

An aerial photograph of a large, multi-story beach house with a pool and ocean view at sunset. The house is light-colored with dark shutters and a prominent chimney. It features a large deck with stairs leading down to a pool area. The ocean is visible in the background under a colorful sky.

Selling Your HOME

MY FORMULA FOR A SUCCESSFUL SALE

PREPARATION | PRICING | A *PROVEN* STRATEGY

**IMPORTANT - PLEASE
READ THIS BEFORE WE MEET**



I'm looking forward to meeting with you!

In my Real Estate business I've helped clients not just successfully sell their homes, but love the process along the way. I do things a little differently than the typical real estate agent. My hope is the information in this book and our meeting at your home will begin to show you that.

Between now and then, please take 15-20 minutes to read through this information to learn about my approach to selling homes, my pricing strategy, and how I make the home selling process easier on you. (Of course I'm still assigning homework).

-Louisa

PLEASE COMPLETE THESE FORMS BEFORE OUR APPOINTMENT



WHAT'S MOST IMPORTANT TO YOU?

Tell me how best to serve you!

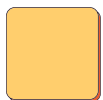
01



LET'S GET BUYER'S EXCITED ABOUT YOUR HOME!

What makes your home a great place to live?

02



THOUGHTS TO DWELL ON BEFORE WE MEET.

You only need to fill this form out if we will be working together to find your new home. If so, we'll be talking about where you're headed at our meeting and I'll be asking you these questions so I wanted to give you a head start to think about your answers. ;)

03

**IF YOU DON'T HAVE TIME TO FILL OUT THESE FORMS BETWEEN
NOW AND OUR MEETING, NO PROBLEM AT ALL, WE'LL GO
THROUGH THEM DURING OUR TIME TOGETHER!**

What's Most Important to YOU?

I'd love to know how best to serve YOU. Every client is different and I want to understand your goals and how you prefer to communicate with so you enjoy the process of selling your home. Rather than guess, let's both be absolutely clear so I can be sure to work with you the best way I can and the way you want!

Why are you selling your home?

What is the most important thing to you when it comes to selling your home?

What do you feel nervous, overwhelmed or anxious about when it comes to selling your home?

What would be considered a successful sale to you? What would have to happen from now through settlement that would make you look back and have loved the process of selling your home every step of the way?

How do you prefer to be communicated with? Calls, emails, texts, messenger, a mixture, whichever your kid hasn't kidnapped at the moment?

What are the preferred phone numbers and/or email addresses you'd like me to use to communicate with you?

What else should I know or would you like to tell me so that I can make this the best home selling experience possible for you?

Let's Get Buyers Excited About Your Home!

We'll be discussing your answers to these questions during our meeting. I'll be using these "hidden" things about a home as a start of my marketing plan to target the most likely buyer of your home.

What makes your home a special place to live? What would you tell a potential buyer?

Why did you decide to buy this home yourself...schools, amenities, views, convenience?

Why do you love living here? What are the things your family has enjoyed most? What could you tell buyers about the neighborhood?

Which features of your home would excite buyers? What "hidden features" of your home might a buyer overlook if they saw it quickly? How did they make your life easier?

Why will it be hard for you to leave your home?

What improvements have you done while you lived here? Buyer's love knowing even the little things like putting in closet organizers.



WHAT DOES IT TAKE TO SELL A HOME?

Well, a lot if you want it done right and for the most profit to you as possible in the shortest amount of time.

I don't want to just sell your home, that's way too easy. I want to help you make good real estate decisions and love the home selling process every step of the way.

My business is based on uncompromising and personalized counsel, the highest level of professionalism, honesty (even if it's not something you want to hear), and integrity—I'll do what I say I'm going to do.

My ***Formula for a Successful Sale*** incorporates dozens of tools and resources designed to minimize the stress of selling while maximizing your profits.

For example:

- I have a unique pricing strategy that reels buyers in and positions you for top dollar
- My marketing plan goes the extra mile to make sure your home attracts as many buyers as possible AND the deal goes smoothly all the way to settlement.
- A daily and weekly communications plan to make sure everyone knows who is doing what
- I use technology to get more done in less time and attract your most likely buyer right to us

As a result, you will have a hassle-free sale that yields you the highest profits possible in the shortest amount of time.

LET'S DO THIS!



THERE'S A LOT TO DO TO GET YOUR HOME SOLD...189 THINGS TO BE EXACT!

1. Research tax records to verify full and complete legal information is available to prospective buyers and buyer's agents on MLS printout.
2. Research property's ownership and deed type
3. Research property's public record information for lot size & dimensions
4. Research and verify legal description
5. Research property's land use coding and deed restrictions
6. Research property's current use and zoning
7. Verify legal name(s) of owner(s) in county's public property records
8. Research sales activity for past 6-18 months from MLS and public records databases
9. Research "Average Days on Market" for properties of this type, price range, and location
10. Research competitive properties that are currently on the market.
11. Research competitive properties that have been withdrawn.
12. Research competitive properties that are currently under contract.
13. Research expired properties (properties that did not sell during their time on the market).
14. Research competitive properties that have sold in the past six months.
15. Call agents, if needed, to discuss activity on the comparable properties they have listed in the area.
16. Research the previous sales activity (if any) on your home.
17. Download and review property tax roll information
18. Prepare "Comparable Market Analysis" (CMA) to establish fair market value
19. Obtain and verify accurate methods of contacting you.
20. Gather information to help assess your needs.
21. Review current title information.
22. Measure interior room sizes.
23. Confirm the lot size your copy of the certified survey, if available.
24. Obtain copy of floor and pool plans, if available
25. Review current appraisal, if available.

