

SELLER'S GUIDE

Selling Your Home Strategically



MILLIONHEIR
REAL ESTATE GROUP



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Why Hire a Realtor?

The conversation surrounding real estate professionals, their value, and their compensation has been everywhere lately—from the news to social media. With so much information being shared, it's important for home sellers to understand exactly why having a Realtor represent you can make all the difference.

In Texas, becoming a licensed real estate professional requires more than 198 hours of education, followed by an additional 98 hours during the first two years, along with continuing education throughout our careers. We study real estate law, contracts, negotiations, disclosures, financing, and risk management so we can help guide our clients through one of the biggest financial decisions they'll ever make.

As Realtors, we analyze every aspect of a real estate contract, explain complex terms, identify potential issues before they become costly problems, negotiate on our clients' behalf, and help ensure every deadline is met. Texas real estate contracts contain numerous deadlines, contingencies, and legal obligations, and understanding your rights and options throughout the process is essential. Now imagine selling your home without professional representation. What happens if a buyer's inspection uncovers major foundation, plumbing, or roof issues and they demand costly repairs? What if your home doesn't appraise for the agreed purchase price and the deal is at risk? What if a buyer's financing falls through days before closing? What if you inadvertently fail to disclose a material defect and face legal liability? What if unexpected title issues or survey disputes arise before closing? These situations happen every day, and knowing how to navigate them can save sellers thousands of dollars, unnecessary stress, and costly mistakes.

A Realtor's job extends far beyond putting a sign in the yard. We help you understand the market, price your home strategically, prepare it to attract qualified buyers, negotiate the strongest terms possible, coordinate inspections and appraisals, communicate with buyers' agents and title companies, manage contract deadlines, and advocate for your best interests from the day we list your home until the day you hand over the keys.

Selling a home is one of the largest financial transactions you'll ever make. Having an experienced Realtor by your side isn't just about finding a buyer—it's about maximizing your return, reducing risk, and giving you the confidence to make informed decisions every step of the way.



Brisamar Rangel

REALTOR®

"I know selling a home is a deeply personal decision, and I never take the trust my clients place in me for granted. My job is to listen closely, advocate fiercely, and make sure you feel confident and informed from our first meeting to the moment we close."

Brisamar Rangel

Born and raised in the Houston area, I have an intimate understanding of the local market—from neighborhood trends and pricing patterns to what today's buyers are looking for. Whether your home is in Downtown Houston, the suburbs, or closer to Galveston, I know how to position it to attract serious, qualified buyers.

As a REALTOR® with Innova Realty and the Millionheir Real Estate Group, I specialize in helping homeowners sell with confidence. From strategic pricing and professional marketing to skilled negotiation and seamless transaction management, every step of my process is designed to maximize your home's value and minimize your stress.

What sets me apart is my hands-on approach to selling your home. I develop a customized marketing plan—including professional photography, targeted digital advertising, and MLS exposure—to ensure your property reaches the right audience. When offers come in, I negotiate aggressively on your behalf to secure the strongest possible terms.

I also guide you through inspections, appraisals, repairs, and every deadline in between so nothing falls through the cracks. My goal is to keep you informed and in control from the moment we list to the moment you close.

As a bilingual REALTOR® serving Houston and the surrounding areas, I am committed to clear communication, honest guidance, and exceptional service at every stage. My clients know they can count on me to protect their investment and advocate for their best interests—not just during the transaction, but long after closing day.

My mission is simple: To help you sell your home for top dollar, on your timeline, with a process that feels smooth from start to finish.



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My Pledge to You

I Commit that I Will:

- Communicate with **You** in a timely manner
- Understand **Your** goals and timeline
- Create an effective selling and marketing plan
- Help **You** determine the best list price for **Your** home
- Guide **You** in preparing **Your** home for the market
- Represent **You** in negotiations with prospective buyers
- Protect **Your** interests through the completion of the transaction



Home Selling Process

Selling your home is an important decision, and understanding the real estate home selling process is crucial for a successful sale. To guide you through this journey, we've outlined the key steps involved. Let's get started!

1

Choose a Reliable Real Estate Agent

Select a reputable and experienced real estate agent who specializes in your local market. They will provide valuable guidance, market knowledge, and assist you throughout the selling process.

2

Set the Right Price

Work with your agent to determine the optimal listing price for your property. They will conduct a comparative market analysis to assess similar homes in your area and help you price competitively.

3

Prepare Your Home

Enhance your home's appeal by decluttering, depersonalizing, and staging it appropriately. Make necessary repairs, improve curb appeal, and consider professional photography to attract potential buyers.

4

Marketing and Listing

Your agent will create a comprehensive marketing plan to promote your home. This may include online listings, open houses, print advertising, virtual tours, and leveraging their network to reach potential buyers.

5

Showings and Open Houses

Accommodate showings and open houses to allow prospective buyers to view your property. Your agent will coordinate and schedule these appointments while providing feedback and updates on buyer interest.

6

Receive and Evaluate Offers

As offers come in, your agent will guide you through the negotiation process. They will help you assess the terms, conditions, and contingencies, ensuring they align with your goals.

7

Negotiate and Accept an Offer

Work with your agent to negotiate favorable terms and reach an agreement with a buyer. Consider factors such as price, closing date, contingencies, and any requested repairs or concessions.

