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Sellers Guide 2025



*Selling your home isn't just a transaction—
it's a strategy*

Prepared for you by: Marysol Calvillo

THE SELLER'S EDGE

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Current Trends, Insights
& What to Expect
in 2025

THE BUYER'S ADVANTAGE

Trends, Insights & What to Expect in 2025



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Questions You May Have When Selling

Thinking About Selling? Here's What You Need to Know

If you're considering selling your home but feel unsure whether now is the right time, you're not alone. Many homeowners are asking the same question — and it's a smart one to ask. Let's walk through one of the biggest concerns sellers have today and why understanding your home equity might give you more confidence to make your next move.

1. Is It a Good Idea to Move Right Now?

One of the main hesitations I hear is about interest rates. Homeowners are understandably cautious about selling and then having to purchase their next home at a higher mortgage rate. This is a valid concern, but here's what many don't realize: your current home equity could make a significant difference.

Understanding Equity

Equity is simply the difference between your home's current market value and the amount you still owe on your mortgage.

With the way home prices have appreciated over the last few years, most homeowners have built up substantial equity. In fact, recent reports from CoreLogic show the average homeowner has over \$315,000 in equity.

How Equity Can Work for You

Your equity can help you in a few key ways:

- It can provide a larger down payment for your next home, reducing the amount you need to finance.
- A larger down payment often results in better loan terms and smaller monthly payments, helping offset today's interest rates.
- In some cases, homeowners have enough equity to purchase their next home outright with cash — removing financing concerns altogether.

Bottom Line:

Selling your home in today's market may be more achievable than you think. Your equity gives you options and flexibility, even in a higher-rate environment. If you're considering making a move, let's connect. I'd be happy to help you understand your equity position and explore what's possible for your next home purchase.



2. Concerned About Finding the Right Home? Let's Talk About It.

If you've been holding off on selling because you're worried you won't find a home you love, you're not alone. A lot of sellers remember how competitive the market was not too long ago — limited inventory made it feel like homes were flying off the market overnight.

The good news is, things have improved. According to Realtor.com, housing inventory has increased by nearly 30% compared to this time last year. That's a significant jump, and it means there are more homes on the market today, giving you better options and a higher chance of finding something that fits your needs.

Now, to be clear — inventory still isn't quite where it was before the pandemic.

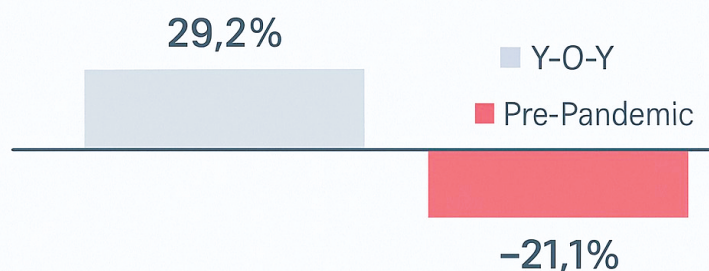
But we're seeing the highest levels in some time, which creates a unique opportunity:

- More choices for your next home.
- Less competition compared to the last few years.
- Your current home remains in demand, keeping you in a strong position as a seller.

It's what I like to call a "sweet spot" — more balance between buying and selling, which can work in your favor. One thing to remember: real estate is local. Conditions can vary from one neighborhood to another, and that's where having a local expert makes all the difference. I keep a close eye on the market here in Houston and the surrounding areas, so I can guide you toward the best opportunities based on your goals.

The Supply of Homes for Sale is Growing, But Still Below the Numbers Seen in More Normal Years

Percent Change in Inventory Year-Over-Year vs. Pre-Pandemic (2017-2019)



Source: Realtor.com

Ultimately

Today's market offers more choices for buyers while still allowing sellers to stand out. Let's connect to discuss how your local market is performing and what this means for your plans to sell and move.

How Long Will Your Home Be On The Market?

