

SELLER'S GUIDE

Taking you from LISTED to SOLD!



Welcome

What's the difference between selling your home or failing to do so? The details! We understand that selling a home in today's market can be challenging. While the market can fluctuate daily, hundreds of homes are sold each week in our area.



Thank you for choosing to put your trust in us for the process of selling your home. Every member of our team is committed to ensuring that ALL of your real estate needs are not just met, but exceeded! We've created this guide for your convenience and we hope that it will be a valuable resource. While the entire process is outlined for you here, please know that we will be staying in constant contact with you throughout the process. Your experience will be unique and we will adjust our service according to your wants and needs. Our focus is on your complete satisfaction.

Melrose Group Realty

985-250-0071 | [HTTPS://MELROSEGROUPREALTY.COM](https://melrosegrouprealty.com)



MANDEVILLE LA 70471





MELROSE GROUP
REALTY

Redefine
EXCELLENCE



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Check out our website!



LICENSED IN LOUISIANA 

YOUR TEAM



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Seller's Checklist

01 BEFORE LISTING

- schedule an appointment
- meet with Interior Staging Consultant if using staging
- formal listing presentation
- property evaluation
- discuss best strategy for selling
- complete market analysis
- establish sales price
- executed sales agreement

02 LISTED & ACTIVE

- marketing campaign started
- professional photography taken
- signs installed
- submitted to multiple listing service
- Showing times selected
- property brochure delivered
- direct mail campaign launched
- e-mail campaigns started
- open house scheduled

03 UNDER CONTRACT

- offer(s) received
- offer(s) negotiated
- offer accepted
- back-up offer(s) accepted
- inspections & disclosures completed
- appraisal completed
- contingencies removed
- property closes
- refer friends to us!

FACTORS THAT AFFECT YOUR HOME'S VALUE

01

LOCATION

- Location is the single most important factor in determine the value of your home.

02

COMPETITION

- Prospective buyers compare your property to competing properties.
- Buyers will perceive value based upon properties that have sold or are available in the area.

03

CONDITION

- The condition of the property affects the price and speed of the sale.
- As prospective buyers often make a purchase based on emotion, first impressions are important.
- Optimizing the physical appearance of your home will maximize the buyer's preception of value.

04

TIMING

- Property values are affected by the current real estate market, which cannot be manipulated.

05

EXPOSURE

- A well advertised property has a greater chance of finding interested and qualified buyers.

