

SELLING YOUR HOME WITH DONNA RIBBECK

How to sell FAST and
for MORE!



985.320.8395

www.donnaribbeck.com



kw REALTY
SERVICES
KELLERWILLIAMS

Keller Williams Realty Services
710 S. W. Railroad Ave
Hammond, LA 70403 318.1400

Each office is independently owned &
operated.

Meet Donna Ribbeck

- B.S. Degree from LSU
- Certified Residential Specialist
- Graduate, Realtors Institute
- Broker-Associate
- Keller Williams, Agent Leadership Council
- Realtor® since 1984
- Board Member of North Shore Board of Realtors



Each office is
independently owned &
operated.

CHOOSING A REAL ESTATE CONSULTANT

<i>Questions to ask</i>	<i>Donna Ribbeck</i>	<i>Other Agent</i>
Are you full time	Yes	
Have you been in the real estate business for 10+ years	Yes	
Do you have a broker's license?	Yes	
How many homes did you sell last year?	32	
Do you live in our parish?	Yes	
Do you mass email?	yes	
How many websites to market to?	30+	
What designations to you have?	CRS, GRI	
Do you have a good rapport with other agents?	Yes	
Do you do a Home Book?	Yes	
Do you use Virtual Tours?	Yes	



WHY CHOOSE DONNA RIBBECK?

- 84% of my sales are past clients or referrals
- The average agent sells 8 homes per year, I have sold 20-30 for the past 4 years.
Why get an average agent??
- I hold a designation that only 4% of Realtors nationwide have achieved, the coveted, Certified Residential Specialist.
- I live and work in our community.
- I am a single agent, not a team, so you always get Me. I have an admin to do my paperwork, but I do the rest!
- I use a professional photographer to show your home at it's best.

WHY CHOOSE A CERTIFIED RESIDENTIAL SPECIALIST?

Choosing a Realtor to help you sell your home may feel like a difficult task. With so many Realtors eager for your business, it can be difficult to know which one you can trust. One way to narrow down the field is to look for a Realtor with credentials that can help you and the buyer feel at ease throughout the entire transaction.

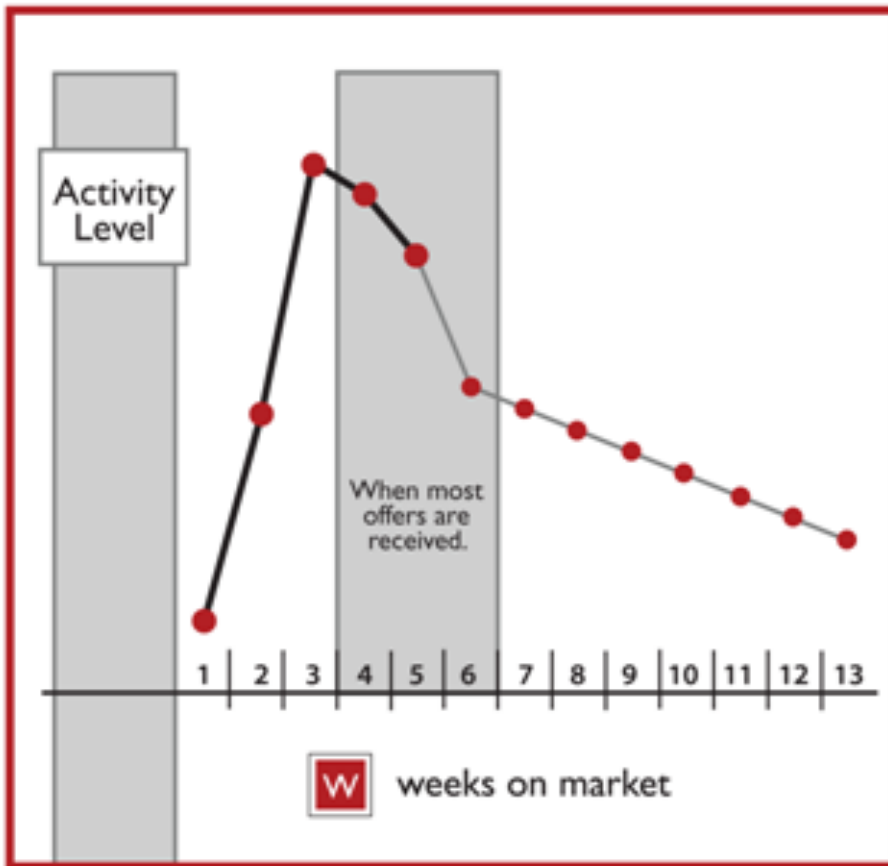
A Certified Residential Specialist is:

- A proven leader in residential real estate
- In the top 4% of agents in this country
- Has years of experience and success
- Has a high volume of sales
- Knows how to market real estate

The real estate market is tough, fast-paced and competitive, but with a CRS agent by your side, selling your home becomes an enjoyable experience.



