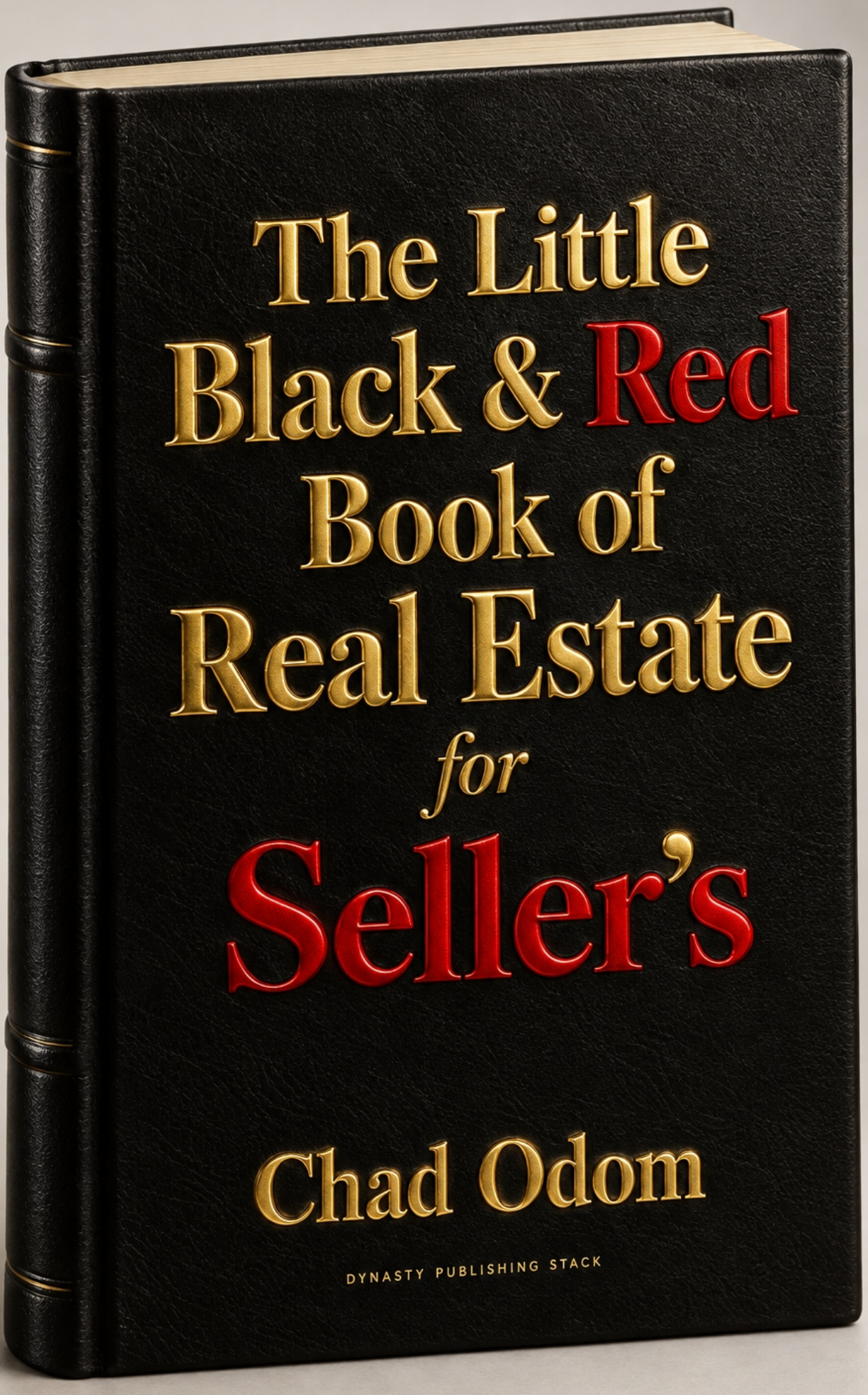

The Little
Black & Red
Book of
Real Estate
for
Seller's
Chad Odom
DYNASTY PUBLISHING STACK

Your home is personal. The sale needs a plan.

