

# Selling

## Your Home Guide



REALTY CAPITAL CITY

# ABOUT ME

As a licensed REALTOR® I have the real estate know-how and resources to provide you a honest, professional experience. Working for my clients is a full-time endeavor and I am committed to staying on top of the latest and most important housing market trends and information.

A NATIVE TEXAN! I lived much of my life in the Dallas/Fort Worth metroplex before moving to the Austin area with my wife and three children in 2015. After spending 20 plus years advancing my career in one of the nation's largest community service organizations; I pivoted to real estate. The skills and experiences I have learned over the years translates seamlessly into serving the needs of my clients.



## Why Work with Me:

**Knowledge:** I have an in-depth knowledge of the local housing market, and stay on top of current housing trends, property values, and negotiation strategies to ensure you get the best deal.

**It's About You:** Your goals are unique. I take the time to understand your needs, tailoring my services to ensure you reach your goals.

**Communication:** It all starts with listening. I want to hear everything you want to tell about your real estate goals. Once we get to work; I keep you informed every step of the way with timely updates and answering any questions you have

He is extremely honest in his assessment of the current market and foreseeable market trends. In other words, Joel Peal is the "Realtor Whisperer".  
- Tony and Barbara





# ABOUT REALTY CAPITAL CITY

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For over three decades, Realty Capital City has been a leader in the Central Texas real estate market, providing exceptional service to buyers, sellers, and investors. Founded as RE/MAX Capital City by broker/owner Jeff Osborne in 1994, our brokerage has long been a top performer in the Austin area. In May 2025, realizing the real estate industry is shifting, and the traditional national brokerage model no longer serves today's agents or their clients the way it once did, we were proud to evolve into Realty Capital City—a brokerage that is redefining what it means to serve our agents and clients with greater flexibility, deeper local expertise, and a more personalized real estate experience.

Now, as Realty Capital City, we are taking the next step in our journey—one that puts our clients, agents, and the local market at the center of everything we do. We take pride in our hyper-local focus, providing clients with expertise specifically tailored to the Austin-area and Central Texas market, rather than relying on a one-size-fits-all corporate approach. Real estate is local, and our ability to adapt quickly to market shifts is a key part of our success. Our model offers more flexibility, allowing agents to operate in ways that best support their individual business goals and better serve their clients. We prioritize innovation by adopting technology and strategies that fit our local market, rather than following national brand mandates. Most importantly, we are committed to delivering unmatched client service, focusing on people over policies so that buyers and sellers receive the attention, care, and expertise they deserve.

New Name. Greater Freedom. Unmatched Local Expertise.

## REALTY CAPITAL CITY



# THE HOME SELLING PROCESS

## MEET WITH YOUR AGENT

- Discuss your needs
- Research CMAs
- Set a competitive list price

## PREPARE TO LIST

- Deep clean & declutter
- Make needed repairs
- Focus on curb appeal
- Stage home, if needed

## MARKET THE HOME

- Professional photography
- Online Marketing
- Social Media
- Signage
- Flyers

## SHOW THE HOME

- Ensure home is ready for showings
- Feedback from agents
- Schedule Open Houses

## RECEIVE OFFERS

- Each offer is presented and we will discuss the benefits & risks of each offer

## NEGOTIATE

- Most offers require negotiating either before or after inspections. I will negotiate on your behalf.
- You can accept, counter or deny an offer

## INSPECTIONS & APPRAISAL

- I will work with the buyer's agent to coordinate and schedule an inspection & appraisal. These are both ordered by the buyer.

## REPAIRS

- Likely some small repairs will need to be made after inspections.
- I can recommend vendors if needed!

## CLOSING!

- Final Walk through
- Sign closing documents



Moving Day! If you think I did a great job at assisting you in your home sale, send your family and friends my way! I love referrals and will take great care of all of them! My role as your REALTOR® doesn't stop here. If you ever have questions, please call me. I'm here to help you for years to come!

