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SELLING
TEXAS TEAM

THE SMART BUYER'S GUIDE TO NEW CONSTRUCTION

Avoid costly mistakes, understand the builder's process, and make informed decisions with guidance from a team that's spent decades renovating and selling homes.

Selling Texas Team
From Our Family to Yours

WELCOME

Buying a brand-new home is exciting. Everything feels fresh the floor plans, modern finishes, energy-efficient features, and the opportunity to personalize your home from the beginning.

But here's something many buyers don't realize...
The model home is designed to sell you a home.

That isn't a bad thing. Builders build beautiful communities and create incredible opportunities for homeowners.
However, it's important to understand who represents your interests throughout the process.

At Selling Texas Team, we've helped buyers purchase new construction for years. Even more importantly, our founder Danny spent over 20 years as a residential contractor and also worked as a licensed real estate inspector before selling real estate.

That unique experience allows us to see things many agents simply can't.

This guide will help you:
✔️ Understand how builder sales offices work
✔️ Avoid common mistakes first-time buyers make
✔️ Learn what can actually be negotiated
✔️ Know how to protect your investment from the very beginning
Whether you're buying your first home or your fifth, our goal is simple:
Help you make confident, informed decisions.

WHY OUR TEAM SEES NEW CONSTRUCTION DIFFERENTLY

Not every real estate team understands how homes are actually built.
We do.
Our experience didn't begin with selling homes.
It began behind the walls.

Danny took over his grandfather's renovation business at just 18, spent more than two decades remodeling, modernizing and maintaining Austin-area homes, became a licensed real estate inspector, and has now helped Texas families buy and sell homes for over 25 years.

That means we understand:

- Construction quality
- Builder practices
- Home inspections
- Builder contracts
- Warranty concerns
- Long-term resale value

You're not simply hiring someone to unlock doors.
You're partnering with a team that understands every stage of the homebuilding process.

THE BUILDER'S SALES CONSULTANT WORKS FOR THE BUILDER

When you visit a model home, you'll likely meet a friendly sales consultant.
They're knowledgeable.
Professional.
Helpful.
But it's important to remember who they represent.
Their responsibility is to represent the builder—not the buyer.
That doesn't mean they're dishonest.
It simply means their job is to help the builder sell homes under the builder's terms.
Your REALTOR® serves a completely different role.
Our responsibility is protecting your interests, helping you understand your options, reviewing contracts, and making sure you're making informed decisions throughout the process.

THE BIGGEST MISTAKE BUYERS MAKE

One of the most common mistakes happens within the first five minutes of visiting a model home.
The builder asks you to register.

Many buyers sign in without mentioning their Realtor. Unfortunately, that simple step can prevent your agent from representing you later, depending on the builder's policies.

It can also limit your ability to receive full representation throughout the purchase.

Before visiting any model home:

✔ Contact your Realtor first
✔ Bring your Realtor with you
✔ Or make sure your Realtor is listed on your registration

It only takes a minute and it protects your representation.

CAN YOU ACTUALLY NEGOTIATE WITH BUILDERS?

Absolutely, many buyers assume new construction pricing is fixed.

In reality, every builder is different.
Depending on market conditions, timing, inventory, and the community, buyers may be able to negotiate:

- Closing cost assistance
- Design center credits
- Appliance packages
- Premium lot incentives
- Interest rate incentives
- Builder upgrades
- Warranty items
- Move-in timelines

Knowing what is and isn't negotiable can save thousands of dollars.

WHY REPRESENTATION MATTERS

Builder contracts are very different from traditional resale contracts.
They're written by the builder's legal team.

They're designed to protect the builder.

Having an experienced Realtor review deadlines, warranty language, financing timelines, inspection periods, and builder obligations gives buyers another layer of protection.

That's especially valuable when your Realtor understands construction not just contracts.

One of the biggest misconceptions about new construction is that buyers pay extra to use a Realtor.
In most cases...
You don't.
Builders typically budget for buyer representation.
Whether you bring your own Realtor or not, that cost is often already built into the home's pricing.
Having your own representation usually gives you:
✔️ Professional guidance
✔️ Contract review
✔️ Negotiation assistance
✔️ Builder communication
✔️ Closing support
✔️ Someone whose only priority is your success

WHY BUYERS CHOOSE US

When you work with

SELLING TEXAS TEAM,

- you're not working with just one agent. You're working with an **experienced team.**
- Construction knowledge.
- Real estate expertise.
- Professional marketing.
- Dedicated transaction coordination.
- Personalized home searches.
- Family values.

Most importantly...
You'll have a team committed to
educating you not pressuring you.

That's what sets us apart.

SCAN QR CODE TO SCHEDULE A CALL TODAY

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