

Re-Sale | New Construction | Condo | Townhome | Multi-Family

HOME *Seller's* GUIDE

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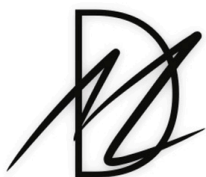
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SELLER'S GUIDE

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Homes & Luxury

THE HOME SELLING PROCESS

Taking You From Listed to Sold



Pre-Listing Preparation

- 1 Schedule a tour of your home with your agent.
- 2 Discuss any potential repairs, upgrades or staging to be completed before listing your home.
- 3 Establish an asking price based on the current market and comparable property listings.
- 4 Prepare your home to be photographed and put on the market.

PRICING YOUR HOME TO SELL

Our Pricing Strategy

The market value of your home is based on a combination of factors including:

- ✓ The Current Market
- ✓ Comparable Listings
- ✓ Location
- ✓ Neighborhood
- ✓ Age of the Home
- ✓ Condition of the Home
- ✓ Improvements Made Since Owned



Pricing strategy plays a key role in the home selling process, and can mean the difference between selling right away or sitting on the market with little (or NO) showings.

It's important to understand that the amount you want for your home may not be a realistic price for the market, and the amount of money you have spent on it does not determine the market value.

7 EASY CURB APPEAL TIPS

To Make Buyers Fall in Love

1 FRESH COAT OF PAINT ON THE FRONT DOOR

Make a great first impression of your home with a freshly painted front door. Evaluate the condition of your home's exterior paint as well as the front steps, patio and railings. A fresh coat of paint can make all the difference!

2 ADD FLOWERS TO THE FRONT PORCH

Sometimes the simplest things can make the biggest difference. New planters on the front porch filled with beautiful, vibrant flowers will make your home appear more inviting, warm and welcoming.

3 PRESSURE WASH THE DRIVEWAY

While a dirty, oil stained driveway gives the impression of a home that may need some work, a pressure washed driveway and walkway presents a clean, well maintained home.

4 UPDATE EXTERIOR LIGHT FIXTURES

Replace faded, builder grade exterior lighting with new, up to date fixtures. Shiny new fixtures will brighten up your home at night, and look clean and polished during the day. Evaluate the front door handle and lockset as well.

5 KEEP THE LAWN & GARDEN TIDY

An abandoned looking yard makes buyers think the home might be neglected, but a freshly cut lawn and well manicured gardens shows a well cared for home. Be ready for showings by staying on top of lawn mowing.

6 ADD OR REPLACE HOUSE NUMBERS

Clear, crisp numbers that can be seen from the street make your home easier to find as well as giving the overall appearance a little boost. You may also want to evaluate the condition of your mailbox.

7 ADD A WELCOME MAT

Add a brand new welcome mat to greet buyers as they walk through the front door. Even the smallest details like these can make a home feel more inviting.

PHOTOS & SHOWINGS PREP

Get Ready to Sell - Checklist

Having your home photographed is an important first step in getting ready to sell. Photos are buyers first impression of your home, and they need to be able to envision it as their own. This checklist gives you recommendations to get your home photo-ready, as well as preparing it to be shown to future buyers.

THINGS YOU CAN DO AHEAD OF TIME

INSIDE

- ☐ Clear off all flat surfaces - less is more. Put away papers and misc. items.
- ☐ Depersonalize: take down family photos and put away personal items.
- ☐ Clear off the refrigerator: remove all magnets, photos and papers.
- ☐ Replace burnt out light bulbs and dust all light fixtures.
- ☐ Deep clean the entire house.
- ☐ Touch up paint on walls, trim & doors.

OUTSIDE

- ☐ Increase curb appeal: remove all yard clutter and plant colorful flowers.
- ☐ Trim bushes and clean up flower beds.
- ☐ Pressure wash walkways and driveway.
- ☐ Add a welcome mat to the front door.

PRO TIP

Don't be tempted to shove things inside closets! Curious buyers look in there too.

ON THE DAY OF PHOTOGRAPHY OR SHOWINGS

KITCHEN

- ☐ Clear off countertops, removing as many items as possible.
- ☐ Put away dishes, place sponges and cleaning items underneath the sink.
- ☐ Hang dish towels neatly and remove rugs, potholders, trivets, etc.

