



LADONNA HORTON

REALTOR®



WHITTINGTON
REALTY

SENIOR GUIDE



I AM LADONNA

YOUR LOCAL REAL ESTATE EXPERT

Nice to "meet" you!

I'm a real estate agent in Oklahoma who loves what I do - helping people find their next home. I was born and raised in Oklahoma City, so I know the city well!

Buying or selling real estate can be intimidating, but as your realtor, I'll be there through every step of the process. My #1 goal is to help make your experience as easy and stress-free as possible. I am a Zillow Premier Agent and a certified Seller Representative Specialist.

I am blessed to work with amazing clients who become friends and a strong part of my referral network.

LET'S CONNECT

☎ (405) 473-5441

✉ LADONNASELLSHOMES@GMAIL.COM

🌐 WWW.LADONNAHORTON.COM

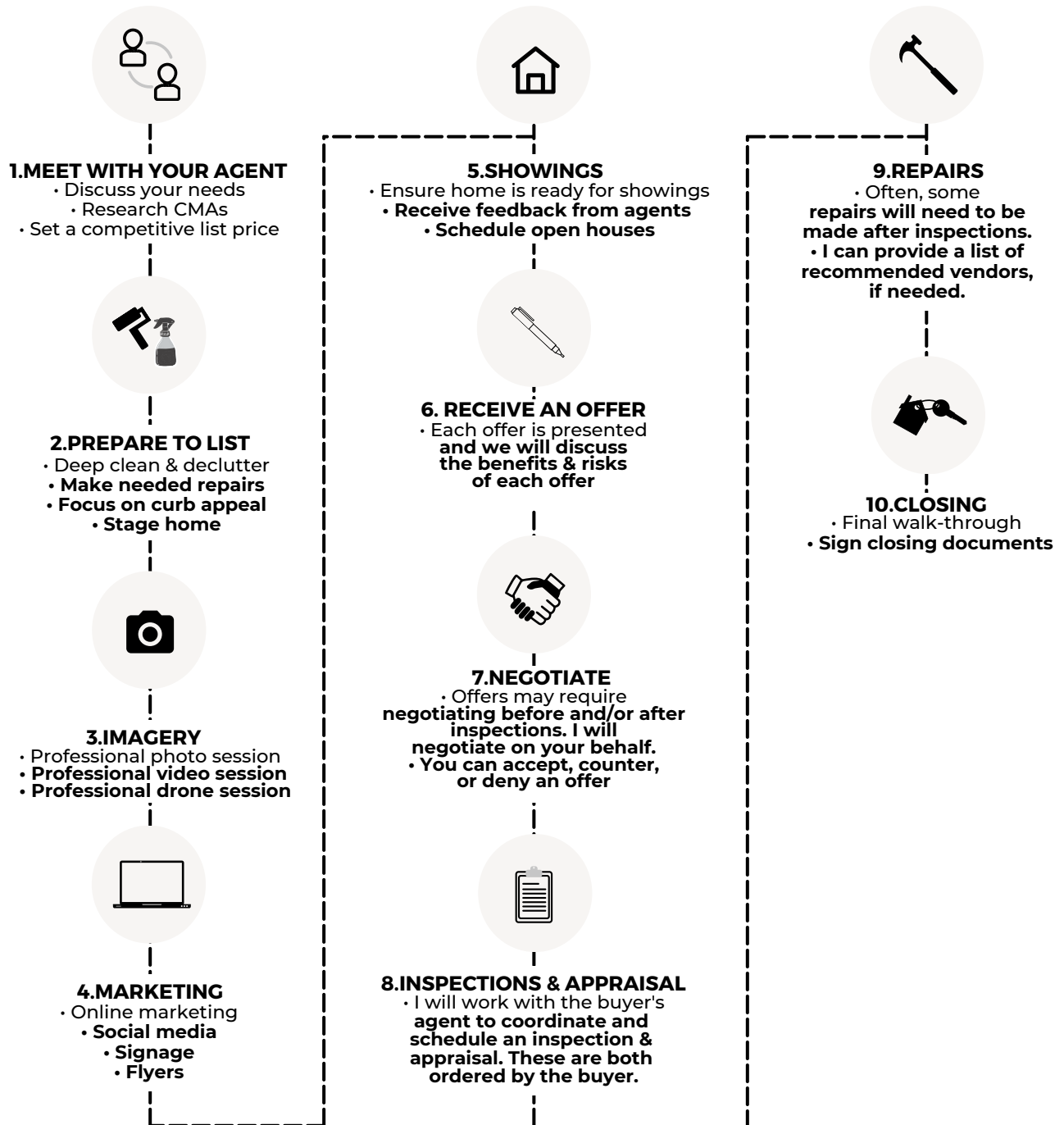
📘 FACEBOOK.COM/LADONNA.NICKELLHORTON/

📷 INSTAGRAM.COM/LADONNASELLSHOMES/

A wooden tray with a brass handle on the left side. Inside the tray, on the left, is a white ceramic pot containing a green plant with small, rounded leaves. On the right side of the tray is a stack of three white, folded towels. The background is a plain, light-colored wall.

