



# THE HOME SELLER'S PLAYBOOK:

Essential Steps  
to Become  
Market-Ready



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## READY TO SELL?

Proper preparation can mean the difference between a quick, profitable sale and months of frustration. Whether you're a first-time seller or a seasoned pro, knowing how to showcase your home in its best light is key to attracting buyers and maximizing your return.

From small improvements that boost curb appeal to strategies that help you navigate negotiations, this guide will equip you with everything you need to sell your home with confidence.

**LET'S GET STARTED ON MAKING YOUR HOME MARKET-READY!**



## THE EXTERIOR OF THE HOME

This is the first thing potential buyers will see, so make sure your home's exterior leaves a lasting impression. Check out this list of ways to enhance curb appeal to draw in more potential buyers:

### Area of Focus: Yard

Curb appeal is extremely important, and you should consider investing in a well-manicured front lawn. Mowing the yard frequently, removing weeds, trimming bushes, and adding shrubs or colorful flowers can easily enhance the appearance of your yard.

## THE INTERIOR OF THE HOME

Here is a list of some quick and easy tips to enhance your home's interior and help eliminate distraction and enable the buyers to visualize their family living there.

✓	Quick ways to spruce up the interior of your home
	Clean it up: Dust, vacuum and mop floors, wipe down mirrors and counters
	Depersonalize: Remove photographs, heirlooms, collectibles, etc.
	Address repairs: Unclog drains, fix a leaky faucet, patch large holes in walls, replace burnt out light bulbs
	Declutter: Remove magazines, mail, knickknacks, decorations, etc., downsize furniture
	Freshen it up: Apply a new coat of paint to walls, doors, baseboards, window trims

## Area of Focus: Kitchen & Bathrooms

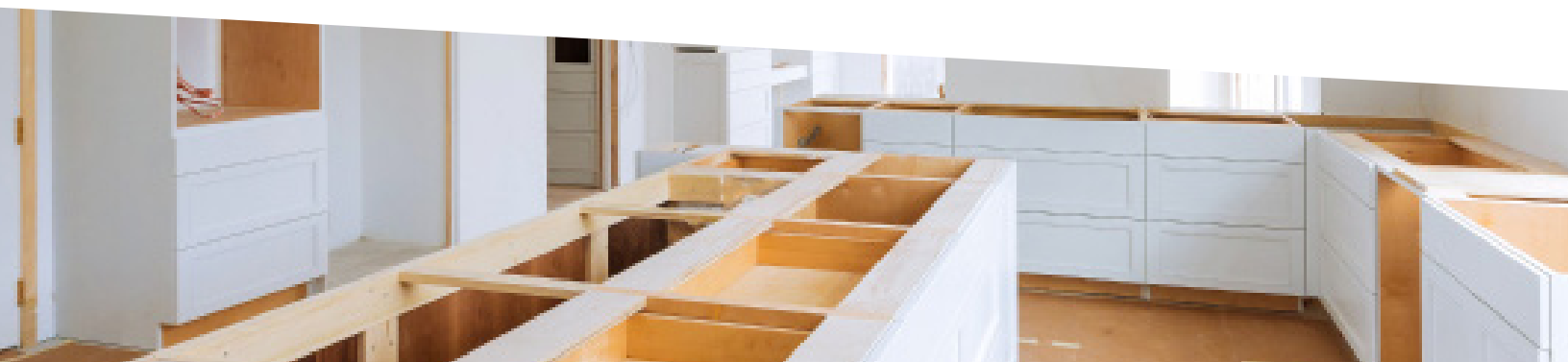
Replace anything that sticks, squeaks, or drips. Update old countertops and purchase new lighting fixtures or cabinet hardware, or completely re-do the cabinets in either of these rooms to potentially increase the value.

Replacing old appliances with newer, yet moderately priced models can greatly improve the appearance of your kitchen, instantly giving it a more modern feel. And, in the bathroom, make sure the showers are free from mold and scum and that the tile grout is in good shape.

## RENOVATION DON'T'S TO BOOST RESALE VALUE:

- Don't spend more money than what you can recoup on the sale of your home.
- Don't overbuild when it won't necessarily add value to your home. There's no need to turn your garage into another bedroom, and changes like this may actually cause your home to lose value.
- Don't upgrade to high-end finishes like marble counters or wood floors. Buyers may not be willing to pay more for these finishes, particularly if you have to price the home significantly above neighborhood comps to recoup your investment.
- Don't update areas that don't have good resale value like media rooms, basements, or attics. Your money is better spent on making improvements in other areas of the home. These days, kitchens and baths sell homes.
- Don't install a pool. It may sound like a great idea; however, new home buyers may just see the maintenance costs and liability issues associated with pools.

When renovating your home for sale, it's important to remain objective. While you may love the bright green walls in the kitchen, a potential buyer may not. You must also remain practical about the changes that you can make. Ask yourself whether you have enough time to implement all of your upgrade ideas before you plan to put your home on the market and if those improvements will enhance the resale value of your home.



## **SELL SMARTER WITH LOCAL PROFESSIONALS BY YOUR SIDE!**

Selling your home is a big decision—make sure you have the right team on your side! A local real estate agent brings unmatched knowledge, experience, and dedication to help you sell faster and for top dollar. And if you're also financing a new home, a local loan officer ensures a smooth, efficient process with experienced guidance every step of the way.

### **WHY WORK WITH A LOCAL REALTOR & LOAN OFFICER?**

#### **Accurate Home Pricing**

Your local realtor knows the market inside and out, ensuring your home is priced competitively to attract buyers and sell quickly.

#### **Strong Marketing & Exposure**

From professional photos to digital ads, open houses, and social media, your realtor uses strategic marketing to showcase your home to the right buyers.

#### **Pre-Approved & Qualified Buyers**

A local mortgage loan officer helps connect serious, pre-approved buyers and compatible agents—reducing delays and helping to increase the chances of a smooth closing.

#### **Professional Negotiation & Support**

Together, your realtor works to negotiate the best deal and your loan officer works to navigate financing challenges, ensuring a successful sale.

#### **More Efficient Closings**

With local Professionals handling paperwork, inspections, and financing, you can potentially avoid unnecessary delays and surprises at closing.

#### **Make Your Home Sale a Success!**

Team up with local professionals who are invested in your community and committed to helping you achieve your real estate goals.

## FINANCE YOUR NEXT HOME WITH SWBC MORTGAGE

Headquartered in San Antonio, Texas, SWBC Mortgage has been helping homebuyers achieve their dreams of homeownership since 1988. Our goal is to make the mortgage process simple, efficient, and personalized to fit your unique needs. With a strong nationwide presence, we combine local knowledge with innovative tools and flexible loan programs to guide you every step of the way.

Unlike many lenders, we retain servicing on most of our loans, providing long-term support and a seamless homeownership experience. Whether you're a first-time buyer or moving up to your next home, we're here to make the journey smooth, enjoyable, and truly... The Happiest Way Home!®

### Living & Lending in Communities Like Yours

- Founded in 1988; consistently ranked as a top private lender
- We retain servicing on most of our loans, providing long-term support and a seamless homeownership experience
- In-house underwriting, processing, and funding for remarkable, responsive service and timely closings
- Financing for investment properties
- Competitive loans available, such as Conventional, FHA, Jumbo, USDA, VA, and more
- Multiple options and rates to meet the needs of almost every borrower
- Experienced and knowledgeable loan professionals help guide buyers through

With SWBC Mortgage, you'll get competitive rates and timely closings. So if you've been thinking about making a move, now is a great time.





THE HAPPIEST WAY HOME®



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