



LISTING PRESENTATION

7122 Doe Creek Lane

CANYON FALLS VILLAGE 10-AR · ARGYLE, TEXAS 76226



POOL HOME
SELLER-CONFIRMED OUTDOOR LIVING

2023 BUILD
ONE-STORY · 3,096 SQ FT

CANYON FALLS
ARGYLE ISD BUYER DEMAND

PRE-TOUR PRICING RANGE

\$900K-\$1M

TOUR-ADJUSTED TARGET
SET AFTER WALKTHROUGH

Prepared exclusively for the Owners of 7122 Doe Creek Lane · June 2026



Michelle Sanchez

REALTOR · COLDWELL BANKER REALTY · GLOBAL LUXURY

ALHS · CRP · CERTIFIED RELOCATION PRO · CERTIFIED LUXURY HOME SPECIALIST



WHY LIST WITH MICHELLE

A white-glove launch, not a sign in the yard.

Selling a \$900K-\$1M pool home in Canyon Falls Village 10-AR — the first ten days are the strongest opportunity to establish momentum, before a single buyer walks in. From the day you sign with me, a coordinated team of luxury specialists prepares your home to outshine every competing listing in Argyle ISD.



What you get the moment you list with me

Every listing I take on is run like a launch. Here is what is already lined up for 7122 Doe Creek Lane:



Staging consultation — included

WHITE OAK DESIGN STUDIO

A professional design appointment to stage your home for photography *using your own furnishings* — so it photographs like a model home without the cost of rented furniture.



Cinematic marketing video

NEXGEN MEDIA

A full motion property film that travels the home the way a luxury buyer experiences it — built for social, syndication, and relocation audiences.



Architectural photography

REAL HOME PIX

Magazine-grade stills, aerials, and pool-focused twilight images. In this price band, the photos *are* the first showing — online presentation is central to nearly every buyer's search.

The full six-step marketing plan continues on the next page.



THE SIX-STEP LUXURY MARKETING PLAN

Built to maximize exposure during the opening two weekends.

I Stage to sell

WHITE OAK DESIGN STUDIO

Private staging consultation using your own pieces, so the home is camera-ready before a lens ever arrives.

2 Film the story

NEXGEN MEDIA

Cinematic walkthrough video plus social cut-downs — the asset that carries the listing across every platform.

3 Shoot it like a magazine

REAL HOME PIX

Professional photography, drone aerials, and pool-lifestyle angles that make 7122 the best-looking home in its comp set.

4 Print luxury brochures

MS MARKETING

High-end printed brochures for showings, the brokerage network, and relocation contacts — tangible proof of a premium listing.

5 Syndicate everywhere

LUXURY & RELOCATION NETWORK

Distributed across applicable luxury and relocation channels and Coldwell Banker's global relocation pipeline — reaching buyers and corporate relo companies moving into DFW.

6 First-class open houses

OPENING TWO WEEKENDS

Two consecutive weekends of elevated, well-marketed open houses to concentrate demand and drive competing offers early.



VALUE AUDIT

A defensible launch price with a premium story.

My value conclusion is not built around Zillow or a tax number. It is built around a verified public-record baseline, upper-band Canyon Falls activity, and the buyer story: a 2023 single-story pool home with a confirmed outdoor-living premium. Because Michelle has not toured the home yet, the professional pre-tour range is \$900,000 to \$1,000,000.

VERIFIED BASELINE 4 BD / 3 BA / 3,096 sq ft / 2023 / 7,200 sq ft lot, cross-checked across public records.	MARKET ANCHOR Upper Canyon Falls support from \$899K to \$1.1M; strongest direct proof around \$949.9K-\$975K.	TOUR TRIGGER Condition, finishes, pool quality, privacy, and upgrades set the final launch price.
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ADDRESS (ARGYLE 76226)	BEDS/BATHS	SQ FT	YEAR	STATUS	MLS PRICE	\$/SF
7122 Doe Creek Lane — SUBJECT	4 / 3	3,096	2023	Pre-Tour Range	\$900K-\$1M	\$291-\$323
7024 Prairie Ridge Road	4 / 3	2,979	2023	Active + Pool	\$1,100,000	\$369
6656 Roughleaf Ridge Road	4 / 3.5	3,229	2017	Active + Pool	\$1,050,000	\$325
7213 Fireside Drive	4 / 4.5	3,093	2025	Closed	\$949,900	\$307
7412 Black Bear Lane	4 / 3.5	3,406	2023	Closed	\$975,000	\$286
6908 Broomsedge Drive	4 / 4.5	3,050	2021	Closed + Pool	\$899,000	\$295
6631 Roughleaf Ridge Road	4 / 3	3,051	2018	Active + Pool	\$849,000	\$278