THE PROCESS

MY TEAM'S HOME SELLING PROCESS





DETERMINING **FACTORS**

FOR IF A PROPERTY WILL SELL OR WILL NOT SELL

FACTOR 1 - **PRICING**

When pricing your home, it is important to carefully consider top market value. Using my competitive market analysis tool, I will suggest your home's best listing price. I tend to sell homes **HIGHER** than the market average because I list homes at the correct price from the start, but in the end, it is your decision.

FACTOR 2 - **HOW IT SHOWS**

It is important to have your home ready for market on day one! I will help you make sure your home is ready for showings and marketing by giving tips and advice related to:

- Decluttering & removing personal items
- Making sure the home is clean and smells fresh
- Neutralizing spaces and walls
- Cleaning carpets or professional cleaning
- or suggesting repairs that may need to be done

FACTOR 3 - **MARKETING**

I offer **MARKETING TECHNIQUES** to help get your home sold faster and for more money.

PROSPECTING

Prospecting daily for potential buyers, communicating with neighbors, and our co-op agents and past or new clients.

MARKETING

The second you sign with me, I go to work on marketing your home! **COMING SOON MARKETING**, **ONLINE MARKETING**, **SOCIAL MEDIA MARKETING** and **PRINT MARKETING** are all part of the success of getting your home seen by the most potential buyers, selling your home faster and for more money than the competition.

COMMUNICATION

I actively communicate with you through every step of the process - diligently sharing feedback from showings, following up with agents after viewing the home, and calling weekly to discuss the progress from the previous week.

MY TEAM **ADVANTAGE**

PROFESSIONAL STAGING CAN BE PROVIDED

- Staged homes can sell for more than unstaged homes.
- There are different levels of staging. Pricing may vary.

BOOSTED ONLINE EXPOSURE

Today's market is centered on technology. Buyers are performing their searches online, so it is important that your listing is ranked high and shown in its best light.

Studies have shown that online buyers, disregard homes with limited photos, low-quality photos, and minimal information. Rest assured I take the extra steps to get maximum exposure for your listing and give the online shopper a wealth of information, as well as quality photos, and video tours.

PROFESSIONAL PHOTOGRAPHY PROVIDED

A photograph of a kitchen corner. In the foreground, two white ceramic vessels sit on a speckled countertop. The one on the left is a short, wide-mouthed jar. The one on the right is a taller, rounded jug with a handle and a ribbed neck. Behind them, a wooden cutting board leans against a wall of white subway tiles. A white light switch is visible on the wall to the right of the cutting board. The text "BEFORE LISTING" is overlaid in the center of the image.

BEFORE LISTING

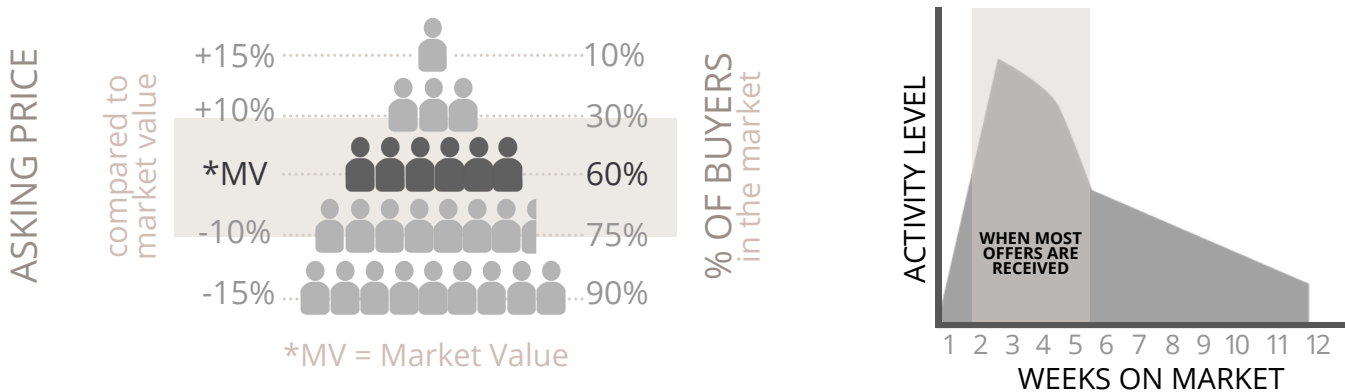
LISTING STRATEGY

PRICING STRATEGY

Using a scientific market analysis in your area, we will price your home correctly the first time so that it will sell quickly.

