

# Advice for Sellers

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Selling a home can be complicated—you're probably trying to purchase another property while selling this one. Using a REALTOR® will save you time and money by setting the correct price for your home, marketing and showing your property, advising you about the pros and cons of offers submitted for your home, helping you negotiate favorable terms, and negotiating on your behalf.

## Set a Price

If you ask too much, you may not find a buyer. If you price the home too low, you'll cheat yourself out of money. Websites with quickie value estimators aren't the way to determine the value of your home. Go to the only people with the data and the expertise to accurately read your market: REALTORS®.

## Market Your Property

In preparing your home for viewing by prospective buyers, remember that people buy on emotions. Your home has to feel right or buyers will look elsewhere. Look at your home objectively and listen to suggestions from your agent about ways to make your home more appealing, such as cleaning, decluttering, removing personal items, making cosmetic repairs, etc.

## Consider Your Options

When a buyer makes an offer, what do you do? Your REALTOR® will help you review it. If you're lucky enough to have more than one offer, he or she will discuss your options to do what's best for you. Once an offer is accepted by you and the buyers, the buyers will perform inspections and finalize the deal.