26. Identify Home Owner Association manager, if applicable
27. Verify Home Owner Association fees, if applicable
28. Verify security system, current term of service and whether owned or leased.
29. Ascertain need for lead-based paint disclosure
30. Verify if property has rental units involved; if so, make copies of all leases, verify all rent and deposits, inform tenants of listing and discuss how showings will be handled.
31. Compile list of repairs and maintenance items.
32. Prepare showing instructions for buyers' agents and agree on showing time window with you.
33. Assess your timing.
34. Assess your motivation.
35. Assess your immediate concerns.
36. Ask you questions about the property and yourselves to learn how to better serve and provide helpful information if needed.
37. Discuss your purchase plans and determine how Louisa can assist you in your next purchase (local, new home construction, investment, or relocation) or if we can research and find a qualified agent to assist you in your new location.
38. Determine how quickly you need to move.
39. Obtain information that will help Louisa to prepare the listing, advertising and marketing materials. Questions will include: What type of improvements have you done to your house in the past five years? What other features of your home make it attractive to buyers? (Type of cabinets, flooring, decks, pool, fireplaces, etc.) What do you think the home is worth? How much do you owe on the property?
40. Obtain one set of keys which will be inserted in the lockbox.
41. Perform Interior Décor Assessment
42. Review results of Interior Décor Assessment and suggest changes to shorten time on the market.
43. Perform exterior "Curb Appeal Assessment" of the subject property.
44. Review results of Curb Appeal Assessment with seller and provide suggestions to improve salability.
45. Give you an overview of current market conditions and projections.
46. Provide Home Audit to discuss constructive changes to your home to make it more appealing, to show exceptionally well and help it to yield the greatest possible price to an interested buyer.
47. Provide you with home showing guidelines to help have the home prepared for appointments. (i.e. lighting, soft music, etc.)
48. Review and explain all clauses in Listing Agreement (and addendums, if applicable).
49. Enter your name, address, phone number, and email address in order to keep you informed of market changes, mortgage rate fluctuations, sales trends or anything that may affect the value and marketability of your property.
50. Compile and assemble formal file on property

51. Present Comparable Market Analysis (CMA) Results to you, including comparables, solds, current listings, and expired listings.
52. Offer pricing strategy based on professional judgment and interpretation of current market conditions.
53. Assist you in strategically pricing home to enable it to show up on more MLS Searches.
54. Discuss goals with you to market effectively.
55. Discuss and present a strategic master marketing plan.
56. Explore method of pricing your property below comparable value to bring the most buyers to your property quickly.
57. Present and discuss the Louisa Program to market your home the most effectively and bring the most buyers to you in the shortest amount of time
58. Explore the option of marketing your home with an incentive of buying down points on the buyers' loan; potential results are: you retain a higher agreed-upon price (which results in more proceeds to you) and the buyer saves on monthly payments and a tax credit.
59. Prepare an equity analysis to show you expenses, closing costs and net proceeds.
60. Explain the use of the Seller's Property Disclosure Statement, you will complete, and that will be presented to the buyer of your home. This will help you avoid devastating setbacks and preserve your legal rights.
61. Take full-color digital photographs of the inside and outside of your home for marketing flyers, advertisements, and the Internet.
62. Set up a home Warranty, if you choose, to protect your home during the listing period and for 12 months after the sale to reassure the buyer of the quality of your home.
63. Install hi-tech lockbox to allow buyers and their agents to view your home conveniently but does not compromise your family's security.
64. Write remarks within the MLS system specifying how you want the property to be shown.
65. Prepare showing instructions for buyers' agents and agree on showing time window with you.
66. Prepare detailed list of property amenities to have readily available at your home, to include in Marketing Booklet, and assess market impact
67. Prepare MLS property Profile Sheet
68. Proofread MLS database listing for accuracy - including proper placement in mapping function
69. Enter property data from the Profile Sheet into MLS Listing Database
70. Electronically submit your home listing information to The Multiple Listing Service for exposure to all active real estate agents in the area.

