

SCOTT LAFLEUR



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SELLER'S GUIDE



Your how-to-guide
in leveling up
your Real Estate
Property selling.

www.LaFleurRealtyGroup.com



At LaFleur Realty Group, real estate is more than just a transaction. It's a relationship. It's also a process that demands strategy, trust, and professionalism. We know that buying and selling a home can be an emotional time that is as much about peace of mind as it is about price.

When choosing a realtor, it's important to work with someone you trust. Someone who brings perspective, sound judgment, and the proper guidance to help you make informed decisions. Our goal is to provide comfort, calm, and confidence every step of the way.

With over 22 years of professional experience, we bring a foundation of integrity, dedication, and client-focused service. We don't just work in Greater Milwaukee, we live and raised our family here. We are a family-run team that offer deep local market knowledge, a network of professional relationships, and a commitment to personalized service.

Whether you're a first-time homebuyer, seasoned investor, or empty-nester ready to downsize, it's important to have a knowledgeable and experienced agent by your side. At LaFleur Realty Group we treat every client like family and every transaction like it's our own





SELLING YOUR HOME

WITH KELLER WILLIAMS REALTY

When you work with me, you work with a trained agent that has the backing of the world's largest real estate company, consisting of 180,000+ associates around the globe. That puts your listing within the largest real estate network with the furthest reach.

And, by choosing to partner with me and the Keller Williams family, you gain access to a suite of technology that keeps you informed and engaged in what's happening in your neighborhood.

WIN-WIN

or no deal

INTEGRITY

do the right thing

CUSTOMERS

always come first

COMMITMENT

in all things

CREATIVITY

ideas before results

TEAMWORK

together everyone achieves more

TRUST

starts with honesty

EQUITY

opportunities for all

SUCCESS

results through people





2024 KW MKE | Results Driven

5,576 # OF CLOSED UNITS

\$2.2 CLOSED SALES VOLUME
BILLION

KW MKE METRO MLS



**AVERAGE
HOME PRICE**

*KW WORKS IN A HIGHER PRICE POINT
THAN THE MARKET AVERAGE.

13.9% KW MARKET SHARE
VS. OTHER TOP BROKERS

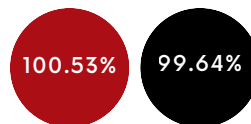
*IN 2024 **KELLER WILLIAMS WAS THE #1 BRAND**
FOR SE WISCONSIN SELLERS & BUYERS

KW AGENTS CLOSE 79%
MORE DEALS THAN THE AVERAGE AGENT
IN THE METRO MLS.

2,539 # OF LISTINGS TAKEN

\$1.023 LISTINGS TAKEN VOLUME
BILLION

KW MKE METRO MLS



**LIST TO SALE
PRICE %**

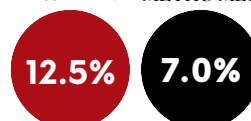
KW MKE METRO MLS



**AVERAGE DAYS
ON MARKET**

*KW SELLS HOMES **38% FASTER** THAN THE
MARKET AVERAGE.

KW MKE METRO MLS



HOME SELLER'S ROADMAP



01

Find Agent

Hiring a real estate agent offers access to their market expertise, negotiation skills, and professional network, streamlining the selling process while ensuring proper pricing and legal compliance.



02

Pricing

A competitive price attracts interest without undervaluing the property, ultimately maximizing returns and minimizing time on the market.



03

Staging

Staging is the process of simplifying, rearranging furniture, adding decorative elements, and depersonalizing a home to maximize its appeal to buyers. The point of staging your house is to make it easy for prospective home buyers to envision themselves living in your home.



04

Marketing

Utilizing social media, real estate platforms, additional marketing tactics and networking ensures maximum exposure to potential buyers, ultimately leading to a faster sale at the best possible price.



05

Listing

Listing a home involves thorough documentation of its features, amenities, and condition. It includes capturing high-quality photos, drafting engaging descriptions, and setting an appropriate price.

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HOME SELLER'S ROADMAP



Showings

Effective communication, flexibility, and attentiveness during showings can enhance buyer interest and increase the likelihood of a successful sale.



Offers

The offer process involves receiving and reviewing offers from interested buyers, negotiating terms, and potentially counter offering. Sellers must carefully assess each offer's price, contingencies, and timeline to determine the best fit.



Under Contract

Getting a listing under contract involves accepting an offer from a buyer, signing a legally binding agreement outlining terms and conditions, and completing necessary disclosures.