# BEHIND THE SCENES

As a Realty Capital City agent, I have a vast array of tools at my fingertips. What this means for you is this: I have a team of people dedicated to ensuring that you receive the best possible outcome from our relationship. My team's sole purpose is to support me and my business so I can focus on you, your home and your unique needs. Here is a little information about the resources I have available:

## AGENT SERVICES

Realty Capital City's professional management team is here to assist with the necessary support to help me provide outstanding customer service. The Agent Service Team also allows me to be more efficient and successful in marketing and selling your home for the right terms at the right price to the right buyer.

## MARKETING

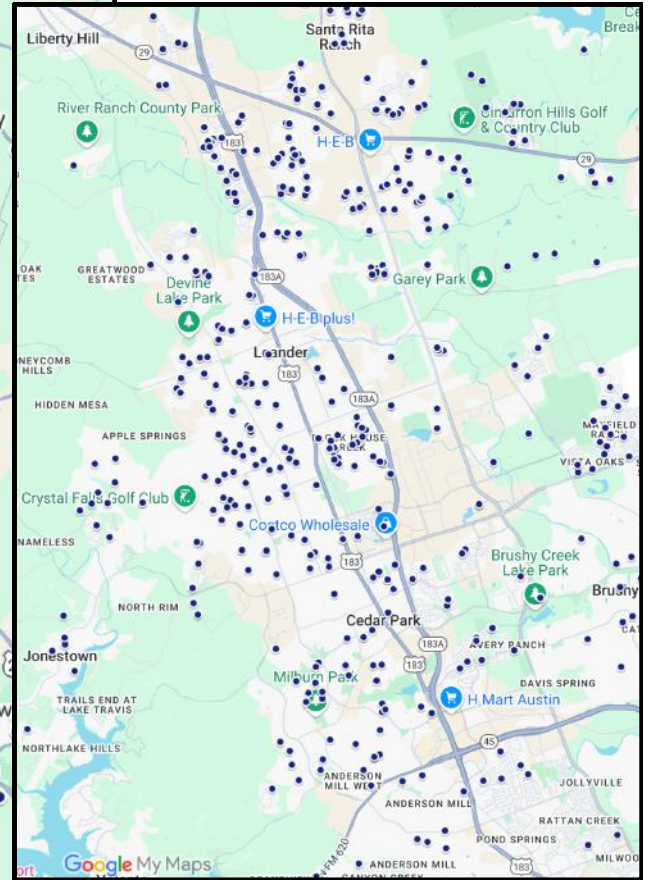
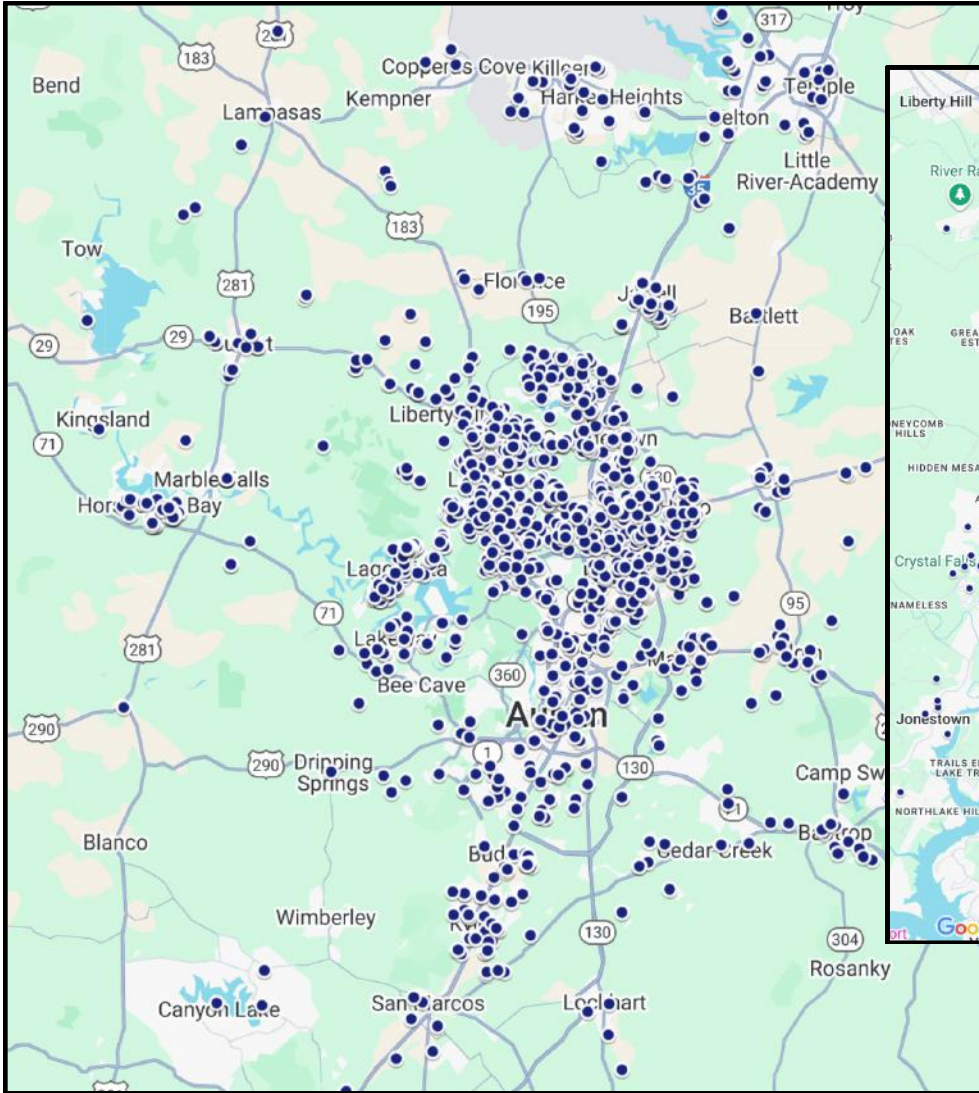
Marketing is an essential factor in selling your home. My website, powered by Delta Media Group's real estate SEO services, helps to maximize your home's online visibility to potential buyers. In addition, I will market your home through social media sites, such as Facebook, Instagram, Twitter, and YouTube.

