



# **Seller's Guide**

***Lafayette Listing Realty***





# Timing & Market Preparation

*Decide your goals: top price, quick sale, or flexible timing? Your goals shape pricing, marketing, and negotiating strategy.*

*Understand local market signals: inventory levels, recent sale prices, and average days on market determine demand and pricing power.*

*Plan your timeline for decluttering, repairs, staging, photography, and listing. Proper preparation reduces time on market and improves offers.*

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# Pricing Strategy

*Price competitively using comparable sales (comps), current active listings, and market trends. Overpricing often leads to stale listings and lower final sales.*

*Discuss pricing strategies with your agent: aggressive pricing to generate interest, or price to reflect market competition. Include a plan for price adjustments if needed.*

*Factor in seller costs: agent commissions, closing costs you'll pay, any payoff of liens or mortgages, and pre-closing repairs.*

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# Pre-Listing Improvements

*Focus on high-impact, cost-effective improvements: paint in neutral tones, fresh landscaping, deep cleaning, minor kitchen/bath updates, and fixing obvious defects.*

*Declutter and depersonalize so buyers can imagine themselves in the space. Remove excessive furniture to highlight flow and room size.*

*Professional photos and virtual tours are essential.*



# Marketing Your Home

*Combine professional photography, compelling listing descriptions, and strong online exposure (MLS, Zillow, Realtor.com, social media) to reach the widest audience.*

*Host targeted broker tours, open houses, and private showings. Use neighborhood-specific messaging to attract local buyers.*

*Highlight unique selling points (recent upgrades, landscaping, walkability, school district) and provide a one-sheet with upgrades and utility averages.*

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# Showings, Offers & Negotiation

*Keep the home show-ready and flexible for showings. Small touches (fresh flowers, neutral lighting) make a big impression.*

*Evaluate offers beyond price: financing type, inspection contingencies, earnest money, and closing timeline matter. A cash offer or pre-approved buyer may be more reliable.*

*Negotiate with strategy, consider concessions vs. price, timelines, and buyer strength. Your agent should present a clear net proceeds estimate for each offer.*



# Inspection, Appraisal & Closing

*If buyers request repairs, assess whether to fix, offer a credit, or negotiate price. Prioritize safety and structural items.*

*Be prepared for appraisal, ensure the appraiser has access to comps and a list of upgrades. If the appraisal is low, work with your agent to present supporting comps.*

*Clear title issues early and coordinate with your closing attorney or title company so the closing proceeds smoothly.*



# After the Sale

*Keep records of the sale, move-out condition checklist, and receipts for any seller-paid repairs. These are useful for tax records and future transactions.*

*Coordinate utilities transfer, forward mail, and confirm final billings.*

*Plan for the next step, whether buying another home, renting, or moving, talk to your agent about timing to reduce transition stress.*



# Common Seller Mistakes to Avoid

*Overpricing and resisting a market-based pricing strategy.*

*Neglecting small, inexpensive fixes that deter buyers.*

*Being inflexible with showings or negotiation terms.*

*Failing to disclose known issues or lacking documentation for upgrades.*



# Quick Checklist

- *Choose a pricing strategy and stick to the data.*
- *Invest in photography and curb appeal.*
- *Keep a showing-ready plan and flexible schedule.*
- *Collect receipts and documentation for improvements.*
- *Work with an agent who communicates regularly and provides a marketing plan.*