The Growing Supply of Homes for Sale: What You Need to Know

Lately, you've probably heard there are more homes on the market — and that's true. But let's get clear on why that's happening, because it's not just from a flood of new listings.

A big part of the increase is actually homes that have been sitting on the market longer. And usually, that comes down to two things:

- They're priced too high for today's buyers.
- Or they're not showing well and aren't catching attention.

Here's a quick breakdown of the two main types of inventories:

1. New Listings: Fresh homes just listed on the market.
2. Active Listings: Homes that have been for sale but haven't sold yet.

According to Realtor.com, most of the inventory growth we're seeing is from these active listings — homes that have been on the market a bit longer.

So, what does that mean if you're thinking about selling?

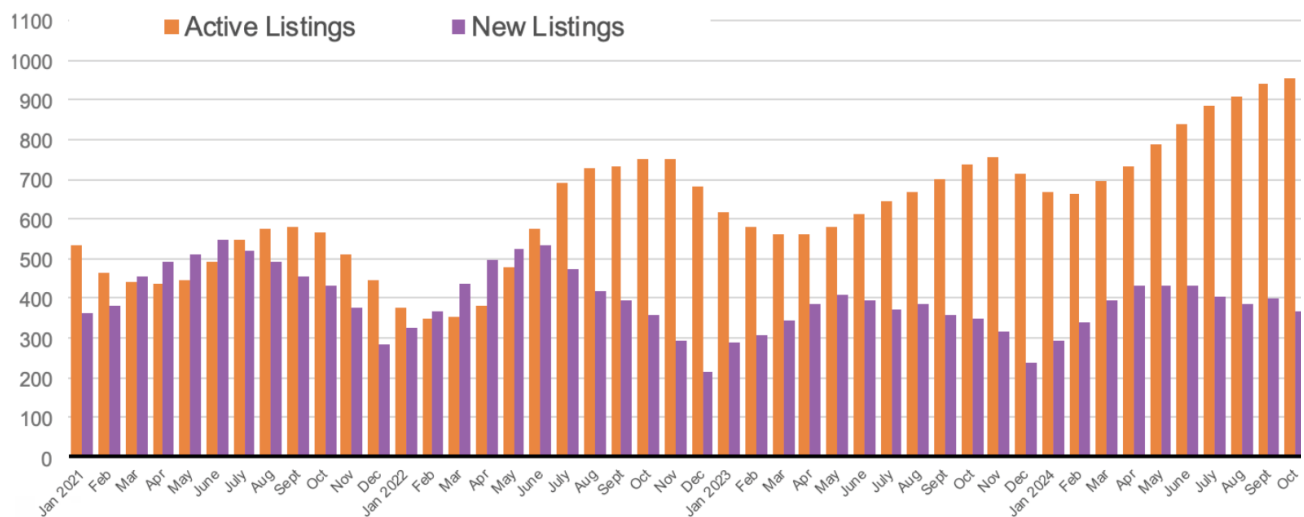
Simple: you want your home to stand out from the start. That means pricing it correctly from day one, making sure it shows well, and having a solid marketing strategy in place. Buyers have more options right now, and presentation matters more than ever.

Bottom line:

There may be more homes for sale, but not all of them are selling. The right pricing, presentation, and local expertise will make sure your home doesn't just sit on the market.

Active Listing Greater Than New Listings

In Thousands



How the Growing Inventory Is Impacting Listings

Think of homes on the market like loaves of bread at a bakery. When a fresh batch is put out, everyone rushes to grab the newest, hottest loaves—these are like new listings in the housing market. But if a loaf sits out too long, it starts to go stale, and fewer people are interested in buying it—these are like active listings that linger on the market.

How an Agent Helps Your Home Stand Out and Sell Quickly

A professional real estate agent plays a crucial role in ensuring your home gets noticed and sold while it's still “fresh.” They'll guide you through the steps needed to attract buyers, stand out from the competition, and sell your home quickly. Here's how they help:

1. Pricing Your Home to Sell

An experienced local agent will perform a competitive market analysis (CMA) by reviewing recent sales and current listings in your area. Using this data, they'll help you determine an accurate and competitive price for your home in today's market. Pricing it correctly is one of the most important factors in ensuring your home doesn't sit too long.

