

Realty Refined Lubbock - The Scott Toman Team Shares Fall Selling Guidance for Lubbock Homeowners

Lubbock real estate team encourages sellers to assess pricing, presentation and timing before listing a home this fall



Lubbock, Texas Sep 23, 2026 ([IssueWire.com](https://www.issuewire.com)) - What should a Lubbock homeowner do before listing a house this fall? [Realty Refined Lubbock – The Scott Toman Team](#) recommends reviewing comparable sales and current competing listings, assessing the property's condition, and deciding how the sale fits the owner's next move. The team is sharing this guidance with homeowners in Lubbock and surrounding West Texas communities who are considering a sale before the end of the year.

The team says a property-specific review is more useful than relying on a single citywide headline or an automated home-value estimate. An effective asking price and marketing plan depend on the home's location, features, condition and alternatives available to buyers.

"The first question is not simply what a house might sell for. It is what the seller needs the move to accomplish and how that particular property compares with the homes buyers can choose from today," said Scott Toman, who leads The Scott Toman Team. *"That conversation shapes the asking price, preparation and marketing plan."*

Three decisions to make before listing in Lubbock

First, sellers should review recent comparable sales and active competition for their type of property and location. A home in South Lubbock may require a different pricing and marketing plan than one in Tech Terrace, Wolfforth or Shallowater. Sellers should compare closed sale prices as well as current asking prices, while accounting for differences in size, condition and features.

Second, homeowners should decide which repairs and presentation improvements are worthwhile before photos and showings begin. The team recommends identifying issues that could complicate a buyer's evaluation, then choosing updates in light of likely cost, available time and the home's price range. An extensive renovation is not automatically the best use of a seller's budget.

Consider a homeowner with a three-bedroom house in southwest Lubbock who is weighing a full kitchen remodel before listing. If comparable nearby homes with similar kitchens sold without that work, the owner could instead prioritize a needed repair, clean presentation and a price that reflects the home's condition. If the closest competing homes are substantially updated, the calculation may be different. A local comparison and realistic project costs help the seller decide.

Third, sellers should plan for the whole transaction, including their next housing move, likely closing timeline and how they will review offers. The highest offer is not always the strongest overall option if financing, contingencies or timing introduce additional uncertainty. [The team's seller resources](#) outline its approach to marketing and guiding a sale from listing through closing.

Toman and his team work with buyers and sellers across Lubbock, Lubbock County and nearby West Texas communities. For homeowners weighing a fall or winter sale, the team offers a [property-specific market analysis](#) and a discussion of preparation, pricing and next steps. The appropriate strategy depends on the home and the owner's circumstances; no sale price or timeline can be guaranteed.

About Realty Refined Lubbock – The Scott Toman Team

Realty Refined Lubbock – The Scott Toman Team is a Lubbock-based real estate team led by Scott Toman. It assists buyers and sellers with property searches, neighborhood guidance, pricing analysis, marketing, negotiations and coordination through closing in Lubbock and surrounding West Texas communities. Learn more at TheScottTomanTeam.com.



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