

Your Free Home Buyer & Seller Guide

Everything you need to know about buying or selling a home in El Paso — clearly explained, no fluff.

600+

Families Helped

80+

Transactions Closed

2016

Serving El Paso

ABOUT THIS GUIDE

Making the Right Move in El Paso

Whether you're buying your first home, upgrading, or ready to sell — the El Paso market is moving and the decisions you make in the next few weeks can save or cost you thousands of dollars. This guide breaks down exactly what you need to know so you can move forward with confidence.

Texas REALTOR®

2026 Women's Council — 1st VP

GEPAR Board of Directors

Savannah A. Homes Listing Agent

THE EL PASO MARKET RIGHT NOW

What You Need to Know Before You Start

~\$265,000

Median Home Price

~34 Days

Avg. Days on Market

8% Up

Home Values YoY

El Paso remains one of the most affordable housing markets in Texas. Home values are up year over year, homes priced and marketed correctly are selling in about 34 days, and there is strong buyer demand — particularly from military families relocating to Fort Bliss. Whether you're buying or selling, the conditions right now are working in your favor if you approach it correctly.

**FOR
BUYERS**

The Step-by-Step Home Buying Process

01**Get Pre-Approved First**

Before you look at a single home, get pre-approved with a lender. This tells you exactly what you can afford, strengthens your offer, and speeds up the closing process. I can refer you to trusted local lenders who move fast.

02**Define Your Must-Haves vs. Nice-to-Haves**

Know the difference between what you need and what you want before you start touring. Bedrooms, location, school district, commute — nail these down early so you don't waste time on the wrong homes.

03**Tour Homes Strategically**

In El Paso's market, good homes move in days. When you find the right one, you need to be ready to act. I'll set up tours efficiently so you're not scrambling when the right home appears.

04**Make a Strong Offer**

Price matters, but so does your terms, your timeline, and how your offer is structured. I'll help you write an offer that is competitive without overpaying — and I'll negotiate on your behalf.

05**Inspection & Due Diligence**

Once your offer is accepted, you'll have an option period to conduct a home inspection. I'll walk you through what to look for and how to handle any issues that come up.

06**Close & Get Your Keys**

We'll work through the closing process together — title, final walkthrough, signing — and I'll make sure there are zero surprises at the table. Then we celebrate.

Key Buyer Tips

- ✓ New construction vs. resale — both have advantages depending on your timeline and budget
- ✓ VA loan? No down payment required if you qualify — El Paso is one of the most VA-friendly markets in Texas
- ✓ First-time buyer programs may be available to help with down payment and closing costs
- ✓ Ask about builder incentives on new construction — they're often negotiable

**FOR
SELLERS****How to Sell Your Home Fast & For the Most Money****01****Get a Real Home Valuation**

Skip the Zestimate. I'll give you an actual market analysis based on real current comps from your neighborhood — so you know exactly what your home is worth before you list it.

02 Price It Right From Day One

Overpricing is the #1 mistake sellers make. A home that sits on the market loses momentum fast. I'll price your home strategically to attract the right buyers and create competition — not silence.

03 Prepare Your Home to Show Well

First impressions sell homes. I'll walk you through exactly what to fix, update, or stage to maximize your sale price without spending more than you need to.

04 Market It to the Right Buyers

Your home will be marketed to active buyers through professional photography, online listings, social media, and my existing buyer network — including military families actively looking near Fort Bliss.

05 Review Offers & Negotiate

When offers come in, I'll walk you through every detail — price, terms, contingencies — and negotiate on your behalf to make sure you walk away with the best possible outcome.

06 Close on Your Timeline

I'll manage the process through inspection, appraisal, and closing so nothing falls through the cracks. You focus on your next chapter — I'll handle the details.

Key Seller Tips

- ✓ Homes in El Paso are selling in about 34 days when priced and marketed correctly
- ✓ Home values are up 8% year over year — now is a strong time to sell
- ✓ Military buyers are actively searching in El Paso — your home may already have an audience
- ✓ Remote closings are available if you've already relocated before your home sells

NEW CONSTRUCTION IN EL PASO

What Makes It Different — and Why It Matters

Buying a new construction home is one of the best opportunities in El Paso right now — but it works differently than buying a resale home. Here's what you need to know:

The builder's agent works for the builder — not for you.

Having your own agent costs you nothing in new construction and ensures someone is in your corner negotiating upgrades, incentives, and terms.

Not all upgrades are worth it.

I've personally helped over 600 families through the new construction design process. I know which upgrades add resale value and which ones are overpriced for what you get.

Incentives are often negotiable.

Builders frequently offer closing cost assistance, rate buydowns, or free upgrades — especially at end of quarter. Knowing when and how to ask makes a real difference.

Timelines can shift.

New construction has build timelines that can extend. I'll set realistic expectations and keep you informed throughout the process so nothing catches you off guard.

Ready to Take Your Next Step?

Book a free 5-minute strategy call with me. We'll talk through your situation, your timeline, and I'll tell you exactly what your best move is in today's El Paso market.

■ **Book My Free 5-Minute Strategy Call**

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This guide is provided for informational purposes. Market data reflects current El Paso area conditions and is subject to change. Contact Roxana Breceda for a personalized assessment of your specific situation.