A home can hold twenty years of memories and still need a pricing conversation. Both things can be true.

Selling asks you to look at something familiar in an unfamiliar way: as a property someone else is considering buying.

Black is the guidance. Red is a brief caution. Think of the book as a seller’s balance sheet—a way to see both sides before making a commitment.

You don’t need to learn the entire real estate business. You need a clear view of your decisions and an experienced professional who can help you work through them.

Published by Dynasty Publishing Stack
General educational guidance; seek transaction-specific professional advice.

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Know Why You’re Selling

“Start with the life you want after the sale.”

Before discussing the listing, finish this sentence: “This move will be successful if…”

The answer might be a smaller house, a different neighborhood, less maintenance, or a move closer to family. It might also involve a deadline or a financial requirement.

Write those things down. Separate what must happen from what would simply be nice. Then discuss the priorities with your agent. When a decision gets difficult, those priorities give you something useful to return to.

> **WHAT TO AVOID**
>
> Don’t list first and figure out the rest later. An attractive offer can create a problem if its timing doesn’t fit the next move.

YOUR NEXT MOVE

Know your reason for selling, preferred timing, and biggest concern.

Hire Experience You Can Put to Work

> “Don’t just count the years. Ask what those years have taught.”

An agent’s tenure is worth knowing. So is what happened during that tenure.

Ask for a real example of a difficult transaction. What was the problem? What choices did the seller have? Why was a particular approach recommended?

If an agent describes a fast sale, ask about the circumstances. What preparation went into it? How was it priced? What did “fast” mean? Listen for a clear explanation, not just an impressive result.

WHAT TO AVOID

Don’t hire the biggest promise. Ask what supports the suggested price or timeline—and what could change it.

YOUR NEXT MOVE

Ask for a situation where experience changed the recommendation.

Price the House You Have

> “A number becomes a strategy when you can explain it.”

A pricing recommendation should come with an explanation. Ask which properties are relevant comparisons and why. Discuss the home’s condition, its presentation, and the alternatives buyers will consider.

Ask how the strategy will be reviewed after the property reaches the market. Understand both the initial recommendation and the process for reconsidering it.

Keep two numbers separate: the proposed sale price and the estimated amount remaining after costs and obligations. Your next move needs a conversation about both.

WHAT TO AVOID

Don’t add up your expenses and call it market value. Improvements and a neighbor’s sale belong in the discussion; neither replaces an analysis of your property.

YOUR NEXT MOVE

Be able to explain the pricing recommendation in plain language.

Prepare Without Overdoing It

“Give every preparation dollar a job.”

Before buying materials or hiring help, review the property with an experienced agent.

Make a list. Put a reason beside each item. What issue are you addressing? What will the work improve? What will it require? What alternatives should be considered?

A preparation plan should reflect the property, the selling strategy, and the household’s practical limits. Distinguish a known concern from a cosmetic preference. Advice first. Decisions second. Spending third.

> **WHAT TO AVOID**
>
> Don’t turn selling into an open-ended renovation. “Ready for the market” and “finished exactly as you always imagined it” are different goals.

YOUR NEXT MOVE

Ask what each proposed project is supposed to accomplish.

Know What You’re Paying For

“Compare the responsibilities—not just the percentage.”

Ask what the proposed brokerage service includes. Who helps coordinate preparation? How will the property be presented? How will showing requests and feedback be handled? What support continues after an offer is accepted?

Discuss communication, too. Who is the contact? When should updates be expected? What happens when an urgent decision arises?

“Full service” needs specifics behind it. Once responsibilities are clear, evaluate the offering and the fee together.

> **WHAT TO AVOID**
>
> Don’t choose by the fee alone—or assume a larger fee explains itself. Ask what is included, what is not, and what you will handle.

YOUR NEXT MOVE

Be able to describe what you’re hiring the agent to do.

