
THE TEXAS HOME SELLER'S GUIDE

YOUR ROADMAP TO A SUCCESSFUL SALE



Your Personal Guide by
Sully Ruiz

2025 EDITION

KELLER WILLIAMS REALTY

WELCOME

WELCOME TO YOUR HOME SELLING JOURNEY

Congratulations on taking the first step toward selling your Texas home. Whether you're relocating, upgrading, or simply ready for a new chapter, this guide will walk you through every step of the process. The Texas real estate market offers incredible opportunities for sellers who are prepared. With the right strategy and guidance, you'll maximize your home's value and achieve a smooth, successful sale.

— Sully Ruiz

AUSTIN & CENTRAL TEXAS MARKET SNAPSHOT

The Central Texas real estate market continues to attract buyers from across the nation. Here's what sellers need to know heading into 2025:

Austin Metro Median Price	\$450,000 - \$550,000
Round Rock / Georgetown	\$400,000 - \$480,000
San Marcos / Kyle	\$320,000 - \$400,000
Average Days on Market	45-60 days

BEST TIME TO SELL

Spring and early summer traditionally see the highest buyer activity, but well-priced homes sell year-round in Central Texas. The key is pricing your home correctly from the start and presenting it in its best light.

Homes that are priced right and properly prepared sell faster and for more money. Overpricing leads to longer days on market and often results in selling for less than if priced correctly from the beginning.

THE HOME SELLING JOURNEY

Every successful home sale follows a proven path. Here are the five essential steps that will take you from listing to closing.

01

PRICE IT RIGHT

The most critical decision you'll make is your listing price. Price too high, and buyers will skip over your home. Price too low, and you leave money on the table. I'll provide a comprehensive market analysis comparing your home to recent sales, helping you find the sweet spot that attracts buyers while maximizing your return.

PRO TIP

The first two weeks on market are crucial. That's when your home gets the most attention from active buyers. Starting with the right price means capturing serious buyers when interest is highest.

02

PREPARE YOUR HOME

First impressions are everything. Before listing, we'll identify improvements that offer the best return on investment. This might include decluttering, minor repairs, fresh paint, or professional staging. The goal is to help buyers envision themselves living in your home.

PRO TIP

You don't need to renovate your entire house. Focus on curb appeal, kitchen, and bathrooms. A deep clean, fresh landscaping, and neutral paint colors can transform how buyers perceive your home.

03

MARKET EFFECTIVELY

Your home deserves maximum exposure to qualified buyers. I use professional photography, virtual tours, targeted digital marketing, and my network of agents and buyers to showcase your property. Every listing gets a customized marketing plan designed to reach the right audience.

PRO TIP

Professional photos are non-negotiable. Homes with professional photography sell 32% faster and for more money. Your listing photos are often the first impression buyers have of your home.

04

NAVIGATE OFFERS

When offers come in, the work really begins. I'll help you evaluate each offer beyond just the price—considering financing terms, contingencies, closing timeline, and buyer qualifications. Together, we'll negotiate to get you the best possible terms.

PRO TIP

The highest offer isn't always the best offer. A strong buyer with solid financing and fewer contingencies often makes a smoother transaction than a higher offer with shaky financing.

05

CLOSE SUCCESSFULLY

Once you've accepted an offer, I'll coordinate inspections, appraisals, and all paperwork to ensure a smooth closing. I'll keep you informed every step of the way, addressing any issues before they become problems. On closing day, you'll sign documents, receive your proceeds, and hand over the keys.

PRO TIP

Keep receipts for any repairs or improvements made for the buyer. Have all warranties, manuals, and records organized for the new owners—it leaves a great impression and can prevent post-sale disputes.

CHAPTER TWO

UNDERSTANDING SELLER COSTS

Knowing your costs upfront helps you plan effectively and set realistic expectations. Here's what to expect when selling your Texas home.

TYPICAL SELLER COSTS

COST TYPE	TYPICAL RANGE	NOTES
Agent Commission	5-6%	Split between buyer and seller agents
Closing Costs	1-3%	Title insurance, escrow fees, etc.
Repairs/Concessions	0-2%	Negotiated with buyer
Home Prep	\$500-\$5,000	Staging, repairs, cleaning

CALCULATING YOUR NET PROCEEDS

- Sale Price: What your home sells for
- Minus Mortgage Payoff: Your remaining loan balance
- Minus Seller Costs: Commissions, closing costs, repairs
- Equals Net Proceeds: What you walk away with

MONEY-SAVING TIP

Request a seller's net sheet from your agent before listing. This detailed breakdown shows exactly what you'll net from the sale at different price points, helping you make informed decisions about pricing and negotiations.

TOP 5 MISTAKES TO AVOID

Even experienced homeowners can stumble when selling. Here are the most common pitfalls I see—and how to avoid them.

1

Overpricing Your Home

Emotional attachment and market optimism lead many sellers to overprice. This results in fewer showings, longer days on market, and ultimately selling for less than if priced correctly from the start.

2

Neglecting Curb Appeal

Buyers form opinions before they walk through the door. Overgrown landscaping, peeling paint, or a cluttered porch can turn buyers away before they even see the inside of your home.

3

Being Present During Showings

It's natural to want to show off your home, but buyers need space to envision themselves living there. Your presence makes them uncomfortable and reluctant to look closely or discuss concerns with their agent.

4

Hiding Known Issues

Texas law requires disclosure of known defects. Hiding problems can lead to legal liability and often kills deals during inspection. Transparency builds trust and smoother transactions.

5

Rejecting the First Offer

The first offer is often your best offer. Serious buyers who've been watching the market typically move quickly. Rejecting a fair offer in hopes of something better often backfires.

YOUR PRE-LISTING CHECKLIST

- ☐ Declutter and depersonalize each room
- ☐ Deep clean entire home (including windows)
- ☐ Complete minor repairs (leaky faucets, squeaky doors)
- ☐ Touch up paint and patch wall holes
- ☐ Enhance curb appeal (landscaping, front door)
- ☐ Organize closets and storage areas
- ☐ Gather home documents (warranties, permits, bills)
- ☐ Arrange for professional photography
- ☐ Plan for pet accommodations during showings
- ☐ Review and sign listing agreement
- ☐ Prepare for your next move

LET'S CONNECT

Ready to sell your Texas home? I'm here to guide you through every step of the journey. Whether you're just exploring your options or ready to list, let's talk about how I can help you achieve a successful sale.



SULLY RUIZ

Real Estate Agent

(512) 555-0123

sully@sullyruiz.com

"Ready to sell your Texas home? Let's talk."
