

# **2025**

## **THE TEXAS HOMESELLING EXPERIENCE**



## ABOUT THIS REPORT

No one has closer interactions with homesellers than Texas REALTORS®. The *Texas Homeselling Experience Report* provides a snapshot of Texas REALTORS®' perceptions about their work with sellers. The observations cover experiences Texas REALTORS® had with their clients who were selling homes in January through November 2025, regardless of whether a sale was completed.

The survey was sent to a random sample of Texas REALTORS® members. With 370 member responses, the survey has a margin of error of +/- 6% at the 95% confidence level. All answers in this survey came from REALTORS® and indicate the REALTOR®'s observations and opinions. Quotes provided throughout the report are taken from REALTORS®' open-ended comments about their interactions with sellers in 2025.

Texas REALTORS® distributes insights about the Texas housing market, including quarterly market statistics, trends among homebuyers and sellers, million-dollar home sales, international trends, and more. To view the *Texas Homeselling Experience Report* in its entirety, visit [texasrealestate.com](https://texasrealestate.com).

## ABOUT TEXAS REALTORS®

With more than 145,000 members, Texas REALTORS® is a professional membership organization that represents all aspects of real estate in Texas. We are the advocates for REALTORS® and private property rights in Texas. Visit [texasrealestate.com](https://texasrealestate.com) to learn more.

## MEDIA CONTACT

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## EXECUTIVE SUMMARY

In 2025, Texas REALTORS® were close observers of the homeselling experience, as they supported their seller clients through the sales process. The *Texas Homeselling Experience Report* reflects their insights about Texas homesellers and the homes they sold.

A quarter of survey respondents said most of their seller clients had little or no knowledge about sales activity or market trends before working with the agent, while 10% knew a lot, and 63% had some knowledge.

Remodeling made at least one property easier to market for almost half of respondents, but 25% of agents said they had a client whose remodeling project cost more than it increased the selling price of the home, while only 22% said such a project produced a net gain.

Clients often thought REALTORS® had underestimated the value of their homes but were rarely correct. Three quarters of survey respondents had at least one client who thought their home was worth at least 10% more than the agent's market analysis showed, but only 7% said the homes sold for that much more.

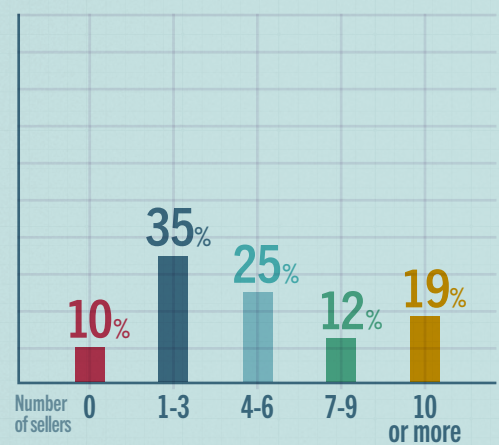
Lowering the price was the most common concession reported, with 52% of agents saying their most recent seller lowered the selling price of the home. Only 7% said their most recent client sold a home at or above asking price with no concessions.

Multiple offers are still common, with 59% of survey respondents reporting that their most recent client who sold a home had at least two offers.



# CLIENT RELATIONSHIPS

Number of sellers the REALTOR® worked with in 2025



REALTOR®'s Prior Relationship with Majority of Their Seller-Clients

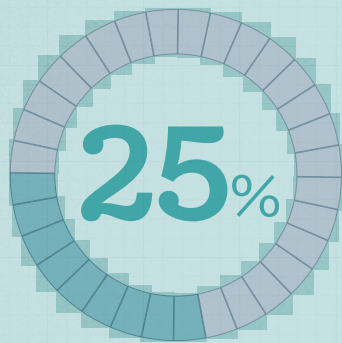


Most of my clients are either past clients or have come to me from past clients.