## EDUCATION

At Realty Capital City, we know it is extremely important that our agents remain up-to-date on the ever-changing real estate market. We do this by offering unmatched educational opportunities through in-house training, designed to help agents be highly productive and successful.



# WHY CHOOSE REALTY CAPITAL CITY?

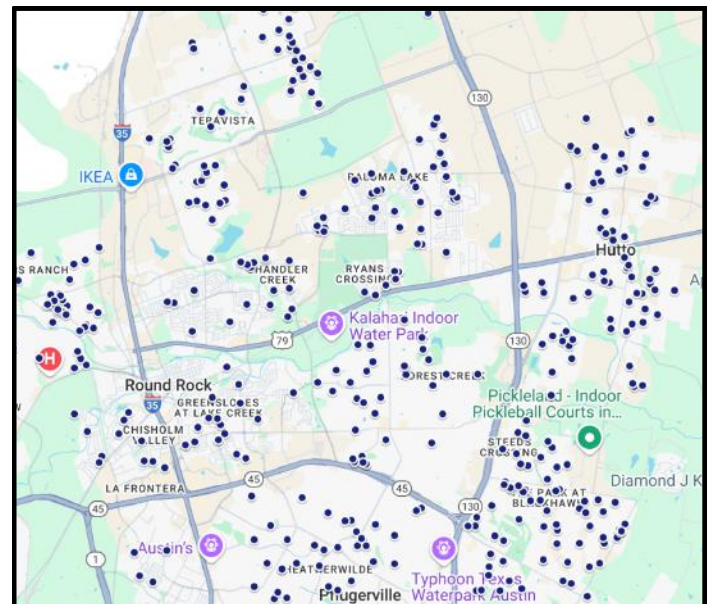


Cedar Park/Leander

Realty Capital City's 5-Year Sales Map highlights our extensive experience and success in selling homes across the region. With a proven track record in neighborhoods just like yours, we understand the market trends, buyer demand, and pricing strategies that make the difference between a listing that lingers and one that sells quickly for top dollar.

