents can backfire)
- Leave during showings when possible
- Secure valuables and medications
- Be flexible, especially early on

READING MARKET FEEDBACK FEEDBACK, SHOWINGS, AND MARKET SIGNALS (DON'T PANIC — PAY ATTENTION)

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If showings are low

Possible causes:

- Price
- Photos/marketing
- Timing/seasonality
- Competition
- Condition/presentation

If showings are strong but no offers

Possible causes:

- Buyers like it, but pricing feels high
- Condition concerns
- Layout/functionality objections
- Competing homes offering better value

How to use feedback wisely

- Look for patterns (not one random comment)
- Compare to competing listings
- Adjust strategically (price, prep, or terms)
- Move early rather than late if changes are needed

The background of the slide features a balance scale on a wooden table. The scale is tilted, with the right pan being lower than the left. A sign with the word "Real" in a black box is positioned in the bottom left corner. The text "OFFERS IN TEXAS (IT'S MORE THAN JUST PRICE)" is centered over the scale.

OFFERS IN TEXAS (IT'S MORE THAN JUST PRICE)

What an offer may include

- Purchase price
- Financing type
- Down payment amount
- Earnest money
- Option fee + option period
- Closing date
- Title company
- Items to convey
- Seller concessions
- Addenda (financing, appraisal, HOA, etc.)
- Special terms (leaseback, timing, etc.)

What makes an offer stronger (case-by-case)

- Strong pre-approval / proof of funds
- Clean terms
- Reasonable option period
- Flexible closing timeline
- Higher earnest money
- Fewer unnecessary contingencies
- Professional communication from buyer's agent

NEGOTIATING OFFERS

(PRICE + NET + RISK + TIMING)

THE "BEST OFFER" IS NOT ALWAYS THE HIGHEST OFFER.

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What sellers should evaluate

- Net proceeds
- Buyer financing strength
- Option period length
- Requested concessions
- Closing timeline
- Appraisal risk
- Inspection/repair expectations
- Leaseback need (if applicable)

Possible negotiation moves

- Counter price
- Adjust concessions
- Shorten/adjust option period
- Negotiate closing date
- Clarify exclusions/inclusions
- Request stronger earnest money
- Negotiate leaseback terms



UNDER CONTRACT: NOW WHAT?

ONCE BOTH PARTIES SIGN, THE CLOCK STARTS TICKING.

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Typical contract-to-close milestones (high level)

- Buyer deposits earnest money / option fee
- Buyer schedules inspections
- Buyer reviews disclosures/documents
- Repair negotiations (if any)
- Appraisal ordered
- Buyer loan underwriting
- Title work / survey review
- Final loan approval (clear to close)
- Final walk-through
- Closing + funding



INSPECTIONS & REPAIR NEGOTIATIONS

(WHAT SELLERS SHOULD EXPECT)

**MOST BUYERS WILL INSPECT THE HOME, AND THAT'S
NORMAL.**

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What inspections may uncover

- Safety concerns
- Major system issues
- Deferred maintenance
- Roof/HVAC/plumbing concerns
- Foundation movement (common topic in Texas)
- Minor cosmetic items

After inspections: possible outcomes

Buyer may:

- Move forward as-is
- Ask for repairs
- Ask for a credit/concession
- Renegotiate terms
- Terminate during option period (per contract terms)

Seller strategy tip

Focus on material items first (safety/function/system issues), not every cosmetic request.



APPRAISAL (SELLER SIDE)

(AND WHAT HAPPENS IF IT COMES IN LOW)
IF THE BUYER IS FINANCING, THE LENDER TYPICALLY
REQUIRES AN APPRAISAL.

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If appraisal comes in at value

Great — move forward.

If appraisal comes in low

Possible options:

- Buyer pays difference in cash
- Seller lowers price
- Buyer and seller meet in the middle
- Adjust concessions/terms
- Challenge appraisal (with supporting comps, if appropriate)
- Terminate (depending on contract terms/addenda)

Seller note

Strong pricing upfront helps reduce appraisal issues later.