If your home is priced at fair market value, it will attract the largest number of potential buyers in the first few weeks.

If a home is overpriced it will attract the fewest number of buyers looking to purchase a home. The majority of home buyers look at a lot of homes, and they quickly get a feel for the price range that homes sell for in a given condition and location.



PROFESSIONAL PHOTOGRAPHY

In today's market, home buyers are searching online first. It is imperative that the photos of your home are top notch and of the best quality to catch the buyers attention and stand out from the competition. Having more eyes on your home, is the fastest way to get it sold and sell for top dollar.

PROFESSIONAL STAGING

To make sure your home is shown in the best light to buyers, a professional staging consultation can be provided to ensure your home is ready to go on the market. A stager's job is to neutralize the home to appeal to the maximum number of potential buyers. Pricing varies depending on level.

AGENT MARKETING

I am part of a very large agent network. I will reach out to this network to see if your home might be a great fit for one of their buyers. This agent network is key to connecting buyers with your home as 88% of residential sales involve real estate agents.

ADVERTISING & MARKETING

I know the importance of marketing a property. This is an area I heavily focus my budget on. My expertise is attracting buyers, and increasing brand awareness.



PREPARING TO LIST

MAXIMIZE YOUR HOME'S POTENTIAL

A clean, neutral, and streamlined look helps buyers to imagine what life would be like in your home. The action points below could help them be able to do that.

1 EXTERIOR

- Wash or paint the home's exterior
- Keep the yard nicely trimmed and lawn free of clutter.
- Weed and add mulch to garden beds.
- Apply fresh paint or stain to wooden fences
- Clean windows
- Keep the front porch clean and free of clutter. It's a buyer's first impression of the home!

2 INTERIOR

- Remove personal items, excessive decorations & furniture
- Replace or clean carpets
- Get rid of clutter and organize and clean closets
- Apply a fresh coat of paint to walls, trim and ceilings
- Replace outdated ceiling fixtures, and clean lighting fixtures
- Minimize and clean pet areas in the home
- Be sure that all light bulbs are in working order

3 FRESHEN THE PAINT & FIXTURES

- A new coat of exterior paint helps a home's curb appeal. It isn't a low-budget item, but if you can swing it...DO IT
- If you can't paint the entire home, consider painting the trim.
- Update exterior light fixtures. This can quickly give a home an updated look
- Put a fresh coat of paint on the front door



STAGING YOUR HOME

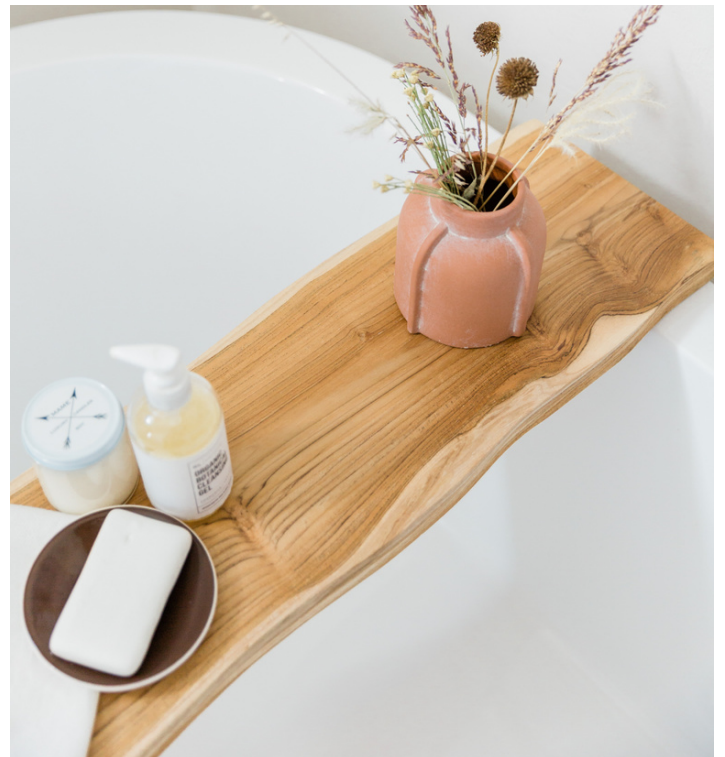


THE ART OF STAGING

Staging a home is definitely different than designing a home. The goal of hiring a stager is having a trained eye come into your home and look at it as a buyer would. This service can be provided to create a clean, decluttered look so that potential buyers can look at your home like a blank canvas to envision all their loved ones and belongings in the space for years to come.

