



HOUSTON LUXURY SELLER'S GUIDE

\$5 MILLION - \$20 MILLION

A thoughtful strategy for an exceptional property.

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The decisions that shape the sale

A \$5M–\$20M home often has features and a buyer pool that require individual analysis. Begin with the property, your timing and your preferences for privacy.

01 Position

Identify the property's strongest attributes and the buyers most likely to value them.

02 Price

Study closed sales and relevant active competition, then test how location, architecture, condition and land affect the comparison.

03 Present

Prepare the home, documents and visual story before the first buyer sees it.

04 Expose

Choose a marketing and showing plan that fits your goals and respects applicable MLS and brokerage rules.

05 Negotiate

Evaluate funds, conditions, timing and certainty alongside the offered price.

What supports the asking price?

Distinctive homes seldom come with a neat stack of identical comparables. An opinion of value should explain its assumptions and the limits of available evidence.

Start with closed sales

Review relevant closed transactions by location, land, architecture, quality, condition and recency. Then examine active and pending properties to understand what buyers can choose today. A pending list price does not reveal the accepted price.

Account for what is distinctive

Document guest quarters, acreage, views, privacy, renovations, smart systems and outdoor amenities. Separate their original cost from the value buyers may recognize in the current market.

Agree on review points

Set an initial price and specific dates to assess qualified inquiries, private tours and buyer-agent feedback. Long marketing periods can occur at this price level; the useful question is whether the response matches the plan.

A net-proceeds discussion

Review expected selling expenses and the amount you need from the sale before setting the launch price. Estimates should be updated as real offers and contract terms arrive.

A polished presentation begins off camera

The goal is to help a serious buyer understand what they are purchasing, while avoiding rushed questions later.

Inspect the experience

Walk the approach, entry, primary rooms, outdoor areas and service spaces. Consider repairs, lighting, landscaping, staging and how the home shows at different times of day.

Assemble a property dossier

Collect plans, survey, permits where available, improvements, warranties, maintenance records, system instructions, HOA or deed restrictions, and information about included and excluded items. Confirm which representations can be documented.

Address disclosure early

Texas generally requires a Seller's Disclosure Notice for previously occupied single-family residences. Complete applicable disclosures accurately, including known condition and water-history information; ask your agent or counsel about property-specific questions.

Privacy preparation

Before photography and tours, remove personal documents, valuables, visible security details and identifying family items. Decide which areas or possessions need special handling.

Choose how the home is seen

The strongest marketing materials tell a truthful story about the property and make it easy for suitable buyers to request a serious tour.



- Visuals: architectural photography, floor plans and a carefully edited video where appropriate.
- Story: show what makes the design, grounds and location distinctive, with precise factual descriptions.
- Reach: combine public listing exposure with direct outreach to relevant buyer agents and professional networks.
- Discretion: discuss your privacy preferences and the tradeoffs of limited exposure before choosing a route.

A choice to make together

Broad public exposure can reach more buyers; a more controlled approach can limit circulation of interior details. Available options must follow current MLS and brokerage requirements.

Imagery in this guide illustrates a style of property; it does not depict a client listing.

Protect your time and your home

A useful showing is planned around a buyer with a plausible path to purchase, while protecting personal information and preserving the property.

Confirm a showing protocol

Agree in advance on notice, attendees, identification and any reasonable funding or lender documentation appropriate to the situation. Coordinate with the buyer's agent; decide whether staff, pets or vehicles should be present.

Prepare for substantive questions

Serious buyers may ask about renovations, system ages, boundaries, easements, flood history, taxes, insurance, maintenance and what conveys. The property dossier helps answer consistently.

Review meaningful feedback

Track qualified tours, follow-up questions and objections. Ask whether a buyer is comparing another specific property, seeking different terms or encountering a financing constraint.

Security and respect

Discuss camera and recording policies with your agent, disclose required information, and arrange secure access. Never confuse casual curiosity with a qualified tour.

The entire offer matters

At this price point, a higher number with uncertain funds or unfavorable conditions may be less useful than a well-supported offer that fits your goals.

Evaluate the terms

Review proof of funds or lending capacity as appropriate, earnest money, due-diligence and financing terms, requested inclusions, appraisal approach, closing date and possession. Your agent and title team can help track commitments.

Expect focused diligence

A buyer may engage inspectors and specialists for the home, land and major systems. Have records ready; respond through the contract process rather than relying on informal promises.

Plan the transition

Coordinate staff, contractors, art, vehicles, security systems, smart-home access, insurance, moving and any destination purchase. Confirm exactly what remains with the home.

Closing security

Use contact details you independently know to confirm instructions with the title company. Treat unexpected last-minute changes to wire details as a reason to pause and call.

A tailored plan for your property

The right first step is a confidential review of your home, timing, presentation preferences and desired outcome.

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BRING TO THE FIRST MEETING

- Your desired timing and any next-home purchase plan
- A list of major improvements and known condition issues
- Available survey, plans, HOA documents and system records
- Your preferences for marketing exposure and showing access

OFFICIAL RESOURCES

Texas seller disclosure: trec.texas.gov/forms/sellers-disclosure-notice

Privacy and safety: nar.realtor/the-facts/consumer-guide-home-selling-tips-for-privacy-and-safety

Closing scam guidance: consumerfinance.gov/owning-a-home/close/review-documents-before-closing/

This guide is general planning information, not a valuation or a promise of results. Contract, tax and legal questions depend on the specific property and transaction.