2. Updating or Repairing Your Home to Show Well

Well-maintained homes with great curb appeal and modern finishes tend to sell faster. Your agent will know what buyers in your area are looking for and can advise you on which updates, repairs, or staging efforts will have the most impact. Their guidance ensures your home looks its best, helping it stand out to potential buyers.

3. Offering Incentives to Attract Buyers

Sweetening the deal with incentives—such as contributing to closing costs, including a home warranty, or offering additional items (like appliances or furniture)—can make your home more appealing. A skilled agent will recommend the right extras to include based on current buyer expectations and market trends.

The Impact of the Right Agent

The National Association of Realtors (NAR) highlights how having the right partner can make a difference. According to their data:

- Sellers without an agent are nearly twice as likely to say their home sat on the market for at least three months.
- In contrast, 53% of sellers who worked with an agent accepted an offer within a month of listing their home.

Ultimately

With the right agent, your home will be priced competitively, show at its best, and stand out to buyers. This helps ensure it sells quickly—before it has a chance to go “stale.” Let's connect to make sure your home is positioned for success in today's market.



Mortgage Rates in 2025

Mortgage Rates Are Expected To Ease and Stabilize in 2025

After experiencing significant volatility and uncertainty in 2024, expert forecasts indicate that mortgage rates are likely to stabilize in 2025. Projections suggest rates could ease slightly compared to their current levels, creating a more predictable environment for buyers and sellers alike (see graph below).

Mortgage Rates Projections

30-Year Fixed Rate, as of November 2024

Quarter	Fannie Mae	MBA	Wells Fargo	Average of All Three
2024 Q4	6.60%	6.60%	6.80%	6.67%
2025 Q1	6.50%	6.60%	6.65%	6.58%
2025 Q2	6.40%	6.50%	6.45%	6.45%
2025 Q3	6.30%	6.40%	6.25%	6.32%
2025 Q4	6.30%	6.40%	6.30%	6.33%

Sources: Fannie Mae, MBA, Wells Fargo

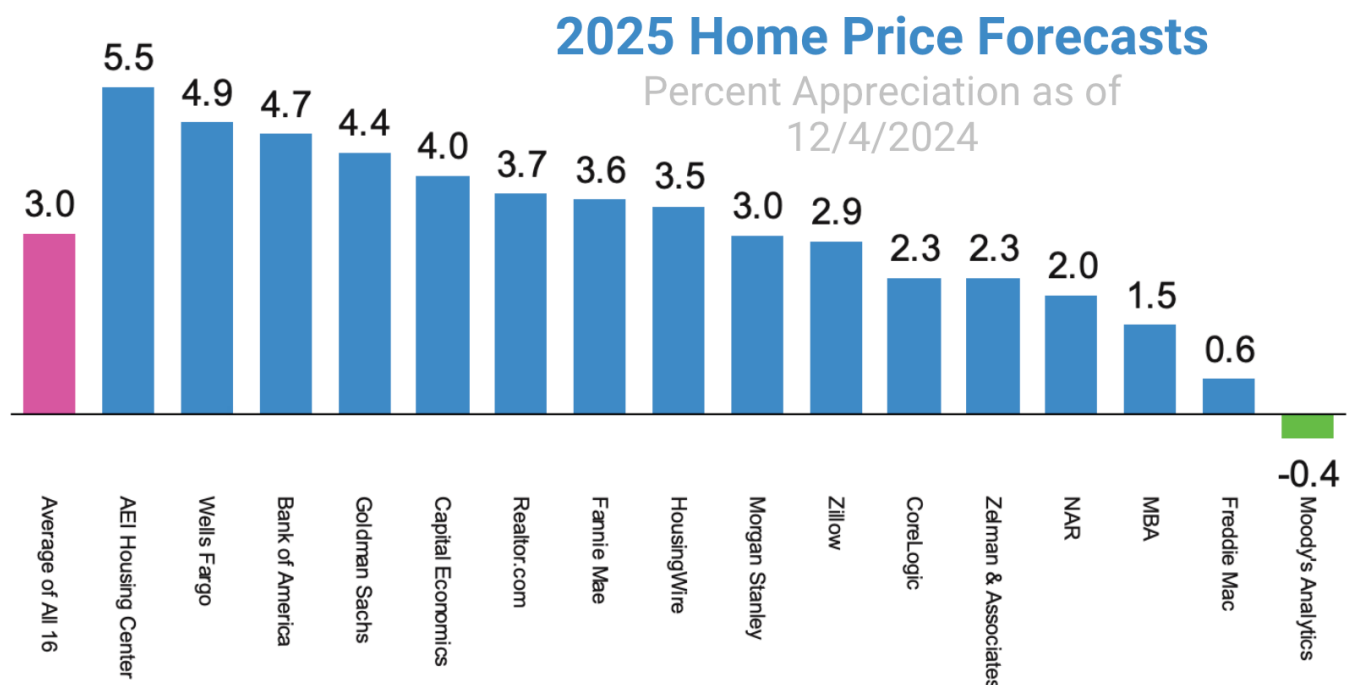
This stabilization could offer an opportunity for those who’ve been waiting for more favorable conditions to make their move in the housing market.

