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The DFW Home Seller's Guide

— Fall 2026 —

What your home is really worth, what buyers check first, and how to price and prepare so your first two weeks on the market do the heavy lifting.

Javed Memon, Realtor®
eXp Realty

FREE GUIDE · FALL 2026 EDITION

FROM JAVED

Selling well in this market is a strategy decision

Thank you for downloading this guide. If you are thinking about selling anywhere in Dallas–Fort Worth, the most important thing I can tell you is simple: in the market we are in right now, outcomes are decided early.

The list price you choose, the condition buyers see in the first photos, and the first two weeks on the market matter more than they did a few years ago. Homes that get those three things right still attract serious attention. Homes that miss on price or presentation tend to sit, and sitting is expensive.

This guide walks through the same conversation I have with every seller I work with: what the Fall 2026 numbers actually mean, how a real valuation is built, what buyers check first, which preparation spending earns its money back, and how pricing to the way buyers search protects your result.

There is no pressure attached to any of it. Read it, use the checklist near the end, and when you want a number you can trust for your own home, call or text me. I will build it from recent comparable sales, not from a website estimate, and I will show you exactly how I got there.

Warmly,

Javed Memon, Realtor®, eXp Realty

Serving Frisco, Plano, McKinney, Allen, Prosper, Celina, Dallas, and greater DFW.

Start here
Get a free, no-obligation valuation of your home before you spend a dollar on preparation. Call or text 646-288-3845.

Buyers have choices now. Your first two weeks decide everything.

Dallas currently has notably more sellers than buyers. That single fact changes how a sale has to be run.

58	~$390K	14
Average days on market in Dallas — buyers are taking their time	Median price in Dallas — flat, not climbing to rescue an ambitious list price	Days that matter most — your first two weeks bring the largest, most serious audience

When buyers have options, they compare. They save the homes that look well kept and fairly priced, and they skip the ones that look like work or look priced on hope. A flat median price means the market is not rising underneath a listing while it sits — waiting rarely improves a seller's position.

What this means for you

- Price is a marketing decision, not a wish. The right opening price creates competition. The wrong one creates silence, then price cuts.
- Presentation is not optional. With more homes to choose from, buyers use photos to eliminate homes before they ever book a showing.
- Time on market is a signal. Every extra week tells the next buyer to wonder what is wrong and to offer accordingly.

The takeaway

None of this is bad news for a prepared seller. It means the homes that are priced from real data and presented well stand out faster — because so many competing listings are not.

VALUATION

An online estimate has never been inside your home

Automated estimates are a starting point for curiosity. They are not a pricing tool, and treating one as your list price is one of the most expensive mistakes a seller can make.

An algorithm blends tax records, past sales, and averages across a wide area. It cannot see your renovated kitchen, your deferred roof, your updated systems, or the condition of the homes it is comparing yours against. It also cannot weigh which recent sales are truly comparable — same area, similar size and age, similar condition, and sold recently enough to reflect this market.

How a real valuation is built

Step	What happens
Recent comparable sales	Closed sales — not asking prices — for homes most similar to yours, adjusted for size, condition, and features.
Your home, in person	Condition, updates, layout, and the items in the next chapter are weighed directly, because buyers will weigh them too.
Active competition	The homes a buyer will see alongside yours this week, and how your price reads next to theirs.
A range, with reasoning	You get a defensible range and the evidence behind it, so the pricing conversation starts from facts.

Free home valuation
I will build this analysis for your home at no cost and with no obligation — in person or from the details you send me. Call or text 646-288-3845, email hello@javedmemon.com, or DM @javedmemonrealtor.

A valuation is an informed opinion of market value based on recent comparable sales. It is not an appraisal, and a lender-ordered appraisal during a sale can come in differently.

INSIDE THE BUYER'S MIND

What buyers check first — and how to answer each one

Buyers decide quickly, and they decide on the same five things in roughly this order. For each one, you have three honest options: fix it, address it openly, or price for it. What does not work is hoping nobody notices.

What they check	How to answer it
1. Overall condition	Visible wear reads as hidden wear. Small repairs, touch-ups, and a clean, maintained feel change the whole showing.
2. Major systems	Roof, HVAC, and foundation come up in every serious conversation and inspection. Service what you can, document what you have done, and price for what remains.
3. Kitchen and baths	These rooms carry the most weight per dollar. Deep cleaning, hardware, lighting, and minor refreshes usually beat a full remodel before a sale.
4. Curb appeal	The first photo and the first ten seconds at the curb set the tone for everything after. Lawn, entry, and front door earn attention here.
5. Price vs. comps	Buyers and their agents run the same comparable sales you should. A price that matches the evidence invites offers; one that fights it invites silence.