staged homes spent
90%
less time on the
market

staged homes can
increase sale price up to
5%



BENEFITS OF STAGING

- LESS TIME ON THE MARKET
- INCREASED SALE PRICE
- HIGHLIGHTS THE BEST FEATURES OF THE HOME
- DISGUISES FLAWS OF THE HOME
- DEFINES SPACES AND REVEAL THE PURPOSE OF EACH SPACE
- DEMONSTRATES THE HOMES FULL POTENTIAL
- CREATES THE WOW FACTOR YOU WILL NEED IN PHOTOS TO MAKE YOUR HOME STAND OUT



A LASTING IMAGE

REAL ESTATE PHOTOGRAPHY



A PICTURE SAYS A THOUSAND WORDS

A listing's photos are often the first and sometimes only opportunity to attract a potential buyer. Most buyers are finding their homes online and photos are the first impression of your home. Pictures are the key to getting a home noticed, showings scheduled, and therefore sold. As your agent, I will ensure that your listing will be shown in its best light. Many times a buyer has already decided if they are interested in your home just from the pictures online, without ever stepping foot inside your home.

INTERESTING FACTS:

quality photos enjoy

118%

more online views

professionally shot listings

can sell for
considerably
more!

potential buyers look at
professionally shot photos

10 TIMES

longer than non professional photos

PROFESSIONAL VIDEOGRAPHY

VIDEO IS THE NUMBER ONE FORM OF MEDIA FOR ENGAGEMENT



Real estate
listings with
video receive
more
inquiries

Videos
attract
more traffic
for nurturing
leads.

70%
of
homebuyers
watch video
house tours

Video gives a prospective buyer a true feeling of moving through a home, and is far more descriptive of a space than still images can ever hope to be.



AERIAL PHOTOGRAPHY

Using aerial photography in real estate can show buyers a much more accurate depiction of what the property is actually like.

benefits

OF HAVING AERIAL PHOTOS:

- ✓ Provides views of the entire property & land
- ✓ The condition of the roof and other property features
- ✓ The neighborhood and surrounding area, including the home's proximity to schools & amenities
- ✓ Developments or local districts that are supported by the buyer's property taxes

VIRTUAL TOURS

A virtual tour is a sequence of panoramic images that are 'stitched' together to create a 'virtual' experience of a location.

Once created, the viewer is able to experience what it is like to be somewhere they are actually not

THE BENEFITS



Utilizing cutting-edge technological solutions, we can narrow in on the most serious buyers. By using virtual tours we can give buyers a good look at your home without disturbing you. Leaving only the more serious buyers to schedule a showing.



They are interactive by design, which means users spend more time exploring than they would look at photos. The more invested in the interaction potential buyers feel, the more likely to take the next step in their purchase journey.



Potential homebuyers don't like to wait and they want all the information now. Never missing another opportunity. A virtual tour allows your home to be on display around the clock.



Exposes your home to a wider audience. Your home can be toured from clear across the country at any time.



PROPERTY FLIERS AND BROCHURES



Property marketing fliers are a memorable marketing piece for buyers to bring home with them after a showing. These fliers outline details of your home - seen and unseen. I love using these to show all the unique details, photos, neighborhood specs, schools, upgrades and features your home has to offer.



**SOLD ON KEEPING YOU
SAFE**



WE'VE GOT YOU COVERED

A secure lockbox will be used

This allows real estate agents access to show buyers your home securely. The lockbox holds the keys to the home and is typically found at the front guarded by a security lock that only licensed agents have access to.

Stow away valuables

Before showings, make sure that all valuables are put away and out of sight. This includes even mail left out (which may contain personal information and bank statements). Items of value such as jewelry, artwork, cellphones, and gaming systems should also be out of site. It's a good idea to walk through your house before showings and make sure everything of value is out of sight.

Don't allow anyone in without an appointment

Now that your home is online, many know that it is for sale. For your safety, NEVER let a stranger into your home. While it is likely that it is just someone that saw the sign in your yard and is interested in getting a quick look, you just never know. Ask them politely to call your agent who handles all showings.

Remove Prescription Drugs & Medication

Clean out your medicine cabinets and any other place you may store medications and hide them away. There have been more and more stories of people intentionally going to home showings to take medications freely.

