

Fort Worth Listing Red Flags Checklist

A quick reference for spotting polished but vague online home listings before you tour or make an offer.

Use this checklist alongside any listing you're seriously considering. If you find yourself checking more "red flag" boxes than "verified" boxes, it's worth a conversation with a local buyer's agent before you go further.

Step 1: Read the Description Like a Skeptic

- ☐ The description leans on vague phrases ("rare opportunity," "thoughtfully designed") without backing them up with specifics
- ☐ Words like "updated," "prime," or "meticulously maintained" appear with no dates, details, or records attached
- ☐ The listing focuses more on how the home will make you *feel* than on what it actually *has*
- ☐ Key facts are missing entirely: year built, lot size, HVAC age, recent repairs

Step 2: Compare Words to Photos

- ☐ Photos look noticeably brighter, sharper, or more color corrected than a typical listing
- ☐ Rooms mentioned in the description (backyard, natural light, storage) have few or no supporting photos
- ☐ Some photos show visible wear or dated finishes that the description doesn't mention
- ☐ Furnished rooms look unusually staged, or proportions seem slightly "off" (*possible sign of virtual staging*)

Step 3: Verify the Facts Independently

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| ☐ Verified square footage and lot size against the county appraisal district record | ☐ Compared the asking price to recent, comparable sales on the same street or neighborhood |
| ☐ Looked up the home's price history, past listings, price drops, time on market | ☐ Requested additional or unedited photos, or a live video walkthrough |

Step 4: Consider the Fort Worth Context

- ☐ Confirmed whether the price fits the specific street/neighborhood, not just the ZIP code
- ☐ Asked whether "updates" are cosmetic (paint, fixtures) or substantial (roof, foundation, HVAC, electrical)
- ☐ Considered traffic, drainage, lot slope, or nearby development that photos won't show
- ☐ Checked school zoning if that matters for your household

Not sure how a listing stacks up?

A Fort Worth buyer's agent can review any listing with you, pointing out what's marketing, what's missing, and whether the home is worth touring before you spend your Saturday driving across town. Reach out to Burt Ladner Real Estate for a free listing review.