

# Now *that's* a smart move



Tips From Texas REALTORS® to help you avoid expensive mistakes in your next real estate transaction

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 TEXAS ASSOCIATION OF REALTORS®

Real estate transactions are complicated. If you're not sure what you're doing, you can lose money or wind up in court. Even when things are going well, making decisions with so much on the line can be stressful.

That's why having a Texas REALTOR® at your side is a smart move.

Your REALTOR® will:

- Help you sift through the mounds of data and info
- Explain each step of buying or selling
- Discuss your best options
- Help you accurately assess property values
- Negotiate in your best interests
- Keep your transaction running smoothly
- And more!

This valuable guide gives you tips gathered from a survey of Texas REALTORS® from all over the state.

**Remember ... every real estate transaction is unique. Talk to a Texas REALTOR® to get the best advice when you want to buy, sell, invest in, or lease property.**

**Now *that's* a smart move.**

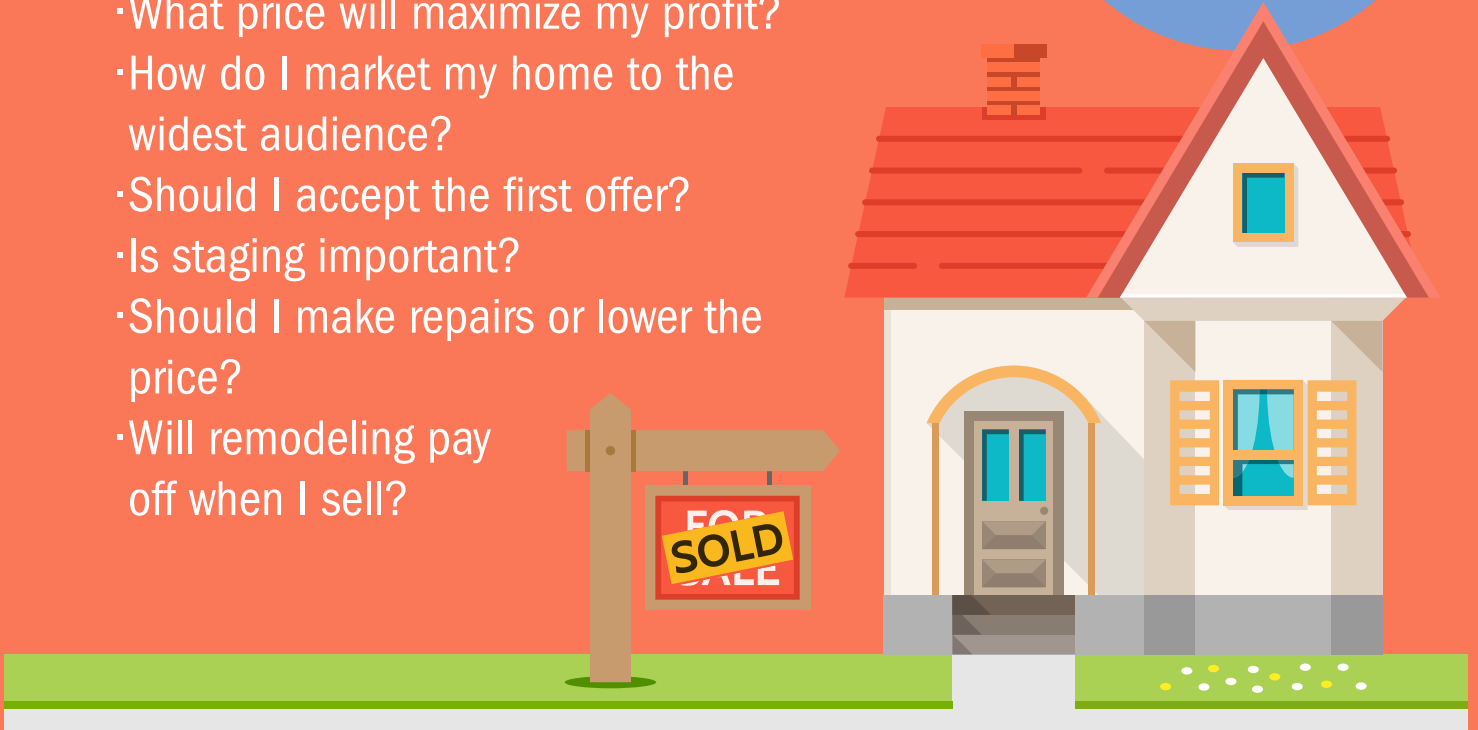


## Putting your home on the market is no easy task.

You will have a lot of questions:

- What price will maximize my profit?
- How do I market my home to the widest audience?
- Should I accept the first offer?
- Is staging important?
- Should I make repairs or lower the price?
- Will remodeling pay off when I sell?