When choosing a Realtor, local expertise is key. A seasoned agent who knows your area inside and out can position your home competitively, market it effectively, and navigate negotiations with confidence. It is important to work with an agent that knows the market—not just the map.

Round Rock/Hutto/Pflugerville



# SELLING A HOME: 4 VARIABLES

## WITHIN THE SELLER'S CONTROL

This is what you have the power to improve. Taking these into consideration leads to maximum profitability on your home sale.

### CONDITION

Maintaining your home is the quickest way to help you obtain your desired price.

- Painting is a cost-effective way to boost your home's value, especially if you have chipped or faded paint.
- Re-carpet if your flooring is worn, dirty, outdated, or an unusual color.
- Enhance curb appeal by trimming trees, mowing the lawn, sweeping walkways, and clearing debris.
- Remove parked cars from the driveway for better access.
- To make your home more appealing, keep it spotless, declutter, and remove personal items to make it seem larger.
- Eliminate negative odors by using candles before showings and consider playing relaxing music.
- Use all available lighting to enhance the sense of space.

### PRICE

It is extremely important to price your home at a fair market value. Here's why:

- Pricing your home realistically from the beginning increases your chances of a timely sale with greater convenience and monetary return.
- Buyers are educated and aware of the current market. It is important that your home falls into the fair market value. This ensures your home will be viewed by the right type of buyers.
- Your home has a reputation. Often, when a home is on the market for an extended period of time, buyers begin to question why - thinking that something may be wrong. This can lead to homes selling for less than fair market value.

## WITHIN THE AGENT'S CONTROL

I will work for you to obtain the maximum amount of exposure to the greatest number of potential buyers.

### EXPOSURE

Here's what I will do to help you gain maximum exposure for your home:

- Your home will be posted on my personal website as well as Realty Capital City's website. This will draw local and national attention that I can use to strategically advertise your home.

## WITHIN THE NO ONE'S CONTROL

### LOCATION

This is not in anyone's control. However, it is important to understand your location and the buyers will attract.

- Different locations attract different types of buyers. By being aware of your specific location and who it is likely to attract, we have an advantage over the competition. This will help us to target buyers who are more likely to buy your home.



# MY MARKETING PLAN

Professional photography for your listing pictures





# MY MARKETING PLAN

Professional photography for your listing pictures





# MY MARKETING PLAN

## Featured Listing on my website and Realty Capital City's website



Scan here to visit my website

## Property Brochure

1412 Siena Sunset | LEANDER, TEXAS 78641

4 BED | 3.5 BATH | 2,738 SQ FT | 0.174 AC | BUILT 2019

Meticulously maintained home in Travis, a world class neighborhood, tucked neatly at the doorstep of the Texas Hill Country. A convenient floor plan, with large bedrooms, and multiple living areas. The kitchen features a modern and spacious design that opens to a cozy living room. The primary suite and office are on the main floor. Upstairs there are 3 bedrooms, 2 full bathrooms and a large living area. This house is not just a dwelling, but a place to create lasting memories. Ideal for those seeking a blend of modern living and cozy comfort.

Community amenities include, a large pools, parks with playground, tennis courts, and picnic area. A second large amenity center is coming in 2025.

FOR FULL DETAILS, SCAN HERE!

JOEL PEAL PROUDLY PRESENTS  
1412 Siena Sunset | LEANDER, TEXAS 78641

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www.pealestate.com

# MY MARKETING PLAN

## Showing Feedback



### Your Feedback is Appreciated

Scan the QR with your phone to provide feedback about the house.