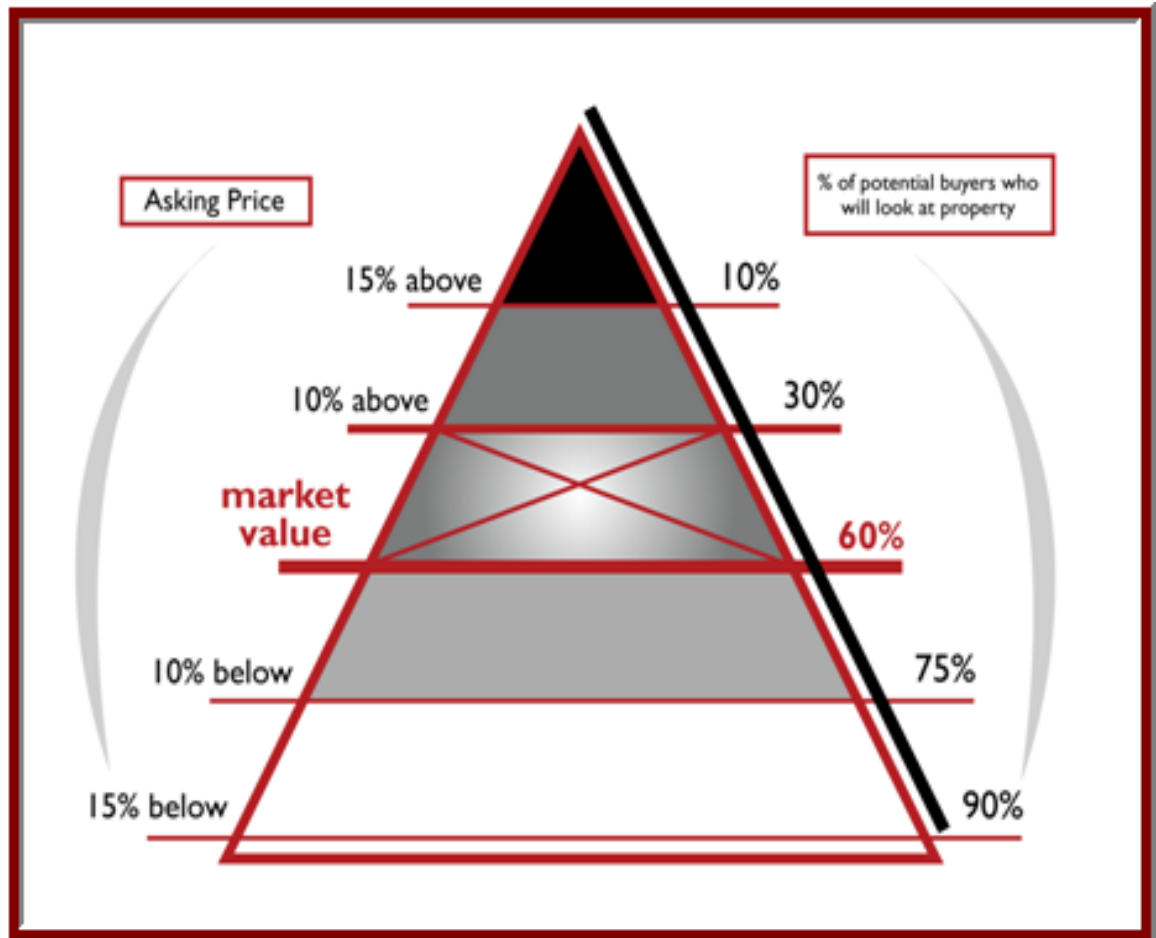
When is the best time to sell?



The right price is important.

- A property generates the most interest when it first hits the market.
- The number of showings is greatest during this time if it is priced at a **realistic market value**.
- Starting too high and dropping the price later misses the excitement and fails to generate strong activity.
- Many homes that start high end up selling below market value.

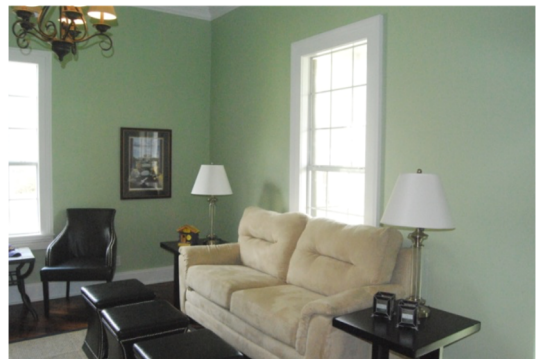
Pricing Strategy



Pricing your property competitively will generate the most activity from agents and buyers.

