



SEIDER
REALTY TEAM

POWERED BY THE ASCEND GROUP AT LPT REALTY

YOUR CENTRAL TEXAS SELLER'S GUIDE • CENTRAL TEXAS

The Seller's Playbook

The most money, the least stress, and the shortest time on market — a proven, repeatable system, start to sold.

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The whole job, in one sentence

Get you the **most money**, with the **least stress**, in the **shortest time**. Every home is different; the process that delivers those three things is not — I've refined it over hundreds of transactions until nothing in it is left to chance. This guide lays that system out in full, so you know exactly what you're buying before we ever sit down. No fluff, no inflated promises, no number invented to win your listing — just the method, and the evidence behind it.

What's inside

01 Three outcomes, every time

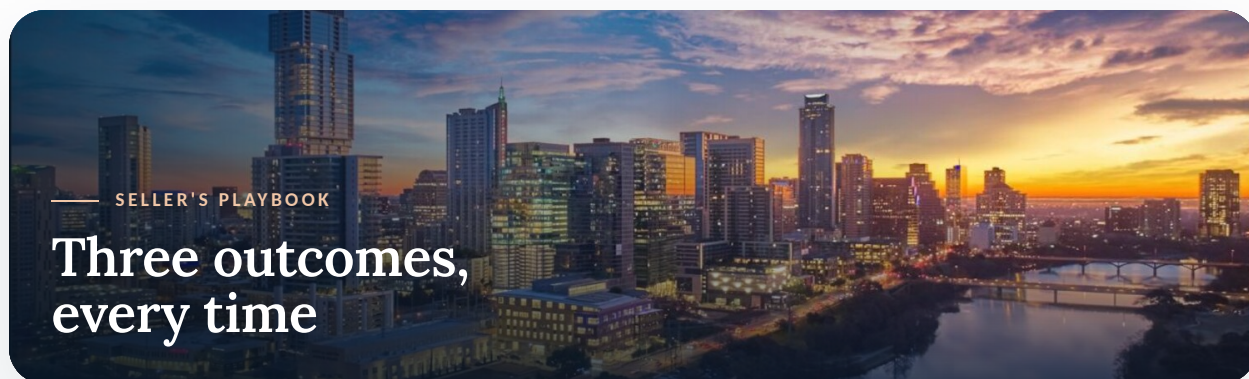
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What the system is built to do

Everything I do on your sale ladders up to one of three outcomes. If a step doesn't move one of them, it doesn't earn a place in your plan.



The most money

Evidence-based pricing, sharp presentation, full exposure, and hard negotiation — so the market pays you what the home is truly worth, not a dollar less.



The least stress

One clear process, one point of contact, and no surprises. You always know what's happening, what's next, and why.



The shortest time

Priced and prepared right from day one, so we pull real buyers early instead of chasing the market down with price cuts.

A home priced right and prepared right sells itself.
Everything else is just discounting in slow motion.

Step one: price on evidence

The list price is the single biggest decision in the whole sale — and the one most likely to be set for the wrong reasons. I price on what buyers are **actually paying right now**, not on what you hope, what the algorithm guesses, or what an agent promised to win your listing.

- ☐ **Real comparable sales** — recent, genuinely comparable, adjusted for the differences that matter to a buyer.
- ☐ **Live competition** — what's active right now, including the new-construction communities your buyer is also touring.
- ☐ **The evidence of demand** — showings, saves, and feedback, read honestly and early, so we adjust from data, not panic.



Beware the highest number

The agent who quotes the highest price isn't doing you a favor — an overpriced home sits, goes stale, and ultimately sells for *less* than one priced right from day one. I'll give you the honest number and the evidence behind it, even when it's not the one you were hoping to hear.



Step two: prepare where it pays

Preparation is about return, not renovation. I'll tell you where a little effort moves buyers — and, just as importantly, where spending money won't come back.