71. Immediately submit digital photos of the interior and exterior of your home to the MLS at the same time listing is input allowing buyers and agents to view pictures when narrowing down homes they will actually tour.
72. Add property to Louisa's Active Listings list; provide information in two locations in the office for Realtors® when potential buyers call for details.
73. Provide you with signed copies of Listing Agreement and MLS Profile Data Sheet
74. Explain marketing benefits of Home Owner Warranty with you.
75. Assist you with completion of the Home Owner Warranty application.
76. Submit Home Warranty application for conveyance at time of sale.
77. Provide you with a Personal Customized Services sheet to explain specific marketing available for your property.
78. Provide you with a personalized Advertising Questionnaire for your input in verbiage for advertisement
79. Review Louisa's Full Service Marketing System and the benefits provided, resulting in the rapid sale of your property.
80. Offer Realtor® tour, if applicable, to provide you with professional feedback and additional ways to best promote your home
81. Create advertisements with your input, including information from the Personalized Advertising Questionnaire
82. Prepare mailing and contact lists
83. Create, order, and mail Just Listed Postcards to promote the value of your home over others on the market.
84. Create, print, assemble and mail compelling flyers to hand deliver and/or mail to target customers, to stimulate calls on your home.
85. Advise Network Referral Program of listing
86. Provide marketing data to buyers coming from referral network
87. Create a marketing property brochure of features and lifestyle benefits of your home for use by buyer agents showing your home. This will be prominently displayed in your kitchen or dining room.
88. Prepare copies of Seller's Disclosures and Home Owner's Disclosures to be placed in your home to be available for buyers; these are to be included in a contract.
89. Create a custom "Home Marketing Book" to be placed in your home for buyers & buyer's agents to reference home features, area map, plat/lot map, floor plan (if available), tax information, and other possible buyer benefits. Provide 5 for your property, and replace as needed. This makes your home stand apart in the buyers' minds long after they have left your property.
90. Deliver "Home Marketing Book" to your property and display in prominent location for buyers' easy access.

91. Respond within 15 minutes of immediate page over the internet through our exclusive Lead Router program, which is a highly effective way to communicate with buyers who are interested in your property. Over 84% of all inquiries come from the Internet.
92. Convey all price changes promptly to Internet real estate sites
93. Capture feedback from Realtors® after all showings
94. Place regular weekly update calls or emails to you to discuss all showings, marketing, and pricing.
95. Research weekly current laws, interest rates, and insurance conditions as it relates to the housing industry, and specifically how it impacts the sale of your property.
Notify you of any conditions promptly.
96. Discuss feedback from showing agents with you to determine if changes will accelerate the sale.
97. Search the MLS System for Realtors most likely working with interested and capable buyers matching your home, then fax or email copies of your home listing information for them to review immediately.
98. Maximize showing potential through professional signage. Carolina One has the most recognizable logo and trademark in real estate in Charleston.
99. Install Louisa Neely-Carolina One sign in the front yard when allowed by Homeowners Association.
100. Market your home on the following internet sites: Realtor.com, Zillow, RealLifeForFamilyLife.com, (all that apply to your specific property).
101. Louisa is the exclusive Realtor® for RealLifeForFamilyLife.com for all of Charleston. This produces additional potential customers for you.
102. Submit a crisp, clean digital montage of photos complete with personally written remarks detailing your home and upload on all websites.
103. If Open House is to be held, arrange for a print ad to be placed in Post and Courier the Monday before Open House to maximize the number of customers.
104. Target market to determine who the most likely buyer willing to pay the highest price will be.
105. Discuss marketing ideas with a "Mastermind" group of top Realtors from across the country.
106. Deliver copies of advertisements and marketing material of your home to you for your review.
107. Make info box or tube available under "For Sale" sign-making feature sheets available to those passing by.
108. Use other marketing techniques; such as offering free reports to multiply chances of buyers calling in, discussing, pre-qualifying for, and touring your home.
109. Help you to prepare the Homeowner's Information Sheet which includes information on utilities and services the buyer will need to know when transferring after closing.
110. Prepare a financing sheet with several financing plans to educate buyers on methods to purchase your home.

111. Advertise home to my VIP Buyers as well as all qualified buyers in my database.
112. Distribute flyer to all 1200+ agents in Carolina One offices. Promote your home by distributing flyers to local lenders and potential buyers who are relocating to our area.
113. Promote the benefits of your property to all 300+ agents in my West Islands office, and update them on any changes so they may convey enticing information to their buyers.
114. Deliver copies of advertisements and marketing material of your home to you for your review.
115. Promote your home to top Realtors in other areas.
116. Log in all home showings to keep a record of marketing activity and potential purchasers.
117. Follow up with all the agents who have shown your home via fax or personal phone call to answer questions they may have.
118. Send a personalized letter or postcard to residents in your immediate neighborhood promoting the features and lifestyle benefits of your home. Often neighbors know of friends or family members who are thinking of moving into the neighborhood.
119. Pre-qualify all buyers whom our agents will bring to your home before showings to avoid wasting your time with unqualified showings and buyers.
120. Discuss the qualifications of prospective buyers to help determine buyer motivation, ability to purchase, and the probability of closing on the sale.
121. Provide Open Houses with a licensed Realtor® at your request.
122. Handle paperwork if price adjustment needed.
123. Take all calls to screen for qualified buyers and protect you from curiosity seekers.
124. Receive and review all Offers to Purchase contracts submitted by buyers or buyers' Agents to determine the best negotiation position.
125. Contact buyers' agents to review buyer's qualifications and discuss the offer
126. Evaluate offer(s) and prepare a "net sheet" on each for you for comparison purposes, if requested
127. Counsel you on offers. Explain the merits and weakness of each component of each offer
128. Send the Seller's Disclosure form to the buyer's agent or buyer (upon request and prior to offer being made if possible)
129. Confirm buyer is pre-qualified by calling Loan Officer
130. Obtain pre-qualification letter on buyer from Loan Officer