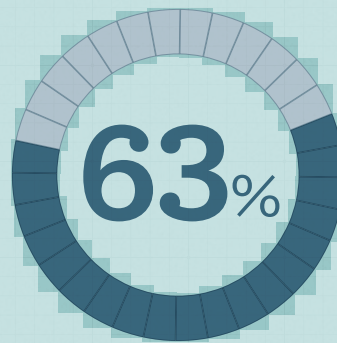


## REALTORS'® SELLER-CLIENTS' REAL ESTATE KNOWLEDGE (BEFORE WORKING WITH THE REALTOR®)

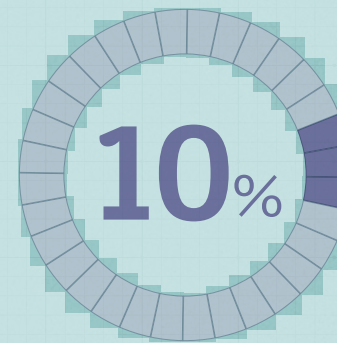
### Percentage of REALTORS® who said...



Most seller-clients they worked with didn't know much or anything about sales activity and price trends



Most seller-clients had some knowledge about sales activity and price trends



Most seller-clients had a lot of knowledge about sales activity and price trends

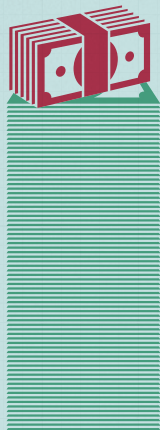


Sellers are armed with a lot of information they are getting online and from the media and not all of it is true or relevant to their market.

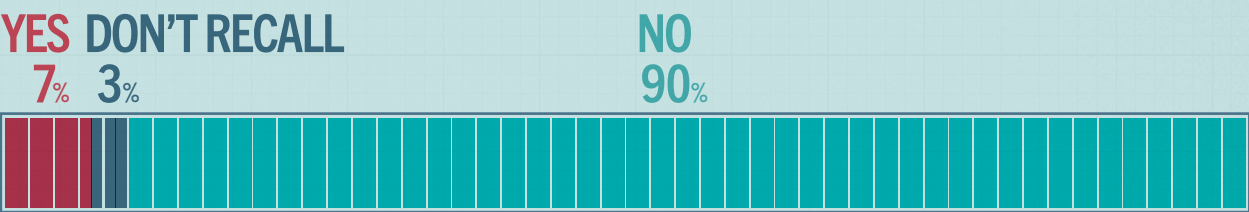


# SELLERS' PERCEPTIONS OF HOME VALUE

Three-quarters of REALTORS® had one or more clients who thought their home was worth at least 10% more than the REALTOR®'s market analysis of the property's value



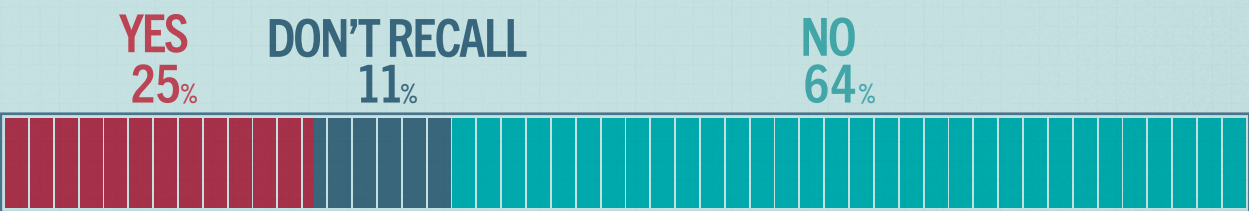
For the most recent seller who thought their home was worth at least 10% more than the REALTOR®'s market assessment, did the home eventually sell for at least 10% more?



14% of REALTORS® had at least one client who thought their home was worth at least 10% less than the REALTOR®'s market analysis of the property's value



For the most recent seller who thought their home was worth at least 10% less than the REALTOR®'s market assessment, did the home eventually sell for at least 10% less?