06

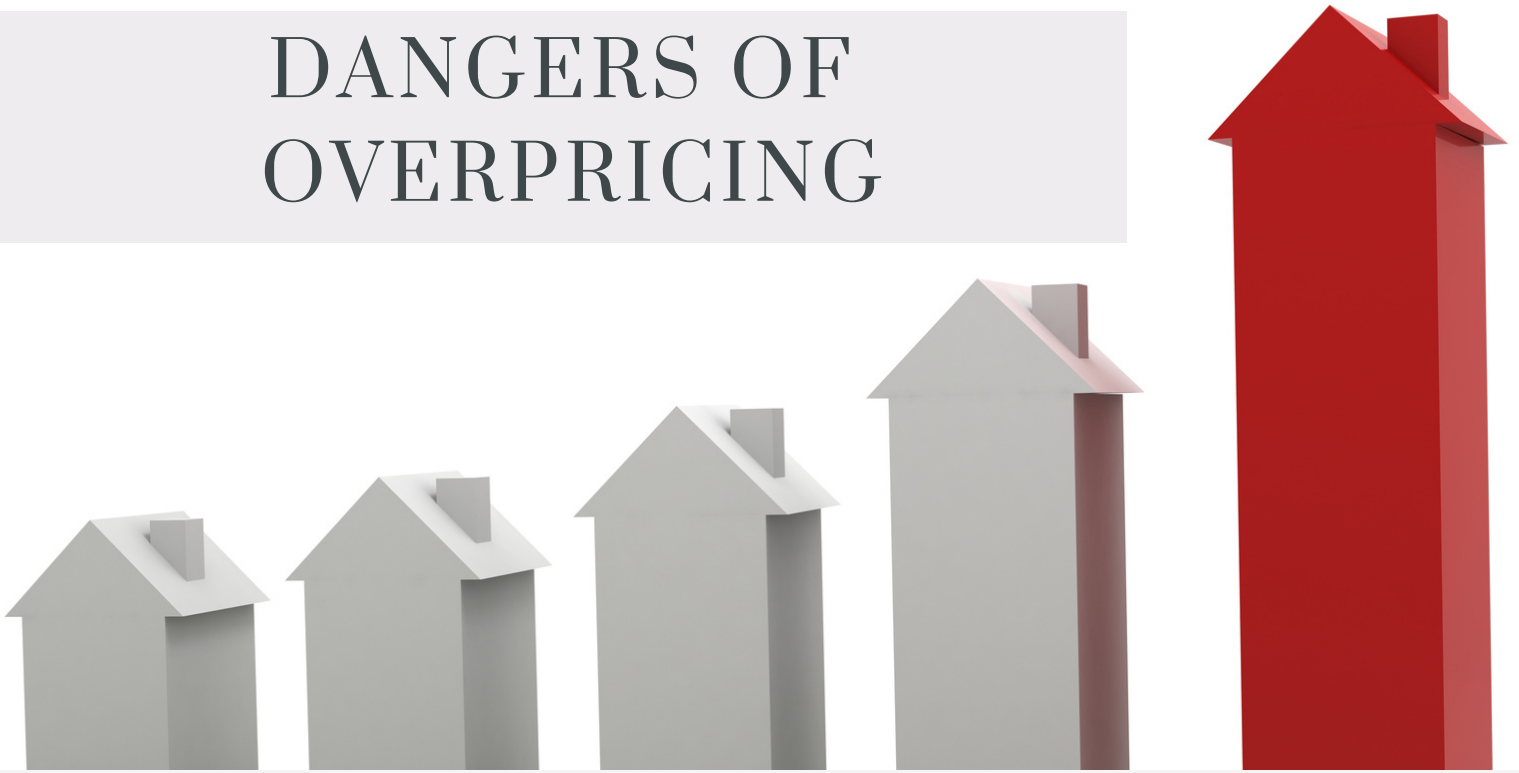
PRICE

- Pricing your home properly from the beginning is an important factor in determining the length of time it will take to sell your home.

PRICING GUIDELINES

- What you paid for your home does not affect its current value.
- The amount of money you need to buy a new home does not affect its value.
- What you would like for your home does not affect its value.
- What a real estate agent says your home is worth is not its value.
- What an appraiser says your home is worth is not its value.
- The value of your home is what a buyer is willing to pay in today's market based on comparing your home to others currently on the market.
- The market always determines your home's value.
- The value of your home is determined by market forces.

DANGERS OF OVERPRICING



- ⚠️ An overpriced property will end up sitting a lot longer than it should. It then becomes "shopworn" which causes suspicion that something must be wrong with it.
- ⚠️ It generally results in multiple price decreases. Many potential buyers may not even look at your property thinking it is out of their price range.
- ⚠️ Since an appraisal is often required in financing a property it is futile to price a property higher than it is worth.



SETTING THE PRICE

When setting a price for your property it is important to find balance between a seller's desire to get the most return and a buyer's need to obtain the best value. The listing price should be able to satisfy both the seller's and buyer's objectives.

Establishing market value

The market value is determined by what buyer is willing to pay in today's market. The value of a property is determined by the current market regardless of what a seller paid originally.

Take a look at the competition

Most buyers don't offer on the first home they see but actually, on average, look at over a dozen properties before making an offer. They will spend a lot of time comparing your property to others closest to it before making the decision to make an offer.

EIGHT

STEPS TO SUCCESS

01
PHOTOGRAPHY

05
PRINT MARKETING

02
MARKET PREPARATION

06
RESPONSE TIME

03
ONLINE PLACEMENT

07
SOCIAL MEDIA

04
ACTIVE PHONE WORK

08
OPEN HOUSES

Online vs. PROS



Over 95% of home buyers start their search online, so professional photography is imperative to selling a home! We hire a professional to come take the best pictures and they are all completely edited to make sure your home is shown perfectly!

Did you know homes with professional photography...