131. Negotiate the highest price and best terms for you and your situation.
132. Prepare and convey any counteroffers, acceptance, or amendments to the buyer's agent
133. Fax or hand-deliver copies of contract and all addendums to the closing title company
134. When an Offer to Purchase Contract is accepted and signed by you, deliver signed offer to buyer's agent
135. Record and promptly deposit buyer's earnest money in an escrow account.
136. Deliver copies of fully signed Offer to Purchase contract to you
137. Fax/deliver copies of Offer to Purchase contract to Selling Agent
138. Fax copies of Offer to Purchase contract to lender
139. Provide copies of signed Offer to Purchase contract for office file
140. Provide copies of signed Offer to Purchase contract to Title Agency
141. Advise you in handling any additional offers to purchase that may be submitted between contract and closing
142. Change status in MLS to "Sale Pending"
143. Assist buyer with obtaining financing, if applicable and follow-up as necessary
144. Coordinate with lender on Discount Points being locked in with dates
145. Deliver unrecorded property information to the buyer
146. Order septic system inspection, if applicable
147. Receive and review the septic system report and assess any possible impact on sale
148. Deliver copy of septic system inspection report lender & buyer
149. Coordinate mold inspection ordered if required
150. Coordinate home inspection ordered and handle contingencies if any
151. Confirm Verification Of Deposit & Buyer's Employment Have Been Returned
152. Follow Loan Processing Through To The Underwriter
153. Contact lender weekly to ensure processing is on track
154. Relay final approval of buyer's loan application to you
155. Coordinate buyer's professional home inspection with you
156. Review home inspector's report
157. Assist seller with identifying and negotiating with trustworthy contractors to perform any required repairs
158. Schedule Appraisal
159. Provide comparable sales used in market pricing to Appraiser
160. Follow-Up On Appraisal

161. Assist seller in questioning appraisal report if it seems too low
162. Coordinate closing process with buyer's agent and lender
163. Update closing forms & files
164. Ensure all parties have all forms and information needed to close the sale
165. Confirm closing date and time and notify all parties
166. Assist in solving any title problems (boundary disputes, easements, etc)
167. Work with buyer's agent in scheduling and conducting buyer's Final Walk-Thru prior to closing
168. Research all tax, HOA, utility and other applicable pro-rations
169. Request final closing figures from closing agent
170. Receive & carefully review closing figures on HUD statement to ensure accuracy of preparation
171. Review final figures on HUD statement with you before closing
172. Forward verified closing figures to buyer's agent
173. Request copy of closing documents from closing agent
174. Confirm buyer and buyer's agent have received title insurance commitment
175. Provide "Home Owners Warranty" for availability at closing
176. Review all closing documents carefully for errors
177. Forward closing documents to absentee seller as requested
178. Review documents with closing agent
179. Provide earnest money deposit check from escrow account to closing agent
180. Coordinate financing, final inspections, closing and possession activities on your behalf to help ensure a smooth closing.
181. Assist in scheduling the closing date for you and all parties.
182. Set up a final walk-through of your home for buyers and their agent.
183. Coordinate closing with your next purchase and resolve any timing problems
184. Arrange possession and transfer of home (keys, warranties, garage door openers, community pool keys, mail box keys, educate new owners of garbage days/recycling, mail procedures etc.).
185. Have a "no surprises" closing and present seller a net proceeds check at closing
186. Change MLS listing status to Sold. Enter sale date and price, selling broker and agent's ID numbers, etc.
187. Answer questions about filing claims with Home Owner Warranty company if requested
188. Attempt to clarify and resolve any conflicts about repairs if buyer is not satisfied
189. Respond to any follow-on calls and provide any additional information required from office files.



THAT SEEMS SO OVERWHELMING!! BUT, IT DOESN'T HAVE TO BE...

I've organized all these to-dos into four distinct phases to get your home sold for the most profits to you, as quickly as possible and with minimal stress.

THE FOUR PHASES OF SELLING YOUR HOME

PREP YOUR HOME

- Initial walk through of home
- List of updates needed, if any
- Identify price range
- Estimate net proceeds to the seller
- Execute updates needed
- Staging, if needed
- Final clean
- Full set of keys for access (including garage door openers, fobs, alarm codes, etc.)

