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AUSTIN SELLER VALUE GUIDE

WHAT ACTUALLY MAKES A HOME SELL?

A practical seller guide to pricing, presentation, offer quality, and the decisions that shape your net result.

THE PURPOSE

Use this before you spend money, pick a list price, or judge an offer by the headline number alone. The goal is to understand what buyers are reacting to and what actually affects your outcome.

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SELLER STRATEGY

VALUE IS A SYSTEM.

01 POSITIONING

How the price compares with the market buyers can see right now.

02 PRESENTATION

What makes the home easier to understand, trust, and imagine owning.

03 EXPOSURE

How clearly the property reaches the buyers most likely to act.

04 TERMS

Price is only one part of an offer's value and risk.

The best sale is not just a number. It is the right price, terms, timing, and certainty working together.

THE FIRST DECISION BUYERS MAKE

Price is a positioning decision.

A list price is not a promise of value. It is where you place the home against the alternatives buyers can see and compare.

WHY IT MATTERS

The market gives your price context.

Buyers are rarely judging one house in isolation. They are comparing your home with recent sales, current competition, condition, location, and the monthly cost of owning it.

THINK IN A RANGE, NOT A MAGIC NUMBER

Below the market	May create attention quickly, but only makes sense when it supports the seller's actual strategy.
At the market	Positions the home near what current evidence and competition support.
Above the market	Requires buyers to believe the property offers something the alternatives do not.

MARKET

Relevant sales 01

Recent nearby sales are useful when they are actually comparable in size, condition, lot, location, and features.

Current competition 02

Active listings matter because those are the alternatives buyers can choose instead of yours today.

Condition + presentation 03

Two similar homes can be read very differently when one feels maintained, clear, and easy to move into.

Buyer search behavior 04

Search ranges, monthly-payment sensitivity, and property-specific costs all shape which homes make the shortlist.

A price that misses the market can reduce early buyer attention and make later adjustments harder to interpret. Pricing strategy should be based on current property-specific evidence, not a broad online estimate or a single nearby sale.

BEFORE YOU SPEND MONEY

Presentation should remove friction, not chase perfection.

The goal is not to renovate the house into somebody else's taste. It is to make the property easier for buyers to understand, trust, and compare.

01

Function first

Start with items that could raise questions about care, safety, or basic operation.

- Leaks, broken fixtures, obvious maintenance
- Doors, lights, switches, and visible damage
- Known issues worth evaluating before launch

02

Reduce visible friction

Small distractions can make buyers focus on work instead of the home itself.

- Clutter and overfilled rooms
- Dark or inconsistent lighting
- Strong odors and unfinished touch-ups

03

Spend selectively

Not every upgrade earns its money back. Choose work that supports the home's actual market position.

- Targeted paint or repair where needed
- Exterior first-impression cleanup
- Professional photography and launch prep

A BETTER QUESTION

Will buyers notice this enough to change the decision?

If the answer is no, the money may be better kept in your pocket.

Photographs well
Clean sightlines, good light, and fewer visual distractions help the listing read clearly online.

Shows honestly
The home should feel consistent with the photos rather than dramatically different in person.

Explains condition
Records, disclosures, and known work help buyers understand what they are evaluating.

Supports the price
Presentation should reinforce the price position, not try to disguise a mismatch.

HEADLINE PRICE VS. ACTUAL OUTCOME

The best offer is not always the highest number.

Price matters. So do concessions, financing, appraisal exposure, option terms, closing timing, and the probability that the transaction actually reaches closing.

ILLUSTRATION | OFFER A

$525,000 headline price

Seller concession	**$15,000**
Financing	**Low down payment**
Appraisal protection	**None stated**
Option period	**Longer**
Closing timing	**Less flexible**

ILLUSTRATIVE PRICE LESS CONCESSION **$510K**

ILLUSTRATION | OFFER B

$515,000 headline price

Seller concession	**$0**
Financing	**Stronger cash position**
Appraisal protection	**Some coverage**
Option period	**Shorter**
Closing timing	**More flexible**

ILLUSTRATIVE PRICE LESS CONCESSION **$515K**

THE SELLER'S REAL COMPARISON

Net + risk + timing.

Those three things together often tell you more than the top-line price by itself.

Net proceeds
Price after seller-paid concessions and transaction-specific costs.

Financing strength
Loan type, available funds, and lender readiness can affect certainty.

Appraisal exposure
Understand what happens if the appraised value differs from the contract price.

Timing + flexibility
Closing date, leaseback needs, and option terms can materially affect fit.

Illustration only. Offer terms, financing, appraisal provisions, option rights, concessions, costs, and legal effects vary by contract and transaction. Review the actual contract and obtain appropriate legal, lending, tax, or other professional advice when needed.

BEFORE THE SIGN GOES UP

Know these six numbers before you list.

A seller strategy is much easier to judge when the important numbers are visible before the first showing.

Likely market range — 01

A property-specific range supported by relevant sales and current competition.

Estimated net — 02

A working estimate of proceeds after known transaction costs and obligations.

Mortgage payoff — 03

Your current payoff amount can differ from the balance shown on a statement.

Prep budget — 04

How much, if anything, makes sense to spend before launch.

Timing window — 05

Your preferred move, closing, possession, and next-home timing.

Decision floor — 06

The price, terms, and certainty you would actually need to make the sale worthwhile.

SELLER STRATEGY SESSION

Start with the numbers before you start with the list price.

Send me the property address and what you are considering. We can look at the market position, likely buyer questions, preparation priorities, and the numbers that deserve attention before you decide what comes next.

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MAKE AN APPT

Educational consumer guide. Market value, seller proceeds, preparation costs, financing, taxes, title charges, commissions, concessions, repairs, and contract terms vary by property and transaction. Not legal, tax, lending, appraisal, inspection, engineering, or financial advice.