It’s crucial to understand that forecasting mortgage rates is one of the most challenging predictions in the housing market. Rates are influenced by a variety of key factors, including inflation, the overall economy, government policies, and more. While experts anticipate that rates will ease slightly in 2025, they are likely to remain a moving target.

To navigate these uncertainties effectively, it’s essential to work with a trusted real estate agent and lender. They can provide you with the latest updates and help you understand how shifts in mortgage rates might impact your plans. With expert guidance, you’ll be better equipped to make informed decisions about your move.

Home Price Projections Indicate Modest Growth

While mortgage rates are expected to ease slightly, home prices are projected to continue rising—though at a much more moderate pace compared to the rapid appreciation seen in recent years. Experts predict that home prices will grow by an average of approximately 3.0% nationally in 2025 (see graph below). This more balanced growth offers buyers a less frenzied market while still providing opportunities for long-term equity gains through homeownership. This more moderate price growth is a welcome shift compared to the rapid, double-digit percentage increases seen in recent years in some markets. But what's driving the ongoing rise in home prices? It all comes down to demand. Even though the supply of homes for sale has grown, it's still not at the level of a more typical, pre-pandemic housing market. This shortage of inventory means there aren't enough homes to meet the demand of all the buyers in the market, which continues to put upward pressure on prices. It's important to note that these national trends might not align perfectly with what's happening in your local market. That's why it's crucial to work with a local real estate expert who can provide a clear picture of what's happening in your area. Local insight will help you make informed decisions that are tailored to your specific market conditions.



Homeowners Gained an Average of \$28K in Equity over the Past Year

What is Home Equity?