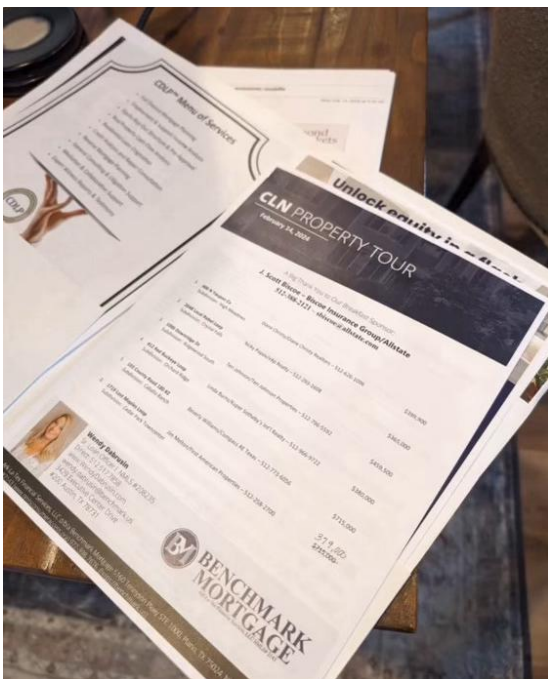
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<http://dmgre.us/293/>

Gathering feedback from agents after property showings is crucial for understanding potential buyers' impressions and addressing any concerns. This insight helps refine the property's presentation, adjust pricing if necessary, and ultimately enhances the chances of a successful sale. It's an opportunity to make informed decisions and strategically position the property in the market.

## Property Tours



A realtor property tour brings together agents to view a curated set of properties in a single outing. This collaborative event allows agents to assess and experience the homes firsthand, exchange insights, and better understand how each property aligns with their clients' needs. It's an efficient way to showcase multiple listings and generate interest among the real estate community.





# REFERRALS & RECOMMENDATIONS

We had a rental unit we wanted to sell. Joel was recommended to us by a friend who recently retired from real estate. Joel effortlessly stepped in to handle the sale. He is a great negotiator and talked me down from the ledge more than once. He is very patient and very knowledgeable. I would recommend him and would work with him again. Thank you Joel for all your help!

-- Bridget & Phil

We met Joel through a co-worker and our first impression about Joel was his honesty and level of professionalism. We were guided through out the whole home buying process with great care and personal touch. He was responsive via text or call while we analyzed and talked through various houses we visited. In the end, we ended up making an offer on a house perfect for us. Joel helped us negotiate reasonable terms with the sellers and did not forced our hands on actions we were not comfortable with. He is great real estate agent if you need someone in your team you can trust.

-- Jacklyn

Joel was great. We moved from out of state and started working with another realtor, but met Joel and switched to him, with no regrets. He was always responsive and helped us see houses when we needed. I told him the level of service I would like, and he delivered. He was also our advocate all through the home buying process, which was stressful at times because all this happened right at the start of COVID-19 restrictions and uncertainty. But we made it, and Joel helped us all along the way. Thanks Joel!

-- Derek

Absolutely great experience working with this man. He took a not so great situation like COVID-19, and was able to market our home in such a way that it sold in 18 days. He is innovative in his thinking, he is extremely responsive, and completely transparent. It was a joy working with him and I would highly recommend him to anyone who is looking for a home in the Austin, Cedar Park, Georgetown, or Leander area.

-- Tony

Thank you Joel for hanging in there with us! We love our new house. As we are from outside the area, in addition to all your help finding our new home, we especially appreciate how you took time to advise us of what we would need to know about this area. We definitely recommend anyone looking for a property in this area contact Joel Peal at RE/MAX Capital City.

-- Dan

He is extremely honest in his assessment of the current market and foreseeable market trends. In other words, Joel Peal is the "Realtor Whisperer".

- Tony and Barbara





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REALTOR®

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Scan here to  
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