

**VELVET REALTY GROUP**

# The San Antonio Seller Guide

A focused guide for homeowners who want to prepare, price, present,  
and negotiate with more confidence before going live.

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# Before The Sign Goes In The Yard

The best listing results usually begin before the home hits the market. Preparation, pricing, access, photography, and offer review all shape how buyers perceive value.

## Presentation protects price

Buyers pay more confidently when the home feels cared for, easy to understand, and properly positioned against the competition.

## Strategy protects leverage

Pricing too high can cost momentum. Pricing too low can leave money behind. The right plan considers timing, demand, condition, and buyer psychology.

# The Seller Roadmap

- Clarify timeline and next move
- Walk the home for repairs and presentation
- Prepare photography, access, and launch plan
- Compare offer price, terms, financing, and risk
- Review payoff, proceeds, and selling costs
- Choose the pricing strategy
- Review showing feedback and buyer behavior
- Navigate inspection, appraisal, and closing

# What Buyers Notice Fast

Buyers make quick judgments about maintenance, smell, light, layout, storage, cleanliness, and deferred repairs. Small issues can create large doubts when buyers are comparing several homes in one day.

**Seller note:** The goal is not to make the home perfect. The goal is to remove distractions that make buyers question value, condition, or confidence.

# Questions To Ask Before You List

- What repairs are worth doing before photography?
- What should be disclosed clearly up front?
- What comparable homes are buyers using to judge this price?
- How will showing access affect buyer demand?
- What is the likely buyer profile for this home?
- How will we compare offers beyond headline price?

## Offer Review: Price Is Only One Piece

The strongest offer is not always the highest offer. Financing strength, appraisal risk, option period length, seller concessions, leaseback needs, closing date, and repair expectations can all change the real value of an offer.

## Thinking About Selling?

Call or text **210-880-4519**. Velvet Realty Group can help you decide what to prepare, what to skip, and how to position the home before the market gets a vote.

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