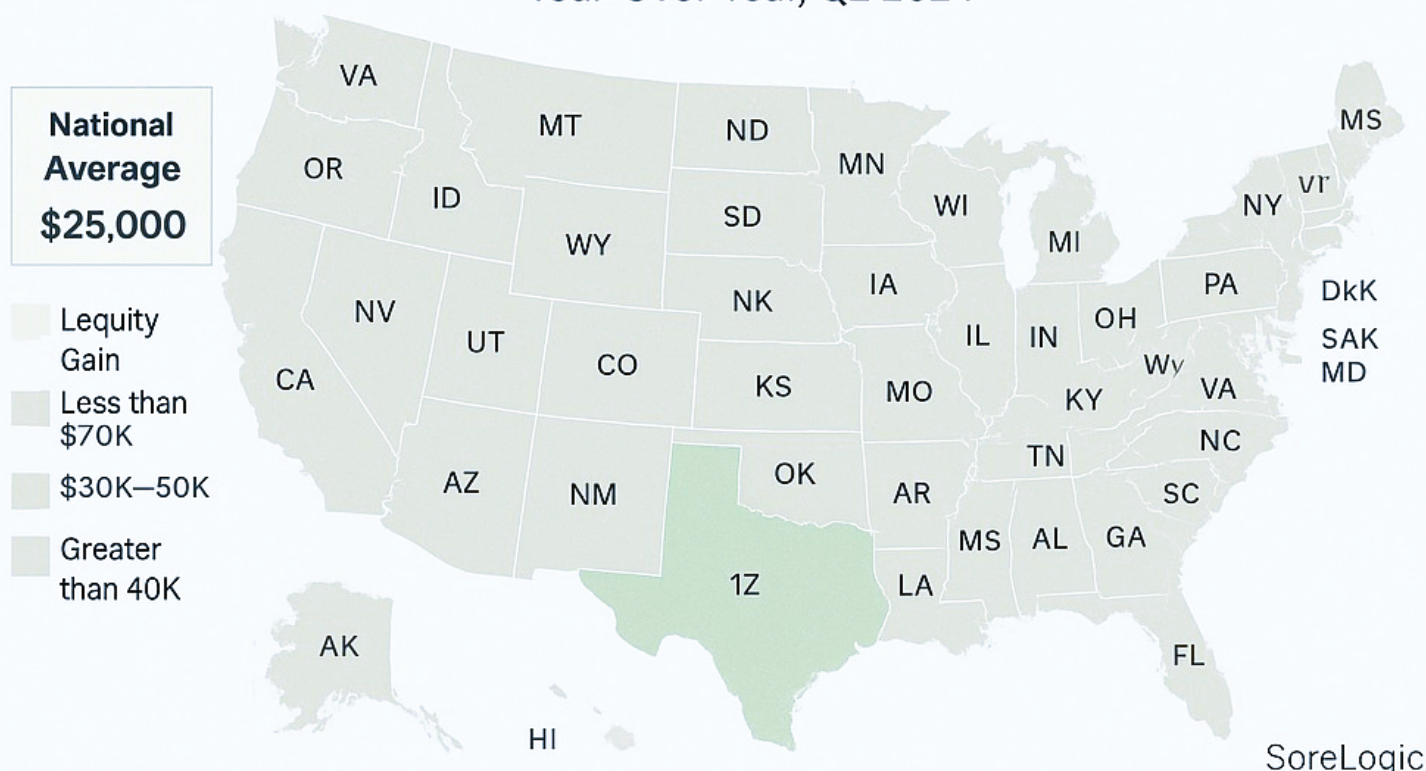
Equity is the current value of your home minus what you still owe on your loan:

- You pay down your loan
- Home prices appreciate



Homeowner Equity Gains over the Past 12 Months

Year-Over-Year, Q2 2024



What If You Bought Your House Before the Pandemic?

If you purchased your home prior to the pandemic, you're likely sitting on a significant amount of equity. According to data from The Washington Post, home prices have increased by nearly 54% since December 2019, meaning your home's value has probably risen considerably. Lawrence Yun, Chief Economist at the National Association of Realtors (NAR), highlights this wealth-building potential: "A typical homeowner accumulated \$147,000 in housing wealth in the last five years." To put this into perspective, Selma Hepp, Chief Economist at CoreLogic, explains how much equity homeowners have built on average: "Persistent home price growth has continued to fuel home equity gains for existing homeowners who now average about \$315,000 in equity ...

How Rising Equity Can Work for You

The rapid price appreciation over the past few years, along with ongoing price growth in many areas, has given homeowners substantial equity. This equity offers you financial flexibility and opens up several possibilities:

- **Start a Business or Fund an Education:** Your equity could provide the financial backing needed to pursue personal or professional goals.
- **Afford Your Next Home:** When you sell your current home, the equity you've built comes back to you. This could cover a large portion—or even the entirety—of your next home's down payment.