- Receive an average of 87% more views than their peers across all price tiers.
- Have a 47% higher asking price per square foot.
- Homes with more photos sell faster, too. A home with one photo spends an average 70 days on the market, but a home with 20 photos spends 32 days on the market.





02

Preparing to hit the market

We advise on decluttering, making repairs / alterations that will help you gain financially. As well as show the home in it's best possible form.

Potential buyers want to feel like they can easily fit all their belongings and be well-organized.

Remember... First Impressions last a lifetime
Spacious: Rooms should appear spacious. Store any unnecessary pieces of furniture to allow for easy movement around the room and throughout the house





IMPORTANT AREAS

INTERIOR:



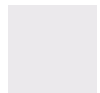
Clear all surface areas including tables, bookshelves & countertops of clutter



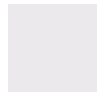
Remove all items around sinks and in showers/baths



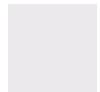
Make sure every light fixture has working bulbs of the same color



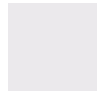
Wash all windows and mirrors



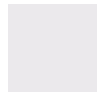
Remove all pet related items and food



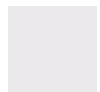
Take personal items off the walls



All laundry is either put away or hidden



Take all trash out



Move all sensitive paperwork and medication to a secure area

IMPORTANT AREAS

EXTERIOR:



Mow both front and back of your lawn. Edge and blow away clippings.



Hide large trash cans



Pick up any pet "let behinds" in the yard

Pets can be a distraction or deterrent to potential buyers. If possible remove pets during times the property is being shown.

Touch up paint

Move any extra vehicles from the drive way

Display seasonal flowers and landscaping

Weed any flower beds

Clean front porch and secure any loose handrails

PREPARING FOR A SHOWING:



During the day keep shades/drapes open



For evening showings turn on all lights. Leave exterior lights on for a nice glow.



Leave the television and radio off while the house is being shown. Calm quiet music is the exception.



Silence is golden! Be courteous and friendly but don't try to force conversations with buyers. If possible leave during showings. Potential buyers may feel like intruders and will hurry through the house.



Pets can be a distraction or deterrent to potential buyers. If possible remove pets during times the property is being shown.

03 Online website distribution

Don't settle for just Zillow or Realtor.com

- ✓ Realtor.com
- ✓ Zillow.com
- ✓ Targeted Online Campaign
- ✓ Targeted Email Campaign
- ✓ Trulia
- ✓ Social Media Post
- ✓ Homefinder
- ✓ Homes.com
- ✓ GSREIN MLS & Greater Southern MLS



Making the calls

04

Proactive Telephone Marketing- Fewer and fewer real estate agents are becoming skilled at the art of pro-active prospecting. A dirty little secret is that most agents fear rejection and that keeps them from picking up the phone and prospecting for their sellers. Agents like this rely on other agents working through the MLS to sell their listings for them.

What all of that really means is that our agents don't just sit back and passively wait for buyers for your listing to come to us, we fearlessly and proactively go find them.

We approach each call with

Confidence

Preparation

Enthusiasm

05

Print

Marketing

It is no longer acceptable for your real estate agent to just print and hand out the MLS stat sheet.

Here are examples of marketing pieces that can be printed with each listing.

01

Custom Property Flyer



02

3-Part Custom Postcard Campaign



03

Custom Door Hangers for canvassing the neighborhood



06

Follow-Up

According to a study done by MIT, the odds of contacting a lead more than 5 minutes versus 30 minutes drops 100 times. From 5 to 10 minutes the odds decrease by 5 times. Is there any wonder why the average single agent misses so many opportunities to convert buyer leads for their seller?

Our team is trained and prepared to follow up immediately.

07 Social Media Strategy



Just listed in Slidell!
Gorgeous 3 bedroom, 2 full b...
 Sat Apr 1, 01:19 PM

Reach
 2,357

Boost post



iiiiit's closing time 🍷🍷!
Congratulations to our buyer on...
 Mon May 15, 04:13 PM

Reach
 1,567

Boost post



Back on the market! Their loss is your gain! Now listed at \$194,90...