Final Details

Clear communication and adherence to deadlines ensure a smooth transition, leading to a successful closing and transfer of ownership.



Closing

Successful closing ensures a smooth transition and fulfillment of both seller and buyer expectations.

I. FINDING A GREAT AGENT

INDUSTRY KNOWLEDGE

I have access to a wide variety of resources that are not readily available to the public. I can help you determine the best price and time to sell.

SMART NEGOTIATING

With my collective experience and expertise, I can help you negotiate the best price for your home.

PROFESSIONAL EXPERIENCE

I am required to undergo annual training and compliance to ensure that I am up to date on any changes in legal or administrative paperwork.

CUSTOMER SERVICE

I am dedicated to helping you answer any questions that arise from this process. I treat you, how I would like you to treat me!



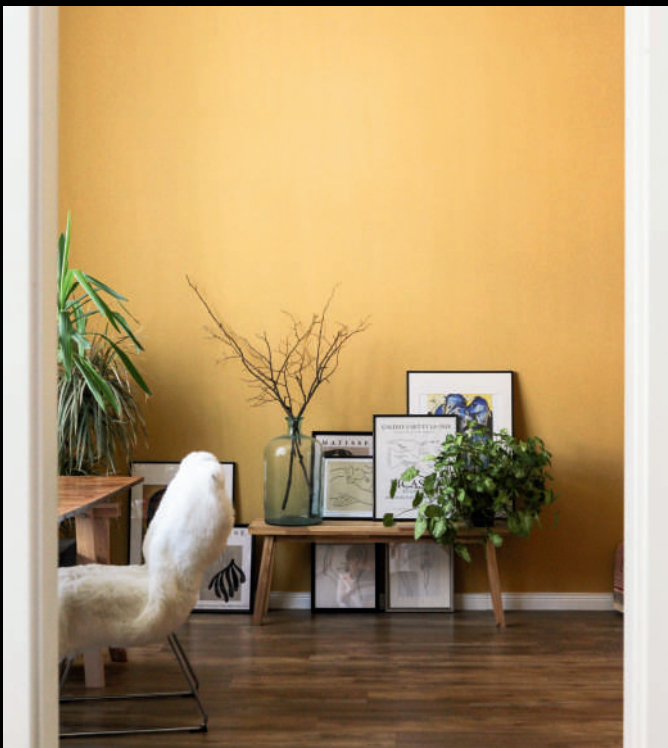


II. ESTABLISH A PRICE

LISTING PRICE

Setting a strategic listing price is one of the most important aspects in the entire home selling process. If you list too high, you might not get any offers and it can take you a while to sell your home. Alternatively, if you price too low, you might be missing out on a greater return on your investment.

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WHAT DETERMINES THE PRICE?

You have two options in order to price your home for sale:

- You can engage with a third party home appraiser, who will perform an analysis on your home and the neighborhood.
- I can perform an analysis on other homes that recently sold in the area.



III. PREPARE YOUR HOME

Staging a home can **increase its sale price by up to 20%** and decrease its time on the market by around 50%. According to the National Association of Realtors, **83% of buyers find it easier to visualize a staged property** as their future home.

Additionally, **staged homes typically sell faster** than non-staged ones, with a reported 95% of staged homes selling in 11 days or less on average.

HOME STAGING TIPS

- The way you style your home can be a make or break for a potential buyer. They have to be able to picture themselves living in your space, so be mindful of what you leave visible to viewers.
- You can hire or rent professional props and decorators to help stage your home.
- Over 95% of home buyers start their search online, so professional photography is imperative! I hire a professional to come to take the best pictures and they are all completely edited to make sure your home is shown perfectly!



INSIDE THE HOME

Repaint the home in a neutral colour (preferably white)

Remove and replace any personal artifacts

Find arrangements for pets and children, and remove toys and clutter from main spaces

Make sure that walkways are clear

OUTSIDE THE HOME

Take care of the landscaping (i.e.: cut the grass, water the flowers, trim the trees and bushes)