Put Away Bills & Other Mail Pieces

With identity theft on the rise it is important to put away all mail pieces with your information on them. If this information ends up in the wrong persons hands, it can easily lead to identity theft.

Be extra vigilant on keeping doors locked

Often times, a home for sale makes buyers think it might be unoccupied. So be sure to always keep your doors and windows locked.

Keeping your home safe

Once your listing goes live, we can provide shoe covers, hand sanitizer, and/or friendly reminder signs for all of your showings, if requested.

A high-angle, wide shot of a bright, modern living and dining area. The room features light-colored wood plank flooring. On the left, a large window with white frames and horizontal blinds allows natural light to fill the space. Below the window is a built-in white bench. In the center, a light-colored wooden dining table is surrounded by three modern, light-colored upholstered chairs. A clear glass vase with green foliage sits on the table, along with a small box. To the left of the dining area, a large, patterned rug in shades of blue and white is partially visible. In the background, a flat-screen TV is mounted on a white wall above a long, low wooden shelf. The shelf holds a small potted plant and a digital clock displaying '12:26'. A wicker basket sits on the floor near the shelf. The overall aesthetic is clean, minimalist, and airy.

LISTING YOUR HOME



MARKETING PLAN

NETWORKING

A large percentage of real estate transactions happen with co-operating agents in the country. I will expose your listing to this market.

SIGNAGE

A sign will be placed in your yard as well as pointers and open house signs before an open house. These will be placed at the most opportune times to gain the most exposure.

ONLINE EXPOSURE

Buyers in today's market first start their search online. We will meet your potential buyer where they are...online! Not only will your home be featured in the local MLS, it will also be featured on the major 3rd party real estate sites, and syndicated to literally hundreds of other listing sites. Your home will be featured on my company website, and social media.

EMAIL MARKETING

An email will be sent to our current buyer database and buyers searching for properties on my website. A new listing email alert will go out to my agent network of thousands of agents in the area.

PROPERTY FLYERS

Highly informative and creative property flyers will be displayed inside your home. These help potential buyers remember the key items and unique features of your home.

LOCKBOXES

Lockboxes are essential for the safety of all. They allow an agent to show your house whenever he or she needs to, rather than relying on you the owner for a key. Owners are also expected to vacate the property for showings. Having a lockbox makes this process much easier for all involved. And repairmen can be sent a one-time code, if needed.

SHOWINGS

When we list your home, you will also be signed up with a showing service that immediately communicates with me when a showing is scheduled. You will be notified, as well. Buyers don't always provide feedback, but I'll still follow up with their agents within 24 hours.