TITLE, SURVEY, HOA DOCS (DETAILS THAT MATTER)

TITLE, SURVEY, AND DOCUMENTS

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Sellers may need to provide/coordinate

- Seller's Disclosure
- Existing survey (if available)
- T-47 affidavit (if applicable)
- HOA information / resale certificate process
- Utility / property information requested by buyer
- Repair receipts (if repairs were completed)

Why this matters

Delays often happen when documents are missing, late, or incomplete.

Pro Tip: Start gathering key documents before listing to reduce stress later.



SELLER COSTS & NET PROCEEDS

YOUR SALE PRICE IS NOT THE SAME AS YOUR TAKE-HOME
AMOUNT.


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Seller costs may include

- Mortgage payoff
- Title fees / escrow fees (varies by transaction)
- Agent compensation (per listing agreement/negotiation)
- Seller concessions (if negotiated)
- HOA resale docs / transfer fees (if applicable)
- Repairs (if agreed)
- Prorated property taxes
- Home warranty (if offered/negotiated)

Why a net sheet matters

A seller net estimate helps you make informed decisions during pricing and negotiations.



PREPARING FOR CLOSING DAY (WHAT TO EXPECT)

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Before closing

- Confirm moving timeline
- Complete agreed repairs (if any)
- Keep utilities on through closing/funding (unless instructed otherwise)
- Remove personal property not conveying
- Clean home and leave in agreed condition
- Gather keys, remotes, garage openers, gate cards, mailbox keys

Bring/prepare for closing

- Government-issued ID
- Any documents requested by title company
- Wiring instructions for proceeds (confirm securely with title)

Wire fraud warning (very important)

Always confirm wiring instructions directly with the title company using a verified phone number. Do not rely only on emailed instructions.



FINAL WALK-THROUGH (SELLER SIDE)

(SELLER CHECKLIST)

USUALLY COMPLETED SHORTLY BEFORE CLOSING.

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What buyers will verify

- Agreed repairs completed (if applicable)
- Home condition is substantially the same
- No new damage
- Conveying items/appliances remain
- Seller has moved out (unless leaseback)
- Utilities functioning (when possible)

Seller best practices

- Don't patch/move things at the last minute in a way that creates damage
- Leave manuals/receipts if available
- Be fully out unless a leaseback is in place



YOUR SELLER TIMELINE (HIGH-LEVEL OVERVIEW)

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Before Listing (1–3+ weeks)

- Consult with agent
- Pricing + strategy
- Prep/repairs/cleaning
- Photos + marketing plan

On Market (days to weeks)

- Showings
- Feedback review
- Offer negotiations

Under Contract (typically several weeks)

- Inspections
- Repair negotiations
- Appraisal
- Buyer loan process
- Title coordination

Closing Week

- Final walk-through
- Sign closing documents
- Funding + deed recording
- Keys/possession per agreement



SELLER FAQ'S

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How do I know what my home is worth?

A strategic pricing analysis looks at recent comparable sales, current competition, condition, and buyer demand — not just online estimates.

Should I fix everything before selling?

Not always. Some repairs matter much more than others. Focus on high-impact items first.

Can I sell as-is?

Yes, in many cases. "As-is" does not prevent buyers from doing inspections, but it can shape pricing and expectations.

How long will it take to sell?

It depends on pricing, condition, market conditions, and location. Some homes move quickly; others need adjustments.

Can I buy another home before I sell?

Possibly — but timing, financing, and risk planning matter. Build a strategy early.



SELLER READINESS CHECKLIST

I know my goals (speed, net, timeline, convenience)

I've reviewed a pricing strategy for my home

I understand estimated net proceeds

I've identified repairs/prep items (if any)