Reach
 1,414



Melrose Group Realty

1.5K followers · 624 following

Follow

Posts About Videos

Details

Page · Real Estate Agency

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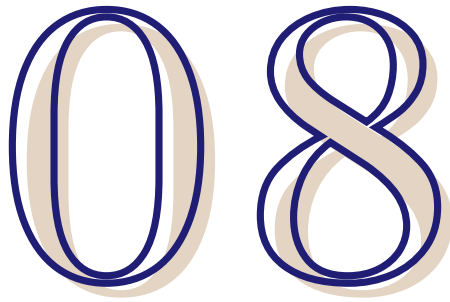
A few social media stats

- An average user spends 2 hours and 24 minutes per day on social media.
- 50.1% of the time spent on mobile is done using social media apps.
- Facebook is the most popular, costing people an average of 2 hours and 24 minutes each day.
- Youtube takes an average of 40 minutes per day.
- Users spend an average of 30 minutes per day on Snapchat.
- Instagram users are spending an average of 28 minutes on the platform daily.
- Pinterest users take it slow and scroll through ideas for only 14.2 minutes every day.

We train constantly on the ever changing algorithms of the different social media platforms. We pride ourselves in being very active on social media and engaging with our community.



facebook Ads



Open Houses

We LOVE showcasing your home with an open house.

A lot of buyers like to look at a home without any pressure. This is what we call the "two step" buyer. Most the time they start the process by going to the open house first then follow up with a tour by their real estate agent.



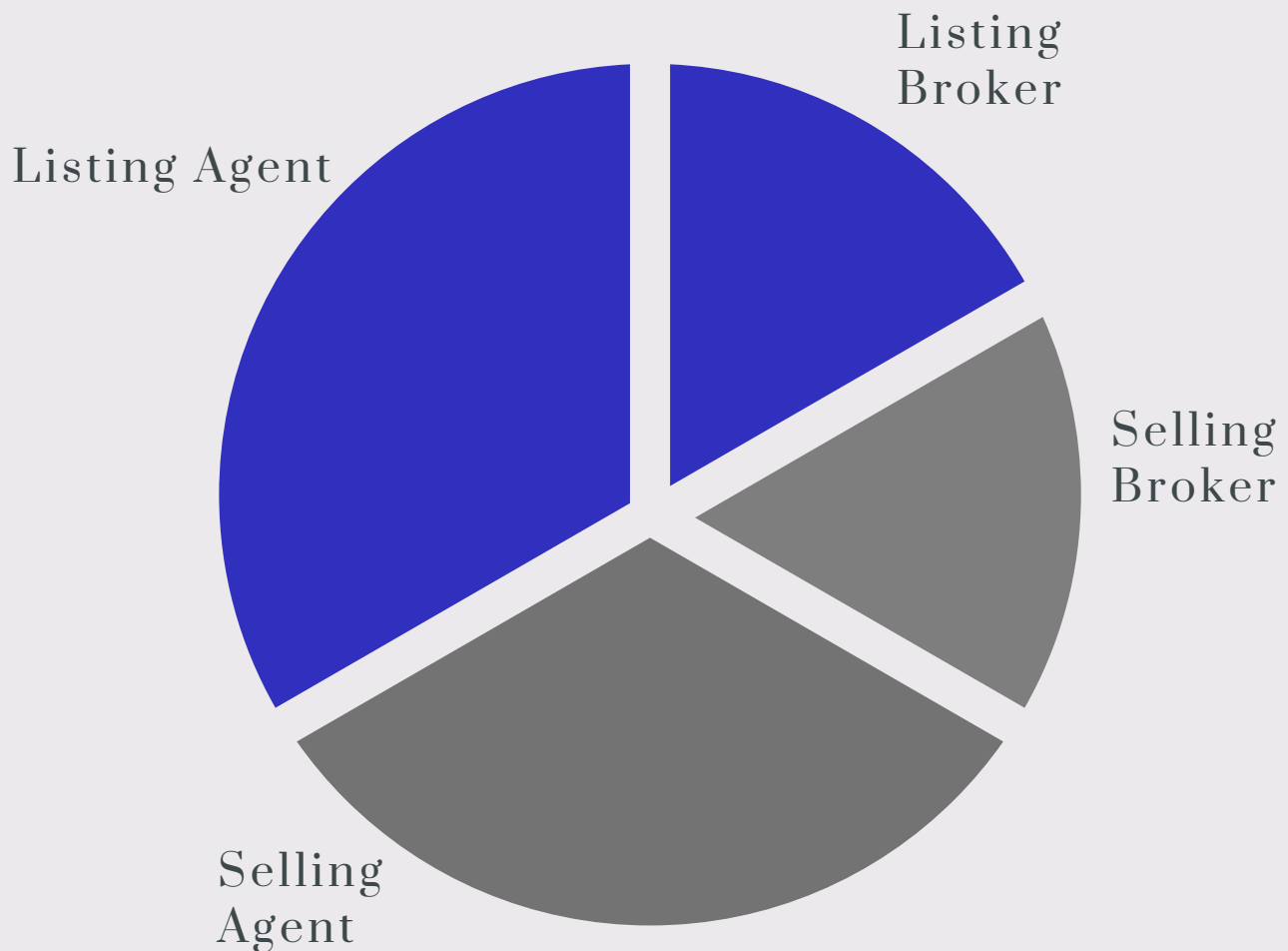
HOW WE PREPARE:

- Posted on all major websites including Zillow, Trulia, and the local MLS
- Several signs strategically placed around your neighborhood
- Postcards/letters mailed to area
- Posted on our social media accounts
- Social Media Ads
- Weekly Email Blast

Why you should hire MELROSE GROUP REALTY

| | |
|-----------------------------------|---|
| Communication | Communication is the key to positive relationships. To that end, we have a multi-faceted communication program with our Seller which HOLDS US ACCOUNTABLE to what we tell you we are going to do. All Sellers receive weekly updates on showing activity and feedback on their property via email. |
| Market Preparation | Feedback buyers often give of homes that don't sell is that they couldn't envision themselves living in it given the current owner's choice of furnishings and any clutter or imperfections. We help to make sure this doesn't happen to you by utilizing our resources and trusted partners to complete any task deemed necessary. |
| Innovative and Creative Marketing | We are consistently sharpening our marketing sword by taking the latest and greatest marketing courses and attending seminars that show you soon to be released software/ products. |
| Target Marketing | We have been utilizing target marketing on the internet for over the past 5 years. (Facebook, Instagram, Google, etc...) by doing so your home is seen and shown more. |

WHERE THE COMMISSION GOES



After the sale of the property the real estate commission is shared among all parties who assisted in the transaction. Typically the commission is divided four ways: to the listing broker, the listing agent, the selling broker, and the selling agent. Each party is compensated by a percentage of the total commission.



Our Promise to You

1

We promise to tell you the truth about your property.

2

We promise to respect your confidences.

3

We promise to give you good advice.

4

We promise that you will understand what you're signing.

5

We promise to follow through and follow up.

MELROSE GROUP REALTY

client compliments



They were absolutely amazing to work with. Very prompt with responses and keeping me informed every step of the process! Ulysses was so helpful during my walkthrough and truly made the move-in process so easy. HIGHLY recommend! -Alyssa F.



This is one of the best companies I have ever worked with. They don't just talk the talk with the information, they work it as well. They are the best.. I love them! -Penny A.

It was my wife's and I first time buying a house. Samantha and Ulysses made it a really easy and pleasant experience. They were there for us all the time not skipping a beat. If we have to go through another house buying/selling experience we will definitely go through them again. -Maverick A.

MELROSE GROUP REALTY

client compliments



We worked with Samantha and Ulysses to sell our old home and purchase our new home. We had showing scheduled within minutes and offers within hours! Samantha and Ulysses are truly the dream team and a pleasure to work with. They were honest, reliable and available 24/7 for all of our questions (and there were a lot of questions). They made the selling and purchasing transition go smoothly and I would recommend them to anyone. Thank you both so much for your work before, during, and even after the sale! -Kayla M.



Ulysses and Samantha are top rated professionals. They always go above and beyond for their Clients. I highly recommend them to anyone considering buying or selling a home. You will be glad you chose them for your real estate needs! -A.W

Samantha is the perfect model of what a REALTOR® should be. She's also experienced things from the other side (as a buyer and seller of her own properties) and anticipates her clients' needs even before we realize them. She was always one step ahead of what needed to be done-which was critical in this super fast moving market! We cannot recommend her enough!! -Greg & Peggy B.