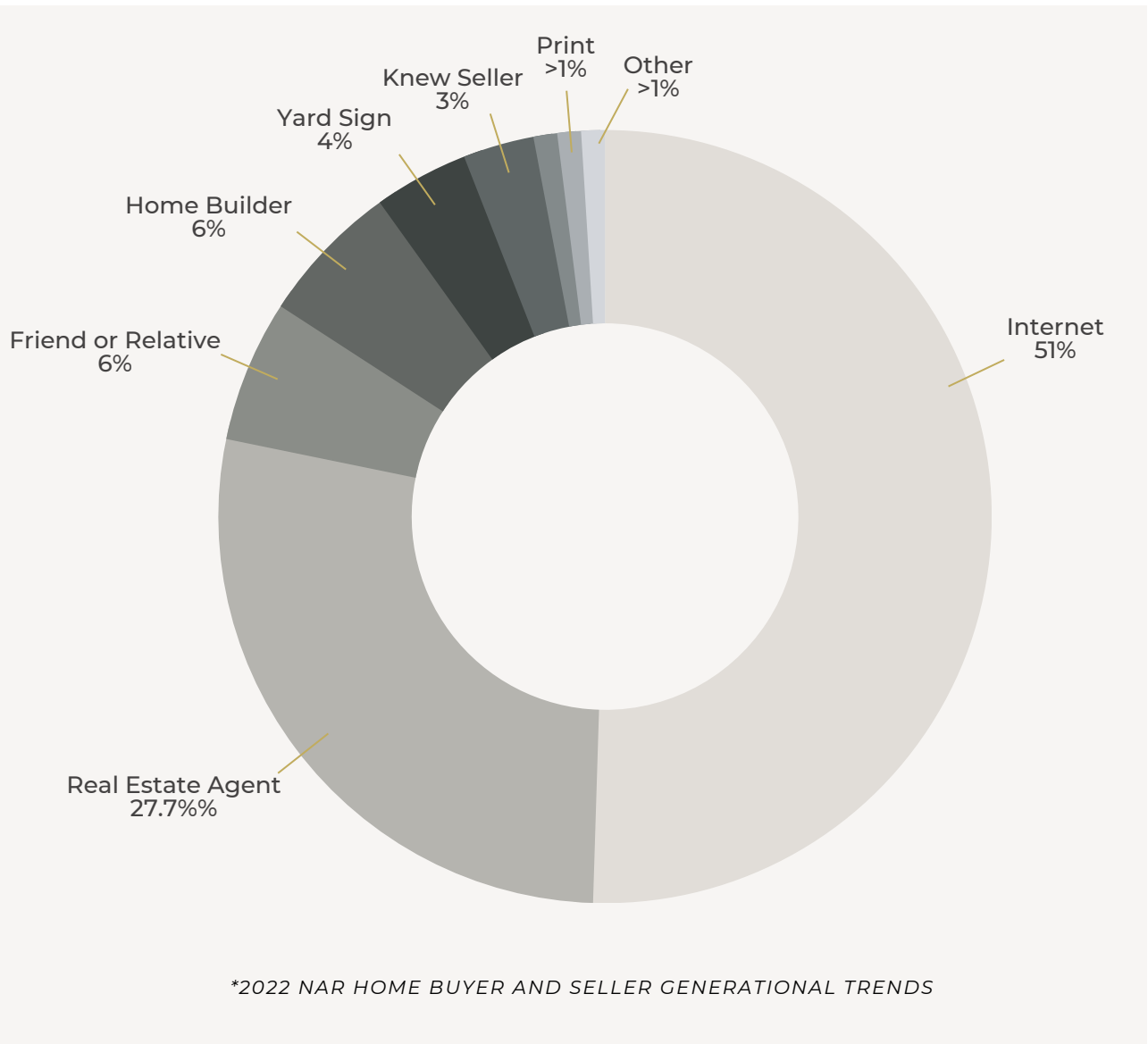
OPEN HOUSES

Open Houses can be held on Saturday or Sunday, if needed. A notification will be sent out to the MLS and all 3rd party sites notifying buyers of the date and time.

SOCIAL MEDIA MARKETING

We practice regular social media marketing on today's top social sites which include and are not limited to: Facebook, Instagram, Twitter and/or Tiktok.

WHERE DO BUYERS FIND THEIR HOME



MAXIMUM EXPOSURE

Get Featured

I will feature your home on the top home search sites, and on social media and syndicate it to over 400+ other sites.

Homes that receive the top 10% of page views sell an average of 30 days faster!



 Zillow®

 trulia®

realtor.com®

twitter

facebook.

Instagram

Linked in.

LaDonnaHorton.com

MLSOK



AFTER

LISTING YOUR HOME



HOME SHOWINGS

FLEXIBLE

Try to be as flexible and accommodating to the buyers schedule. We want to avoid having missed opportunities, if at all possible.

INFORMED

Make sure everyone in the home is informed when showings are to happen so they can keep their spaces clean.

DAILY CLEANING

Keep up with daily messes. Wipe down kitchen and bathroom counters before leaving for the day.

ODORS

Avoid strong-smelling foods: Keep your meal prep as neutral and simple as possible.

FURRY FRIENDS

Keep pet areas clean. Clean up after your pets immediately and wash their bedding regularly. Hide pet food or litter. Not everyone is a pet person and it may hinder a potential buyers ability to picture themselves living in your home.

NATURAL LIGHT

Open blinds and curtains and let in as much natural light as possible. Leave lights on before you leave for a showing.

TRASH

Empty trash cans to avoid any odors. Try to empty trash cans nightly so that the home is fresh when you leave for the day.

TEMPERATURE

Keep the room temperature comfortable. This demonstrates to buyers that the HVAC is working properly.

PERSONALS

Make sure you place all valuables and prescriptions out of sight and in a safe place.

VACATE

Having a seller present can make buyers feel awkward. We want to make the buyers feel at home and stay awhile.

OFFERS

Price is just one of many considerations when deciding which offer is best for you!

Here are some of the other factors that matter:

CONTINGENCIES

The fewer contingencies on an offer, the better. Shorter time periods can also be valuable.

ALL CASH BUYER

A cash offer is usually more appealing than a financed offer as the seller doesn't need to worry about the bank approving the loan.

PRE-APPROVAL

Assures home sellers that the buyer can get the loan they need.

LOAN TYPE

A conventional loan can be the least complicated. This is an appealing choice for sellers. An FHA or VA loan might cause a few delays because of certain required repairs and approvals.

CLOSING TIMELINE

You might need to close quickly to move on to the next adventure, or you might need to extend the closing to allow time for the next home to be ready. Choosing the offer with the closing time that fits your needs will be attractive to you.

