

**ONE  
STOP  
SHOP**



**REAL ESTATE EXPERT**

**YOUR GOALS.  
MY PRIORITY.**

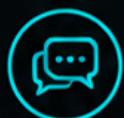
**A PROVEN PROCESS.  
PROVEN RESULTS.**

**FOR  
SALE**

**DEW MARKET**

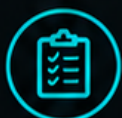
# THE TEXAS ONE-STOP-SHOP HOME SELLING GUIDE

A Step-by-Step Roadmap to Selling Your Home  
with Confidence in the DFW Metroplex



## **LISTEN**

Understanding  
Your Goals



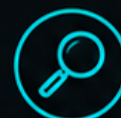
## **PLAN**

Creating a Custom  
Selling Strategy



## **EXECUTE**

Marketing, Negotiating  
& Closing Successfully



## **NEXT STEPS**

Coordinating Your  
Move with Ease



**REAL ESTATE. MORTGAGE. INSURANCE.  
ALL UNDER ONE ROOF.**

*One Expert.*  
**A BETTER EXPERIENCE.**

## WELCOME

# Selling Your Home Doesn't Have to Be Stressful

Whether you're upsizing, downsizing, relocating, or purchasing your next home, selling involves many moving parts. This guide gives you a clear roadmap so you can prepare with confidence and make informed decisions.

My job is not simply to put your home on the MLS. My responsibility is to understand your goals, protect your interests, communicate clearly, market strategically, coordinate the details, and help you reach the closing table with as few surprises as possible.



## Common Questions

- How much is my home worth?
- When is the best time to sell?
- What should I do before listing?
- How will my home be marketed?
- Which offer is really the best offer?
- What happens after I go under contract?

## MY MISSION

To educate, guide, and serve you so you can make confident decisions throughout your entire real estate journey.

# What's Inside

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- |           |                                                                                       |
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| <b>01</b> | <b>Listen First</b><br>Goals, timeline, priorities and concerns                       |
| <b>02</b> | <b>Market Analysis</b><br>Value, competition and timing                               |
| <b>03</b> | <b>Pricing Strategy</b><br>Positioning your home                                      |
| <b>04</b> | <b>Prepare the Property</b><br>Creating a strong first impression                     |
| <b>05</b> | <b>Launch &amp; Marketing</b><br>Photography, video, digital exposure and open houses |
| <b>06</b> | <b>Offers &amp; Negotiation</b><br>Evaluating the complete offer                      |
| <b>07</b> | <b>Under Contract</b><br>Inspection, appraisal, title and financing                   |
| <b>08</b> | <b>Your Next Move</b><br>Coordinating your sale and purchase                          |
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| <b>10</b> | <b>Seller Tools</b><br>Timeline, checklist and FAQs                                   |

# Understanding Your Goals

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Every successful home sale begins with listening. Before we discuss price, marketing, or paperwork, I want to understand what matters most to you.

## Your Why

Are you moving into a larger home, downsizing, relocating, building, investing, or trying to unlock equity? Your reason for selling affects the strategy we build.

## Your Timeline

We'll discuss your ideal listing date, desired closing date, moving schedule, and flexibility. Timing can be just as important as price.

## Your Financial Goals

We'll discuss mortgage payoff, estimated proceeds, a possible next purchase, and the financial outcome you want from the sale.

### SELLER SUCCESS TIP

A strong selling strategy starts with your end goal. We work backward from where you want to go and build the plan around it.

## Before We Meet

- What is prompting the move?
- When would you ideally like to be moved?
- Are you buying another home before or after this sale?
- What improvements or major repairs have you completed?
- What concerns you most about selling?

# Understanding the Market & Your Home's Value

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Online estimates can be a starting point, but they do not replace a detailed review of your property and the local market.

## Comparative Market Analysis (CMA)

I review the most relevant market data to help establish a realistic range for your home's value.

- Recently sold comparable homes
- Current active competition
- Pending sales and buyer activity
- Neighborhood-specific trends
- Inventory and days on market
- Condition, upgrades, lot, layout and features
- Current buyer demand and seasonal patterns

## When Is the Best Time to Sell?

There is no single best month for every homeowner. The right timing depends on competition, inventory, interest rates, local demand and - most importantly - your goals.

### THE QUESTION WE'RE REALLY ANSWERING

Not just: "What could my home sell for?" But: "What strategy gives you the strongest overall opportunity based on today's market and your timeline?"

# Pricing Strategy

The list price is a marketing decision. It should be based on market evidence, buyer behavior, competition and your objectives.

## Why Pricing Matters

Pricing too high can reduce early interest, increase days on market and eventually force price reductions. Strategic pricing is designed to attract qualified buyers while protecting your negotiating position.

| Overpricing Can Lead To                                                      | Strategic Pricing Can Help                                                                                       |
|------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|
| Fewer showings<br>Longer market time<br>Price reductions<br>Buyer hesitation | Stronger early activity<br>More qualified interest<br>Better negotiating leverage<br>A cleaner path to appraisal |

### IMPORTANT

The highest list price is not automatically the strategy that produces the highest net result.