Remove weeds

Repaint or re-stain any porches, entry ways, and doorways

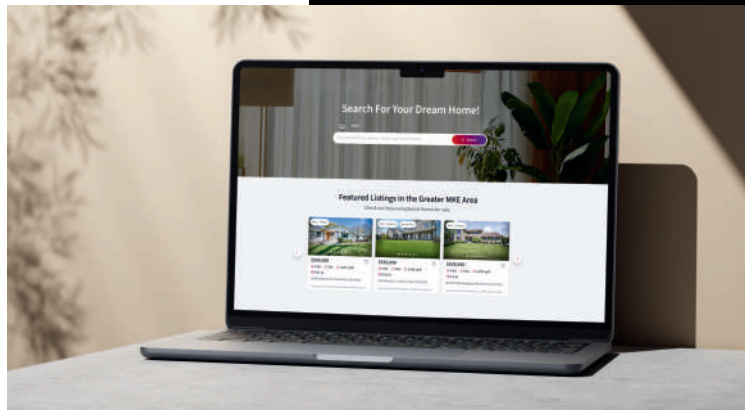
Fill in any cracks in the driveway, sidewalks and foundation

Clean out the gutters of any leaves or twigs

Test all lighting fixtures and motion sensors



IV REAL ESTATE MARKETING



MARKET RIGHT

With 95% of buyers looking online at some point in their home search, mastering the digital space is a must. My award-winning suite of technology marketing tools in combination with my market expertise will deliver optimized search, social media and email campaigns to ensure your listing shines online. It is my goal to provide innovative digital marketing strategies to ensure the right buyers find your property and take action.

- Listing will display on 200+ websites including: KW.com, Zillow, Realtor.com, Homes.com & my personally branded site
- Targeted email campaigns, social media campaigns, direct mail & more
- Access to the KW Milwaukee Listing Network; a weekly consortium of information for coming soon, excluded & single party listings.



WEBSITE SYNDICATION

KW & Listhub provide a reliable, accurate, and industry-friendly platform for publishers & online real estate news sources to connect with 50,000 brokers for the purpose of advertising their real estate listings.



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|-------------------------------------|----------------------------------|----------------------------|------------------------|
| • AdWerx | • HomeSpotter | • Nextdoor | • Rentals.com |
| • A Greater Town | • HomeValueStore | • OpenForHomes | • RentHop |
| • airdeed | • HomeWinks | • OpenHous | • SearchAllProperties |
| • airdna | • Hommati | • OTTO | • The Land.com Network |
| • Apartment List | • HouseJet | • Ownerly | • TopHap |
| • Apartmentbuildings.com | • HousingNow | • Pacaso | • USHUD |
| • ApartmentGuide | • Hulilly | • PadSplit | • Whats My Payment |
| • Back At You | • IdealEstate | • Patch | • Zelve |
| • BeenVerified | • International Property Network | • PNC Home Insight Planner | • Zumper |
| • century21.com | • Juwai | • Point2 Homes | |
| • CityHomes | • Kotohomes | • PropertyPath | |
| • Clayton Homes | • LakeHouse | • PropertyShark | |
| • Corefact | • LandSearch | • PropertySimple | |
| • DirectOffer | • LearnMoreNow.com/FindHomes | • PropStream | |
| • DiscoverHousing | • Mashvisor | • Propwire | |
| • DreamHomeList | • MobileHome.net | • Real First Impression | |
| • Flipcomp | • MoveTube | • RealMessenger | |
| • HomeFinder | • NeighborWho | • RealtyTrac | |
| • Homes & Land/The Real Estate Book | • Nest.me | • Realty Executives | |
| • HomePath | • Nestigator | • RealtyStore | |
| • HomePriceTrends | • Nestment | • The Land.com Network | |
| | • NewHomeSource | • Rent. | |





V. LISTINGS

Congratulations! You have officially listed your home for sale.

I will use my network to ensure that your listing is as visible as possible, and reaches the appropriate audience.

A yard sign will be installed in your front yard to let passerby's know of your intentions to sell.

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VI. SHOWINGS

For the first few weeks/weekends, make sure that your calendar is flexible for showings. This will help provide potential buyers a greater number of viewing options.

You should make arrangements for pets and children during viewing times, to help make the viewing experience as pleasant and distraction free as possible.

Private viewings as well as open house viewings will be set up during the first few weeks of listing your home.



