



# LISTING AGENT



# CHARLESTON'S LUXURY PROPERTY EXPERTS



Proudly celebrating 25 years of business with over 167 years of combined experience, Lois Lane Properties continues to be Charleston's premier independent, boutique, real estate firm. We believe everyone deserves to truly love where they live, and consider it such a privilege to be a part of the journey. Our clients come back to us time and again because they appreciate the level of personal attention they get while working with us and value the expertise we bring to each transaction. Your needs come first.



# ROLE OF A LISTING AGENT

- Preparing Your Home to Sell
- Staging Your Home to Sell
- Hiring Professional Listing Photos
- Deciding on a Price
- Marketing Your Home to Potential Buyers
- Closing the Deal







# PREPARING YOUR HOME TO SELL

As experienced agents we know how to maximize your property value so you can receive top dollar for your home. We will be able to identify which improvements you should make to your home (if any) to increase the amount it sells for. We will also be able to recommend service providers who provide great value (high quality at reasonable prices): an inspector, handyman, painter, landscaper, stager, etc.

It is in your best interest to hire an inspector after this first consult to complete home and pest inspections, and depending on the property, you may also want to inspect the roof, sewer, drainage, fireplace, pool, or other key features. Depending on the amount of work, we may advise you to complete the repairs or leave as-is for the buyer.

Lois Lane Properties will help you evaluate the return on investment (ROI). For every \$1 you spend, you want to receive \$2 in return. In a seller's market, with a lack of homes on the market and a surplus of buyers, your property may sell in the first week or two on the market without completing repairs. However in most cases, any time you want to receive "top dollar," it is best to do the repairs first. The majority of buyers do not want a construction zone; they'll pay a premium for the work to be done. They want to write a check and have the peace of mind.

# STAGING YOUR HOME TO SELL

Preparing your property is an art and needs attention if you want to maximize your sale price. Agents often say, “proper preparation prevents poor performance.” We will help you “stage” your home so that it makes a positive first impression among potential buyers, from the time they look at the listing photos, to the moment they walk in the door.

The first step in staging a home is removing any excess furniture and clutter to make the room feel larger and to help the buyer visualize the space. It’s best to leave some furniture in the room, so that buyers can picture where their own furniture will go, but not so much that the room feels small.

You can also hire a professional staging company, who will bring in furniture and decor that is perfect for the space. Depending on who you ask, professional staging will net you about a 1% higher sale price. When a seller with a \$600,000 property lists with us, we may not advise staging because it may cost \$5,000. However, a seller with a \$1.5 million dollar property, staging is advised because it may cost \$7,000.







# HIRING PROFESSIONAL LISTING PHOTOS

Once the home is prepped and staged, it will be ready for a photo shoot. When you work with Lois Lane Properties to sell your home, you'll receive free professional photos as part of the service.

# DECIDING ON A PRICE

The next step is to determine a price before it goes on the market. We create a comparative market analysis (CMA) to review comparable homes nearby that are currently on the market, pending, or have recently sold. This will give you more information on what people are willing to pay for homes that are similar to yours, so you can set a competitive price. When possible, we like to bring the other members of the Lois Lane Properties sales team through your property. After viewing, we will put our heads together to determine the best pricing based on comparable properties in the area and our in-depth knowledge of the market.





# MARKETING YOUR HOME TO POTENTIAL BUYERS



Once you've determined a price, your home is ready to go on the market. We will install a "for sale" sign in your yard, deliver flyers, and put your home on the multiple listing service and other real state search sites to maximize exposure. In addition to online marketing, we may recommend scheduling an open house, and in some cases more than one open house may be necessary.



# CLOSING THE DEAL

We review each offer and help you negotiate terms to get the best deal. Lois Lane Properties will guide you through all of the paperwork and steps that need to be completed in the closing process to officially hand over your keys to the new owner.





# LISTING AGENT TEAM



Lois Lane  
Broker-in-Charge



Ruthie Smythe  
Broker



Keelin Love  
Realtor®



Ellery Schauer  
Realtor®



Belinda Hodgson  
Realtor®



Greg Kidwell  
Realtor®



# LOIS LANE PROPERTIES ACCOLADES







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