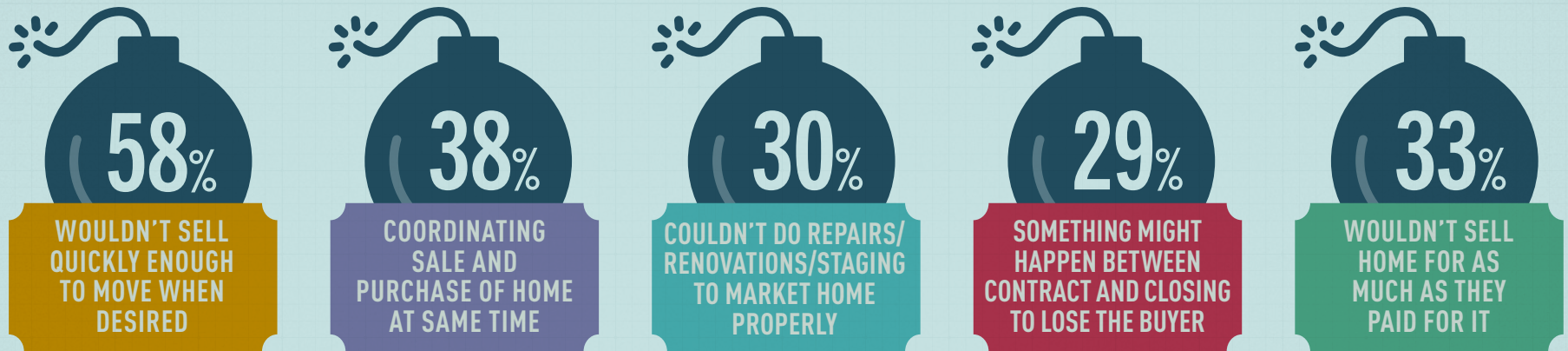


Sellers generally still feel their home is valued higher than the market will bear, and struggle to grasp how competitive they need to be with so much active inventory on the market.



## BIGGEST SELLER CONCERNS

### REALTORS® With at Least One Seller-Client Expressing Concern



Respondents could choose multiple answers



Sellers have been scared for the last year that their home will not sell.

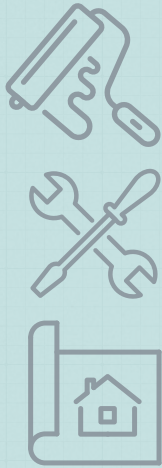


# REMODELING DECISIONS

## Does Remodeling Pay Off When Selling? It Depends

25%

of REALTORS® had at least one client who did recent remodeling that cost more than it increased the home's price when selling.



22%

of REALTORS® had at least one client whose recent remodel increased the sales price by more than the cost of the project.

## Remodeling is More Likely to Help Market the Property

48%

had at least one client whose recent remodel made the property easier to market.



10%

had at least one client who did recent remodeling that made the property harder to market.



Sadly, the renovations done prior to meeting with me were too costly to break even.



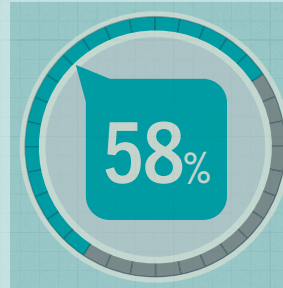
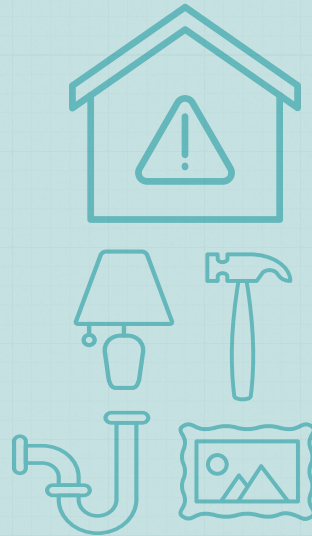
## REALTOR® RECOMMENDATIONS – REPAIRS AND STAGING

**63%**

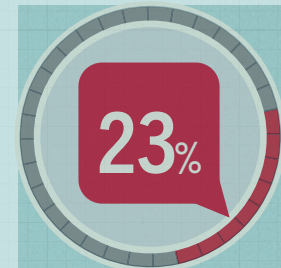
of REALTORS®  
recommended repairs  
prior to putting the  
home on the market to  
sellers who took the  
REALTOR®'s advice.

