



THE MICHAEL O'NEAL GROUP

THE MICHAEL O'NEAL GROUP · OCTOBER 2026

Your Guide to *Buying & Selling*

How we price, prepare and present homes, what buyers can expect, and what our clients say on HAR.com.

Michael O'Neal

Broker · REALTOR® · Keller Williams Realty Northeast

Call or text 832-797-3780

themichaelonealgroup.com

Michael O'Neal

Broker · REALTOR® and
owner, The Michael O'Neal
Group at Keller Williams
Realty Northeast

A NOTE FROM MICHAEL

More than a transaction.

Buying or selling a home is more than a transaction. It can change where your children go to school, how long your drive is and what your family does next. I keep that in mind with every client.

Whether you work with me directly or with an agent on my team, a showing, a question or a deadline never waits on one calendar. You get straight answers, the numbers in writing and a broker behind every contract.

I teach the Texas contract forms to other agents, and I invest in this market myself, so the advice you get on price, repairs and timing comes from decisions I have made with my own money.

I grew up in the small town of Center, Texas, and have called Houston home since 2001. I hold a bachelor's degree in business from LeTourneau University and spent years leading projects for communication companies before real estate. My wife, Ana, and I live in Kingwood with our two daughters, on the Forest Course at Kingwood Country Club.

#624124

Texas broker license,
active

2,035

families helped over
13 years by The
Michael O'Neal
Group, including
transactions outside
the MLS

No. 1

team in Kingwood by
sales volume and
transaction sides,
RealTrends Verified,
2025 sales data

4.90

out of 5 on HAR.com
from 90 completed
client surveys
(checked Oct 20,
2026)

Your needs come first

We agree on how you want to hear from us, once a week or once a day, by phone, text or email, and we keep to it.

Straight answers, in writing

Prices, offers and costs are explained plainly, with the data behind them.

Hands on, start to finish

From the first conversation to closing day, you are never handed off and left to wonder.



Why sellers work with us.

Selling well comes down to three things: the right price on day one, a home that shows its best online and in person, and a contract that holds together until closing.

01

Pricing

Your price is built from comparable sales pulled from HAR, adjusted for condition, updates and location. You see the same data we do.

02

Preparation

We walk the home with you and say what is worth fixing and what is not, before anything is photographed.

03

Photography

Every listing is professionally photographed. Aerials and video are added when they fit the home.

04

Marketing

Your home goes on the MLS and HAR.com, to social media and our agent network. Every inquiry is logged and followed up.

05

Communication

You hear what buyers and agents say after showings, and the plan is adjusted on facts, not guesses.

06

Negotiation and closing

Each offer comes with a plain summary of price, financing, option period, closing date and contingencies. Deadlines are tracked through closing.

A one-year home warranty, on us

When you list with us, we pay for a one-year home warranty for your home. Ask us for the plan details.

The right to end our agreement

If you are disappointed with our service, our listing agreement lets you end the relationship. The terms are spelled out in writing before you sign.

No one can guarantee a buyer, a price or a timeline. What we control is how well your home is priced, presented and followed up.

How we present your home.



Professional photography

Twilight exterior from one of Michael's listings.



Aerial imagery

The same listing from the air, showing the canals and the setting.



Launch video

A still from a listing launch video made for social media.



Neighborhood context

Aerial view of an Atascocita listing and its neighborhood.

STANDARD ON EVERY LISTING

Pricing from the market

A comparative market analysis of recent sales guides your price.

Professional photography

Because the first showing happens online.

MLS and HAR.com exposure

Where Houston buyers and their agents search.

Tracked inquiries and follow-up

Interested buyers do not go cold.

Buyer feedback and reporting

What buyers and agents say after showings.

Digital coordination and e-signing

Documents, deadlines and signatures tracked through closing.

ADDED WHEN IT FITS THE HOME

Launch video

Short pieces made for social media, where buyers see a home first.

Aerial imagery

Drone photos of the lot, the setting and the neighborhood.

Matterport 3D tours

An immersive 3D tour buyers can walk through online, when it suits the home.

Floor plans

A floor plan with the listing photos, so buyers understand the layout.

Staging

Staging help when it will change how the home shows.

Digital advertising and social content

Paid and organic campaigns that reach more local buyers.

What you can expect when buying with us.