Bottom Line:

If you've owned your home for a few years, you've likely accumulated significant equity that can be a game-changer when you sell. Whether you use it to fund your next home purchase, invest in a dream project, or save for the future, your equity is a powerful financial tool. Let's connect to discuss how you can make the most of it.





Avoid Mistakes Sellers Are Making

The Risk of Not Staying Informed: Costly Mistakes Sellers Can Make

If you're not informed about today's market conditions, it's easy to fall into traps that could lead to costly mistakes. That's why it's so important to adjust your strategy and expectations to align with the current market. Here are some common pitfalls sellers face—and how a professional real estate agent can help you avoid them.

1. Overpricing Your Home

One of the most frequent mistakes sellers make is setting their asking price too high. This often leads to homes sitting on the market longer and eventually requiring price reductions, which can deter buyers and hurt your sale.

An article from the National Association of Realtors (NAR) explains:

"Some sellers are pricing their homes higher than ever just because they can, but this may drive away serious buyers and result in unapproved appraisals . . ." Overpricing can also create appraisal issues, where the home doesn't appraise for the listed price, potentially causing complications for buyers relying on financing.

How an Agent Helps:

A professional agent will help you determine a realistic and competitive price by using tools like:

- **Comparative Market Analysis (CMA):** Reviewing recent sales of similar homes in your area.
- **Market Trends:** Analyzing local demand and inventory levels.
- **Home Condition and Features:** Factoring in the unique attributes and condition of your home.

This ensures your home is priced to attract serious buyers, which increases the likelihood of multiple offers and a quicker sale.

More Common Seller Mistakes—and How to Avoid Them

Selling your home is a big deal, and even small missteps can have a significant impact on your final outcome. Here are three more common mistakes sellers make and how a trusted real estate agent can help you avoid them.

2. Skipping the Small Stuff

It may be tempting to skip minor repairs and hope the buyer will handle them later, but visible issues—even small ones—can turn off potential buyers. Problems like leaky faucets, burnt-out light bulbs, or sticking doors can make your home seem neglected, leading to lower offers or demands for concessions.

As Money Talks News explains:

"Home shoppers like to turn on lights, flush toilets, and run the water. If these basic things don't work, they may assume you've skipped other maintenance. Homes that appear neglected aren't likely to fetch top price."

How an Agent Helps:

A great agent will walk through your home with you before listing and point out repairs or updates to address. They'll help you prioritize what to tackle so your home shines in listing photos and appeals to buyers. Taking care of these small fixes upfront can help you secure stronger offers.

3. Being Unwilling to Negotiate

With the increase in housing inventory, buyers have more options—and more negotiating power. Today's buyers are often requesting inspections, asking for repairs, or seeking help with closing costs. If you're not prepared to negotiate, you could risk losing a deal.

As U.S. News Real Estate explains:

"If you've received an offer for your house that isn't quite what you'd hoped it would be, expect to negotiate. . . The only way to come to a successful deal is to make sure the buyer also feels like he or she benefits. . . Consider offering to cover some of the buyer's closing costs or agree to a credit for a minor repair the inspector found."

How an Agent Helps:

A skilled agent can guide you through negotiations, helping you decide what concessions to offer based on your goals, budget, and timeline. They'll advocate for you while ensuring the deal is fair for both sides, which can help you close quickly and successfully.

4. Not Using a Real Estate Agent

If you look closely, you'll notice a common theme: for each mistake on this list, partnering with an agent plays a key role in preventing it. That's why trying to sell your home without a real estate agent is often the biggest mistake of all. Real estate agents bring expertise in pricing, marketing, negotiating, and navigating the entire sales process. Their experience helps streamline the process and typically generates more buyer interest, which can lead to a higher final sale price.

Bottom Line:

Selling your home without making costly mistakes requires knowledge, strategy, and expertise—all of which a great real estate agent can provide. If you're ready to sell your home or want to explore your options, let's connect. I'd love to help you navigate the process and achieve your goals!

