Two Hearts
REALTY GROUP
Committed to service driven by heart.

Tarrant & Johnson County Home Seller's Guide

A thoughtful roadmap for preparing, pricing, marketing, negotiating and closing your home sale.

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1. Begin With Your Goals

Every sale has a reason behind it. Your strategy should reflect where you are going next, not just the house you are leaving.

Define the why and when

Are you moving up, downsizing, relocating, settling an estate or moving closer to family? Your timing and priorities shape the plan.

Know what happens next

If you are also buying, coordinate financing, possession, closing dates and contingency options before the home goes on the market.

Build your team early

Your Realtor®, lender when applicable, title company and other professionals can help identify issues before they become last-minute problems.

2. Prepare the Home

Presentation matters. The goal is not to erase the personality of your home, but to help buyers see its space, condition and possibilities.

Declutter strategically

Start with paper, extra furniture, personal collections, kitchen counters and crowded closets. A less crowded home can feel larger and easier for buyers to imagine as their own.

Repair what matters

Address obvious deferred maintenance and discuss which improvements are likely to help marketability before spending heavily on renovations.

Clean and stage

Focus on light, cleanliness, curb appeal, furniture placement and simple presentation. Professional photography is most effective when the home is fully prepared first.

3. Pricing Strategy

A strong list price should be based on the market, the competition and the home's condition - not simply on what a seller hopes to net.

Study comparable sales

Recent nearby sales help establish what buyers have actually paid, while active and pending listings show today's competition.

The first days matter

A new listing typically receives its strongest initial attention early. Pricing too high can reduce urgency and make later reductions less effective.

Net proceeds

Evaluate the likely sale price alongside mortgage payoff, closing costs, negotiated concessions and other expenses so you understand the estimated bottom line.

4. Marketing Your Home

Good marketing is more than putting a property into the MLS. It should present the home clearly and make it easy for qualified buyers to discover and understand it.

Professional presentation

Photography, accurate property information and compelling but factual descriptions help create a strong first impression.

Online exposure

MLS distribution, real estate portals, social media and targeted marketing can work together to expand exposure.

Showing strategy

Make the property as accessible as reasonably possible while balancing your household's needs, security and schedule.

5. Offers & Negotiations

The highest price is not always the strongest offer. A careful review looks at the entire package.

Compare terms

Consider price, financing, cash, contingencies, option period, requested concessions, closing date and other terms.

Evaluate risk

The strength of financing, appraisal considerations and the buyer's requested protections can affect the likelihood of a smooth closing.

Respond strategically

Depending on the offer and market, you may accept, reject or negotiate. Your Realtor® can help you weigh both financial and practical consequences.

6. Contract to Closing

Once under contract, the transaction moves through inspections, negotiated items, title work, appraisal when applicable and final closing preparations.

Inspection period

Buyers may conduct inspections and may request repairs or other changes depending on the contract. Requests are part of a negotiation, not an automatic requirement.

Appraisal and financing

Financed purchases may require an appraisal and lender underwriting. Keep the home ready for scheduled access and stay responsive to transaction requests.

Closing

Review settlement figures, complete agreed obligations, prepare for possession and follow title-company instructions carefully.

7. Downsizing or Selling a Longtime Family Home

A longtime home carries memories as well as belongings. For many sellers, the emotional and organizational work deserves as much attention as the real estate transaction.

Start earlier than you think

Rightsizing is easier when decisions are made gradually. Begin with less emotional areas such as garages, storage spaces and duplicates.

Keep what supports the next chapter

Rightsizing is not simply about owning less; it is about deciding what fits the life and space you want next.

Family communication

When a parent's home is being sold, establish who is making decisions, communicate respectfully, put important agreements in writing and keep shared goals in view.

Specialized support

A Seniors Real Estate Specialist® (SRES®) has education focused on the real estate needs and transitions of clients age 50+.

Your Seller Checklist

• Clarify your move and timeline

• Review market analysis and pricing strategy

• Discuss estimated proceeds

• Declutter and complete agreed preparation

• Deep clean and prepare for photography

• Launch marketing and showings

• Review feedback and market response

• Evaluate offers by price and terms

• Complete contract obligations

• Prepare for move-out and final walk-through

• Verify closing details with trusted contacts

• Close and begin your next chapter

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