

A SELLER'S GUIDE

Selling your home in *Fort Worth.*

RILEY MOYANO
FORT WORTH REAL ESTATE
WILLIAMS TREW

How I price, prepare, and market your home, and what to expect from the first walkthrough to the closing table.

RILEY MOYANO • REALTOR® • 630-303-1045 • riley.moyano@williamstrew.com • rileymoyano.com

MEET RILEY

Fort Worth is *home.*



I came to Fort Worth to dance with Texas Ballet Theater. I met my wife here that same year, and we never left.

After fifteen years as a professional dancer, I brought the same habits into real estate: show up prepared, notice the details other people skip, and stay steady when it counts. This is the city where we're raising our family, and it's the city I help people buy and sell in.

A local, not a visitor.

I live on the west side, and Fort Worth's arts community has been my world for fifteen years. I know this city as a neighbor, not just a market.

An owner's eye.

My wife and I own two homes, and our first is now a rental. I've prepped, repaired, and priced a house with my own money on the line, so I know what's worth doing and what isn't.

A performer's discipline.

Fifteen years on stage means rehearsal, feedback, and delivering on a deadline. That's how I run a transaction: prepared, detailed, and calm under pressure.

Also in-house: I shoot my own listing photos, video, and drone aerials. I'm an FAA Part 107 licensed pilot, so your home's media never waits on someone else's calendar.

"Riley is the best, we couldn't have had a more seamless home-buying process. He made everything incredibly easy from start to finish. Would highly recommend."

TY THOMAS · GOOGLE REVIEW

RILEY MOYANO • REALTOR® • 630-303-1045 • riley.moyano@williamstrew.com • rileymoyano.com

Williams Trew Real Estate



HOW I WORK

You work with *me.* Williams Trew backs it.

You work with me directly, start to finish. Williams Trew's tools, marketing, and network back every step.

No handoffs.

The person you meet is the person who prices your home, markets it, answers your calls, and negotiates your offers.

You'll always know where things stand.

A weekly update from me: showings, feedback, online activity, and what I'd do next.

Straight answers.

If something needs to change, I'll tell you plainly and explain why. You get my honest read, and the decisions stay yours.

Real resources.

Williams Trew's marketing tools and agent network, plus the Ebby Halliday family of mortgage, title, and insurance services, all available to you.

MY RESPONSIBILITIES TO YOU

Loyalty

- Your interests come first
- Your information stays confidential
- Every offer presented promptly

Care

- Every date and deadline tracked
- Earnest money and documents handled correctly
- Your settlement statement reviewed

Guidance

- A clear pricing and marketing plan
- Recommendations on prep, repairs, and staging
- Referrals to trusted inspectors, contractors, and pros

RILEY MOYANO • REALTOR® • 630-303-1045 • riley.moyano@williamstrew.com • rileymoyano.com

SELLING YOUR HOME

How I'll market *your home.*

From the day we sign to the day we close, here's what happens and why. You'll hear from me every week, whether the news is good or not.

01 Getting ready

BEFORE WE LIST

- We walk the house together, room by room
- Pricing from the comparable sales in this report
- A short prep list: what's worth doing and what isn't
- Listing agreement, gone over line by line

02 Photos, video, aerials

SHOT IN-HOUSE

- Photography of every room and the exterior
- Drone aerials of the home, lot, and surroundings
- A video walkthrough for social and YouTube
- Scheduled for early morning or golden hour light

03 Launch

GOING LIVE

- MLS listing with full media and description
- williamstrew.com and a dedicated property website
- Instagram, Facebook, TikTok, YouTube, Google
- Syndication to major home search sites
- Email to D-FW agents through Williams Trew
- Yard sign, lockbox, and print pieces

04 On the market

EVERY WEEK

- Open houses I host myself
- Competing listings and new sales watched closely
- Showing feedback collected and passed to you
- A weekly update and a clear next step

Why aerials matter

A listing photo can't show the real size of the lot, what the house backs up to, or how far it sits from the busy road. An aerial can. Most agents hire this out. I'm FAA Part 107 licensed, so I fly it myself, legally, on your schedule.