PREPARE MARKETING MATERIALS

- Floorplan drawings and room measurements
- Professional photographs
- Create virtual tour
- What We'll Miss Doc
- Website post
- Social media posts
- Final pricing decision
- Buyer brochure created
- Agent e-flyer sent
- Lender sheet with financing options
- List of improvements sheet
- Enter data and photos into MLS

GO LIVE ON THE MARKET

- Listing goes live on the MLS
- Listing syndicated to online search engines
- Lockbox on
- Showings begin
- Mid-weekend check-in
- Open house(s)
- Sunday debrief from weekend showings
- Data collection and agent feedback
- Weekly update provide to seller
- Next steps conversation
- Weekly repeat
- Offer received
- Contract negotiations

UNDER CONTACT TO SETTLEMENT

- Ratified contract
- Estimated net proceeds sheet updated with terms
- Contract sent to title company and buyer's lender for processing
- Buyer's earnest money deposited
- Inspections
- HOA and condo review (if applicable)
- Appraisal
- Contingencies
- Satisfied Survey
- Insurance and utilities
- Buyer's financing is funded
- Settlement



WHAT WE NEED TO DO BEFORE PUTTING YOUR HOME ON THE MARKET

In order to have a successful sale, we need to do certain things in a certain way before we put your home on the market.

Taking the time to do things that will speak to your most likely buyers before your home's big debut is a crucial step to having buyers fall in love with it and want to buy it when we go on the market. We must take the time to make sure your home looks the best it can online through prepping the house itself and executing my marketing plan.

This pre-listing work is how we set up a successful sale and how we get you the most money possible in the least amount of time. But, don't worry, I have a formula that takes the heavy lifting off you.

Things like the perfect paint color that makes buyers swoon, a staging plan that helps buyers envision their lives in your home, confirming square footage since tax records are often incorrect, and having floor plans drawn so buyers can easily see dimensions of every room. And, of course, the things everyone does like have professional photos taken and virtual tour put other, but there's more that's needed to ensure that we end up on a buyer's "must-see" list.

THE PREP PHASE

01

Getting a home ready to put on the market is usually what causes homeowners the most angst. I totally get it. How can you live your life and have your home look perfect all the time, WITH KIDS?!

Don't worry, we'll start with making a clear list of what needs to be done and what we can skip that won't get you a return on your investment.

Next, we decide what you want to take on and what I can help you delegate to a contractor, if needed. I have a list of the best of the best I can share with you so you don't have to do everything on your own. I can help you manage it all and set the schedule for you too.

Or, you can just hand me the keys and I'll do it all for you!

IT ALL STARTS WITH AN INITIAL WALK THROUGH AND A PLAN.



MY STRATEGIC MARKETING PLAN:



Once your home is in show-shape and photo-ready, then my marketing stage can begin.

I work quickly in this phase to decrease the amount of time between your home being ready and it being on the market. This is why having a plan that I execute the same way, every time, like clockwork is crucial.

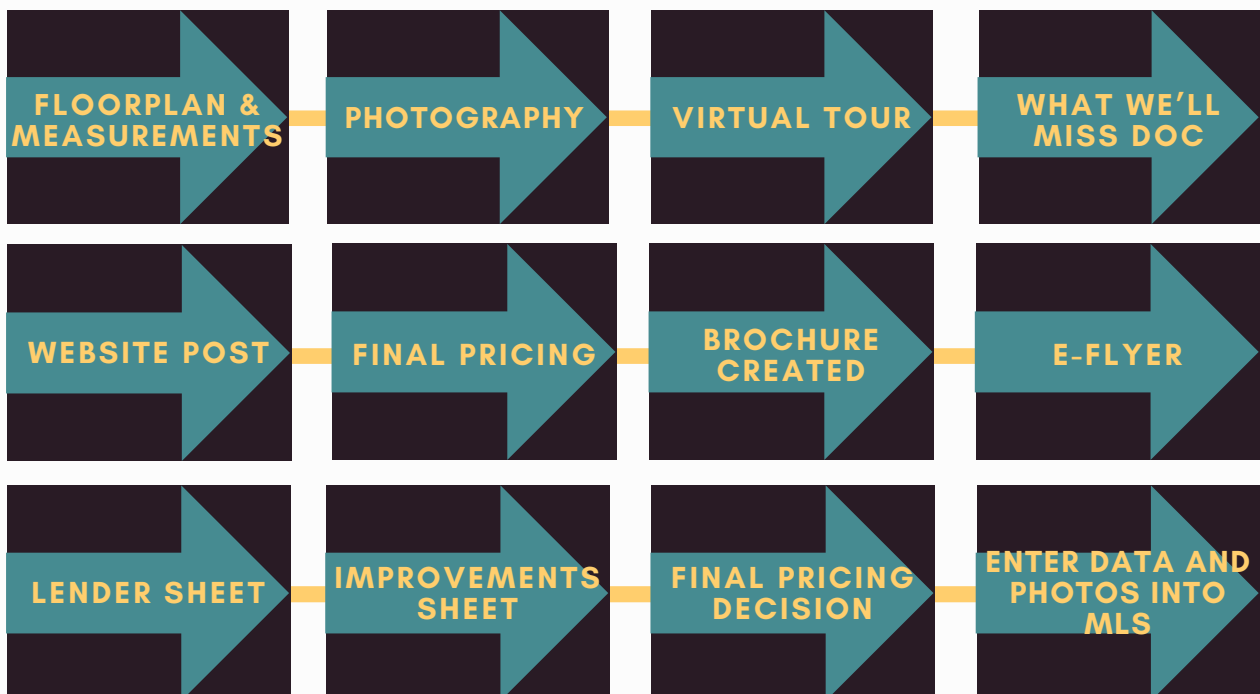
MY TEAM OF DESIGNERS, PHOTOGRAPHERS, AND OTHER VENDORS KNOW EXACTLY WHO NEEDS TO DO WHAT AND WHEN SO WE CAN GO FROM ZERO TO LIVE ON THE MARKET IN HOURS, NOT WEEKS.

