

2026 EDITION • HOUSTON & SURROUNDING CITIES

The Home *Seller's* Guide

How to price, prepare and market your home to sell for top dollar,
with less stress.

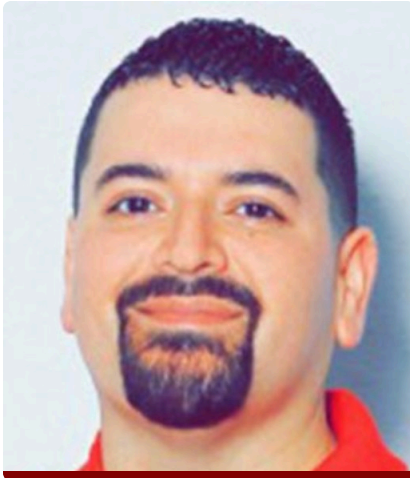


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A NOTE FROM LUIS

Your home is your biggest investment. Let's sell it right.

Thank you for considering My City Homes Realty. Selling a home is about more than putting a sign in the yard. The right price, the right preparation and the right marketing are what bring strong offers.

This guide explains how we sell homes in Houston and the surrounding cities: the steps, what it costs, how we market your home, and the questions sellers ask us most. When you are ready, I'll put together a free pricing review for your home, with no pressure and no obligation.

Luis Rendon

Broker, My City Homes Realty · TREC #524746

WHY SELLERS CHOOSE US



4,500+ contacts

Your home goes to the buyers, past clients and contacts in our database the day it lists.



Heavy social media

We promote your home on Facebook, Instagram and more, plus open houses.



Two languages

We market and show your home in English and Spanish to reach more buyers.



5.0 stars on Google

Rated 5.0 by our clients in 140 Google reviews.

What's inside

- 01 The 7 steps to selling
- 02 Pricing it right
- 03 Getting your home ready
- 04 Our marketing plan
- 05 What it costs to sell
- 06 Top 10 seller questions
- 07 Results and reviews
- 08 Your free pricing review

01 • THE PROCESS

The 7 steps to selling your home

1

Consultation and pricing

We walk through your home, learn your goals and timing, and show you recent nearby sales and the homes you'll compete with. Together we set a price and a plan.

DAY 1

2

Get your home ready

We give you a simple to-do list: small repairs, decluttering and curb appeal that help your home photograph and show its best. You fill out the Seller's Disclosure Notice.

1 TO 3 WEEKS

3

Launch the listing

Your home goes live on HAR.com, which sends it to Zillow, Realtor.com and every agent in Houston. The same day, we email it to our database and post it on social media.

GO-LIVE DAY

4

Showings and open houses

Agents book showings through a scheduling service, and we hold open houses. After showings, we share buyer feedback with you.

ONGOING

5

Review offers and negotiate

We compare offers on price, financing, closing date and seller-paid costs, not just the top number, and negotiate the best terms for you.

VARIES

6

Option period and appraisal

The buyer inspects the home and may ask for repairs. We negotiate fair answers and keep the lender, appraiser and title company on schedule.

2 TO 4 WEEKS

7

Closing day

You sign at the title company, your loan is paid off, and your proceeds are sent to you. We help you plan your move-out date with the buyer.

SOLD!