Pricing your property too high may make it necessary to drop the price below market value to compete with new, well-priced listings.

Think staging doesn't make a difference??



Think Again... This house went under contract the day after it was staged!



Inspection-Ready Home

Prior to the inspector evaluating your home, you can take a few steps to help ensure your inspection has fewer problems.

1. Repair any damage to steps and walk-ways.
2. Re-caulk around exterior doors and windows, check flashing and replace any missing or damaged shingles.
3. Have the central air conditioning and heat systems serviced and retain receipt from HVAC contractor.
4. Replace or repair any broken windows or unsealed windows.
5. Have the fireplace and chimney cleaned and check by a professional.
6. Fix leaky faucets and fixtures and repair grout around tubs & sinks.
7. Have an electrician inspect receptacles and switches and make any needed replacements or repairs.
8. If the home has battery operated smoke or carbon monoxide detectors, put in fresh batteries and install additional units if missing.

On inspection day,

Schedule 2-3 hours to be away from your home, longer if house is very large.

Leave any keys, with instructions for inspector to access garage, outbuilding, generator, etc. Move objects from around water heater, furnace and air conditioning unit.

Pets should be taken out of the house or contained in a crate.

Typically we will get the inspection report within 48 hours, and then we can negotiate any repairs or replacements.

Checklist for Photographer

✓ Outdoor:

- ___ Move vehicles from driveway
- ___ Remove all garage cans
- ___ Put away hoses, sprinklers, etc
- ___ Be sure landscaping is clean, colorful plant at front entrance
- ___ Clean driveway, walkways, porches, decks
- ___ Clean pool, spruce up outdoor furniture-nice cushions



✓ Indoor:

- ___ Open all window coverings
- ___ Turn all lights & lamps on
- ___ Turn off televisions, put away remotes
- ___ Turn off all fans
- ___ Toiletries need to be put away
- ___ Clothing needs to be put away
- ___ All beds need to be made & look professionally staged
- ___ De-clutter all rooms, stuff needs to be packed anyway
- ___ Remove everything off the kitchen counters
- ___ Get all stickers, magnets and photos off of refrigerator
- ___ Remove any signs of pets



Remember, you only get one chance at a first impression!

Professional photographers make the difference between people passing over your house online & calling to make an appointment.

Who Do We Sell To?



1. To the Buyer

We sell either directly or indirectly through their agent
We may have to justify the price, explain the condition, etc.

2. To the Inspector

Most buyers hire an inspector to find any potential problems. This inspector can make or break the sale. We need to communicate with them and represent you.

3. To the Appraiser

Very often, we have to “help” the appraiser find comparables in your area to justify the sales price.

4. To the Underwriter

Today, even if the appraiser agrees with our sales price, we sometimes are required to do additional comparables and reports for the buyer’s lender.

What I'll do to sell your home...

1. Have a professional photographer take pictures of your home.
2. Put your home in MLS & expose it to 100 local agents, and several hundred agents in a 50 mile radius.
3. Launch your home on 30 plus websites, including the top real estate site in the world, Realtor.com to market your home to the world.
4. Call agents & customers and let them know about your home.
5. Email agents & customers and show them your home.
6. Mail post cards to potential customers.
7. Make a virtual tour of your home to put on websites and to email.
8. Make a Home Book about your house for potential buyers to have more answers when they look at your home.
9. Keep your home in the forefront of the agents in our area, so that they think of it when they have buyers that are qualified.

And most important.... Help you set a price for your home that will make it sell!

What I need you to do....

1. Keep your house neat & clean.
2. Try to always let us show your home.

Different Views!



What the seller sees...



What the buyer sees...



What the appraiser sees...



What the loan
underwriter sees...

I will fight to keep your values up with all parties!

WHAT MY CLIENTS SAY...

When the housing market was faltering she showed my house numerous times and sold it. I have friends that listed with others and had no offers as well as very few people look at their home. I respect her as a person as well as a wonderful real estate agent and will use her in the near future.

Dr. Rick Henry



Donna is the most patient person I know. She never gave up on myself and my husband through the difficult time of finding us our new home. **She listened to us and was there every step through our purchase process.** We are excited to be in the Ponchatoula area where I have wanted to be for many years and in the subdivision I wanted to be in. It's amazing how she put the two together and placed us in our new dream home just where we wanted to be. *Belinda Vining Trepagnier*



Nicholas & Christopher Landreneau

Donna was so caring and professional. She helped guide us through the selling of our home, with speed & expertise. She helped us find our perfect home in a great neighborhood, that works for the whole family. Our sons love their new bedrooms and the big back yard. Donna was so helpful from start to finish, every step of the way.