Your Texas REALTOR® can help you sort through all these considerations.



## Avoid these mistakes

54%

of Texas REALTORS® say **overpricing your home** is the biggest mistake sellers make

15%

say **letting emotions affect negotiations**

12%

say **not making repairs prior to putting the house on the market**

## Other top mistakes REALTORS® mentioned?

Thinking that online home valuations are accurate

Interacting directly with buyers and compromising negotiating positions

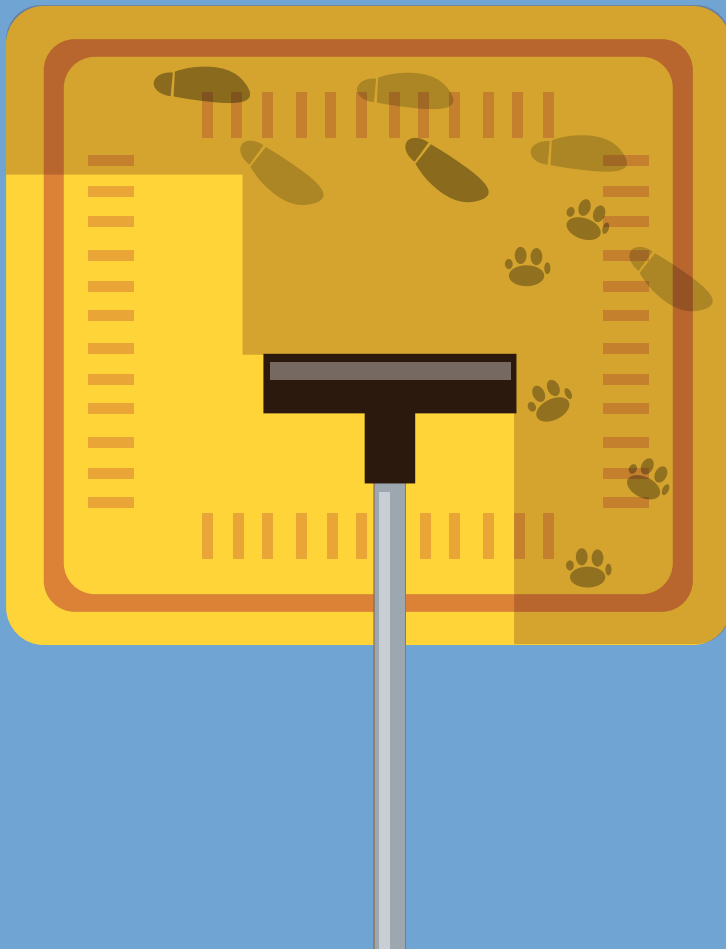
Make a good first impression with buyers

What Texas REALTORS® say are the most valuable projects prior to putting your house up for sale

Every property is unique. Get your REALTOR®'s advice first.



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What should you do if your home has worn, stained carpet?

72% of REALTORS® recommend replacing the carpet before putting the house on the market.

28% suggest leaving the carpet and offering a carpet allowance or reducing the price of the home.

It may depend on your market and other factors. Talk to a Texas REALTOR® to discuss what option makes most sense for you.

## Expensive mistakes Texas REALTORS® have seen sellers make.

**Your REALTOR® will help you avoid costly errors.**

“Not accepting a good offer because it came ‘too quickly.’ They waited three months and got less than the first offer.”

“Spending too much money on upgrades and not getting a return on that amount when they sold.”

“Telling the buyer they would fix whatever was listed on the inspection report, thinking there wouldn’t be much.”

“The seller lied on the disclosure notice. That led to a lawsuit after closing!”

“Not remedying pet smells or cigarette smells. Buyers cannot get over it.”

“Over-improving for the area.”

“Doing a bathroom remodel themselves. Everything but the toilet had to be removed and redone.”



“Selling for the amount of an online valuation and never realizing they lost a lot of money.”

“Repainting with pale pink because it matched their furniture. That cost them almost a year on the market and \$40,000 off the asking price.”