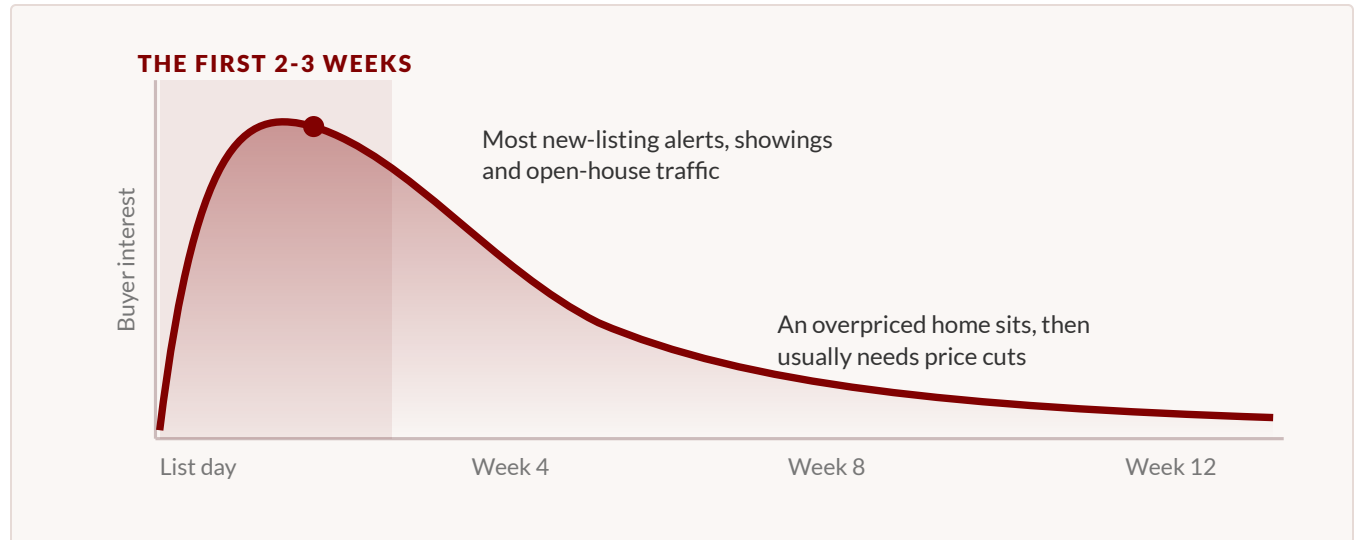
30–45 days

is a typical time from an accepted offer to closing when the buyer uses a mortgage. How fast your home goes under contract depends mostly on price, condition and location.

02 • PRICING

Price it right from day one

Buyer attention is highest when your home is new. Every buyer with a matching alert sees it, and agents rush to show it. Priced right, that first wave is when the best offers come in.



What we look at to price your home

- ✓ **Recent sales** on your street and in your neighborhood, not a county average
- ✓ **Your competition:** similar homes for sale right now
- ✓ **Condition and updates:** roof, kitchen, floors, HVAC and more
- ✓ **Market speed:** how long similar homes are taking to sell

Why overpricing costs you

- ✓ Fewer showings, because buyers filter searches by price
- ✓ Your home helps sell better-priced homes nearby
- ✓ The longer it sits, the more buyers wonder what's wrong
- ✓ Price cuts later often net less than pricing right at first



Today's market: Greater Houston has had around 5 months of homes for sale this fall, according to HAR. With more choices, buyers compare carefully, so price and presentation matter more than they did a few years ago.

03 • PREPARATION

Get your home ready to sell

You don't need a remodel. Small, inexpensive fixes and a clean, bright home make the biggest difference in photos and showings.

Curb appeal

- ✓ Mow, edge and add fresh mulch to the beds
- ✓ Power-wash the driveway, walks and siding
- ✓ Paint or clean the front door; add a new mat
- ✓ Fix outdoor lights and replace burned-out bulbs

Inside the home

- ✓ Declutter counters, closets and shelves
- ✓ Pack away personal photos and collections
- ✓ Touch up scuffed paint in neutral colors
- ✓ Deep-clean carpets, grout and windows

Small repairs

- ✓ Fix leaky faucets, running toilets and loose handles
- ✓ Replace stained ceiling tiles or patch drywall
- ✓ Service the A/C and change the filters
- ✓ Make sure every door, window and light works

Before each showing

- ✓ Open blinds and turn on every light
- ✓ Set the thermostat to a comfortable temperature
- ✓ Take out the trash; hide pet bowls and litter boxes
- ✓ Plan to step out so buyers feel at home

Your Seller's Disclosure Notice

Texas requires most home sellers to give buyers a written disclosure of known conditions, such as past repairs, roof age, flooding and foundation work. Being upfront builds trust and avoids surprises in the option period. We'll help you fill it out before your home goes live.

04 • MARKETING

How we market your home

Every listing gets the full plan. We put your home in front of the most buyers in the first days, when interest is highest.



Pricing from local sales

We compare your home with recent sales and active competition on your streets.



Houston MLS (HAR) listing

HAR.com sends your listing to Zillow, Realtor.com and hundreds of sites, and to every Houston-area agent.



Heavy social media

We promote your home on Facebook, Instagram and our other channels so local buyers see it in their feeds.



Open houses

We bring in buyers who don't have an agent yet, and neighbors who know someone who wants to move in.



Email blast to 4,500+

The day you list, your home goes to the buyers, past clients and contacts in our CRM.



Bilingual marketing

We market and show your home in English and Spanish, widening your pool of buyers.