I'm ready for showings and market feedback

I understand inspections, appraisal, and negotiations

I have a plan for moving / next housing step

I have a trusted agent to guide me through the process

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FAQs

WE'VE GOT ANSWERS
COMMON QUESTIONS FROM **REAL SELLERS**





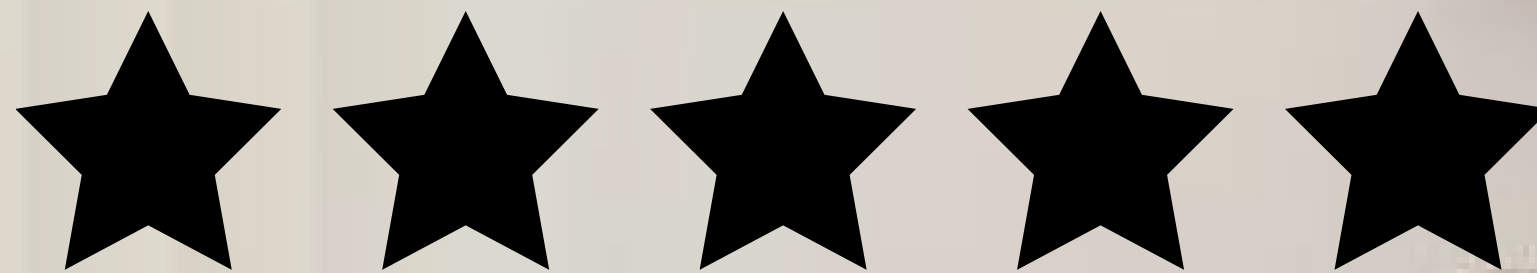
HOW DO I PRICE MY
HOME RIGHT?

SHOULD I ACCEPT THE
FIRST OFFER?

WHAT REPAIRS SHOULD
I DO BEFORE LISTING?

WHAT IF THE BUYER'S
APPRAISAL COMES IN LOW?

**Don't worry, we walk you through all of this in plain English, with
honest guidance and expert support.**



CLIENT TESTIMONIALS

FOUND ON GOOGLE, ZILLOW, & FACEBOOK



Terese P

The idea of buying a home was honestly pretty intimidating at first, but Anthony made the whole process feel way more manageable. He broke everything down clearly, walked me through each step, and made sure I actually understood what was going on. No pressure, no confusion just solid guidance the whole way through. A year later, I'm still so happy with my place and what really stands out is that he's checked in a few times since the sale, just to see how things are going. That kind of follow-up is rare and really appreciated. If you're thinking about buying or selling and want someone who's knowledgeable, straightforward, and genuinely looks out for you, I highly recommend Anthony!

Natalie H

We had the pleasure of working with Anthony during our house buying process and he was nothing short of amazing from start to finish. He was incredibly attentive and always had our best interest at heart. The communication between him and his team and us was excellent making everything run smoothly. Anthony went above and beyond to help us get everything in order, ensuring we were well prepared every step of the way. As first time buyers who had many questions and didn't know anything about the whole process or even where to begin, we couldn't have asked for a better experience. We highly recommend him to anyone, especially those buying for the first time!



Maria B

If your looking to by a home, go with Anthony. You will not regret it! Me and my husband met him bc we were interested in one of his homes for rent and he just asked us to "why not buy a home?" Me and my husband told him that we couldn't. He then took us to a property out in temple and sat us down and just showed us some numbers of what owning a home would look like financially. Me and my husband couldn't believe it. Anthony did not rush us at all on the thinking process. Me and my husband decided to do it and Anthony made the whole process so easy. Anthony is very kind, honest, funny, very patient, and just a great human over all. Me and my husband stand me beside Anthony 100%. You ever want to dip your toe in the water, Anthony is your man!!!



Daisy O

We couldn't have asked for a better realtor and friend to help us find our forever home! From the very beginning, Anthony was dedicated, patient, and truly listened to what we wanted in a home. He went above and beyond, guiding us through every step of the process with professionalism and care, making it a smooth and enjoyable experience. His attention to detail helped us find the perfect place, and we couldn't be happier. Thank you, Anthony, for not only being our realtor but for being a wonderful friend throughout this journey. We are beyond grateful for your expertise and support in helping us find a home where we can create lifelong memories!



NEXT STEPS

Ready to sell your home with a smart strategy?

Let's build a plan that fits your timeline, goals, and bottom-line priorities.

Book a Seller's Consultation: <https://calendly.com/austinrealtoranthony/buyers-consultation>

Call/Text: 254-268-3684

Email: anthony@anthonxsanchez.com

Website: www.anthonxsanchez.com

What we'll cover in your consultation:

- Home value and pricing strategy
- Prep recommendations (what to do / what to skip)
- Timeline and market plan
- Estimated net proceeds
- Marketing strategy
- Action plan (now, 30 days, or 90+ days)

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