COURTNEY

7 steps to selling a home

From for-sale to sold.

Selling a home? Here are seven steps, in order, to guide you through the process — from a straight talk about price all the way to the closing table. Keep it on the fridge. Check the boxes as you go.

Guy Courtney Steib
REALTOR®, CPRES, CPE | LPT Realty LLC

Everybody needs a “Guy”,
let me be your real estate “Guy”.

A little about me.



Guy Courtney Steib

REALTOR, US Army Veteran

CPRES, CPE
LPT Realty LLC

Experience, Expertise
& Empathy

My path into real estate started as an investor. After buying, holding and selling property myself, I became an agent to help others make informed decisions about their homes and their future.

I am an Army veteran, husband, father and grandfather. I serve Cypress, Katy, Hockley and Northwest Houston, with a focus on helping families sell with a straight-talk price and a disciplined process.

If you are selling a home, you want a clear picture of what it is worth, what it will take to get it ready, and how the sale will run. This guide walks through the seven steps so you can ask useful questions, protect your number, and take the next step with the right support.

Always here to serve,
Guy Courtney

REALTOR® - Member of the National Association of REALTORS®
CPRES - Certified Probate Real Estate Specialist
CPE - Certified Probate Expert

This guide is general information about selling a home in Texas, not legal advice. For advice about your specific situation, consult a Texas real estate attorney. Tax, insurance and sale decisions should be reviewed with the appropriate professionals.

Read more about Guy

STEP 01

the straight-talk valuation

A realistic price backed by current sold data, not a number designed to win the listing. Overpriced homes sit, and sitting homes sell for less.

WHAT TO DO

- Priced from what actually closed — not what the neighbor is asking.
- A number built on sold data, not a guess designed to win the listing.
- Overpriced homes sit. Sitting homes sell for less.
- The first two weeks matter most — price it right on day one.
- You get a net sheet, so you see what you walk away with before you sign.
- Market value from comparable sales — comparable property conditions, size, age and other facts matter.
- The right price brings the buyers to you, instead of chasing them with price cuts.

ASK YOUR AGENT

What did the comparable sales actually close for?

THE TAKEAWAY

Price it right on day one.

STEP 02

prep that pays

A targeted list of fixes that add dollars.

Not a renovation shopping spree: a targeted list of fixes and staging moves that add dollars to the final number and days off the market.

WHAT TO DO

- Fix what an inspector will flag — before a buyer uses it against you.
- Paint is the cheapest money you will ever spend on a sale.
- Declutter and deep clean — buyers buy the space, not your stuff.
- Curb appeal decides the showing before they reach the front door.
- Stage the rooms that sell the house: kitchen, living room, primary bedroom.
- Every dollar of prep has to earn its way back — no renovation shopping sprees.
- A targeted list, in order — what to do, what to skip, and what it costs.

ASK YOUR AGENT

Which fixes will earn their money back — and which should we skip?

THE TAKEAWAY

Every dollar of prep has to earn its way back.

STEP 03

marketing that reaches real buyers

Professional photos, an honest description, and HAR exposure.

A diverse network of agents and other professionals — because the buyer is usually brought by another agent.

WHAT TO DO

- Professional photos — buyers decide in seconds whether to click or scroll past.
- An honest description that sells the house, not a fairy tale.
- On HAR and the MLS, where every serious buyer is looking.
- The buyer is usually brought by another agent — the network matters as much as the listing.
- Video and a floor plan, so out-of-state buyers can see it like they were there.
- Launched all at once, on one day — not dribbled out.
- Your home shown to real buyers, not just listed and left to sit.

ASK YOUR AGENT

Where will the buyer for this house actually come from?

THE TAKEAWAY

Your home shown to real buyers, not just listed and left to sit.

STEP 04

showings and feedback

Every showing tracked, every comment read.

We track every showing and every comment, and adjust while there is still time left on the market.