Jeff & Michelle Landreneau

MORE CLIENT COMMENTS...

Donna never stopped looking for our dream home. Even when we had given up and thought we could be content in our old house, Donna was still working for us. She knew we didn't want to leave our friends and the great Hammond/Ponchatoula area, but we needed something bigger. Just tell her what you're looking for in a new home, she holds the keys to your new dream home.

Benny Guillot



Benny & Sandy Guillot



SIMPLE STEPS YOU CAN TAKE TO ENSURE YOUR HOME SELLS FOR THE MOST MONEY IN THE SHORTEST AMOUNT OF TIME

1. Agent

Picking the right agent is the single most important step you can take! This is not the time to pick someone you feel obligated to use, but instead someone who knows your neighborhood and works full time as a Realtor.

2. Price

It is very important to price your home competitively *when you list it*. Overpricing your home minimizes showings, limits qualified buyers, and keeps your house on the market longer.

3. Cleanliness

If your home is not adequately cleaned, and deodorized, you will lose thousands of dollars. Odors like pets, smoke or diapers must be eliminated.

4. Easy Access

Top selling, busy agents are not going to chase your key from either the real estate office, or the last agent to show it. The best way to sell your home is to put it on lockbox.

5. Showtime

When your house is being shown, please:

keep all lights on

keep all drapes and blinds open

leave soft music playing, if possible

take your pets and family out of the house

let the buyer be at ease with his agent

6. Paint & Carpet

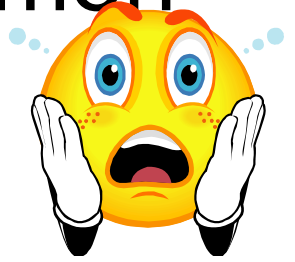
Paint is the easiest, and best investment in preparing your home.

If your carpet is beyond cleaning, or damaged, replace it. Buyers don't have extra money to replace carpet, so they'll look elsewhere.

7. Curb Appeal

Your front yard and door are your first impressions. Be sure your door is fresh and painted, if necessary, and your yard and landscaping trimmed and in order.

Tips to Prevent Common Seller Mistakes



- 1. Price Your Home Right.** If you either need to sell or would like to sell your home, pricing at current market value is key. Researching prices that comparable homes recently sold for is a crucial component to determining a price that will make the home sell. If you don't need to move, consider waiting for the market to improve.
- 2. Consider a Presale Inspection.** This will accomplish two goals. First of all, it will let you know the potential problems that need to be fixed, and secondly, buyers can make offers that takes those items into consideration up front rather than renegotiating concessions later.
- 3. Ensure Qualifications.** Before entering into a contract, ask the buyer to disclose the name of the lender with the prequalification letter. Make sure underwriting approval happens shortly after accepting the offer by writing this into the contract.
- 4. Consider All Offers.** Refusing to entertain an offer from a qualified buyer can be a big mistake for sellers in this market. Wait until the offer has been negotiated to refuse it.
- 5. Accept Backup Offers.** Consider a backup offer in case the primary one falls through. Also take into consideration that a lower offer with a larger down payment can be a more solid deal than a higher price with less money down.
- 6. Choose the Right Agent.** Solid negotiation and communication skills combined with local area expertise can help sellers to get the most out of their experience.



Why is my home not selling?

1. **You overvalued your property.** If your home is overpriced, it's simply not going to sell. The longer you have it overpriced, the less money you will net.
2. **Your listing is poor.** Make sure you have professional photographs of your home, with a well written description of your home and upgrades.
3. **You are present at showings.** Buyers don't want sellers lurking over their shoulder during showings.
4. **You're too attached.** If you refuse to negotiate on your price, then there's a good chance you've become too attached to your home.
5. **You haven't had your home professionally cleaned.** A dirty house is going to leave a bad impression on buyers.
6. **Your home is not staged.** If you've moved out of your home, it would be helpful to at least minimally stage your home. Buyers have a hard time imagining living in an empty home.
7. **You kept all your person décor.** Buyers are going to feel uncomfortable touring your home with all of your photos, etc.
8. **Your home is too cluttered.** Declutter! Start packing your personal items, extra furniture, etc. Get a storage unit.
9. **Your home is in need of too many repairs.** The more things that need to be repaired, the less likely a buyer will be interested.
10. **Your home improvements are too personalized.** A paint color can turn off a buyer if it's too "different".