

# The Ultimate Guide to Selling Your Home in Shreveport-Bossier

Selling a home is more than just putting a sign in the yard—it takes strategy, knowledge, experience, expert marketing, and skilled negotiation to get the best possible outcome. Who you hire to sell your home makes all the difference. Your agent can actually make or break your sale—from pricing strategy to marketing exposure to negotiation skills. Having the right professional in your corner is key to getting the best outcome.

Let's walk through the **step-by-step process of selling your home**, so you know exactly what to expect.

---

## Step 1: Find the Right Real Estate Agent

Your home is likely one of your biggest financial assets, so you want to be sure the person representing you is **experienced, proactive, and knowledgeable**.

### Questions to Ask Before Hiring an Agent:

- How long have they been a full-time real estate agent?** With **87% of agents leaving the industry within five years**, experience matters. A long track record isn't everything, but it's a strong indicator that they've successfully navigated different markets and market conditions.
- Is this their full-time profession?** Real estate is fast-moving, and you need an agent who's fully committed—not someone juggling it as a side gig.
- Do they give honest advice?** The best agent won't just tell you what you *want* to hear—they'll tell you what you *need* to hear to sell for top dollar.



Having an experienced professional on your side will be your **greatest asset** in the home-selling process.

---


## Step 2: Understand the Costs of Selling Your Home


Selling your home isn't just about profit—there are some **costs involved**, and knowing them ahead of time helps you plan effectively.


### What to Budget For:

-  **Brokerage Fees** – There is no set brokerage fee to list and sell your home, so be sure to ask your agent **what their brokerage charges** for their services and what's included.
-  **Closing Costs** – Typically **4-6% of the sale price**, covering expenses such as title fees, recording fees, and legal documentation. While most closing costs are the buyer's responsibility as part of their

financing, it's not uncommon for buyers to request that the seller cover some or all of these costs from the sale proceeds. In fact, you may have asked the seller to assist with closing costs when you purchased your home—and you might plan to do the same when buying your next one.

 **Repairs & Touch-ups** – While you don't need a full renovation, **small fixes and cosmetic updates** can make a big difference in attracting buyers.

 **Home Prep Costs** – Professional cleaning, staging, and possibly a pre-listing inspection can all help your home stand out.

 **Utilities & Holding Costs** – If your home doesn't sell immediately, you'll still be responsible for ongoing expenses like mortgage payments, taxes, and insurance.


Your agent will break down these costs for you so there are **no surprises at the closing table**.


---


## Step 3: Determine Your Home's Market Value

**The #1 mistake sellers make? Overpricing their home.** Buyers today are **incredibly informed** and can easily spot an overpriced home—which means fewer showings and longer time on the market.

### How Pricing Is Determined:

 **Comparative Market Analysis (CMA)** – Your agent will analyze recent sales of homes similar to yours.

 **Condition & Appeal** – A **new roof won't necessarily increase value** (since all homes need one), but it **does** make your home more attractive to buyers. Same goes for updated HVAC, fresh paint, or modern finishes.

 **Market Trends** – The right price depends on whether we're in a **buyer's market or a seller's market**—and that can change fast.


Pricing **strategically** from the start is key to **selling quickly and for top dollar**.

---

## Step 4: Get Your Home Market-Ready

Buyers **decide within seconds** whether they're interested in a home—so making a great first impression is everything.

### Where to Focus Your Efforts:





 **Prioritize the Kitchen** – If you're only updating one room, the kitchen offers the **best return on investment**. It's one of the first areas buyers focus on, and a fresh, updated kitchen can make a huge impact.

- ✓ **Create a Strong First Impression** – If a full kitchen update isn't possible, make sure the **first room buyers see** when they walk in is clean, inviting, and well-staged.
  - ✓ **Declutter & Depersonalize** – Give buyers a clean slate to picture themselves in your home.
  - ✓ **Curb Appeal Matters** – A freshly mowed lawn, trimmed bushes, and a pop of color at the entryway make a big difference.
  - ✓ **Fix the Small Stuff** – Address minor repairs like leaky faucets, scuffed walls, or loose doorknobs.
  - ✓ **Neutralize Odors** – Pet smells, cigarette smoke, or musty odors can be an instant turnoff. Have a **trusted friend** do a walk-through and give you an honest opinion.
  - ✓ **Organize Kitchen & Closet Storage** – Buyers will open cabinets and closets, so make sure **they look spacious and well-organized**.
  - ✓ **Be Show-Ready at All Times** – You never know when a buyer might request a last-minute showing. Keep the home **clean, well-lit, and smelling fresh**.
- 

## Step 5: Marketing & Listing Your Home

**100% of home buyers use the internet** during their home search—so your home's **online presence is everything**.

### How Your Home Will Be Marketed:

-  **Professional Photography** – **High-quality photos & video tours** ensure your listing stands out.
-  **Engaging Listing Description** – Highlighting your home's best features makes buyers take notice.
-  **Online Exposure** – Your home will be featured on **Realtor.com, Zillow, Trulia, and more**.
-  **Video Tours** – Virtual tours and walkthrough videos allow buyers to experience your home **before they even step inside**.



The goal? **Maximize exposure and get more buyers through the (virtual) door!**


---

## Step 6: Receiving & Negotiating Offers

Once the offers start rolling in, it's time to review them **strategically**. It's not just about the highest price—other terms matter too!

### What to Look for in an Offer:

-  **Purchase Price** – Does it reflect the market value and what you were expecting?
-  **Closing Timeline** – Can you work with the buyer's timeframe?

 **Contingencies** – Are they requesting repairs, closing cost assistance, or special conditions?

If needed, your agent will **negotiate to get you the best possible deal.**


---

## Step 7: Closing the Sale

Once you've accepted an offer, here's what happens before **officially handing over the keys:**

- ✓ **Home Inspection** – The buyer may request repairs based on the findings.
  - ✓ **Appraisal** – If the buyer is financing, their lender will confirm the home's value.
  - ✓ **Final Walkthrough** – The buyer checks to ensure the home is in agreed-upon condition.
  - ✓ **Closing Day** 🎉 - You'll sign the final paperwork, hand over the keys, and receive the proceeds from the sale. Congratulations—it's officially sold!
- 

## Final Thoughts

Selling your home doesn't have to be overwhelming. With the right plan and the right agent ( *hi there!*), you can **sell quickly and with confidence.**

With my **knowledge and experience**, I make the home-selling process **as smooth and stress-free as possible** so you can focus on your next move.