I invest more time and money into this phase so we get the best outcome possible, not just when we are on the market, but when we are under contract too.

Doing things like confirming square footage (since tax records are often incorrect) and having floor plans drawn so buyers can easily see the dimensions of every room helps get your home under contract and to closing smoothly.

And, of course, I'll also be doing what buyers expect like have professional photos taken and putting a virtual tour together, but we need to do more than that to ensure that we end up on a buyer's "must-see" list.

Here's what I'll be doing during this phase:



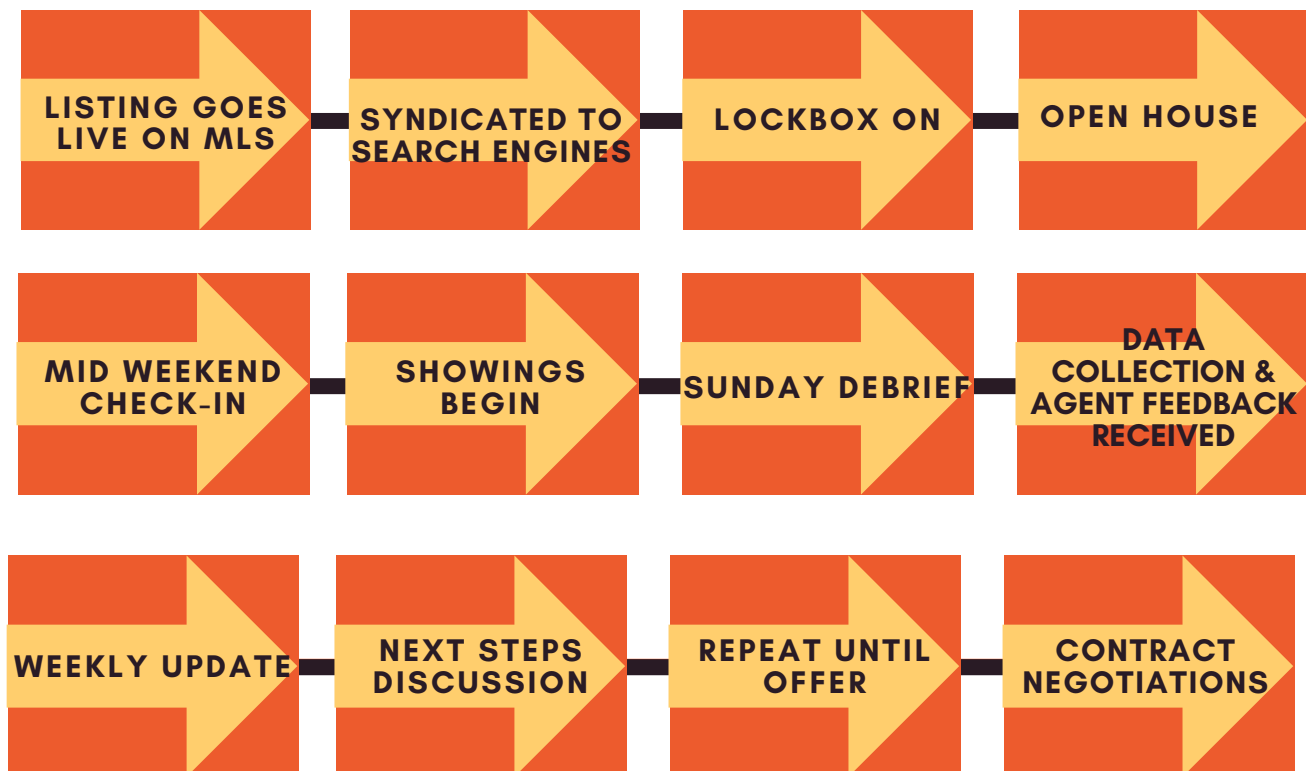
GO LIVE

03

Now, all our hard work getting your home ready and going the extra mile on the marketing front can pay off. We get your home on the market and let buyers fall in love.

The most important part of this phase for you is knowing what's going on.

I have a communication plan that has set touch-ins at specific times during the process so you know what's going on, what to expect, and what is coming next.