Most buyers are choosing between several communities, between new and resale, or both. We help you narrow it down by how you live and what the real monthly cost will be, then negotiate hard once you find the one.

01

Start with a plan

Budget, timing, commute and schools come first, so every showing is worth your time.

02

Know the area

Community guides for Kingwood, Humble, Atascocita, Lake Houston and Greater Houston, with the details that differ street to street.

03

See the real cost

Tax rates, MUD and PID assessments, HOA dues and insurance change the payment. You see them early.

04

Tour and compare

We tour homes and neighborhoods with you, send new matches as they come up and show you what similar homes actually sold for.

05

Offer and negotiate

We write the offer, explain every paragraph and negotiate price, repairs and terms.

06

Inspection through closing

The team tracks the option period, inspections, appraisal, financing and title, and coordinates with lenders and the title company.

Search every home on the market at themichaelonealgroup.com/search, or tell us what you want and we will send you matches.

You will always know where things stand.

From listing or contract to closing, you will know the status of the marketing, the offers on the table and the steps to a successful closing.

A broker behind your contract

Michael is available as broker whenever a contract question calls for it. He teaches the Texas forms to other agents.

Listing coordination

A listing coordinator works with your agent to keep the details organized as your home is prepared and brought to market.

Inquiries and appointments

Our inside sales coordinator follows up on inquiries and schedules appointments, so nothing waits.

Transaction coordination

Once you are under contract, a transaction coordinator handles the paperwork, tracks important dates and keeps everyone informed until closing.

Updates your way

Your agent stays your main point of contact, by phone, text or email, on the schedule you choose.

One team behind every step

See who does what, and meet the current team, on our website.

themichaelonealgroup.com/team

CLIENT REVIEWS ON HAR.COM

Real clients. Real experiences.

HAR.COM CLIENT
EXPERIENCE RATING

4.90 out of 5



Based on 90 completed client surveys. Checked Oct 20, 2026.

★★★★★ 5/5 OVERALL

"Michael ONeil provides excellent real estate guidance to his clients. His expertise in Real Estate market is essential to his sellers and buyers. He listens and provides guidance to his clients."

Ann K · Represented the seller · Surveyed Sep 30, 2026

★★★★★ 5/5 OVERALL

"This was our second time to use Michael to sell our home. His market knowledge, negotiation skills, and communication were greatly appreciated... especially in a challenging market. Thank you for helping our family close one chapter and open another"

Monica H · Represented the seller · Surveyed Jan 3, 2025

★★★★★ 5/5 OVERALL

"Michael is the best. He is always cool under pressure and is great at keeping clients calm. He is a great negotiator and knows his real estate. Highly recommend Michael to anyone looking for a realtor® that always has his clients best interest in mind."

Melinda J · Represented the buyer · Surveyed Aug 25, 2021

★★★★★ 5/5 OVERALL

"Michael is a fantastic agent. He is prompt, professional, extremely experienced in the Kingwood area and he is hungry! I love that! He's not salesy, but he is willing to work hard with us to find the perfect buyers then again to help us find our new dream home. He gave us great referrals, and so much helpful advice. I will use Michael for every real estate transaction we do in this area and recommend him and his team to everyone I know!"

Wendy L · Represented the buyer · Surveyed Dec 31, 2021

Shown exactly as clients posted them on HAR.com, the Houston Association of Realtors website; HAR does not endorse The Michael O'Neal Group. Read all 44 written reviews at themichaelonealgroup.com/reviews and on [Michael's HAR ratings page](#).

LET'S TALK

Talk with Michael.

Thinking about selling, buying or both? Call or text Michael directly, or start online.

CALL OR TEXT

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SCAN TO VISIT
OUR WEBSITE

REQUEST A LISTING CONSULTATION

SEARCH HOMES

READ ALL HAR REVIEWS

Michael O'Neal, Broker · REALTOR®, Texas license #624124. The Michael O'Neal Group is a team at Keller Williams Realty Northeast (Flutobo, Inc., TREC #435474). Each Keller Williams office is independently owned and operated. Equal Housing Opportunity. Texas Real Estate Commission: [Information About Brokerage Services](#) · [Consumer Protection Notice](#). RealTrends ranking: 2025 sales data, checked Oct 14, 2026. Production figure covers the whole team over 13 years. © 2026 The Michael O'Neal Group. Edition: October 2026.