SHOWING CHECKLIST

IF YOU ONLY HAVE FIFTEEN MINUTES

- ☐ Make beds and fluff pillows
- ☐ Throw away any garbage
- ☐ Empty out garbage cans and take out the trash
- ☐ Clean countertops and put away dishes
- ☐ Declutter the home, remove any toys, pick up items off floor
- ☐ Turn on all indoor and outdoor lights
- ☐ Tidy up bathroom counter, close toilet seat



IF YOU HAVE MORE THAN AN HOUR

- ☐ Complete the above list (15 minute list)
- ☐ Vacuum, sweep and mop the floors
- ☐ Wipe all major appliances, glass, and mirrors
- ☐ Fold or hang up visible clothing nicely
- ☐ Dust any visible or reachable areas

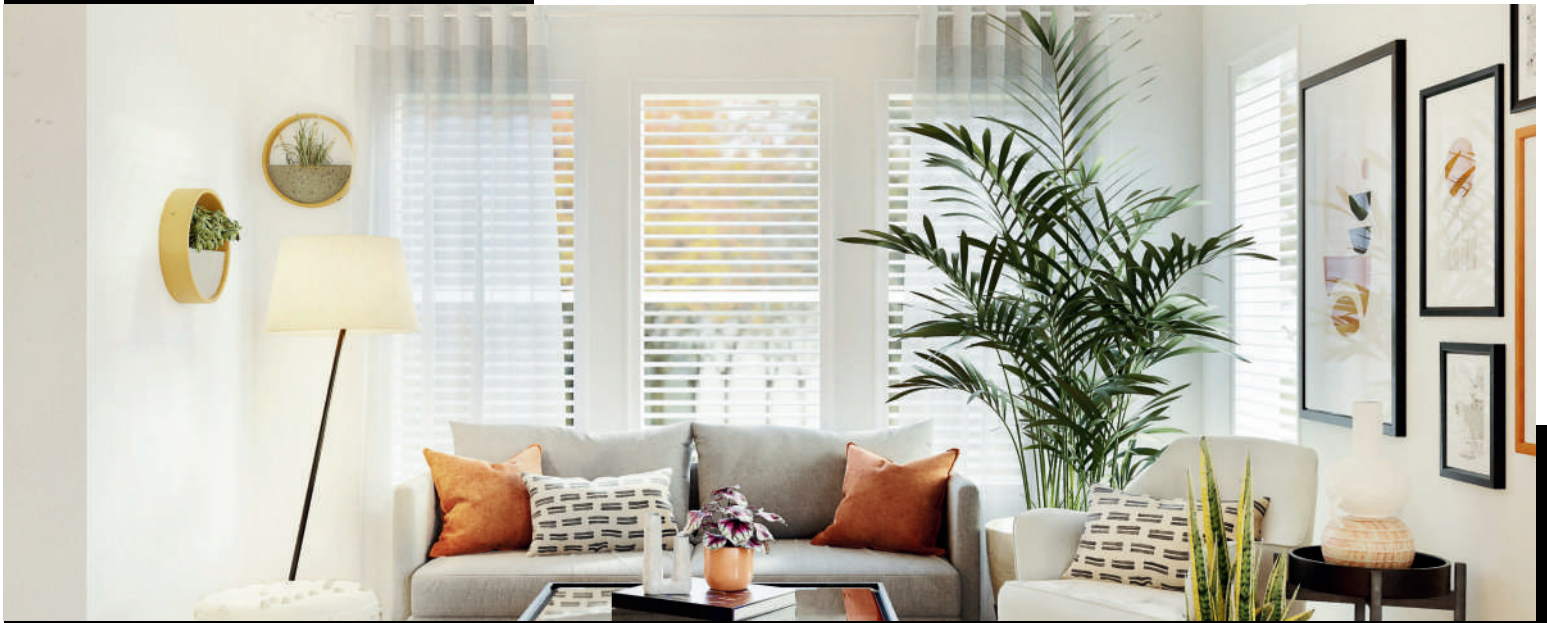


VII. OFFERS & NEGOTIATIONS



At this time, you will be able to accept the offer, negotiate and make a counter-offer, or reject the offer. If you receive multiple offers, I will help you negotiate with the buyers to find a price that you are happy with.

Ensure that the process is transparent, and all information provided to the buyers is accurate and up to date.



VIII. UNDER CONTRACT



- The offer will officially become binding once the buyer and the seller both agree to the terms in the contract in writing (which includes the price).
- Some things that need to occur before the closing process can commence:
 - Home inspection
 - Title search
 - Final walkthrough with the buyer



IX. FINAL DETAILS

Be prepared for obstacles and hiccups! They happen during this phase, but that doesn't mean the sale is over.

At this time you can start packing and moving into your new place!



X. CLOSING

Closing is the final step when selling your home.

The closing process itself requires a lot of paperwork and patience. Be prepared with your government issued photo ID, cashier's check and any other documents required by the title company or loan officer.

Don't forget to leave the keys and garage door code for the new owners.

Congratulations on selling!



A decorative background image featuring a vase of purple tulips and two wooden cutting boards against a light-colored tiled wall.

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