# Preparing Your Home for the Market

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Buyers form opinions quickly. Our goal is to make the home feel clean, cared for, inviting and easy to imagine living in.

- Declutter counters, shelves and high-traffic areas
- Deep clean the home
- Complete obvious minor repairs
- Touch up paint where needed
- Improve landscaping and curb appeal
- Replace burned-out bulbs and improve lighting
- Remove excess personal items
- Discuss staging recommendations
- Secure valuables, medications and sensitive documents

## DON'T OVER-IMPROVE

Not every repair or renovation produces a worthwhile return. Before spending significant money, let's discuss which improvements are most likely to help your sale.

# Launching & Marketing Your Home

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Today's buyer often experiences your home online before ever stepping through the front door. Presentation and exposure matter.

## Professional Visual Marketing

- High-quality professional photography
- Professional property video when appropriate
- Drone photography/video when appropriate
- Short-form social media content
- Virtual or digital property presentation when useful

## Digital & Local Exposure

- MLS exposure
- Major consumer real estate search platforms through listing syndication
- Social media marketing
- Email marketing
- Buyer and agent networking
- Local community exposure
- Open-house promotion

### MARKETING GOAL

Create the strongest possible first impression, generate qualified interest, and give buyers compelling reasons to schedule a showing.

# THE POWER OF OPEN HOUSES

***More Exposure. More Conversations. More Opportunities to Sell.***

I believe a listing should be actively marketed—not simply put on the market.

For many listings, the open-house strategy is simple: hold one the first weekend, then maybe another several weeks later if the home hasn't sold. Sometimes, the person hosting isn't even the listing agent. Buyers often hear, *"I'm not sure. I'm just filling in for the listing agent."*

**I believe your home deserves better representation than that.**

## WHY THE FIRST 3 WEEKENDS MATTER

When your home first hits the market, it's fresh, new, and receiving some of its highest visibility from potential buyers. Whenever the property and market conditions support it, my strategy is to host multiple open houses—especially during the first three weekends.

**Weekend 1 → Create Attention**

**Weekend 2 → Maintain Momentum**

**Weekend 3 → Maximize Exposure**

I want to capitalize on that initial attention rather than wait weeks to market your home again.

## I TRY TO HOST MY OWN OPEN HOUSES

Whenever possible, I personally host my listings' open houses because I know how to present your home, its features, its advantages, and your neighborhood. I don't want buyers simply walking through your home—I want them to understand why they should want to live there.

## I ENGAGE & EDUCATE

My job isn't to sit in the corner and say, "Let me know if you have any questions." My job is to engage, educate, answer questions, and communicate the complete value of your property.

- Important features and upgrades
- What makes the home unique
- Neighborhood amenities and lifestyle
- Shopping, dining, recreation, and entertainment
- Location and accessibility
- Community features buyers may not discover on their own
- The advantages the home and area could offer their family

I'm not just showing buyers a house. I'm helping them understand the lifestyle and opportunity that comes with it. If one of my trusted agents hosts on my behalf, you can rest assured your property is represented by someone prepared to educate buyers about your home and community.

***I'M NOT IN THIS BUSINESS JUST TO LIST HOMES.***

***I'M IN THIS BUSINESS TO SELL THEM.***

# Showings, Open Houses & Market Feedback

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Once your home is live, we watch how the market responds. Feedback helps us separate opinions from meaningful patterns.

## During the Showing Period

- Keep the home clean and showing-ready
- Allow reasonable access whenever possible
- Maintain comfortable lighting and temperature
- Keep pets safely managed
- Make the property easy for buyers to experience

## How We Use Feedback

I look for repeated themes in showing activity and buyer/agent feedback. One person's opinion may not mean much; a consistent pattern can tell us something important about price, condition, presentation or competition.

### DATA + FEEDBACK

We don't make emotional changes after one showing. We evaluate activity, competition and repeated feedback together.

## Evaluating & Negotiating Offers

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The highest price is not always the strongest offer. We evaluate the entire package and the probability of a successful closing.

- Purchase price
- Loan type and financing strength
- Down payment and available funds
- Earnest money and option terms
- Requested seller concessions
- Closing date and possession
- Contingencies
- Potential inspection exposure
- Appraisal risk
- Overall likelihood of closing

### THE BEST OFFER

The strongest offer is the one that best balances price, terms, risk, timing and your personal goals.

### Negotiation Is About More Than Price

A slightly lower offer with stronger financing, fewer concessions, better timing or less appraisal risk can sometimes create a better net result and a smoother transaction.

## From Accepted Offer to Closing

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An accepted offer is a major milestone, but the transaction is not finished. This is where coordination becomes especially important.