BATHROOMS

- ☐ Remove personal items from counters, showers and tub areas.
- ☐ Move cleaning items, plungers and trash cans out of sight.
- ☐ Close toilet lids, remove rugs and hang towels neatly.

IN GENERAL

- ☐ House should be very clean and looking it's best.
- ☐ Lawn should be freshly mowed and edged.
- ☐ Move pet dishes, toys and kennels out of sight.
- ☐ Make beds, put away clothing, toys and valuables.
- ☐ Turn on all lights and turn off ceiling fans.

PRO TIP

Before a showing, make sure there are not any lingering cooking aromas, pet odors, or other strong smells. This can be a deal breaker to some buyers.

TOP 5 WAYS

to Prep Your Home to Sell Fast

1 START WITH THE RIGHT PRICE

Homes that are priced strategically from the beginning are much more likely to sell faster than those that are priced too high for the market. Comparing similar homes in your area that have sold and that are currently for sale will help determine a fair market price to list your home.

2 DEPERSONALIZE & MINIMALIZE

To make your home feel more spacious, try to minimize as much of your belongings as possible. No clutter around the house lets buyers see your house and not your things. They need to be able to picture your home as their own, so put away the family photographs. Evaluate what you can potentially live without for the next several months and start packing. It all needs to be packed anyway, so you might as well get a head start!

3 CLEAN, CLEAN & THEN CLEAN SOME MORE

Everyone loves a clean home, so clean yours like you've never cleaned before! Show your home at its best with a spotless kitchen, super clean bathrooms, and shiny floors. You don't have to live like a clean freak forever, but buyers are sure to appreciate your efforts!

4 MAKE HOME MAINTENANCE A PRIORITY

Preparing to sell often requires putting some money and work into your home. When buyers see repairs that need to be done, they start looking for what else could be wrong with the house. This could cost you thousands off your asking price or even risk losing the sale. Being proactive and completing home repairs before listing will help selling go smoother and quicker. You can even have a pre-listing inspection done if you want to avoid the possibility of surprises later on.

5 BE READY & WILLING TO SHOW

Showing your home is an important part of the selling process, and being accommodating to showing requests will increase the likelihood of finding a buyer. Keep your home as "show ready" as possible at all times so that you can quickly tidy up on short notice and leave your home (taking your pets with you) before the potential buyers arrive.

LISTING YOUR HOME

Putting Your Home on the Market



MLS Listing

Your home will be put on the MLS where it can be seen by other real estate agents who are searching for homes for their buyers. Your listing will also be posted on websites like Zillow and Realtor.com where potential buyers will be able to find your home.



Professional Signage

A For Sale sign will be placed out in front of your home, as well as Open House signs before an open house takes place.



Lock Box & Showings

A lock box will be put on your door once your home is on the market. It's best for sellers not to be present at the time of showings, and a lock box allows agents who schedule showings to access your home with interested buyers.



Open House

An open house will be strategically scheduled to attract attention to your home. Open houses are a great way to generate interest and get more potential buyers to see your home.



Virtual Tour

We will create a virtual walkthrough to give your listing an advantage over other listings by allowing buyers to see your home in more detail online.

OUR MARKETING STRATEGY

Property-Specific For Maximum Exposure

When we list your home, your listing will receive maximum exposure using our extensive marketing techniques ↴

Email Marketing

Your home will be sent to our database of over 3,000 locals and Realtors, as well as sent out to our active buyers list of clients who are currently looking for homes.

Empower Hour

Your property will be presented and spoken about in detail in front of ALL agents within our market center on Tuesday morning. *Our Market Center is #1 in the GNO in market share and home sales.*

Social Media Marketing

We use a variety of social media networks like Instagram, Facebook, TikTok, Twitter and LinkedIn to get the word out about your listing. Our algorithm-specific marketing plan puts your home in front of 15,000 people virtually in just 3 days!

Homes.com

As a premium member of **Homes.com**, a company funding \$2Billion in marketing just this year, your home will be *featured* at the top of the listings page. All buyers will be specifically directed to us to help answer any questions and facilitate showing appointments for your property,



Homes.com™

facebook

trulia



Zillow®

LinkedIn

twitter

OFFERS & NEGOTIATIONS

Factors to Consider

Accepting the highest price offer seems like a logical choice, but there are many factors to consider when reviewing an offer and knowing your options lets you come up with a plan that works best for you.