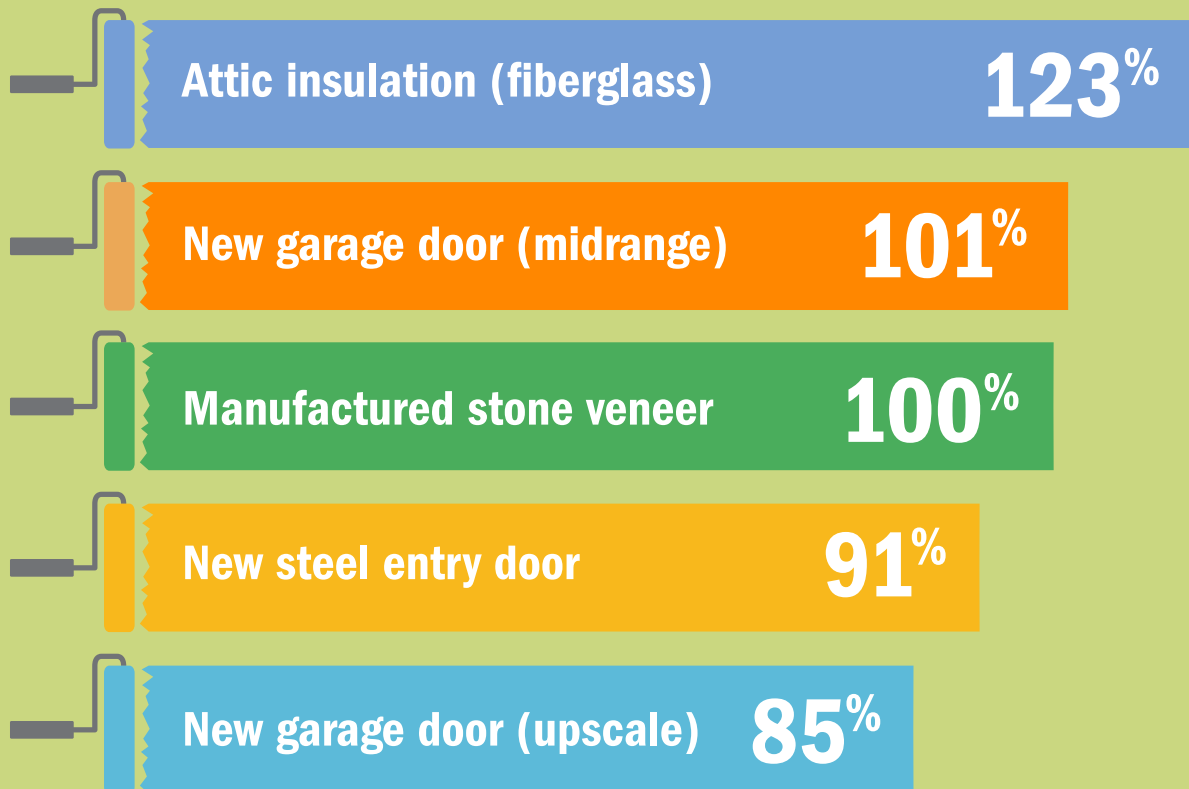
“The sellers didn’t disclose previous flooding. The neighbors told the new owners about it. Awful mess!”

“Not taking an offer that came in the first couple of days. We never got another offer.”

Which remodeling projects are the best and worst returns on your investment?

Find out what your REALTOR® thinks about projects you're considering.

Project costs recouped at resale



59%  
Midrange deck addition

58%  
Master suite addition

57%  
Upscale bathroom remodel

57%  
Bathroom addition (midrange)

55%  
Upscale deck addition

Source: 2016 Cost vs. Value Report by the National Association of REALTORS® and Remodeling magazine



Selling your home?

Texas REALTORS® say sellers need the most help in these areas:

Let your Texas REALTOR® help you through the process.



Pricing the home

39%



Negotiations

23%



Dealing with forms and paperwork

20%



How do you compare to other sellers?

90%

of sellers in Texas worked with an agent to sell their homes.



How do you find the right Texas REALTOR® for you?



Ask friends and family for a recommendation.

Or look for REALTORS® on the [texasrealestate.com](https://www.texasrealestate.com) Find a Texas REALTOR® search.

You can learn about each agent's specialties, professional designations, background, and more.

Make sure the agent you work with is a Texas REALTOR®. Not all licensed real estate agents and brokers are REALTORS®. Only REALTORS® pledge to abide by the REALTOR® Code of Ethics.





Whatever your real estate needs, ask a Texas REALTOR®

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