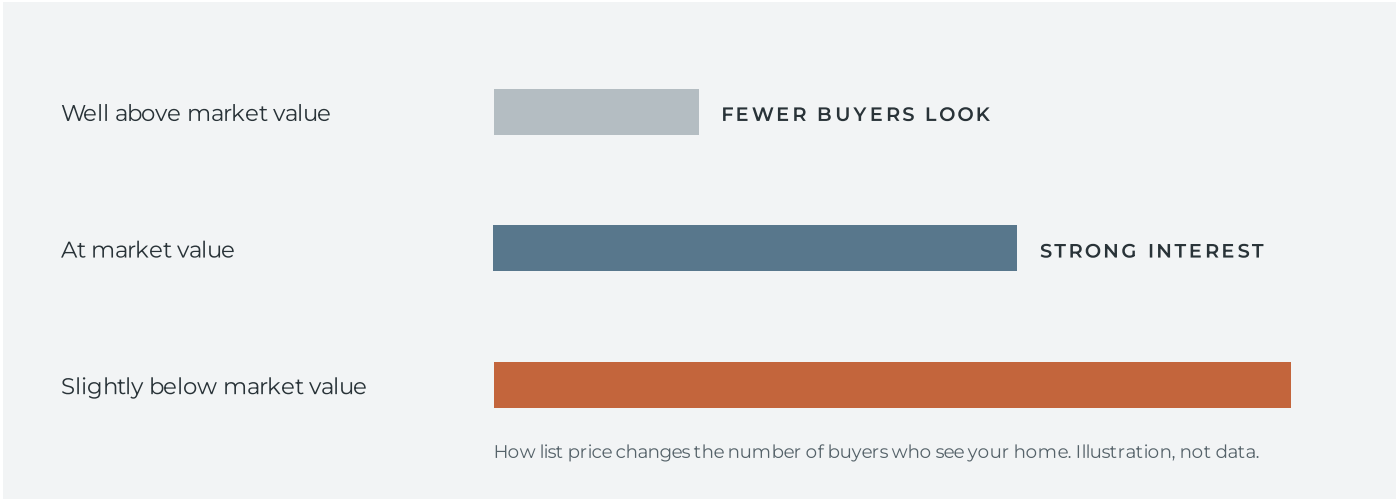
RILEY MOYANO • REALTOR® • 630-303-1045 • riley.moyano@williamstrew.com • rileymoyano.com

Williams Trew Real Estate

PRICING STRATEGY

Price it right from *day one.*

A listing gets the most attention in its first few weeks. Buyers and their agents have alerts set, and they see it the day it goes live. Pricing is how you use that window.



How list price changes the number of buyers who see your home. Illustration, not data.

If a home is overpriced

- It makes competing homes look like a better deal, and can help sell them
- It's shown to fewer buyers
- Fewer people respond to the marketing
- Buyers who would have negotiated move on

If a home starts high and drops

- The listing isn't new anymore when the price catches up
- Buyers start asking what's wrong with it
- Days on market become part of the negotiation

Price

Competitive from the start, backed by recent sales, so multiple buyers are interested at once.

Condition

Clean, bright, and cared for. The small things we fix before launch show up in the offers.

Access

The easier a home is to show, the faster the right buyer gets through the door.

The list price is your decision. My job is to make sure you're making it with good information.

RILEY MOYANO • REALTOR® • 630-303-1045 • riley.moyano@williamstrew.com • rileymoyano.com

Williams Trew Real Estate

PREPARATION

Getting it *show ready.*



I look at your house the way an owner does. Some things are worth doing before we list. Some aren't.

We'll walk it together and make a short list. Most of what matters is simple: clean, bright, uncluttered, and cared for. Buyers notice.

Curb appeal

- ☐ Mow, edge, trim shrubs, and pull weeds
- ☐ Clear the walk and driveway, cars off the drive
- ☐ Touch up the front door and polish the hardware
- ☐ A pot of flowers at the entry
- ☐ Working doorbell and porch lights

Inside

- ☐ Clear counters, tables, and shelves
- ☐ Store extra furniture to open up rooms
- ☐ Neat closets and an organized garage
- ☐ Fix drips, squeaks, loose knobs, and chipped paint
- ☐ Fresh caulk in tubs and showers

Light and feel

- ☐ Replace burned-out bulbs
- ☐ Clean windows, open blinds and curtains
- ☐ Neutral, fresh-smelling rooms
- ☐ Each room used for what it's meant for
- ☐ Personal photos and collections put away

Showing day

- ☐ Every light and lamp on
- ☐ Pets out or secured
- ☐ Valuables and medications put away
- ☐ Plan to be out during showings
- ☐ Consider a professional cleaning before launch

Worth doing

Paint touch-ups, small repairs, a deep clean, fresh mulch, brighter bulbs. Cheap, fast, and buyers notice.

Usually not

A big remodel right before you list. You rarely get it back, and buyers would rather pick their own finishes.