CLOSING COSTS

Sometimes an offer comes in high, but the buyer asks you to pay a percentage of the their closing costs.

REPAIR REQUESTS

If the home needs some repairs, but you don't have the time or money to do them, a buyer who is willing to do them for you might be most appealing.

OFFER PRICE

Of course, price matters too! But, if a higher offer will cost you more in closing costs, repairs, or other factors—then it probably won't be the better offer.

NEGOTIATIONS



after an offer is submitted:

WE CAN:

- Accept the offer
- Decline the offer

If the offer isn't close enough to your expectation and there is no need to further negotiate.

•Counter-offer

A counter-offer is when you offer different terms to the buyer.

THE BUYER CAN THEN:

- Accept the counter-offer
- Decline the counter-offer
- Counter the offer

You can negotiate back and forth as many times as needed until you can reach an agreement or someone chooses to walk away.

OFFER IS ACCEPTED:

You will sign the purchase agreement and you are now officially under contract! This period of time is called the contingency period.

Now inspections, appraisals, or anything else built into your purchase agreement will take place.



CONTRACT TO CLOSING

INSPECTIONS

WHAT IS INCLUDED

Roof & Components
Exterior & Siding
Basement
Foundation
Crawlspace
Structure
Heating & Cooling
Plumbing
Electrical
Attic & Insulation
Doors
Windows & Lighting
Appliances (limited)
Attached Garages
Garage Doors
Grading & Drainage
All Stairs



FAQ

INSPECTION TIME FRAME
TYPICALLY 10-14 DAYS AFTER SIGNING
CONTRACT. NEGOTIATIONS USUALLY
HAPPEN WITHIN 7 DAYS.

COSTS
NO COST TO THE SELLER. THE BUYER
WILL CHOOSE AND PURCHASE THE
INSPECTION PERFORMED BY THE
INSPECTOR OF THEIR CHOICE.

POSSIBLE OUTCOMES
INSPECTIONS AND POTENTIAL REPAIRS
ARE USUALLY ONE OF THE TOP REASONS
A SALE DOES NOT CLOSE.

COMMON PROBLEMS COULD BE
FOUNDATION, ELECTRICAL, PLUMBING,
PESTS, STRUCTURAL, ROOF, OR MOLD.

UPON COMPLETION:

BUYER CAN ACCEPT AS IS

BUYER CAN OFFER TO RENEGOTIATE

BUYER CAN CANCEL CONTRACT

HOME APPRAISAL



If the buyer is seeking a loan to purchase your home, they will need to have an appraisal performed by the bank to verify the home is worth the loan amount. As a seller, we want the property to appraise for at least the sale amount or more. It is very difficult to successfully contest your appraisal. An experienced agent demonstrates certain strategies to reveal the value of the home prior to the appraisal.

APPRAISAL COMES IN AT OR ABOVE SALE PRICE

You are in the clear, and closing can begin!

APPRAISAL COMES IN BELOW SALE PRICE

- Renegotiate the sale price with the buyer
- Renegotiate with the buyer to cover the difference
 - Cancel and re-list
- Consider an alternative all-cash offer

CLOSING THE SALE

WHAT TO EXPECT

Closing is when funds and documents are transferred in order to transfer ownership of the property to the buyer. The escrow officer will look over the contract and find out what payments are owed by who, prepare documents for closing, perform the closing, make sure all payoffs are completed and the buyer's title is recorded, and that you receive payoffs that are due to you.



YOUR COSTS

Seller commonly pays:

- Mortgage balance & penalties if applicable
- Any claims against your property
- Unpaid assessments on your property
- Real estate Brokers, for payment of commission
- Title insurance policy
- Home warranty (if requested)

WHAT TO BRING

Sellers need to bring to closing:

- A government picture ID
- A 2nd form of ID (insurance, etc.)
- House keys
- Garage door openers
- Mailbox and any other spare keys

AFTER CLOSING

Keep copies of the following for taxes:

- Copies of all closing documents
- All home improvement receipts



FINAL STEPS

FINAL STEPS FOR SELLERS

✓ CANCEL POLICIES

Once title transfer has occurred, contact your insurance agent to cancel your policy so you can receive a refund of any prepaid premiums.

✓ CLOSE ACCOUNTS

Cancel utilities and close those accounts. Keep a list of phone numbers for each of your utility and entertainment companies.

✓ CHANGE ADDRESS

Let everyone know your new address. Submit a change-of-address form to the post office.

✓ TURN EVERYTHING OFF

Turn off valves to the sinks, toilets, appliances, and water heater. Turn off all light switches and fans. Lastly, call the electric company.

