



# YOUR SELLER'S GUIDE

Listing Your Home with Mike Goins at Lake Homes Realty

National Exposure

Local Expertise

Golden-Rule Service

Selling your home is one of the most significant financial decisions you'll make, and choosing the right broker can make all the difference. We offer national exposure, local expertise, Golden-Rule service, and much more. Every seller wants to sell their property as quickly as possible for top dollar. While outcomes are not guaranteed, selling requires devising a great plan and then following up to execute it with precision and professionalism.

## PREPARING YOUR HOME FOR SUCCESS

Selling starts with preparation. We'll collaborate on a customized plan:

- Assess your home's condition and suggest targeted enhancements.
- Advise on staging to highlight strengths and appeal to buyers.
- Ensure your property is market-ready without overspending—maximizing your ROI.

Remember, a well-prepared home sells faster and for more.



# Three Key Areas to Sell Your Home

We want your home to sell as quickly as you do. There are many factors that affect whether or not your home will sell that lie way beyond our control like interest rates, the number of homes on the market, and more. However, there are factors that we can control. Therefore, to sell your home effectively, we excel in these three key areas:

## PRICING IT RIGHT

Pricing a property well is both an art and a science and you will need a seasoned broker to guide you through the process. We will help you analyze the latest sales data to enter the market at the right price. We'll put our 20 years of experience and appraisal background to work for you.

## MAKING IT SHOW WELL

Our team offers expert staging advice and can suggest cost-effective improvements that deliver the biggest return. We'll guide you on wise updates (e.g., fresh paint or decluttering) while avoiding unnecessary expenses. Your ROI is important to us too.

## MARKET EXPOSURE

Lake Homes Realty invests millions annually in targeted advertising to attract lake-interested buyers. We leverage social media campaigns, an extensive buyer pipeline built over years, and syndication to hundreds of websites. Your listing reaches the widest possible audience, from local Montgomery County buyers to national prospects seeking waterfront lifestyles.



# Our Premium Services

We are a full-service brokerage with no corners cut. Every listing includes:

## **Professional-Grade Photography:**

High-resolution images to showcase your home's best features.

## **Drone Aerial Footage:**

Stunning overhead views, especially impactful for waterfront and acreage properties.

## **3D Virtual Tours and Floor Plans:**

Immersive experiences that let buyers explore remotely.

## **Showcase Zillow Status:**

Enhanced visibility on one of the top real estate platforms.

## Samples of Photography





If the adage, “a picture is worth a thousand words” stands true, then you want your property to be showcased in the best light. Our premium services allow your property to stand out from the crowd. From drone footage to professional-grade photography, you will love the services that every listing gets, no matter the size.

## Why Choose Mike Goins?

As an Associate Broker with Lake Homes Realty, I specialize in the Lake Conroe area and Montgomery County, Texas. I have 20 years of experience in this market and I focus on delivering premium, full-service real estate solutions tailored to your needs. Whether you are selling a waterfront gem, an off-water residence, or larger acreage property, my approach ensures maximum value with minimal stress.

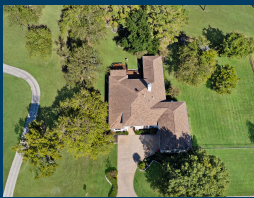


My philosophy is simple: Service, Not Sales. I handle 45-65 transactions annually, generating \$18-25 million in sales year over year—numbers that reflect consistent, high-quality performance, which is reflected in reviews from past customers.

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## About Mike Goins

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I've been serving the Lake Conroe and Montgomery County communities since 2006, starting my career as an appraiser before transitioning to brokerage. This background gives me a unique edge in accurately valuing properties and navigating market trends. I live here with my family, and I love the area, the people, and the lake. It's home!

As part of Lake Homes Realty—a national brokerage operating in over 30 states—I'm backed by a powerhouse network. Lake Homes Realty has been recognized on the Inc. 5000 list of fastest-growing companies for many consecutive years. The quality of the brokerage is responsible for much of its growth.

In my decades of real estate experience, Lake Homes Realty has stood above the rest in terms of bringing value to their clients. Lake Homes Realty invests millions of dollars marketing your listing via media placements, massive social media campaigns, Google Ads, extensive MLS syndication, and the one stop shop for buyers looking for property in a lake community – [LakeHomes.com](http://LakeHomes.com). This is in addition to all the “normal” methods such as MLS entry, Zillow, Realtor.com, and more.

We go above and beyond with Zillow Listing Showcase status, my personal web site— [LakeConroeHomesSearch.com](http://LakeConroeHomesSearch.com), and more. This national reach combined with my local expertise means your listing benefits from both hyper-local knowledge and broad exposure, a unique combination. National Exposure - Local Expertise.

# Achievements and Awards



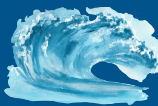
## Lake Front Bargain Hunt

Mike Goins had the honor of appearing in an episode of the popular HGTV show on July 26, 2020 representing some great clients and Lake Conroe to the world.



## Agent of the Year

Mike Goins was recognized as **Agent of the Year** in 2022 for Lake Homes Realty. It is a major honor.



## Big Wave Awards

Mike Goins has earned the Big Wave Award for the past seven consecutive years as a top-producing agent with over \$10 million in sales a year.



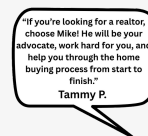
## Ramsey Trusted Pro

Mike Goins has been a Ramsey Trusted Pro, formerly known as an Endorsed Local Provider, for Dave Ramsey since 2020.



## 5-Star Reviews

Mike Goins has received over **115+** 5-Star reviews from past clients on Google. In addition, he has reviews on his Facebook page, Zillow, HAR and more.



## INC 5000 Recognition

- Lake Homes Realty has been showcased in this prestigious list for seven consecutive years.



These awards aren't just plaques—they reflect hundreds of successful closings and satisfied clients in waterfront, off-water, and acreage properties.

## Meet My Team



Led by me, **Mike Goins** (Associate Broker), our team is dedicated to your success.

**Lara DeHaven:** Assistant and buyer's agent, handling details and showings with expertise.



**The 2025 Lake Homes Realty Team**

**Two Local Lake Homes Realty Colleagues:** Providing additional on-the-ground support.

**Extensive Administrative Staff:** Local and national teams managing paperwork, marketing, and closings for a seamless process.

*We are ready to serve you as you'd want to be served.*

## ARE YOU READY TO LIST?

If you still need convincing, check out my client testimonials.

## REVIEWS & TESTIMONIALS

I pride myself on exceptional client feedback across platforms, with a strong emphasis on Google Reviews, where I've earned consistent 5-star ratings for responsiveness, knowledge, and results. Clients highlight my honest advice, smooth transactions, and commitment to their best interests.

**ON GOOGLE**

*"Mike exceeded expectations— prompt, guiding every step."*



**ON HAR.COM**

*"Mike was extremely helpful... always available and professional."*



**ON ZILLOW**

*"We highly recommend Mike! We feel so blessed to have such an amazing agent!"*



**ON FACEBOOK**

*"Mike is a fantastic realtor! We have bought & sold many houses and he ranks amongst the best."*



## CONTACT MIKE GOINS

Let me hear from you either by phone, text, or email. We can discuss your real estate needs and timeline in person or over the phone. If you want to follow me or check out my social media where you will see online marketing and more, follow the links to your preferred platform.

I look forward to hearing from you soon!



Mike's Website



Lake Homes Realty



Google Reviews

**CONTACT INFORMATION**

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**SOCIAL MEDIA**



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