RILEY MOYANO • REALTOR® • 630-303-1045 • riley.moyano@williamstrew.com • rileymoyano.com

Williams Trew Real Estate



THE PROCESS

From listing to *closing.*

01 Listing

We sign the listing agreement and you complete the Seller's Disclosure Notice. Prep, photos, video, and aerials get scheduled.

02 Launch

MLS, syndication, signage, social, and the Williams Trew channels go live. Showings start, and feedback comes to you every week.

03 Offers

I present every offer and compare the full terms, not just the price. Then I negotiate on your behalf.

04 Option period

The buyer pays an option fee and inspects. There may be a second negotiation for repairs or a credit at closing.

05 Appraisal and title

If the buyer is financing, the lender orders an appraisal. The title company works on the title commitment and survey.

06 Closing

Final walkthrough, a review of your closing statement, and signing, which usually takes less than 30 minutes. Then you hand over the keys.

Before moving day

- Schedule utility transfers
- Gather keys, remotes, and codes
- Leave manuals and warranties
- Book movers early
- Forward your mail
- Cancel or transfer home services

RILEY MOYANO • REALTOR® • 630-303-1045 • riley.moyano@williamstrew.com • rileymoyano.com

GETTING STARTED

What I'll need *from you.*

Most of this is in the closing documents from when you bought the home. Whatever you can't find, we'll track down together.

- ☐ Loan number and payoff information
- ☐ Your survey
- ☐ Utility providers and average monthly bills
- ☐ HOA name, contact, and dues, if any
- ☐ Alarm system details and codes
- ☐ Keys, garage remotes, and gate codes
- ☐ Floor plans or blueprints, if you have them
- ☐ A list of anything that won't stay with the house
- ☐ Copies of past inspections, repairs, and warranties
- ☐ The best phone and email to reach you



TEXAS REQUIREMENT

Seller's Disclosure Notice

Texas requires sellers of residential property to give buyers a Seller's Disclosure Notice. It covers problems and repairs you know about, past or present, that could affect a buyer's decision.

It's completed, signed, and dated by you, and updated if anything changes while the home is listed. I'll give you the form and walk you through it. The answers are yours.

Some sellers are exempt, including

- Sales under a court order or in a bankruptcy
- Lenders selling after foreclosure
- Executors, guardians, and trustees
- Co-owners selling to each other
- Sales to a spouse or direct descendant
- Sales to a government entity

If you're not sure what applies to you, I'll point you to the right professional.

RILEY MOYANO • REALTOR® • 630-303-1045 • riley.moyano@williamstrew.com • rileymoyano.com

Williams Trew Real Estate

THE BROKERAGE BEHIND YOUR SALE

Local roots. *Serious* reach.

1,800+
REAL ESTATE AGENTS

28
LOCATIONS

$8B
APPROX. 2025 VOLUME

11K+
2025 TRANSACTIONS

Williams Trew has served Fort Worth buyers and sellers for more than 25 years.

It's part of the Ebby Halliday Companies, which joined HomeServices of America in 2018: a national family of brokerage, mortgage, title, and insurance companies.

For you, that means one door to everything a move needs: Prosperity Home Mortgage for financing, Independence Title for closing, and HomeServices Insurance. I stay your point of contact the whole way through.

Leading Real Estate Companies of the World®
A global network of independent brokerages, for referrals and reach well beyond Texas.

Luxury Portfolio International
Added exposure and marketing tools for qualifying luxury listings.

Mayfair International Realty
Syndication to Mayfair's site and the Financial Times real estate site, in front of international buyers.

35K+	773	$139B	216K
HOMESERVICES AGENTS	U.S. OFFICES	2025 SALES VOLUME	2025 TRANSACTIONS

MAYFAIR · LUXURY PORTFOLIO INTERNATIONAL · Leading REAL ESTATE COMPANIES OF THE WORLD® · HOMESERVICES OF AMERICA

Company figures from Williams Trew's 2026 listing presentation.

RILEY MOYANO • REALTOR® • 630-303-1045 • riley.moyano@williamstrew.com • rileymoyano.com



NEXT STEPS

Curious what your home is *worth?*

01

Tell me about your home

A quick call or text about the house and your timing.

02

I'll put together a market analysis

Recent sales, active competition, and a price range, with my reasoning.

03

You decide what's next

Whether you list now, next year, or not at all.

"Riley is the best, we couldn't have had a more seamless home-buying process. He made everything incredibly easy from start to finish. Would highly recommend."

TY THOMAS · GOOGLE REVIEW

RILEY MOYANO
FORT WORTH REAL ESTATE
WILLIAMS TREW

630-303-1045
riley.moyano@williamstrew.com
rileymoyano.com