

Seller's Guide

COURTESY OF
TEAM SMITH W/ **THE MARKET REAL ESTATE CO.**



The background of the entire page is a photograph of a modern living room. It features a white brick fireplace with a warm fire burning inside. To the left of the fireplace is a light-colored armchair with patterned and solid pillows. To the right is a dark grey sofa with patterned and solid pillows. A white built-in shelving unit with a television is visible on the right side of the fireplace.



THE MARKET
REAL ESTATE CO.

TEAM SMITH

1 in Client Referrals!

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www.TeamSmithSells225.com

 BEST OF ZILLOW



Licensed by Louisiana Real Estate Commission

Why you need a REALTOR®



Selling a home is one of the most important transactions in your lifetime. It is essential that you have a REALTOR® in your corner, always looking out for your best interest.

After all, most buyers will have a buyer's agent representing them and our goal is to get the seller top dollar for their home.

There is incredible value in having someone working for YOU!

GUIDE YOU THROUGH PREPARING YOUR HOME TO LIST

We will do a walk-through tour of your home to see what adds value, what needs to be done to prepare, and what sets your home apart from your competition.

ABILITY TO BE A GREAT FACILITATOR

A REALTOR® will remain neutral, maintain confidentiality, keep the common goal at the forefront and work with the lawyers to get documents signed if necessary.

LARGER NET PROFIT WITH A REALTOR®

On average, REALTORS® sold homes for 13% higher than FSBOs. That's \$13,000 extra per \$100,000.

MARKETING TO QUALIFIED BUYERS

A REALTOR® will put your home in the MLS, where other REALTORS® can bring qualified/preapproved buyers not just a stranger touring your home out of curiosity.

SELL QUICKER WITH A REALTOR®

On average, homes sold 19 days faster with a REALTOR®.

STAYING ON TOP OF THE PAPERWORK

Selling a home involves many types of documentation. We have the knowledge and expertise regarding real estate contracts, along with the required documents to help you through the process.

PROFESSIONAL REPRESENTATION

A REALTOR® will represent you and have your best interests at heart, negotiating the contract, requests for repairs, and more.

Why List With



- The Wall Street Journal ranked Team Smith as the Top 1% producing team!
- America's Best Real Estate Professionals ranked Team Smith #1 Team.
- Team Smith is #1 in Client Referrals & the #1 Real Estate Team in the state of Louisiana.
- Our team's top priority is to provide you with Five Star Concierge Service.
- Team Smith is led by two top local REALTORS® that have been serving the community since 2004.
- Team Smith's office is fully staffed with a Director of Operations, Director of Marketing, Director of Agent Development, and Transaction Coordinator to cater to all of your needs.
- We are a team of 28 REALTORS® working on your behalf with all the same goal of getting your home sold! (REALTORS® are held to a higher standard than the average real estate agent.)
- All homes listed are kept on a secure lockbox that tracks everyone who accesses your home.
- We take pride in pricing your home correctly by taking the time to research fair market value and taking the time to tour the home to see what makes your home special.
- Team Smith has 28 REALTORS® that are part of the Premier Zillow program on staff.
- Paid monthly partnerships to bring more online attention to your home.
- Team Smith agents host Open Houses weekly and discuss your home regularly to keep it top of mind for potential buyers looking for what your home offers.
- Professional marketing ads created and paid social media boost to drive more traffic to tour your home.
- Your home will be available online to millions of potential buyers through top sites like Realtor.com, Zillow.com, Trulia, Homes.com, and 100's more.
- We have a professional photographer to capture the beauty of your home and create great marketing ads to showcase it. (This is included in the concierge service we provide to our sellers)
- Team Smith host Agent Open houses to help get agents previewing your home to keep your home top of mind for their clients.
- We have created Raving Fans with our Top Service, check out what our past clients have to say and why we are Rated 5 Stars here: www.zillow.com/profile/TeamSmithSells225
- Team Smith has SOLD a home every 28 hours and sold 333 homes in 2025!



**WE SOLD A HOME
EVERY 28 HOURS!
333 CLOSED & HAPPY CLIENTS
FOR 2025**

Selling YOUR HOME

Steps to

- CHOOSE A LISTING AGENT
- GET YOUR HOME READY FOR SALE
- FIND OUT HOW MUCH YOUR HOME IS WORTH
- WE WILL MARKET YOUR HOME
- SHOW YOUR HOME
- RECEIVE OFFERS & NEGOTIATE
- ALLOW BUYER TO PERFORM INSPECTIONS
- NEGOTIATE ANY REPAIRS
- GET THROUGH APPRAISAL
- SIGN TITLE AND LOAN DOCUMENTS
- CLOSE - SOLD!

Can't I Save Money by Selling For Sale By Owner?