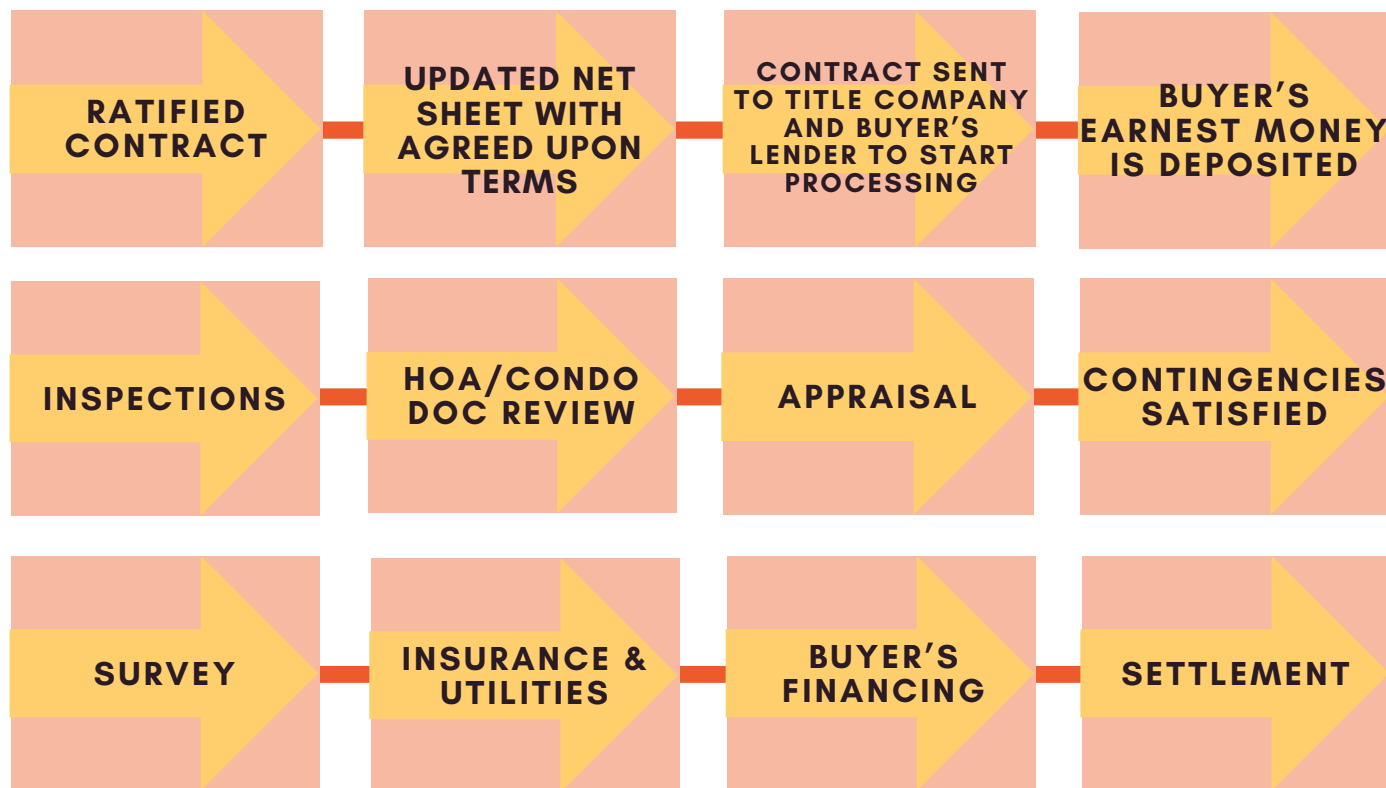
THE UNDER CONTRACT PHASE: 04

Your home is under contract, congratulations, but we can't rest easy yet!

Now is the time to make sure we get to settlement and there is so much that needs to happen during the under contract phase to ensure everything goes smoothly.

My job is not only to communicate with you about what's happening behind the scenes but also with the other parties that are now involved—the buyer's agent, inspectors, the lender and the title company. Everyone needs to know who is doing what when and what the results are and my job is to manage it all and help it go smoothly and keep everyone happy.

You'll always feel like you are in-the-know and not caught off guard by anything that could pop up.



A black pen, a calculator, and a notebook are arranged on a light-colored wooden surface. The pen is positioned diagonally across the top. The calculator is in the center, and the notebook is at the bottom. The background is a dark grey rectangle.

PRICING

Remember the story of Goldilocks and the Three Bears? Well, just like in that story, the price of your home can't be too high or too low, it needs to be *juuust* right.

There's a certain way to price so you get in front of your most likely buyers. I'll explain how to do that and help YOU decide what price to set.

My job is to show you the data, explain the strategy behind my pricing recommendation, and help you make the best pricing decision that gets you the most money possible in the shortest amount of time.

PRICING MISCONCEPTIONS

BUYERS & SELLERS DETERMINE A HOME'S VALUE

In the eyes of buyers, your home loses value every week it's on the market without a contract. Plus, statistically speaking, your highest offer will be your first offer.

"Price it high, we can always lower it."
Please no, not right now in this market.

The value of your property is determined by what a BUYER is willing to pay and a SELLER is willing to accept in today's market. Buyers make their pricing decision based on comparing your home with other homes they've seen, and the homes they've seen go under contract and sell over the last few months.





Q:

How do we know
your home is
priced correctly?

A:

YOU set the price, the buyer
sets the value, and the
market sets the range. My
job is to bring you the
information you need to
make a good decision.