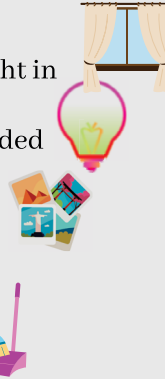


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CHECKLIST FOR SELLING YOUR HOUSE

MAKE IT INVITING

- ☐ Open blinds or curtains to let the light in
- ☐ Check lightbulbs and replace as needed
- ☐ Take down personal photos or items
- ☐ Fix anything that's broken
- ☐ Give every room a clear purpose



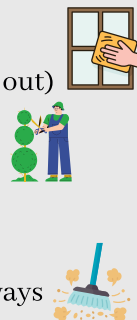
SHOW ITS CARED FOR

- ☐ Clean your vents and baseboards
- ☐ Vacuum, mop, or sweep floors
- ☐ Declutter throughout
- ☐ Organized countertops, cabinets, and closets
- ☐ Touch up any scuffs on the walls

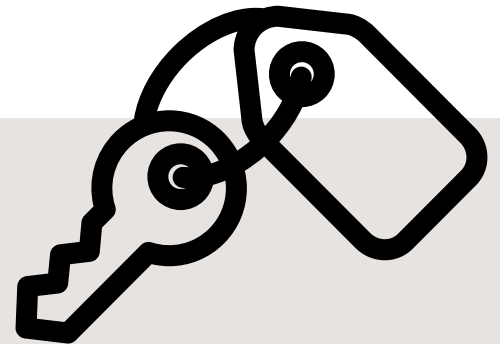


BOOST YOUR CURB APPEAL

- ☐ Power wash outdoor surfaces
- ☐ Wash the windows (inside and out)
- ☐ Tidy up the landscaping
- ☐ Freshen up your entry
- ☐ Sweep patios, decks and walkways



FSBO VS Hiring an Agent



Why Pricing Your Home Right Is Essential—and How an Agent Helps

Setting the right price for your home is one of the most critical factors in ensuring a successful sale. Yet, it's also one of the hardest tasks for homeowners who try to sell their house on their own. A report from the National Association of Realtors (NAR) highlights that getting the price right is one of the top challenges FSBO (For Sale by Owner) sellers face.

Here's why pricing matters and how a real estate agent can help you avoid costly pricing mistakes.

The Impact of Overpricing or Underpricing Your Home

Pricing your home correctly is crucial because your home's debut on the market is your best opportunity to attract buyers. If you set the price too high or too low, you risk missing out on the right buyers—or the best offers.

As NerdWallet explains:

"When selling a home, first impressions matter. Your house's market debut is your first chance to attract a buyer, and it's important to get the pricing right. If your home is overpriced, you run the risk of buyers not seeing the listing. . . . But price your house too low and you could end up leaving some serious money on the table. A bargain-basement price could also turn some buyers away, as they may wonder if there are any underlying problems with the house."

How an Agent Helps You Set the Right Price

To avoid overpricing or underpricing, partnering with a professional real estate agent is essential.

Here's how an agent ensures your home is priced correctly:

1. **Market Expertise:** Agents have an in-depth understanding of your local market, including recent sales, neighborhood trends, and buyer behavior. This knowledge allows them to determine what buyers are willing to pay for a home like yours.
2. **Comparative Market Analysis (CMA):** An agent conducts a CMA by analyzing comparable homes that have recently sold, are currently on the market, or didn't sell. This analysis ensures your home's price is competitive and aligns with the current market.
3. **Positioning for Success:** With the right price, your home has the best chance to attract buyers from day one. A properly priced home can generate more interest, spark competition, and ultimately lead to stronger offers.

Why Handling Paperwork Properly Is Essential When Selling Your Home

Selling a home requires a significant amount of paperwork, from disclosures and contracts to legal documents. Getting these forms and details exactly right is critical to avoid delays, legal issues, or even liability risks. For homeowners attempting to handle it all on their own, it can quickly become overwhelming.