This is a common myth that you can save money by selling your home on your own... but check this out!

- **Larger Net Profit with a REALTOR®** On average, REALTORS® sold homes for 13% higher than FSBOs. That's \$13,000 extra per \$100,000!
- **Marketing to qualified buyers** A REALTOR® will put your home in the MLS, where other REALTORS® can bring a qualified buyer (not just looky-loos or strangers walking through your home).
- **Professional Representation** A REALTOR® will represent you and have your best interests at heart, negotiating the contract, requests for repairs, and more. Most buyers have their own agents representing them and don't you want a licensed professional representing you too.
- **Save You Time & Money** A REALTOR® will be able to help guide you to get your home ready, connect you with professionals needed to prepare your home, manage all showings, manage all the paperwork, and keep your home secure with a lockbox that can only be accessed by other licensed professionals.

Why not just use the Zestimate or other Home Value Estimates? Price it higher?



- Online Home Value Estimates Are NOT Appraisals.
- They don't take into consideration updates and items that add value to your home.
- The estimates are not taking the condition of the homes into consideration.
- You could be losing money by using these values!
- Another issue is over-pricing your home. Having a professional to help you price your home correctly will help you get top dollar!

Your home will be priced right, adjusted as needed, and this will help get it sold. With an understanding of both the big picture and the very latest sales data, the information for pricing your home is at our fingertips.

3

There are 3 main reasons a house does not sell!



Priced too high



Condition of home



Location of home

Pre Launch

1

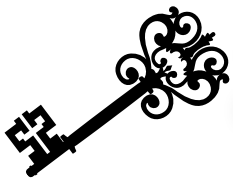
INITIAL TOUR

I will tour every aspect of your home and offer sound advice on maximizing the value, staging, what to expect, finding out your why, etc.

2

LISTING APPOINTMENT

We will set a time and date for us to sit together at your home. Give you specific details about the potential value, paperwork and list options. Final staging and prepare for pictures. Schedule pictures.



Documents to Gather



Documents, Items & Information You Will Need to Gather

1

Extra Keys

We will need a copy of keys needed to access the home and storage buildings. They will be placed in a secure lockbox for showings.

2

Insurance and Elevation Paperwork

We will need a copy of your homeowners insurance along with flood insurance declaration page and elevation certificate if applicable.

3

Most Recent Tax Bill

We will need a copy of your most recent tax payment/bill.

4

Utility Bills & Termite Contract

We will need a list of utility monthly averages, termite contract, and the contact information for those companies (Electric, Water, Sewer, Gas, Garbage, Security, Cable, HOA Dues and Termite Contract.)

5

House Related Documents

It is very helpful if you have documents from when you purchased your home (especially property disclosure), warranties (whole home, roof, windows, etc.) plat map, surveys, or any other helpful documents. Contact your mortgage company to find out your payoff amount and any information on any skipped past payments or taken a forbearance.

Seller's Preparing Checklist

Curb Appeal

Have the lawn mowed. Freshen up flower beds if needed, make sure weed-free, and use bright mulch. Trim trees away from the home and make sure mulch/flowerbeds are away from the foundation. Pressure wash driveway, walkways and patio areas (be careful not to do windows). Clean out gutters. Repair/paint fascia and soffits (make sure no rotted wood or peeling paint). Repair foggy windows. If not under termite contract, have a termite inspection done that way if any repair is needed it can be completed.

Declutter

Living Areas - Pack up everything that you don't use on a daily basis & store the boxes in the garage or storage unit if possible. Kitchen counters need to be cleared off. Remove or hide small appliances. Remove bulky and unnecessary furniture that might take away from living space. Remove anything from the closet floors. Less is more.

Depersonalize your space

Take all family pictures and personalized items down. Remove any distractions so buyers can visualize themselves living there. Hide anything with names such as trophies, awards, diplomas, mail, and documents.

Make it Like New

Repaint walls, if needed, in a neutral tone. Fresh paint goes a long way. Touch up scuff marks - Use a magic eraser on highly touched areas on walls, light switch plates, trim, and baseboards (test a small area to make sure it is safe for the surface). Fix any loose handles (doors, cabinets, etc.) Make sure all light bulbs work and are the same type of lighting (bulb type and color). The right type of lighting makes a huge difference to brighten your home. See which type of lighting looks best in your home. Cabinets with chipped paint - take a door off-color match at paint store & touch up chipped areas. Remove old caulk and replace it with new caulk around tub, shower, and sink areas.

Deep Clean

Clean all windows, mirrors, baseboards, AC registers, grills, toilets, ceiling fan blades, and jets in bathtubs. New air filters. Look for cobwebs in light fixtures and corners. Place Glade Hawaiian Breeze plug-ins throughout your home. Shampoo carpets and stretch them out if necessary. Get floor grout cleaned if needed. Have your HVAC serviced and cleaned (make sure to keep the receipt). Clear off bottoms of closets.