CASH OFFER

Some sellers accept a lower priced cash offer over a higher priced loan offer because there are typically less issues that come up, like for example a loan falling through, and no appraisal is required. Consider your timeline and finances to evaluate if it is worth accepting a lower offer for a faster closing and often a much simpler process.

CLOSING DATE

Some buyers may be looking to move in as soon as possible, while others may need more time in order to sell their own house. You may be able to select an offer based on a timeframe that works best for you, or you might have to be more flexible in order to close the deal.

CLOSING COSTS AND BUYER'S AGENT COMMISSIONS

Closing costs fall under the buyer's list of expenses, but buyers may ask the seller to pay for a portion, or all of this expense, as part of the sale negotiation. As of July, Commission offerings to Buyer's Agents will be removed publicly from all MLS listings, however, we advise our Sellers to offer a Buyer's Agent a commission percentage in the form of *Buyer Concessions*. This is because a Buyer paying the entirety of the commission to the Buyer's Agent may impact their affordability in buying a home, period.

CONTINGENCY CLAUSES

A contingency clause is a qualifying factor that has to be met in order for the buyer to move forward with the sale. Contingency clauses often include details of financing, inspections and home sales, and the terms can be negotiated between the parties. The contingency allows the buyer to back out of the contract without penalty if the terms are not met.

UNDER CONTRACT

Steps Before Closing

Once you and the buyer have agreed on terms, a sales agreement is signed and your home is officially under contract.

Inspection

Property inspections are done to make sure that the home is in the condition for which it appears. If the property inspector finds any issues, the buyer can decide if they want to back out of the contract or renegotiate the terms of the sale.

Possible Repair Requests

After an inspection, buyers may have repairs they would like completed before purchasing your home. Typically there is room for negotiation, but some of these items can be deal breakers. It is necessary for both parties to come to an agreement on what will be repaired and what will not, and if there will be a price deduction in order to accommodate for the repairs.

Appraisal

If the buyer is applying for a loan, the bank will request an appraisal to confirm that the home is worth the loan amount. The appraisal takes into account factors such as similar property values, the home's age, location, size and condition to determine the current value of the property.

Final Walk Through

Before a buyer signs the closing paperwork, they will come to the home to do a final walk through. This last step is to verify that no damage has been done to the property since the inspection, that any agreed upon repairs have been completed, and that nothing from the purchase agreement has been removed from the home.

Seller's Inspection Checklist

GENERAL

1. _____ Make Sure that all utilities are turned on.
2. _____ Access is clear to electrical panel, crawl space, Attic space and garage walls.
3. _____ Remove or put pets in a secure area.

More than likely the buyers will come to the inspection. Have the house clean. Don't leave dishes in the sink, pans in the oven or cars in the garage. Change all air filters prior to the inspection. Consider having something (water) for buyers to drink. Leave your phone number for inspector in case they have any questions about the operation of your home.

Exterior

4. _____ Make sure water drains away from the house by adding downspout and splash blocks under gutters.
5. _____ Fix any loose shingles or nail pops on the roof.
6. _____ Clean gutters and downspouts to prevent overflowing.
7. _____ Check wood trim joints for softness and caulk.
8. _____ Check all steps for loose bricks or wood and replace or secure as needed.
9. _____ Check all handrails for looseness and secure as needed.
10. _____ If there is a deck check for weathering wood
11. _____ Check for any fallen insulation or wood debris lying on the ground under a deck or in a crawl space. This creates a conducive environment for termites.
12. _____ Check hose faucets to ensure they're not loose or leaking.
13. _____ Ensure that there are anti-siphon devices installed on the exterior hose faucets.

Garage

14. _____ Check automatic reverse on garage doors.
15. _____ Check garage foundation walls for termite tubes. (mud tubes on the wall).
16. _____ Move stored items away from the garage walls so that the inspector can view the foundation.
17. _____ Check for damaged Sheetrock adjoining the living space to ensure proper fire rating.