✓ DOCUMENTS

Secure all closing documents as well as the contract and closing documents. Keep them in a safe place.

✓ GATHER HOME PAPERWORK

Put together a packet of manuals, receipts, and any warranties as well.

✓ CLEAR OUT PERSONALS

Move out your personal belongings completely BEFORE closing date/time. Check all drawers, cabinets, closets, attic, etc.

✓ CLEAN

Ensure that your home is completely clean upon leaving the home. Wipe down the cabinets, countertops, and appliances inside and out. Thoroughly clean out the garage. Put all trash in waste bins outside. Vacuum and sweep floors. Leave your home the way you would like to find it if you were the buyer.

✓ INCIDENTALS

You can leave remotes, gate keys, pool keys, and mailbox keys in a drawer in the kitchen. Also alarm code information, if possible.

✓ EXTERIOR

Be sure to check outside that you didn't leave any personal items.

✓ LOCK UP

Ensure all blinds are closed, and lock the windows and doors. Bring house keys, garage door openers, etc. to closing so buyer can get in the house after closing.



REVIEWS



**Highly likely to
recommend**

5.0 ★

12/29/2020 - gaylagal133

Sold a Single Family home in 2020 in Noble, OK.

★★★★★ Local knowledge

★★★★★ Process expertise

★★★★★ Responsiveness

★★★★★ Negotiation skills

Great with detail and research. Will work hard to get you the very best price. Very honest as far as what you should and shouldn't do with your property. She is very professional and a fine person to work with.

**Highly likely to
recommend**

5.0 ★

5/13/2022 - debbielang55

Bought a home in 2022 in Oklahoma city, OK.

★★★★★ Local knowledge

★★★★★ Process expertise

★★★★★ Responsiveness

★★★★★ Negotiation skills

I have worked with many realtors and LaDonna by far succeeds any realtor I have worked with. She went above and beyond to make sure my wants & needs were met in such a caring way. LaDonna was always quick to reach out to me with any information I needed, she exceeded all my expectations and made my buying experience fun!! When I buy again my Realtor will be LaDonna!

**Highly likely to
recommend**

5.0 ★

8/3/2020 - soonerryan20002

Sold a Single Family home in 2020 in Norman, OK.

★★★★★ Local knowledge

★★★★★ Process expertise

★★★★★ Responsiveness

★★★★★ Negotiation skills

I didn't pick LaDonna Horton to be my Realtor out of the blue. I had worked with her for three years, and knew her to be helpful, efficient and innovative. What I ended up experiencing, to be honest, I am not expecting to ever experience again. Not only did she help me well beyond what was required to get the house ready for showing, she sold my house in one day at more than what I asked for it.

I'm not intending on selling you on unrealistic expectations. A lot goes into marketing timing and neighborhood. Location, location, location as they say. However, I know lots of Realtors and count many of them among my personal friends, and yet the first and only person I picked was my friend and former co-worker, LaDonna Horton. There is a 100 percent chance that when it comes time for my wife and me to buy again that we'll be picking LaDonna -- and I strongly urge you to do the same.

REVIEWS



**Highly likely to
recommend**

5.0 ★

6/24/2020 -ceasterlyandkaylah

Sold a Single Family home in 2020 in Lawton, OK.

★★★★★ Local knowledge

★★★★★ Process expertise

★★★★★ Responsiveness

★★★★★ Negotiation skills

LaDonna is the realtor you want. As an out-of-state resident, who needed to sell my home in Oklahoma, I was nervous that I'd get the run around. However, LaDonna helped me get my house updated for selling and kept me in the loop with any negotiations that the buyer had. Her communication skills really put her above other realtors, and she works hard to make sure every client is taken care of. I highly recommend her!

**Highly likely to
recommend**

5.0 ★

3/15/2022 - nancyat

Sold a Single Family home in 2021 in I-240 corridor, Oklahoma city, OK.

★★★★★ Local knowledge

★★★★★ Process expertise

★★★★★ Responsiveness

★★★★★ Negotiation skills

In the past, I've always been so nervous when buying or selling a house. When I recently needed to find a realtor, my daughter recommended LaDonna Horton. What a relief to find an experienced realtor who could help me get the most for my home, including full asking price. She gave me solid advice and helped with staging. Her photographer skillfully captured the best of my house. LaDonna sold my house in only 5 days. The whole process was easy and closing was a breeze. It was such a comfort to have her by my side during the process. I will be happy to work with her again.

FROM LISTED TO SOLD

A HOME SELLER'S GUIDE



PRESENTED BY:

La Donna Horton
REALTOR®



WHITTINGTON
REALTY