****IMPORTANT: Lock up all jewelry, prescriptions, guns, and money****

Getting Your Home Ready To Show

Homes sell because of correct pricing and great presentation. Team Smith knows what it takes to make the terrific first impression that will get your home sold.

We can help with light staging suggestions and moving items you already own to make your home show its best.

Decluttering and Depersonalizing are very important!

We have professionals we can recommend if needed too.

Getting the most natural light as possible in each room will help the rooms show off all its space. Having all the same light bulbs and the best lighting type will also help pictures look great online.

*You Only Get One Chance to Make a First Impression...
So Let's Make it Great!*

It takes people less than 5 seconds to decide to look at more pictures of your home or pass to the next home to look at. With beautiful pictures taken by top notch professional photographers that specialize in getting the right angle you have more of a chance of keeping eyes on your home and getting a showing!

Team Smith pays for Professional Pictures for all our Listings!

SOLD

**WE SOLD A HOME
EVERY 29 HOURS!**

**296 CLOSED & HAPPY CLIENTS
FOR 2024**



HOME SELLING

Mistakes to Avoid

1

Overpricing

2

Ignoring Repairs

3

Bad photos

4

Lack of landscaping or clean up

5

Not factoring in additional costs

The Big Day *Going Live!*

HAND ENTER ALL THE IMPORTANT DETAILS INTO THE MLS

Our office will enter all important details of your home into our MLS system. I will handcraft the description that will be added along with the professional pictures to show off your home.

SIGNAGE

A sign will be placed in your yard and along with your home's curb appeal, buyers will know right away that the home is available for sale. We will also place For Sale Directional signs pointing potential buyers to your home.

ONLINE EXPOSURE

Since buyers start their search online, our robust online marketing system is sure to capture their attention to your home. In addition to being at the fingertips of 2,322 local agents/REALTORS® your home gets sent out to hundreds of websites to get the most exposure to possible buyers. We also showcase your home on multiple social media sites (i.e. Facebook, Instagram, Pinterest).

LOCK BOX

A secure lockbox will be placed on your door for easy access to other licensed agents/REALTORS®. Each entry will also be tracked with a code and scheduling system so we will know everyone that accesses your home.

SHOWINGS

Co-operating agents will have access to show your home to their buyer clients through our scheduling system and provide feedback when done. This also helps for follow-up purposes. It is important to allow as many showings as possible. If you can offer a different time it is more helpful than declining.

OPEN HOUSE

Team Smith hosts open houses almost every Sunday (except for major holidays or extreme weather conditions). Let us know if you would like your home to be on our open house schedule! You will need to plan to be away from your home during this time.

What to expect while your home is listed... for showings, open house, inspections and appraisal?

EXTERIOR

- Keep porch and patio area clutter free
- Keep the yard and landscaping nicely trimmed
- Pull weeds as needed
- Keep lawn free of clutter
- Clean finger prints off interior & exterior windows



INTERIOR

- Keep your home clean (clutter-free and wipe down highly touched surfaces)
- Make beds
- Take out trash
- Have a tote to throw last-minute items in for easy cleanup
- Replace any burned-out light bulbs
- Hide any mail or documents with your names
- Hide evidence of your pets (we love our pets but not everyone else is comfortable with it)
- Lock up all jewelry, prescriptions, guns, and money



HELPFUL INFO:

For showings and inspections seller is typically away from home.
Home should be show ready for any appointments scheduled
through Showing Time or your REALTOR® unless otherwise noted.
Seller is ok to remain during appraisal.

RECEIVED OFFERS...

Which one to choose?

CONTINGENCIES

The fewer contingencies the better.

ALL CASH BUYER

Usually more appealing due to no bank needed, but sometimes a lower offer price but may be able to close quickly.

PRE-APPROVAL

Assures you that the buyer is ready, willing, and able to purchase your home.

CLOSING TIMELINE

You might need to close quickly or later depending on your situation. Consider the buyer's closing timeline when choosing your offer

BUYER LETTER

Some buyers express their motivation and interest through letters to appeal to the seller on a personal level.

REPAIR REQUIREMENTS

Does your home need work? Are you able to cover potential repair costs?

OFFER PRICE

Of course, the price matters, however, take into account all factors of the offer before deciding on which one is best for you.

NEGOTIATIONS & *Agreements*

AFTER AN OFFER IS RECEIVED

SELLER CAN:

1. Accept the offer
2. Decline the offer
 - a. if the offer is too far away from your expectation you can stop the negotiation
3. Counteroffer
 - a. the buyer is close to what you want so you offer them different terms

BUYER CAN:

1. Accept the counteroffer
2. Decline the counteroffer
 - a. if the offer is too far away from their expectations, they can stop the negotiations
3. Counteroffer
 - a. negotiations can go back and forth as many times as needed until someone accepts or declines.