”

What You Do & Don't Control

Seller Controls:

- Property condition
- Availability for showings
- Asking price
- Agreeing to an offer

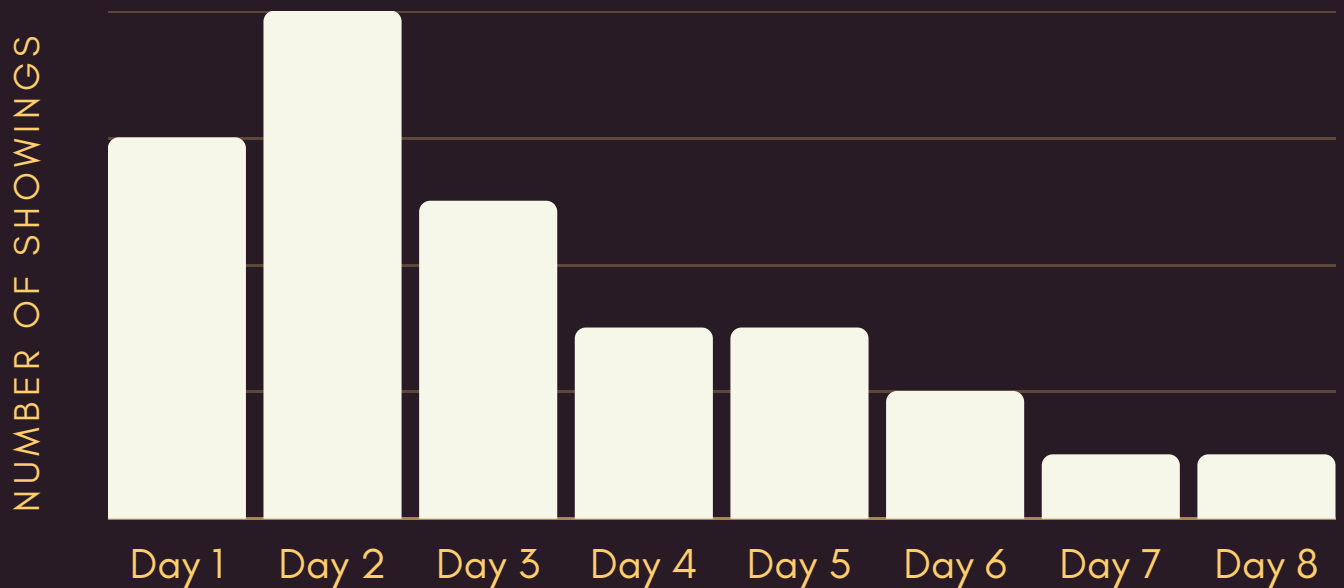
Seller Doesn't Control:

- What other homes are on the market
- What the price of those other homes are compared to yours
- Whether it's a buyer's or a seller's market
- Interest rates
- When the perfect buyer walks through your door



SELLING PRICE VS. TIMING

Your home will attract the most activity from potential buyers when it is first listed. Your home has the greatest opportunity to sell when it's new on the market. That's why we do all the prep work before putting it on the market...so it will look great, be priced right and marketed correctly to get an offer as soon as possible.



WHAT CAN YOU EXPECT?

My commitment to you.



1

Help you determine what you want and need and make sure we stay within budget to make it happen.

2

Exceptional service, a fun home buying or selling experience, and an interest in keeping in touch well after the transaction to help you be a successful homeowner too.

3

Voraciously represent your best interests throughout every step. From recommending lenders and loan programs that meet your financial goals to keeping our conversations confidential to negotiating fairly yet fiercely to get you the best terms possible; your goals are my goals.

4

An “I’ll handle it” attitude. You have enough on your plate and you’re hiring me as your counselor and guide. You’ll hear me say this a lot during our time working together and even after you’ve moved in to your new home. Handling “it” is literally my job for you.

5

Constant communication and always letting you know what’s coming up next. You’ll always feel like you are in-the-know about what’s going on and what’s coming up next.

LOUISA NEELY

client compliments

“

We're very thankful Louisa accepted our challenge to be our Favorite Realtor. Mind you, we are demanding clients; we want it all! Some of our requirements for our new Location, Location, Location property are: to be near Grandchildren, BIG VIEW, deep water at low tide, elbow room for various vehicles, "Plum out of the City/Nearly out of the Country", and a grocery store close enough that our milk's still cold when we arrive Home. Perhaps we're the impossible customers; nevertheless, Louisa has made this search FUN while keeping our spirits high. Nice Neighbors, here we come!

—Ann

”

She listens to what we're looking for and doesn't try to convince you of something you don't want just to make a deal. She's 100% professional.”

—SARAH

As a former owner of a Real Estate company for 30 +years, Louisa has exceeded my expectations on her responsiveness and in providing information. Her patience with a demanding buyer and excellent communication skills are greatly appreciated.

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—Beau

I wouldn't buy or sell my home without Louisa! She is such a great listener and is interested in finding out your goals and priorities so that she can help find the best match in a home for you. She is resourceful and will work within your budget. I highly recommend working with Louisa!

—Karen

My goal is for you to LOVE the process of selling your home. If we follow these steps in my formula for a successful sale, I know you'll be happy with the results, and equally as important to me, you'll enjoy every step of the process along the way.

CAROLINA ONE



I'M SO EXCITED TO WORK TOGETHER

I can't wait to help you get from where you are now to where you want to be!