Make Showings Manageable

“The house is for sale. The household still has to function.”

Before appointments begin, discuss how showings will work.

Cover notice, scheduling, access, household routines, and relevant constraints. Ask how photographs and a virtual tour will introduce the property and how appointments will be coordinated.

Include pets in the plan. Who handles them? What arrangement suits them? What happens if the usual person isn’t available? Answer these questions before a showing request arrives.

> **WHAT TO AVOID**
>
> Don’t wait for the first appointment to discover the problems. Selling shouldn’t require inventing a new household procedure every afternoon.

YOUR NEXT MOVE

Agree on a showing process the household understands.

Manage the Timeline

“Ask what happens next—not just how soon it might happen.”

“How long will it take?” is reasonable. Ask what information supports the answer.

Then ask how progress will be evaluated. What response will the agent monitor? What feedback will be discussed? When will the strategy be reviewed?

A useful plan includes communication and a way to respond when expectations and reality differ. Distinguish the time needed to find an acceptable agreement from the work required after acceptance.

> **WHAT TO AVOID**
>
> Don’t build your next move around a promise. Separate goals from obligations and estimates from agreed dates before making commitments.

YOUR NEXT MOVE

Ask which decisions need revisiting if timing changes.

Read Beyond the Offer Price

“A good number deserves a complete reading.”

Start with the price. Then examine the rest.

What is the buyer requesting? What conditions are included? What costs or contributions are proposed? What dates matter? What possession arrangement is requested?

Have the agent explain important terms and the choices available. Compare the proposal with the priorities established at the beginning. An offer can be attractive in one respect and inconvenient in another. Understand the tradeoff.

> **WHAT TO AVOID**
>
> Don’t let excitement finish the review. Accepting an agreement means accepting more than the headline.

YOUR NEXT MOVE

Ask what you’re agreeing to besides the price.

Connect the Sale to the Next Purchase

> “A plan is only as useful as the assumptions underneath it.”

If the sale is connected to another purchase, bring a mortgage professional into the conversation.

Ask about down payments, financing options, costs, timing, and the information needed to evaluate your situation.

An agent can coordinate transactions and make introductions. The mortgage professional should explain financing particulars. Keep those roles clear so important decisions rest on appropriate advice.

WHAT TO AVOID

Don’t treat a general answer as personal approval. A friend’s down payment or an online example can form questions—not commitments.

YOUR NEXT MOVE

Identify what is confirmed and what is still an assumption.

Finish the Transaction—and the Move

“The finish needs as much attention as the start.”

Once an offer is accepted, review the next steps with the agent. Know what needs your attention, who coordinates the work, and how changes will be communicated.

Before closing, ask the title company to explain expected proceeds, delivery method, required information, and anticipated timing.

Confirm the possession arrangement in the agreement before finalizing moving plans. Raise any need for additional time early. Ask for explanations all the way through the handoff.

> **WHAT TO AVOID**
>
> Don’t assume signing settles everything, proceeds arrive at a particular moment, or extra move-out time is available.

YOUR NEXT MOVE

Confirm remaining steps, possession, and disbursement arrangements.

THE SELLER’S BALANCE SHEET

01 Know Why You’re Selling

Know your reason for selling, preferred timing, and biggest concern.

02 Hire Experience You Can Put to Work

Ask for a situation where experience changed the recommendation.

03 Price the House You Have

Be able to explain the pricing recommendation in plain language.

04 Prepare Without Overdoing It

Ask what each proposed project is supposed to accomplish.

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10 Finish the Transaction—and the Move

Confirm remaining steps, possession, and disbursement arrangements.

Your next move starts with a conversation.

“Good guidance doesn’t make the decision for you. It helps you see the decision clearly.”

Selling a home in North Texas?

Chad Odom

Talk with Chad →

Published by Dynasty Publishing Stack

Clear decisions.
A smarter next move.

What to do.

What to avoid.

When you sell your home.

Chad Odom

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