- Option period and buyer inspection
- Repair or credit negotiations, if applicable
- Appraisal
- Title review and title company coordination
- Buyer's loan underwriting and final approval
- Homeowners insurance coordination
- Final walkthrough
- Closing documents and settlement

### MY ROLE

I help keep the moving pieces organized, communicate deadlines, identify potential issues early, and keep you informed about what happens next.

### Inspection & Repairs

An inspection does not automatically mean you must fix everything a buyer requests. We review the contract, the request, market conditions, cost and impact on the transaction before deciding how to respond.

### Appraisal

If the buyer is financing the purchase, the lender may require an appraisal. Pricing, comparable sales, property condition and contract terms can all affect appraisal risk.

# Coordinating Your Next Move

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For many sellers, selling is only half of the equation. You may also need to purchase, build, finance, insure or relocate.

- Coordinate sale and purchase timelines
- Plan around your equity and cash-to-close needs
- Discuss leaseback or possession options when appropriate
- Reduce unnecessary temporary housing and storage
- Prepare financing for the next property
- Coordinate insurance needs

## WHY COORDINATION MATTERS

Real estate, financing and insurance are connected. Looking at the entire transaction can help identify problems earlier and create a more organized path from your current home to your next one.

## Texas One-Stop-Shop

My background across real estate, mortgage financing and insurance gives me a broader view of the transaction. Instead of treating each piece as completely separate, I help you understand how the pieces affect one another and coordinate with the professionals involved.

## CLOSING

# Finishing Strong

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As closing approaches, we'll review the final details so you understand what to expect and what still needs to be completed.

- Review closing date and appointment details
- Review estimated proceeds and settlement figures
- Complete agreed repairs or obligations
- Prepare keys, remotes and access devices
- Coordinate utilities
- Complete move-out requirements
- Confirm possession timing
- Leave the property in the agreed condition

## CLOSING DAY

Once the required documents are signed and the transaction funds according to the contract and title process, the sale is completed and possession transfers according to the agreed terms.

## The Relationship Doesn't End at Closing

I want to remain a resource for property questions, future purchases, selling decisions, financing conversations, insurance needs and trusted local recommendations.

# Your Home Selling Timeline

|  |                                                                          |
|--|--------------------------------------------------------------------------|
|  | <b>Consultation</b><br>Goals, timeline, property and next move           |
|  | <b>Market Review</b><br>CMA, competition, timing and pricing             |
|  | <b>Preparation</b><br>Repairs, cleaning, staging and curb appeal         |
|  | <b>Marketing Launch</b><br>Photography, MLS, video and digital promotion |
|  | <b>Showings</b><br>Open houses, private tours and feedback               |
|  | <b>Offer</b><br>Evaluate price, terms, financing and risk                |
|  | <b>Under Contract</b><br>Inspection, appraisal, title and lending        |
|  | <b>Closing</b><br>Final walkthrough, settlement, proceeds and possession |

## REMEMBER

Every transaction is different. Your exact timeline depends on your property, market conditions, contract terms and the needs of the parties involved.

# Getting Ready to List

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- Identify your ideal selling and moving timeline
- Gather mortgage/payoff information
- Create a list of major upgrades and improvements
- Locate warranties, surveys and relevant property documents
- Declutter and organize
- Deep clean
- Address obvious maintenance items
- Improve curb appeal
- Prepare for professional photography
- Make a plan for pets during showings
- Secure valuables and sensitive information
- Discuss your next-home plan and financing needs

## Notes

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## Questions Sellers Commonly Ask

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### How long will it take to sell my home?

It depends on price, condition, location, competition, buyer demand and market conditions. We'll review current local data before setting expectations.

### Should I make repairs before listing?

Sometimes. The goal is to focus on repairs or improvements that improve marketability or reduce buyer concerns without overspending.

### Do I need professional photography?

Professional presentation is strongly recommended because most buyers begin their search online and make quick decisions about which homes they want to see.

### Is the highest offer always the best?

No. Price is important, but financing, concessions, contingencies, appraisal risk, closing timing and the buyer's ability to perform also matter.

### Can I sell and buy at the same time?

Yes. It requires careful planning around financing, equity, contract timing, possession and the availability of your next home.

### What happens if the inspection finds problems?

We review the buyer's request, the contract, cost, market conditions and your goals before deciding how to respond.



## LET'S BUILD YOUR SELLING STRATEGY

Every home is different. Every seller's goals are different. Your plan should be different too.

The Texas One-Stop-Shop process gives you a clear roadmap, keeps you informed, and helps you make confident decisions from our first conversation through closing.

### **LISTEN • PLAN • EXECUTE**

A simple roadmap designed to remove uncertainty and keep you in control from start to finish.



#### **Paul Herman**

Texas One-Stop-Shop Real Estate Expert

Helping clients Buy • Sell • Finance with confidence throughout the DFW Metroplex.

**“Treating you like the important person you are - not just another transaction.”**

*This guide is for general educational purposes and is not legal, tax, financial, lending, insurance, or appraisal advice. Contract terms, loan requirements, insurance eligibility, market conditions and transaction timelines vary.*