WHAT TO DO

- Every showing tracked, every comment read.
- A feedback call after every showing — not silence for two weeks.
- A weekly report, so you always know where your sale stands.
- If buyers keep saying the same thing, we fix it while there's still time.
- Showings on your schedule — evenings, weekends, or by appointment.
- Open houses that bring in real buyers, not just lookers.
- No guessing — the feedback tells us the next move.

ASK YOUR AGENT

What are buyers saying — and what should we change?

THE TAKEAWAY

No guessing — the feedback tells us the next move.

STEP 05

offer strategy

Every offer with context — you make the call.

I present every offer with context: what it means, what it costs you, and what I would counter and why.

WHAT TO DO

- Every offer on the table, with the numbers in plain English.
- Price is one of five terms — closing date, inspection, financing, and concessions count too.
- Cash or financed? As-is or contingent? You see the real difference.
- I advise you what to counter, how to counter, and when — you make the call.
- Multiple offers handled in order, not in a panic.
- No pressure to take the first offer — or the highest one, if the terms are wrong.
- The offer you accept should be the one that actually closes.

ASK YOUR AGENT

What does this offer really cost me, after every term?

THE TAKEAWAY

The offer you accept should be the one that actually closes.

STEP 06

negotiate the deal

Negotiate the whole offer, not just the price.

Price is one of five terms. We negotiate the whole offer — price, dates, inspection, and concessions — and hold the deal together through inspection and appraisal.

WHAT TO DO

- We negotiate the whole offer, not just the price.
- Inspection requests answered with facts, not fear.
- Appraisal gaps handled before they kill the deal.
- Concessions traded for certainty — never given away for nothing.
- Deadlines held, so the buyer can't stall you.
- I keep you in the loop at every counter — no surprises.
- The goal is simple: the number you agreed to, with the terms that protect it.

ASK YOUR AGENT

What protects the number if inspection or appraisal comes in low?

THE TAKEAWAY

The number you agreed to, with the terms that protect it.

STEP 07

close with your number intact

Appraisal, inspection, title, and lender — handled.

Appraisal, inspection, title, and lender issues all get handled with one goal: getting you to the closing table with your number intact.

WHAT TO DO

- Appraisal, inspection, title, and lender — one person keeping all of it moving.
- Your net proceeds confirmed before you sign, not after.
- Title cleared early, so closing day has no surprises.
- The final walkthrough handled — the house ready to hand over.
- If something stalls, you hear it from me first, with the fix attached.
- Keys handed over, money in your account, done.
- From for-sale to sold — the same disciplined process, start to finish.

ASK YOUR AGENT

What's left to clear before we close?

THE TAKEAWAY

From for-sale to sold.

your home-selling checklist

Print this page. Check the boxes as you go — and call me when one of them needs a hand.

PRICE IT RIGHT

- ☐ Comparable sales pulled and reviewed
- ☐ Net sheet reviewed — what you walk away with, in plain numbers
- ☐ Price set from sold data, not a guess

PREP THAT PAYS

- ☐ Inspector-flag repairs done
- ☐ Paint touched up, decluttered, deep cleaned
- ☐ Curb appeal handled — the showing starts at the street
- ☐ Kitchen, living room, and primary bedroom staged

LAUNCH DAY

- ☐ Professional photos taken, description approved
- ☐ Video and floor plan ready
- ☐ Live on HAR and the MLS, launched all at once

SHOWINGS AND OFFERS

- ☐ Showing schedule set
- ☐ Feedback after every showing, weekly report on
- ☐ Every offer reviewed with the numbers in plain English
- ☐ Counters ready, terms protected

TO CLOSING

- ☐ Appraisal, inspection, and title handled
- ☐ Net proceeds confirmed before signing
- ☐ Final walkthrough done — keys handed over

Let's take the next step.

Have questions about selling your home? Start with a conversation about the property, your priorities and the decisions ahead.

TALK WITH GUY

Book a 15-minute conversation

Call or text: (281) 413-8257

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This guide is general information about selling a home in Texas, not legal advice. For advice about your specific situation, consult a Texas real estate attorney.