We look forward to working with you!



Samantha & Ulysses Barnes



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MARKETING YOUR HOME

- 01 **Professional Photography-** A picture is worth a thousand words and 92% of homebuyers start their house hunt online. We want to put our best foot forward immediately We will schedule professional photos to be taken of your property.

- 02 **Multiple Listing Service-** Your listing will have maximum exposure on our MLS. All REALTORS® use this robust database to search for homes for their clients. Our goal is to make your listing in the MLS stand out from the others. From the professional photos to the public remarks your listing will shine!

- 03 **Internet Websites-**The MLS will use IDX feeds to send your listing out to multiple home websites all over the internet on both mobile and desktop platforms. Your property will be seen by people across our state and all over the country.

- 04 **Social Media-** We have a large following on all of our social media platforms. Potential buyers and partnering agents will see highlights of your property and will have the ability to also share to their sphere!

- 05 **Open Houses-** Some sellers aren't comfortable with Open Houses, and that's OK! This is your choice! Open Houses can allow your neighbors to come tour your property and tell their friends and family about it.

- 06 **Broker Tours-** Broker tours are another great option! These are monthly tours which allow agents to come preview properties for potential clients. Lenders and Title companies participate as well which allows for a greater marketing reach! It is a great way to network and gain feedback on our property.



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ITEMS NEEDED FROM YOU

COMPLETED

01 Seller's Property Disclosure Document- Please fill this form out to the best of your knowledge. If repairs have been made briefly state cause and how you fixed it. **This document is required.** YES

02 Flood Declaration Page- Please call your flood insurance agent and ask for a flood declaration page. Potential buyers may ask for this and **we will be required to upload it in to the MLS if the home is located in a Special Flood Hazard Area (SFHA)** YES

03 Seller Property Information Form-This will help buyers get settled in their new home while you move on to yours. **This is optional but will be a nice addition to our professionalism to the buyer.** YES

04 Warranties or Work Completed-This is not required but could be appealing information. Examples would be transferrable warranties (services or physical items in the home) such as termite treatments, A/C units, Roof, etc. YES

05 Claim History Report-Please call your homeowner's insurance company and ask for a Claim History Report. **This is not required but good to have on hand to present to buyers.** YES



PROPERTY INFORMATION

Changes or improvements to the property: _____

Special features of home (i.e.pool, workshop, etc...)_____

Energy Efficient features of home:_____

Check all features that apply:

- | | | |
|--|--|--|
| <input type="checkbox"/> Refrigerator | <input type="checkbox"/> Ice Maker | <input type="checkbox"/> High Speed Internet |
| <input type="checkbox"/> Gas stove | <input type="checkbox"/> Microwave | <input type="checkbox"/> Security System |
| <input type="checkbox"/> Range/Oven | <input type="checkbox"/> Granite countertops | <input type="checkbox"/> Pool |
| <input type="checkbox"/> Cooktop | <input type="checkbox"/> SS Appliances | <input type="checkbox"/> Fenced Yard |
| <input type="checkbox"/> Double Oven | <input type="checkbox"/> Surround Sound | <input type="checkbox"/> Boat/RV Parking |
| <input type="checkbox"/> Dishwasher | <input type="checkbox"/> Wet Bar | <input type="checkbox"/> Dock |
| <input type="checkbox"/> Disposal | <input type="checkbox"/> Ceiling Fan | <input type="checkbox"/> Lake/Pond/River |
| <input type="checkbox"/> Wine Fridge | <input type="checkbox"/> Jacuzzi Tub | <input type="checkbox"/> Walk-in Attic |
| <input type="checkbox"/> Trash Compactor | <input type="checkbox"/> Storage Building | <input type="checkbox"/> Outdoor kitchen |

Utilities/Insurance/ HOA:

Flood Insurance:_____

Homeowner Insurance :_____

Property Taxes :_____

Electric Co :_____

Gas Co :_____

Sewer Co :_____

Internet Provider :_____

HOA: No Yes \$ _____/Month /Quarter /Year HOA Phone # _____

Name of HOA:_____ Management Company Name:_____

HOA Specific Amenities:_____

Number of garage door openers: _____