An article from First American highlights the complexity:

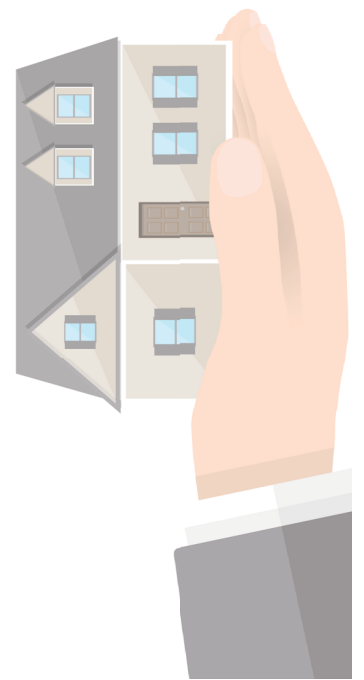
"To buy or sell a home, you need to accurately complete a lot of forms, disclosures, and legal documents. A real estate agent ensures you cross every 't' and dot every 'i' to help you avoid having a transaction fall through and/or prevent a costly mistake."

How an Agent Helps You Navigate the Paperwork

When you work with a real estate agent, they serve as your trusted advisor, ensuring every part of the transaction is handled accurately and efficiently.

Here's how an agent can help:

- 1. Expert Guidance:** Agents are trained to understand and complete all the necessary forms and documents required to sell your home. Their expertise ensures that nothing important is missed.
- 2. Compliance with Rules and Regulations:** Real estate transactions are heavily regulated, and the requirements can vary by state and even by local market. Your agent will ensure you follow all applicable rules and meet every legal requirement.
- 3. Minimizing Risks:** By helping you complete forms correctly and on time, an agent reduces the risk of errors that could lead to liability issues or cause your transaction to fall apart.
- 4. Streamlined Process:** Instead of getting bogged down by paperwork, your agent takes care of the details, allowing you to focus on the bigger picture of selling your home and moving forward.





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7 Tips for selling a home

1

Take care of your landscape

- The first thing buyers notice is the exterior
- Mow the lawn, trim bushes, plant flowers, spruce up the landscaping
- Even pressure wash your pavement and your house

2

Remove Clutter

- Less clutter creates the feeling of a bigger space
- Remove personal items so buyers can imagine the space as their own
- 50% of agents reported that decluttering a home leads to faster sales

3

Paint interior if needed

- Dark colors can make a space seem smaller and less inviting
- Stick with neutral colors
- Average \$4,000 increase in your home's value

4

Take advantage of good lighting

- Bright homes are more inviting
- Draw curtains to let in light
- Buy brighter light bulbs to open up the space

5

Hire a Real Estate Agent

- Mitigates risk
- Experienced agents know the market and location
- Make sure you are priced properly

6

Get a professional cleaning

- Dirty homes turn buyers away
- Address all odors: litter boxes, toilets, and refrigerators
- Focus on kitchen and bathrooms

7

Repairs

- Handle miscellaneous repairs
- Complete inspections before listing
- Ensure smoke and carbon monoxide detectors are installed

Client Testimonials

“Very knowledgeable and she listen to what the client has to say. She has help me on several issues in my house process”.

-Mona T.

“Marysol proved to be an awesome realtor. I will continue to use her for all of my real estate needs.”

-John S

“Marysol Calvillo you are absolutely amazing. You gave me motivation when I completely gave up threw this process, Especially after a horrible realtor experience in Dallas. Thank you so much for guiding me through this process. Your personality is amazing. You walked me through everything. Thank you for working with me. Thank you for always being available at any point when I called.”

- Latoya S

“All I can say about her is good, she is a very competent person and committed to her work. I had a super good experience with her, in my next purchase she will continue to be my real estate.”

-Nayla T

“Helpful/Diligent and excelled in response time/communication.”

-John O

“Marisol is very professional and smiling person”

-Ismael

For more information about
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*"List It Like a Pro —
Your Seller's Playbook."*

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Marysol Calvillo

Owner/ Broker

713-213-9593

Marysol@txeliteproperties.com