8

Complete Due Diligence

Once an offer is accepted, the buyer will conduct inspections, appraisals, and other necessary investigations. Your agent will coordinate these activities and assist in addressing any concerns or issues that arise.

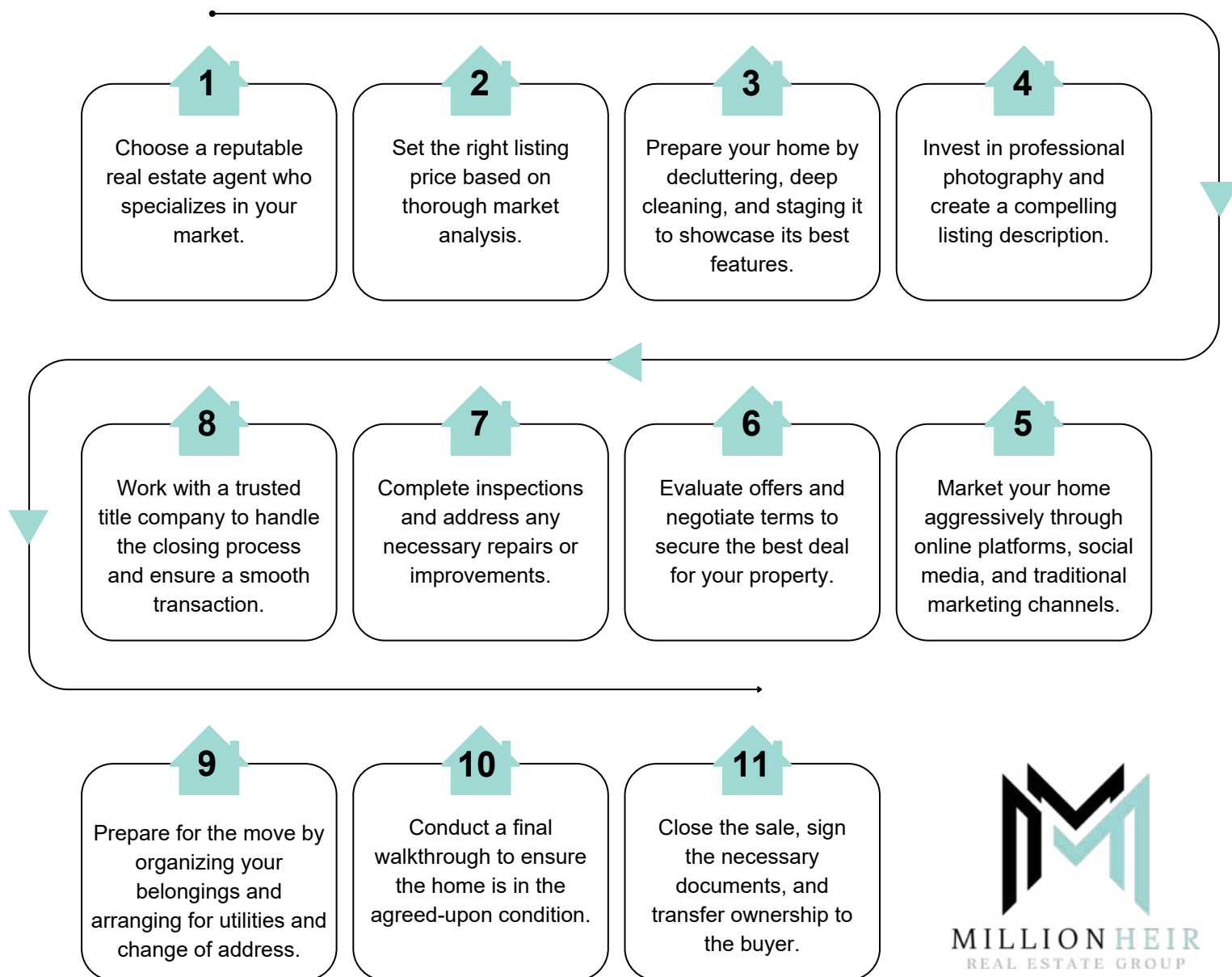
9

Closing and Finalizing the Sale

Work with your agent, the buyer's agent, and the title company to navigate the closing process. This involves signing legal documents, transferring ownership, and ensuring a smooth transaction.

Ultimate Home Selling Roadmap

Preparing your home for a photography session is crucial to capturing captivating images that attract potential buyers. Here's a comprehensive checklist to help you ensure a successful real estate home photography session:



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Your Real Estate Agent



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Conclusion

Selling a home is one of the biggest financial and emotional decisions you'll ever make—and you don't have to navigate it alone. This guide was created to help you feel prepared, informed, and confident as you move from “listing” to “sold.”

Your next step: stay prepared and stay supported

The most successful sellers do three things consistently: they stay prepared, they price strategically, and they lean on their Realtor for guidance. If something feels unclear—whether it's pricing, marketing, showings, negotiations, or a timeline shift that could impact your closing—pause and ask. It's always easier to prevent a problem than to fix one later.

Key takeaway — Your job is to keep your home show-ready and trust the process. My job is to market your property, negotiate on your behalf, and make sure you understand every decision before you make it.





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