OFFER IS ACCEPTED:

At this point, you will sign the purchase contract and you are officially under contract...on the way to closing!

Now get ready for inspection, appraisals, and anything else agreed upon to take place.



HELPFUL INFO:



- If you plan on having small repair completed, have it done before listing or inspection if possible.
- Most inspections are scheduled right away so this gives you a head start to know how to prepare.
- Sellers are usually not present during inspection time periods.
- Pets are usually taken with the seller while home inspections are taking place.
- Buyers can have more than one type of inspection.
- Having a copy of repair receipts and warranty documents available for the day of inspection is helpful.
- The inspection period ends when all parties sign off on how they would like to proceed w/ inspection response and/or expiration of inspection time period in contract.

HOW OUR SELLERS CAN PREPARE FOR THE INSPECTION OF THEIR HOME

LIGHT BULBS



Replace any burnt out light bulbs so the inspector does not think that there is an electrical issue.

LANDSCAPING



Keep all landscaping away from touching the home and trim any branches that are touching the roof.

DRAINS



Use Drano in the bathtubs/slow drains

CAULK/SEAL



Caulk and seal the exterior or anywhere needed in the bathroom or wet areas.

SAFETY PAN



Look at the safety pan under the air conditioner and clean out any debris.

A/C FILTER



Change the filter from the air conditioner.

The buyer could be satisfied with how the inspection went and asked for no repairs to be made OR
The buyer could cancel OR
The buyer could ask for repairs to be made OR
The buyer could ask for money towards closing costs in lieu of repairs (Team Smith's Favorite) OR
The buyer could ask for money off the price of the home.

HOME *Inspections*

Items that can be inspected

Roof & Components
Exterior & Siding
Foundation
Crawl Space
Structure
Heating & Cooling
Plumbing
Electrical
Attic & Insulation
Doors
Windows & Lighting
Appliances
Attached Garages
Stairs
Grading & Drainage
Flood Zones
Property Lines
Confirming School Zones
Measurements
Anything non-destructive



INSPECTION TIME FRAME

Typically 7-14 days

COSTS

No cost to the seller. Buyers choose and pay for their own inspection reports.

POSSIBLE OUTCOMES

- The buyer could be satisfied with how the inspection went and asked for no repairs to be made OR
- The buyer could cancel OR
- The buyer could ask for repairs to be made by the seller OR
- The buyer could ask for money towards closing costs in lieu of repairs (Team Smith's Favorite) OR
- The buyer could ask for money off the price of the home OR
- To have money held in escrow for a repair professional to do work after closing.

SELLER RESPONSE OPTIONS

1. Agree to everything requested.
2. Accept to do some requested items but not all.
3. Not do anything - the buyer can move forward with the sale or cancel the contract and receive their deposit check back.

HOME

Appraisals



If the buyer is purchasing your home with a loan, the lender will need for the home to be appraised. You want the home to appraise for the sale price or more, so pricing is a huge factor.

Once the appraiser has gone out to the home, it can take up to 7-14 days to get results back. The buyer will not be present during this process and the seller can be present.

Consider these scenarios:

Appraisal Scenarios



It Appraises - Yay! Continue with the selling process.

It Does Not Appraise - New negotiations begin.



Either the seller comes down to appraised value or the buyer comes up with the difference in cash. Buyer can cancel and get deposit back.



Have Questions?

Please feel free to ask me questions.

I am happy to help!



Your REALTOR® is your go-to person for all Real Estate questions. If they do not know it, they know how to get the answer or where to direct you to get the answer.

CLOSING THE SALE

What to expect

TRANSFER FUNDS

May include payoffs to:

- Seller's mortgage company
- Property Taxes
- Real estate agent commission
- 3rd party service providers
- Liens or judgments

TRANSFER DOCUMENTS

May include:

- Title to the house
- Certificate of Title, Bill of Sale, or other real estate documents
- Signed closing instructions or settlement statement
- Receipts for completed repairs

TRANSFER PROPERTY

May include:

- Recording the signed title at the courthouse
- Post-closing agreement or leaseback
- Exchange keys, security codes, manuals
- Homeownership legally transfers to new owners after the act of sale
- Successions and wills

VERY IMPORTANT:

NO ONE SHOULD EMAIL YOU REQUESTING YOU TO GIVE SENSITIVE INFORMATION OR TO WIRE MONEY VIA EMAIL.



JUST SOLD!

*We can't wait to say ...
Congratulations on
Selling your Home!*



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