5

DAYS TO CONTRACT

SELLER RESULT

Under contract in Carpenters Landing

A 5-bedroom, 3-bath home on Hyacinth Path Way. We priced it from recent neighborhood sales and launched it with social media, an open house and an email blast to our buyer database. It went under contract in 5 days on the market.



Strong negotiation, start to finish. We review every offer with you line by line, and we handle repair requests, appraisal issues and deadlines so you're never left guessing.

05 • WHAT IT COSTS

What it costs to sell in Texas

Before you list, we give you an estimated net sheet showing what you could walk away with at different prices. Here is who typically pays what.

COST	WHO USUALLY PAYS	NOTES
Mortgage payoff and any liens	SELLER	Paid off from your proceeds at closing
Owner's title insurance policy	SELLER	Customary in our area; the contract says who pays. Texas sets title policy rates.
Real estate agent compensation	NEGOTIABLE	Set in your listing agreement. We explain all options up front.
Property taxes for the year	SHARED	Split by the number of days each party owns the home
Survey	NEGOTIABLE	An existing survey with a T-47 affidavit can often be used
HOA resale certificate and fees	NEGOTIABLE	Set in the contract and HOA addendum
Repairs or seller-paid costs	NEGOTIABLE	Agreed with the buyer, often after the inspection
Buyer's loan costs and appraisal	BUYER	Unless you agree to help with closing costs

💰 Taxes on your sale

If the home was your main home for at least 2 of the last 5 years, federal law generally lets you exclude up to \$250,000 of profit (\$500,000 for married couples filing jointly). Ask your tax professional about your situation.

🕒 Don't forget

- ✓ Keep paying your mortgage, taxes and insurance until closing
- ✓ Cancel or transfer utilities after closing
- ✓ Leave keys, remotes and manuals for the buyer

06 • STRAIGHT ANSWERS

Top 10 questions sellers ask us

What is my home worth?

01

It depends on recent sales near you, your home's condition and updates, and the homes you'll compete with today. Online estimates can be off by tens of thousands of dollars. We'll give you a free, detailed pricing review.

When is the best time to sell?

02

Spring and early summer usually bring the most buyers in Houston, but well-priced homes sell all year, and fall and winter often have less competition. The best time is when it fits your plans.

How long will it take to sell?

03

Well-priced homes in good condition often go under contract in the first few weeks. After that, closing usually takes about 30 to 45 days when the buyer has a mortgage.

Do I need to make repairs before listing?

04

Usually only small ones. Fix things buyers will notice and inspectors will flag, like leaks, broken fixtures and A/C service. We'll tell you which repairs are worth it and which to skip.

How will you market my home?

05

Pricing from local sales, the Houston MLS (which feeds Zillow and Realtor.com), heavy social media, open houses, and an email blast to the 4,500+ buyers and contacts in our database, in English and Spanish.

What does it cost to sell?

06

Common costs include agent compensation, the owner's title policy, your share of property taxes and any repairs or seller-paid costs. Before you list, we give you a net sheet showing what you could walk away with.

Do I have to leave during showings?

07

It's best to. Buyers relax and picture themselves in the home when the owner isn't there. Showings are scheduled ahead, and you can set times that work for your family.

Can I buy and sell at the same time?

08

Yes. We can time both closings for the same day, ask for a short leaseback after closing, or help you get pre-approved so you know your options before you list.

What do I have to disclose?

09

Texas requires most sellers to give buyers a Seller's Disclosure Notice listing known problems and past repairs, such as roof, foundation, plumbing or flooding. We help you complete it accurately.

What happens after we accept an offer?

10

The buyer has an option period, often 5 to 10 days, to inspect. They may ask for repairs or credits, which we negotiate. Then come the appraisal, loan approval, final walk-through and closing.

07 • WHAT OUR CLIENTS SAY

5.0



140 Google reviews

Real Houston-area families who bought and sold with us



Coral Cardenas was able to sell our house at asking price quickly. She is very knowledgeable and made the entire selling process very easy. So if you're looking to get the most for your house, I highly recommend My City Homes.

CORAL C. • Seller


Our realtor Coral Cardenas helped us every step of the way to getting our dream home and to sell our past house.

CLAUDIA A. • Sold and bought


The entire team was extremely helpful and always responded quickly with all the information. The clear communication definitely made an overwhelming process super easy.

JUAN M. • Google review

08 • YOUR NEXT STEP

What is *your* home worth?

Call or text for a free, no-obligation pricing review. We'll show you recent sales near you, your competition, and an estimated net sheet, so you can decide with real numbers.



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Scan for your
free home value

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