

🏡 Seller's Guide: How to Sell Your Central Texas Home with Cara A. Collier, REALTOR® Austin, TX & Hill Country

Thinking of selling your home in Austin or the Texas Hill Country? Whether you're upsizing, relocating, or cashing in on your investment, this step-by-step guide outlines what to expect—and how I can help make the process smooth, strategic, and successful.



Why Sell with Cara A. Collier?



With over 14 years of experience in Central Texas real estate, I specialize in helping sellers maximize profit, reduce stress, and sell with purpose. From boutique homes in Austin to large-acreage properties in Dripping Springs, my tailored marketing and negotiation strategies ensure your home stands out in today's competitive market.

- ✅ **Local Expertise and Experience**
- ✅ **Accredited Buyer's Representative (ABR), Graduate REALTOR® Institute (GRI), Certified Negotiation Expert (CNE)**
- ✅ **Customized Marketing Plans For Your Goals**
- ✅ **Hands-on Guidance from Prep to Closing**

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Let's make your move seamless, successful and profitable.

Step-by-Step: Selling Your Home



1. Initial Consultation

We'll begin with a no-pressure discovery meeting to:

- Understand your goals and timelines
- Evaluate your property condition and recent upgrades
- Discuss current market conditions and buyer demand



Schedule a call: cara@letsmakeamove.net

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2. Pricing Strategy

I run a detailed Comparative Market Analysis (CMA) to determine the best listing price for your goals:

- Attract qualified buyers quickly to have the most eyes on the listing
- Avoid sitting stale on the market with incorrect pricing
- Maximize your return with strategic timing and broker opens

3. Home Preparation & Staging

I help identify which improvements provide the best return. My services include:

- Contractor referrals (painting, landscaping, repairs)
- Home staging consultation to showcase the space
- Professional photography and virtual tours

✨ *First impressions sell homes—let's make yours unforgettable. Perception is value!*

4. Marketing That Works

I use a proven, multi-channel approach to attract serious buyers:

- MLS syndication to Zillow, Realtor.com, HAR, etc.
- Targeted digital ads and social media promotions tailored to your property
- High-quality signage, flyers, and open houses
- Email campaigns to local agents and buyer networks

5. Showings & Offers

Once your home hits the market, I:

- Manage all showing requests and feedback on the listing
- Communicate updates and buyer interest to you
- Vet offers and present the pros/cons of each offer

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- Negotiate the best terms on your behalf

✂ Bonus: I specialize in coordinating multiple-offer scenarios to create competitive momentum.

6. Under Contract to Closing

From inspections to appraisals, I keep the deal on track:

- Navigate option periods and repair negotiations and addendums
- Coordinate with title, lender, and buyer's agent and home services
- Ensure smooth and timely closing with a team of professionals

You'll never be left guessing. I'm with you every step of the way.



What Sellers Often Ask:

Q: How much is my home worth in today's market?

A: Let's run a free Comparative Market Analysis (CMA) customized to your neighborhood, property condition, and recent trends.

Q: Do I need to make repairs before listing?

A: Not always. I help you prioritize smart updates that matter most to buyers and protect your return on investment.

Q: Can I sell my house and buy another at the same time?

A: Yes—and I can help you coordinate a contingent sale or bridge strategy based on your timeline.



What Sets Me Apart

🧠 **Local Insight:** I've lived in Austin since 2007 and have helped sellers from Travis to Hays, Blanco, Gillespie, and Comal Counties.

🌿 **Hill Country Specialist:** Land, ranch, vineyard, and ag-exempt listings are my specialty.

🏡 **Lifestyle Focused:** I help tell your property's story to attract the right buyer, whether it's a family home, a rural estate, or an income-producing property.

💬 **Responsive & Results-Driven:** I communicate early, often, and clearly, and I advocate fiercely for your success.



Ready to List?



**Cara A. Collier,
REALTOR®**

Licensed in Texas | 📍

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Let's sell smart, sell strong, and move forward. Your next chapter starts here.