Subject: 4 BD / 3 full BA / 3,096 sq ft, built 2023, 0.165-acre lot, one-story layout, seller-confirmed pool. Sources: Denton County public records via Redfin, cross-checked against Zillow, Homes.com, Realtor public-record references, and NTREIS MLS / SimplyRETS API, June 2026. Texas non-disclosure: closed rows use available MLS price reference unless Michelle confirms final sold price in Matrix.

PRE-TOUR PRICING RANGE

Pre-tour corridor: \$900K protects against unknown condition; \$950K-\$975K is likely if the interior, pool, outdoor living, and privacy show at a luxury level; \$1M is the stretch ceiling if it photographs like the strongest upper-band comps.

\$900K-\$1M

FINAL LAUNCH PRICE AFTER WALKTHROUGH

This represents an estimated sale price for this property. It is not the same as the opinion of value in an appraisal developed by a licensed appraiser under the Uniform Standards of Professional Appraisal Practice.



THE PROPERTY

7122 Doe Creek Lane

4 BEDROOMS	3 BATHS	3,096 SQ FT	2023 YEAR BUILT	Argyle ISD
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4 BD · 3 full BA · 3,096 sq ft · 0.165-acre lot · built 2023 · one-story layout · seller-confirmed pool. Source: Denton County public records via Redfin, cross-checked with Zillow/Homes/Realtor public records; pool feature seller-confirmed and supported by public permit history. Community: Canyon Falls Village 10-AR, Argyle ISD, 76226.



FEATURED · SUBJECT AERIAL IMAGE FROM REDFIN PUBLIC-RECORD PAGE; REPLACE WITH PROFESSIONAL POOL AND EXTERIOR PHOTOGRAPHY WHEN AVAILABLE

THE FIRST 14 DAYS

DAYS 1-4

Prep & stage

White Oak staging consultation · final repairs & styling.

DAYS 5-7

Capture

Real Home Pix photography & aerials · NexGen video shoot.

DAYS 8-9

Go live

MLS launch · full syndication · MS Marketing brochures printed.

WEEKEND 1 & 2

First-class open houses

Two elevated open-house weekends to concentrate demand and drive offers.



WHERE YOUR HOME WILL BE SEEN

Seen everywhere your buyer is looking.

Online syndication & luxury media

Pushed to every portal a \$900K-\$1M pool-home buyer and incoming relocation family actually uses — plus Coldwell Banker's Global Luxury media partners:

COLDWELLBANKER.COM	CB GLOBAL LUXURY	WSJ · MANSION GLOBAL
UNIQUE HOMES	DUPONT REGISTRY	JAMESEDITION
ZILLOW · TRULIA	REALTOR.COM	HOMES.COM
REDFIN	NTREIS MLS · IDX	CB RELOCATION · CARTUS

Luxury media placements delivered through Coldwell Banker's Global Luxury program. Portal reach via NTREIS MLS / IDX syndication.



The Facebook group network — 119 verified groups

Beyond the portals, 7122 is hand-posted into 119 verified Facebook groups where DFW luxury buyers, relocating families, and move-up buyers actually spend their time:

31 RELOCATION & MOVING TO DFW	28 DFW REAL ESTATE
24 FIRST-TIME & MOVE-UP BUYERS	15 LUXURY HOME GROUPS
11 LOCAL — ARGYLE · CANYON FALLS VILLAGE 10-AR · SOUTHLAKE · TROPHY CLUB	10 OPEN HOUSE & NEW LISTING

TOTAL SOCIAL REACH

Every group posted manually, in compliance with each group's rules and tracked — never auto-blasted.

119

VERIFIED FB GROUPS · ONE LAUNCH



YOUR AGENT

Let's get 7122 sold — beautifully.



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"With me, you get a staging consultation with White Oak Design Studio, a cinematic film by NexGen Media, magazine-grade photography by Real Home Pix, luxury printed brochures by MS Marketing, full syndication across applicable luxury and relocation outlets, and two weekends of first-class open houses. That is how we turn 7122 Doe Creek Lane into the pool home everyone in Canyon Falls Village 10-AR is talking about."

ONE HOME · ONE PLAN · SOLD