INTERIOR

18. _____ Check all windows for opening, closing and locking.
19. _____ Check all windows to ensure that they stay up on their own.
20. _____ Check all windows for possible broken thermo seals/cracks
21. _____ Check all outlet covers for loose, damaged, or missing covers.
22. _____ Check all doors for rubbing/sticking when opening and closing. Correct and adjust as needed.
23. _____ Check walls and doors for holes from door handle or from door stop
24. _____ Check ceiling fans on all 3 speeds for wobbling
25. _____ Check and replace all burned out light bulbs.
26. _____ Consider getting carpet cleaned and restretched if needed.
27. _____ Check for and fix any holes/nail pops in walls/ceiling

Kitchens and Bathrooms

28. _____ Fill all sink basins, drain, check for leaks
29. _____ Check disposal and dishwasher
30. _____ Check cabinets for and rubbing and ensure they are secure and open and close properly
31. _____ Check that all burners and elements work on the stove and oven
32. _____ Check the counter and back splash for any needed caulking.
33. _____ Check for loose tiles, cracked tiles, and missing grout.
34. _____ Check the toilet for cracks or loose/rocking toilets and tanks.
35. _____ Check supply lines, toilet shut offs, to ensure they flush properly.
36. _____ Check for faucets to ensure proper hot and cold plumbing installation. (hot is on left, cold should be on the right)
37. _____ Check all faucets for water pressure. If pressure is low, try cleaning out aerators/screens
38. _____ Check laundry connection for leaks
39. _____ Check water heater for leaks and corrosion.
40. _____ Check breakers for tripped or missing breakers.
41. _____ Check GFCI's and AFCI's to ensure that they respond.

CLEARED TO CLOSE

Congratulations, You've Made it to Closing!

Closing is the final step in the selling process. On the day of closing, both parties sign documents, funds are dispersed, and property ownership is formally transferred to the buyer.

CLOSING EXPENSES FOR SELLERS CAN INCLUDE:

- Title insurance policy
- Home warranty
- Real estate agent commissions
- Recording Fees
- Property Taxes (split with the buyer)
- Remaining balance on mortgage
- Any unpaid assessments, penalties or claims against your property

Items to Bring to Closing:

- ✓ Government Issued Photo ID
- ✓ House Keys
- ✓ Garage Openers
- ✓ Mailbox Keys

SUCCESS STORIES

Here's what our Clients are Saying

“

Michael was very easy to work with as a seller. He did a great job of advocating for his client, but also acknowledging my concerns and compromising when necessary to get the sale done.

• *Julie*



”



“

Michael was a complete professional throughout this whole process. He answered any and all questions I had. If he did not know the answer he got back with me in a timely fashion with the proper answer. I have already recommended him to people

• *Dennis*



”

“

Danny (Michael) was a fabulous agent for us. He listened to what we had to say and incorporated our ideas into the marketing of our house. He sought answers to our questions almost immediately after we asked them. We would highly recommend using Danny for either selling or purchasing a home!

• *Randall*



”



MEET YOUR AGENT

Michael "Danny" Lester



Michael D. Lester

CEO | MDL HOMES & LUXURY

KW Productivity Coach

2024 KW Associate Leadership Council (ALC)

2024 NAHREP Member

Voted "2019 Rookie of the Year"
by *Keller Williams Realty*

Received the "2021 Rising Star"
Award by *Real Producers Magazine*

Voted one of the "Top Real Estate Agents"
for 2020, 2021, 2022, 2023 & 2024
by *New Orleans Magazine*

Nominated for
"2022 Realtor of the Year" by the
New Orleans Metropolitan Area of Realtors (NOMAR)

MDL Homes & Luxury is the top agency in helping Sellers & Buyers make the move in NOLA, Metairie, and all of the Greater New Orleans Areas.

We pride ourselves on thorough market research, pricing analysis, being a neighborhood translation expert, and also attending weekly meetings with the top lenders and insurance agents to stay fully up to date with mortgage rates, insurances and changes upcoming in the GNO real estate market.

With over \$100M sold in less than a decade, we have the experience to fight for you to get the best deal on a home sale, and the emotional bandwidth to take the majority of the stress off of your plate.

Let's Get to Work



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You can also find me on:



A modern living room interior featuring a light gray sofa with several yellow and white pillows. In front of the sofa is a glass coffee table with a chrome frame. To the left, there is a white armchair with a black and white geometric patterned pillow. A large window on the left side of the room provides a view of the outdoors. The room is decorated with a large abstract painting on the wall and a potted plant on the windowsill.

Sell with Confidence

#Sell with MDL