



FREE GUIDE · SELLERS

# 7 Insider Secrets to Selling Your Home Without a Lot of Time or Money

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High-impact moves that help DFW homes sell well — without a major renovation.

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*You deserve  
the Astute Life.*

## WELCOME

You don't need to remodel your kitchen to sell well. Most buyers decide in the first few seconds of scrolling past your photos, and again in the first minute of walking through the door.

These seven moves focus your time and money where buyers notice it most.

## Secret 1: Price for the Market You're In

Pricing is the most powerful marketing tool you have. A home priced right draws more showings and stronger offers. A home priced too high often sits, and then sells for less after price cuts.

- Base price on recent comparable sales, active competition, and pending sales — not on what you need to net or what a neighbor listed for.
- Know your net number before you list so there are no surprises at the closing table.

## Secret 2: Declutter Before You Do Anything Else

It costs almost nothing and makes every room look bigger. Pack now — you're moving anyway.

- ☐ Clear kitchen and bathroom counters
- ☐ Remove about half of what's in closets
- ☐ Take down most personal photos
- ☐ Store extra furniture so rooms feel open
- ☐ Clear the garage enough to show its size

## Secret 3: Fix the Small Things Buyers Notice

Small issues make buyers wonder what else hasn't been maintained. A weekend of fixes goes a long way.

- Replace burned-out bulbs and mismatched light fixtures
- Fix leaky faucets, running toilets, and sticky doors
- Patch nail holes and touch up scuffed walls
- Re-caulk tubs and sinks

## Secret 4: Clean Like a Buyer Is Watching

A deep clean — especially kitchens, bathrooms, windows, baseboards, and carpets — is one of the best returns you can get. Eliminate odors from pets, cooking, and smoke. Buyers remember smells.

## Secret 5: Win the Curb

- Mow, edge, trim, and add fresh mulch
- Pressure-wash the driveway, walkway, and front porch
- Add a few potted plants and a clean doormat
- Make sure house numbers and the front door look sharp

## Secret 6: Let the Photos Do the Heavy Lifting

Your online listing is your first showing. Professional photography, bright rooms, and a clear story about the home and neighborhood help buyers choose your home to tour.

## Secret 7: Make It Easy to Show

Every declined showing is a buyer who may buy something else. Keep the home show-ready and be as flexible as you can, especially in the first two weeks on the market, when interest is usually highest.

### Quick Budget Plan

Declutter, clean, small repairs, curb appeal, and fresh paint where needed usually give more impact for the dollar than big renovations. Ask Michael which projects make sense for your price point before spending.

## Where Michael Helps

- A pricing strategy built from real local sales
- A room-by-room prep list focused on what buyers in your price range care about
- A net sheet so you understand your bottom line
- Negotiation strategy for offers, repairs, and closing costs

YOUR NEXT MOVE SHOULD START WITH A STRATEGY

# Let's Build Your Plan.

Whether you're buying, selling, building, relocating, or preparing for later, Michael will help you figure out what makes sense for your family before you make the move.

[Book a Strategy Call](#)

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*You Deserve the Astute Life.*

## Find It.

The right property, community, and lifestyle fit.

## Finesse It.

Price, terms, incentives, and contract strategy.

## Fund It.

Payment, cash to close, and financing coordination.

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