PREPARATION

Spend where it returns. Skip where it does not.

The goal of preparation is not to renovate your home. It is to remove every reason a buyer pauses. Ranked by return, the work that pays is mostly unglamorous:

Priority	Why it pays
Declutter and depersonalize	Costs little or nothing. Rooms photograph larger, and buyers can picture their own life in the space.
Deep clean, everywhere	Cleanliness is the cheapest condition signal there is — kitchens, baths, windows, and grout included.
Paint in neutral tones	The highest-return cosmetic fix for most homes. It freshens photos and showings at once.
Lighting and small repairs	Bright, consistent bulbs, working fixtures, and fixed drips and squeaks remove dozens of small doubts.
Professional photography	Your first showing happens on a phone screen. Professional photos are the entry ticket to the second one.

Use restraint with big projects. A major remodel started just before selling rarely returns its full cost on the sale price, and it delays your launch. If a big-ticket item is at the end of its life, get a quote, share it openly, and let price or a credit do the talking.

PRICING STRATEGY

Overpricing is the most expensive strategy in a flat market

Sellers often test a high price thinking they can always come down. In a market averaging 58 days on market with a flat median price, that test usually costs more than it protects.

How an overpriced listing ages

Weeks 1–2 pass quietly. Your largest audience — the buyers already searching in your bracket — sees the home, compares it with the evidence, and moves on.

The listing goes stale. Days on market accumulate, and new buyers read that number as a warning before they read anything else.

Price cuts chase the market. Each cut concedes a little, often landing below where a well-supported opening price would have closed — after months of carrying costs and inconvenience.

Price to how buyers actually search

Buyers filter by price brackets in search portals — under $400,000, $400,000 to $450,000, and so on. A home priced just above a bracket boundary is invisible to everyone searching below it. Pricing with those brackets in mind puts your home in front of the largest possible audience from day one.

My approach: we set the opening price from recent comparable sales, check it against your active competition and the search brackets buyers use, and agree in advance on what the data should look like in the first 14 days — showings, saves, and feedback — so any adjustment is a decision, not a drift.

None of this means pricing low. It means pricing with evidence, so the market competes for your home instead of grading it.

THE PROCESS

From listing to closing: the timeline and the costs

Stage	What happens
1. Listing goes live	Photos, description, and disclosures are ready before day one, so the first-14-days window is fully used.
2. Showings and offers	Offers are compared on price, terms, contingencies, and the buyer's ability to close — not price alone.
3. Option period	In Texas, the buyer typically pays for a short option period to inspect and decide. Negotiations on repairs often happen here.
4. Inspection and appraisal	The buyer's inspection checks condition; the lender's appraisal must support the price. A defensible list price helps at both steps.
5. Closing	Final paperwork, funding, and transfer of ownership, coordinated by the title company.

Budget for seller closing costs

Sellers typically pay costs that can include title policy and escrow fees, recording and document fees, any agreed credits or repairs, and brokerage compensation. The exact total depends on your sale and your agreements, and you will see an estimate before you list — no surprises at the closing table.

Commissions are negotiable. Brokerage compensation is not set by law or by any standard rate. We will discuss exactly what is offered, to whom, and why, before your home goes live — in writing, in plain language.

Timelines vary with financing, inspections, and title work. This overview is educational and general to Texas residential sales; your contract controls the specifics of your transaction.

YOUR MOVE

Your pre-listing checklist

Work through this list in order. The first item costs nothing and makes every later decision easier.

- Get a real valuation — comparable-sales analysis for your home, with the reasoning shown.
- Walk your home like a buyer. Note condition, systems, kitchen and baths, and the view from the curb.
- Decide, item by item: fix, address openly, or price for it. Get quotes for anything major.
- Declutter, deep clean, and handle paint and lighting. Then keep the home showing-ready.
- Book professional photography only after the preparation above is finished.
- Set the price from evidence, checked against active competition and buyer search brackets.
- Agree on the first-14-days plan: what success looks like, and what triggers an adjustment.
- Review costs and compensation in writing before launch, so closing holds no surprises.

Also own a business you are thinking of selling? Ask me about business brokerage — confidentially, and with the same evidence-first approach.

If you would like, I will walk this checklist with you at your home and turn it into a dated plan. That visit, like the valuation, is free and comes with no obligation to list with me.

FREE HOME VALUATION

Find out what your home is actually worth.

Built from recent comparable sales. Shown with the reasoning. No obligation, no pressure — and no automated estimate dressed up as an answer.

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Serving sellers in Frisco, Plano, McKinney, Allen, Prosper, Celina, Dallas, and across greater DFW. Selling a business as well as a home? Mention it when you reach out — I handle both, confidentially.