

Texas Property Seller Guide

PREPARE, PRICE, MARKET, NEGOTIATE, AND CLOSE

A practical checklist to help you stay organized, ask better questions, and move forward with confidence.

1. Establish the selling plan

Start with your goals, timing, property condition, and likely net proceeds.

- Discuss your preferred timeline and next housing plan.
- Review recent comparable sales and competing properties.
- Estimate mortgage payoff, closing expenses, and potential net proceeds.
- Gather surveys, warranties, permits, leases, and property records.

2. Prepare the property

Focus spending on the condition and presentation buyers notice most.

- Complete important maintenance and safety repairs.
- Declutter, deep clean, improve lighting, and strengthen curb appeal.
- Address odors, pet areas, damaged surfaces, and unfinished projects.
- For land, clear access points and make boundaries and improvements easy to understand.

3. Launch with strong marketing

The first days on the market shape buyer attention and future negotiating leverage.

- Approve an accurate price based on current market evidence.
- Prepare professional photos and complete property information.
- Make showing access practical while protecting valuables and privacy.
- Review online presentation, signs, directions, and buyer feedback.

4. Compare offers carefully

The highest price is not always the strongest overall offer.

- Compare financing, cash, contingencies, option period, and closing timeline.
- Review requested concessions, repairs, personal property, and possession.
- Evaluate lender strength and appraisal risk.
- Respond with acceptance, rejection, or a clearly written counteroffer.

5. Navigate contract and closing

Stay organized through inspections, title work, appraisal, and final delivery.

- Respond to repair requests and title matters within contract deadlines.
- Maintain the property's condition and required insurance.
- Review settlement figures and confirm payoff information.
- Plan moving, utilities, keys, access codes, and possession.

Ready to talk through your next move?

Call or text Chase Logan at (713) 397-4311 or email chase@texasapexproperties.com. This guide is general information and is not legal, tax, lending, or inspection advice.