

**DALTON
BARRON**
Real Estate Agent

Selling your home.
Our Process.

real

Real Broker, LLC | 2900 Westfork Dr Suite 401

Baton Rouge, LA 70827 | 855-450-0442

Licensed in Louisiana



Phase One.

Defining A Win

- Outlining your objectives
- What is your motivation?
- What is your ideal moving date?
- Where are you moving?
- What is most important to you?

Knowing The Market

- Market Dynamics: Macro v. Micro
- Market Forces: Supply v. Demand
- The Numbers: Where is the market going?
- Analysis of actives, pendings , solds

The Strategic Plan

- Outline features and benefits
- Determining your key differentiators
- Establish the target market and buyer profile
- Our buyer attraction strategy

Phase Two.

Listing Details

- Complete documentation & agreements
- Discuss property improvements
- Our staging strategy
- Photography and media
- Working backwards from launch

Preparing for Launch

- Property launch materials
- Traditional advertising
- Our digital plan
- Social media strategy
- The Real advantage
- Open house strategy
- Direct mail and community approach





Phase Three.

Introducing The Property

- Launching the marketing plan
- Identifying your potential buyer
- Showing the property
- Monitor interest and feedback
- Weekly reports, updates, & strategy
- Adapting to changes in the market place

The Negotiation Process

- Collect written offers
- Deep offer analysis
- Strategically respond to offers
- Negotiate to optimize price and terms
- Our multiple offer process
- Back up strategies

Phase Four.

The Closing Process

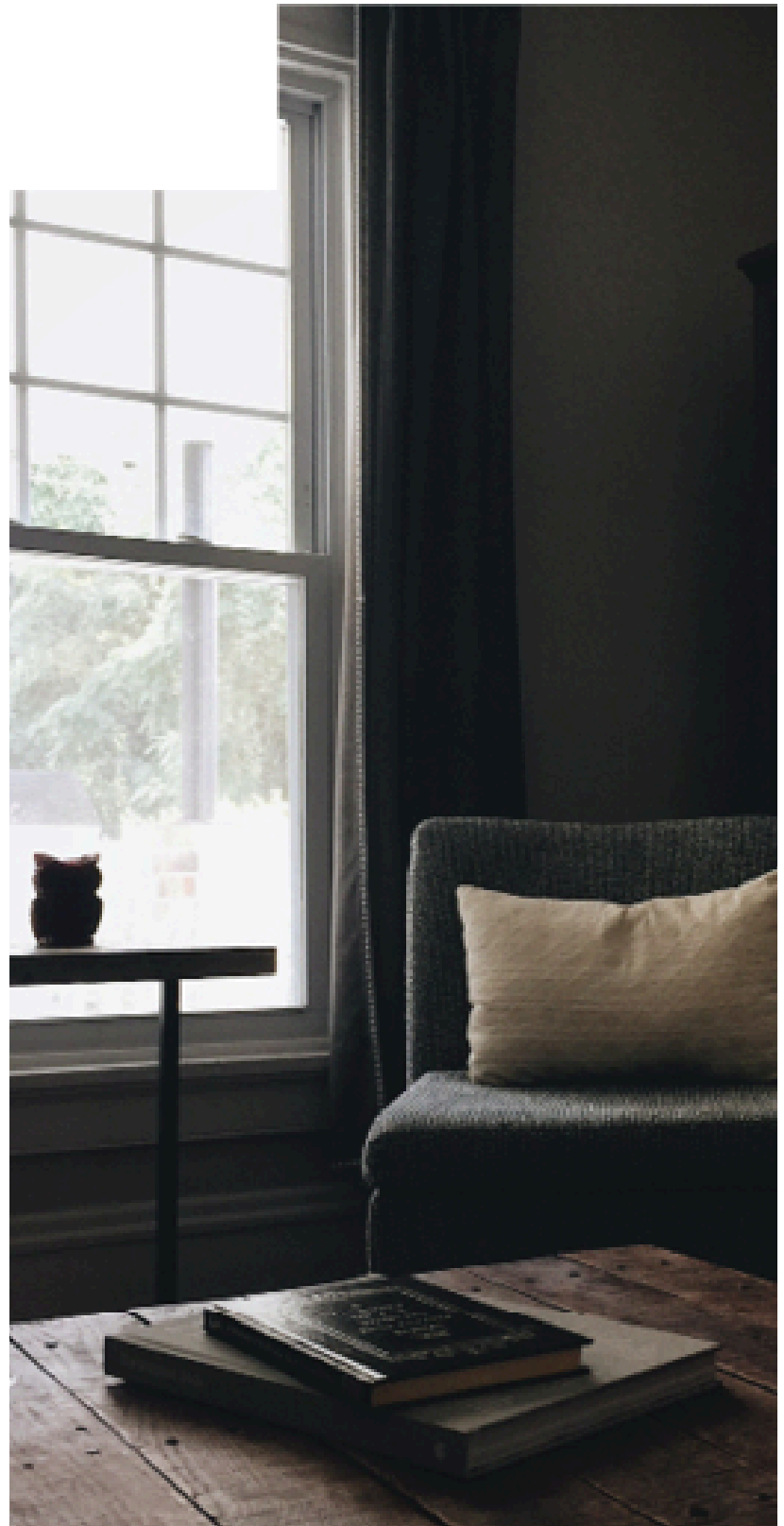
- Execute the contracts
- Complete disclosures
- The contingency periods
- Fulfill duties & responsibilities

Closing

- Transitioning from the property
- Final documentation
- The final 10 days
- Closing and celebration

Working Together Again

- Following up & keeping in touch
- Second homes & investment properties
- Providing resources
- Feedback, testimonials, & referrals
- Our raving fan process





Why Sellers Choose Me

Built From Experience

- Law enforcement background
- Photography and marketing experience
- Branding and design knowledge
- Clear communication under pressure

How I Serve Sellers

- Strategic pricing guidance
- Professional property presentation
- Honest advice throughout the process
- Consistent communication

What You Can Expect

- Professional marketing strategy
- Attention to detail
- Strong negotiation
- Reliable follow-through

Thinking about selling your home?
Call or text me anytime
337-764-1754

One Culture. One Network. One Real.

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