The high-return basics

Declutter, deep clean, light repairs, and the small cosmetic fixes buyers actually notice. Cheap to do, disproportionate in effect.



The honest "skip it" list

The upgrades that feel productive but don't return at sale. I'll talk you out of spending money you won't get back.



Staging that fits the buyer

Presenting the home to the person most likely to buy it — light, space, and flow, not a decorator's ego.



Get ahead of the inspection

Fixing the obvious flags before a buyer's inspector finds them keeps your leverage — and your price — intact.

Step three: present it and reach every buyer

A great home shown badly leaves money on the table. Presentation and exposure are where the price you set becomes the price you get.

- ☐ **Professional presentation** — the photography and story that make your home the one buyers stop scrolling for and drive out to see.
- ☐ **A deliberate launch** — timed and staged so your home makes its strongest first impression the moment it hits the market, when buyer attention is highest.
- ☐ **Full-market exposure** — the MLS and the portals buyers actually use, plus my own database and referral network, so the right buyers find it.
- ☐ **Accessible showings** — easy to see means more offers. Friction costs you buyers you never hear about.



What your home is really competing against

In much of Central Texas your buyer is also touring new-construction communities with incentives and rate buy-downs. Because I've worked the builder side, I know exactly how those homes are priced and sold — and how to position yours to win the comparison, on both value and story.

Step four: negotiate hard, protect the bottom line

Getting an offer is not the finish line — it's the start of the part that decides how much you actually keep. This is where an experienced negotiator earns their fee several times over.

- ☐ **Every offer, read fully** — price is one line. Financing strength, contingencies, timelines, and terms decide whether an offer is real and what it's truly worth.
- ☐ **Multiple offers, orchestrated** — when there's competition, how it's handled can move the final number meaningfully. When there isn't, we negotiate from evidence and stay calm.
- ☐ **Appraisal and inspection, defended** — the two places a deal loses money after you're under contract. I work both to protect your price and keep the sale together.
- ☐ **Kept on track to close** — dates hit, financing monitored, surprises flagged early. A deal that closes smoothly is money and stress saved.

The offer is where the sale starts, not where it's won.



Marketed with real reach

Your home is presented by me personally and carried by **The Ascend Group at LPT Realty** — one of Central Texas's fastest-growing brokerages, with 120+ professionals across Austin, San Antonio, and Houston and a 4.9★ reputation across 2,000+ reviews. Personal service, marketed with the reach of a serious team.

The whole path, at a glance

- ☐ 1. **Strategy conversation** — your goals, timeline, and the honest market picture for your home.
- ☐ 2. **Price on evidence** — the number the market supports, with the comps behind it.
- ☐ 3. **Prepare where it pays** — a focused, high-return punch list; nothing wasted.
- ☐ 4. **Present and launch** — professional presentation and a deliberate market debut.
- ☐ 5. **Reach every buyer** — full exposure, showings, and a steady read on demand.
- ☐ 6. **Negotiate and close** — offers worked, price defended, dates hit, keys handed over.



Start with an honest home-value review

Before anything else, you deserve a straight, evidence-based read on what your home could bring in today's market — reviewed by a local advisor, not spit out by an algorithm. **Request your home-value review.** No obligation, and it's not an appraisal — it's a real read on where your home sits right now.

*I won't promise a specific price or a specific date — anyone who does is guessing. I'll give you a proven process and the evidence to make a confident decision. This guide is educational and general, not legal, tax, or financial advice. Equal Housing Opportunity. **TREC Information About Brokerage Services** · **TREC Consumer Protection Notice.***



Made for you by Pete & Eugenia

We're a husband-and-wife team who help families move to Central Texas with a lot less stress and a lot more confidence. This guide is our way of helping before you ever pick up the phone. Whenever you want a real person to think it through with you — areas, timing, a specific home — we're one call or text away. No pressure, ever.

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Going deeper on new construction? **New Home Dispatch** is our independent, no-pitch guide to buying new in Central Texas — newhomedispatch.com.

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