**41%**

of REALTORS®  
recommended  
repairs to sellers  
who did not take  
that advice.



of REALTORS®  
recommended  
specific staging  
tips to sellers who  
took that advice.



of REALTORS®  
recommended  
staging tips to  
sellers who did not  
take the advice.

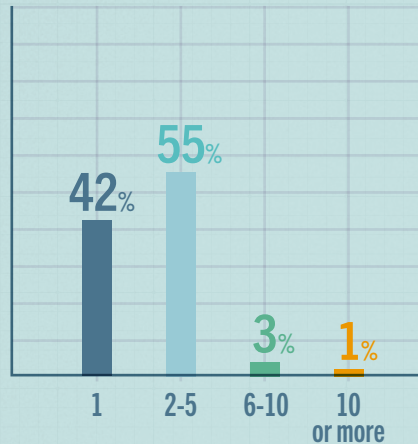


The seller told me that the staging made all the difference in them getting multiple offers and every showing was positive.

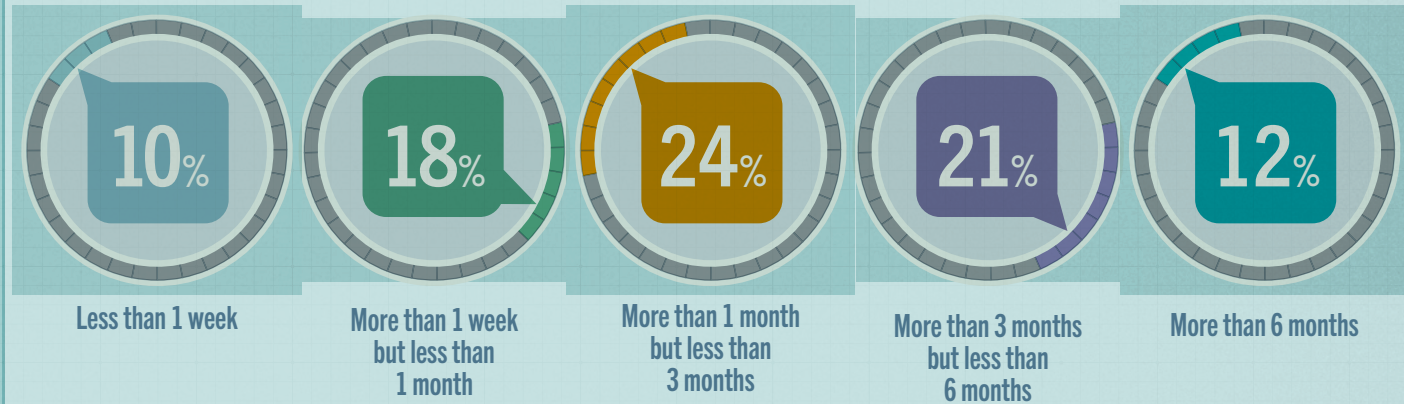


## SNAPSHOT OF MOST RECENT SALE - OFFERS AND TIME

### Offers



### Time On Market

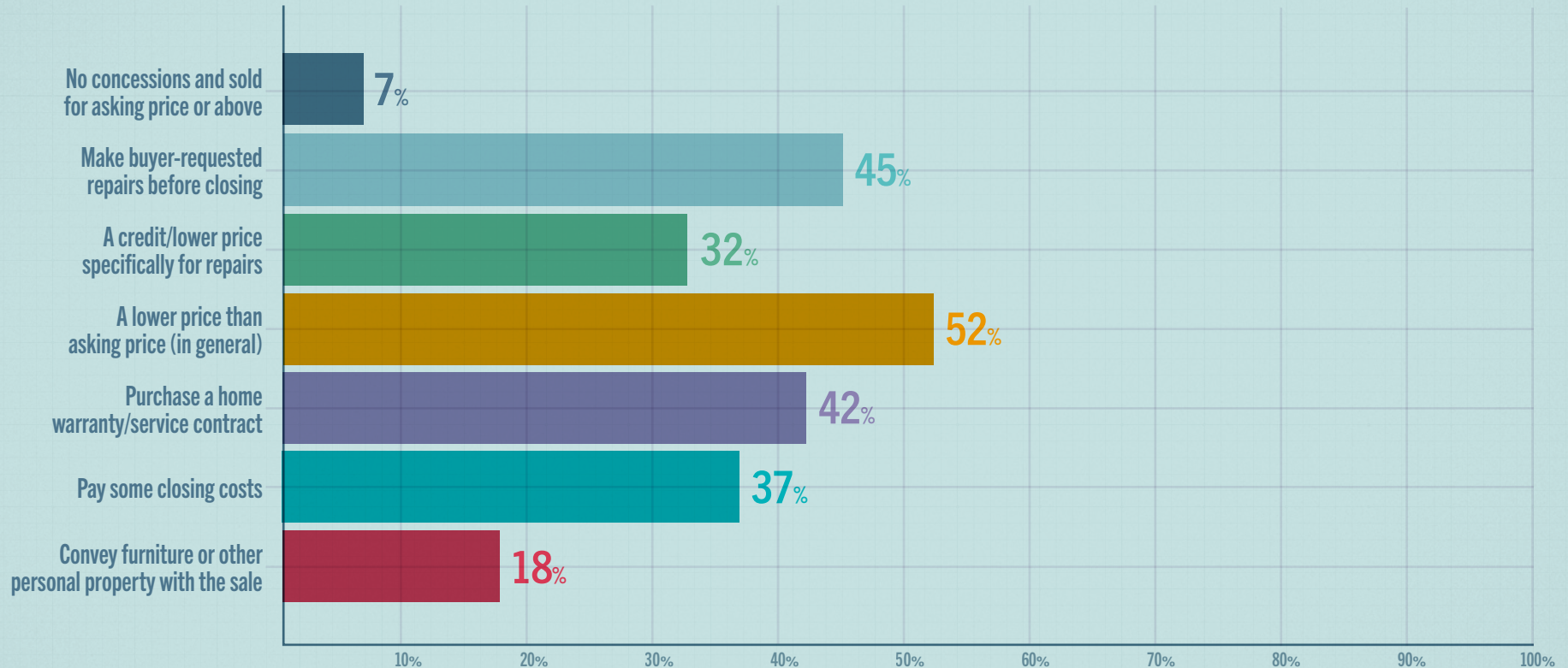


Once the seller agreed to price the home based on the actual market activity, the home received several offers in less than a week of the price change.



## SNAPSHOT OF MOST RECENT SALE - CONCESSIONS

### Concessions



Buyers ask for the moon, the stars, and then some. Pricing aggressively and showing well is absolutely key in this market.



## FROM THEIR PERSPECTIVE, THE MOST VALUABLE SERVICES REALTORS® PROVIDE TO SELLERS ARE:



**1. Pricing the home**

**2. Explaining the steps of the sales process**

**3. Preparing the home for sale (staging, repairs, etc.)**

**4. Marketing the home**

**5. Negotiations**

**6. Presenting/discussing offers**

**7. Handling steps after a contract to a successful closing.**



Our knowledge about pricing and positioning a home in the market is still king—it is our primary value proposition as a listing agent.