

PRESENTED BY MARY DANNA



Seller's Guide

An in-depth guide to selling your home, covering the listing process, contract period, and more.



hello!

My name is Mary Danna. I am an LSU grad with a background in tourism and hospitality, born and raised in Crowley, LA. After spending time in California, I moved to New Orleans to start a family with my New Orleanian husband, Kevin. We stay on our toes raising our two beautiful daughters, Elizabeth and Vivian. When I'm not selling real estate, I love to travel and spend as much time outdoors as possible.

In 2010, I climbed Mount Kilimanjaro in order to raise awareness for clean water solutions in Africa through Water School – Water School is a non-profit, non-government, charitable organization that focuses on prevention of waterborne illness through an integrated teaching program of health, hygiene and solar water disinfection (SODIS.) I helped raise almost 200,000 dollars, enough to provide clean water for 25,000 people in Uganda and Kenya.

My real estate career started in 2015. Since then, I have consistently achieved my professional goals in terms of sales volume and number of properties sold. In November of 2016, I joined Keller Williams Realty in Metairie, where I have practiced real estate ever since. I pride myself in being one of the top sales agents in an office of more than 300 agents. I have been honored by my office, as well as local publications for my service to my clients.

As a member of Keller Williams Realty's International Luxury division, I am equipped with tools and strategies to better assist buyers and sellers with their luxury real estate needs. I primarily handle residential sales, representing both buyers' and sellers' across Metro New Orleans. I am proud of the 5-star service I provide to all my clients and am looking forward to serving you, as well.



ASK ME ABOUT THE

Magnet

Testimonials



We can't say enough about what a great job Mary Danna did getting our house sold! She came to our first meeting prepared with market research and strong recommendations on prepping and staging our home, and continued to provide excellent advice and client service through the whole process. We ended up with multiple offers within days of being listed, and are very happy with what we sold for. Word of advice - listen to what she's telling you!! She assured us she had a strategy for selling our home for top dollar in a short amount of time so we could move out of state ASAP and we're really happy we trusted her with our listing. Thank you Mary!



We can't speak highly enough of our experience with Mary Danna. Selling our home was such an easy experience thanks to her. She made my family feel so secure throughout the whole process. We came to her with our full trust and she showed us beyond what we were expecting! With the negotiating of the closing process, she promptly handled any issues that have arisen professionally! We can't thank her enough & will be looking forward to doing all of our future real estate business with her!



Mary Danna was phenomenal! As first time home buyers, we couldn't have done it without her! She guided us every step of the way, answered our many questions, always had excellent recommendations and most importantly, made sure the house was right for us! From the very beginning, we knew we could trust her professional opinion and count on her to get us into our first home. I have so many good things to say about our experience, and if you use Mary, I promise you will too!



Mary Danna is such a great asset to anyone who is looking to buy or sell a home. We enlisted her help with selling our home while we were still in the process of renovating it. She gave us great, profitable recommendations as to how to get the most value out of renovations. She is knowledgeable about the market, responsive to emails, texts, and phone calls, and overall great at her job. Because we had such a great experience with her, we enlisted her to be our agent to buy our new home and to sell another one of our homes. We truly feel that Mary kept our best interests at heart in every sale and purchase. We can't recommend her enough.

Why Hire a Real Estate Agent?

MARKET KNOWLEDGE

When selling your home, you never want to leave money on the table. You want to know you're getting the most money possible for your home. As a Certified Pricing Strategy Advisor, I am uniquely qualified to price your home with your goals in mind. Want to close ASAP? There's a strategy for that. Want the most money? There's a strategy for that, too. I am also in tune with market trends that may affect the pricing and sale of your home.

CONTRACTS: ARE YOU COVERED?

The terms and conditions on your phone may be easily ignored with no harm done, but you can't say the same for real estate contracts. With hundreds of thousands of dollars on the line, I'd want to know exactly what my obligations are and that I'm covered in the event of any disagreements. Wouldn't you? As a real estate agent, I know the contract forwards and backwards. I also know to write in important clauses that, when forgotten, can cost you big time. Protect yourself and your investment by using a real estate agent.

EXPANSIVE, REAL-TIME NETWORK

On your own, you'll likely use Zillow or Realtor.com to market your home. As a real estate agent, I have access to the Multiple Listing Service – the database where REALTOR®s advertise all their listings. Most active buyers in any given market are using the help of a real estate agent. Their real estate agent is searching the MLS, not Zillow, to send homes to their clients. I also have a strong network of other agents, investors, and others who may be interested in your home.





The Process: At a Glance

AN EASY GUIDE TO SELLING

Initial Tour | Listing Appointment | Pre-Launch |
Launch Day | Buyer Prospecting | Closing

BE PREPARED

First Impressions Matter | Be Show Ready
Everyday | The "it" Factor | Handy Handbooks

THE ART OF NEGOTIATION

Disclose | Ask Questions | Breathe

ARE THEY ... THE ONE?

Acceptance | Inspection | Appraisal

CLOSING THOUGHTS

Your Closing Checklist | The Final Closing Process |
Post-Close Reminders | The Costs of Closing





An Easy Guide to Selling

INITIAL TOUR

Sometimes called Research & Discovery, I will tour your property and provide insights for how to set your home up for success. We may also suggest marketing strategies based on your goals (quick sale, best price, no contingencies, etc.). I will also walk you through the selling process.

LISTING APPOINTMENT

Once I've presented the Competitive Market Analysis, we will proceed with determining a final list price, discuss your expectations, and sign the listing documents that establish our working relationship.

PRE-LAUNCH

After our listing appointment, I will make the necessary arrangements to prepare your home for sale: marketing, photography, signage, and lockboxes will be taken care of, then we're ready to launch.

LAUNCH DAY

The listing is live in the MLS! I'll start to receive requests from agents who want to schedule private showings. Depending on your situation, we'll either automatically approve them, or we'll confirm with you first. Either way, we're on the path to finding the right buyer for your home.

BUYER PROSPECTING

Now that your home is visible to the public, we'll roll out our customized marketing plan. While this may vary from home to home, it typically includes emails to all Metro New Orleans real estate agents, social media posts, postcards to your neighborhood, and more.

CLOSING

For a seller, closing is typically quick and easy. Make sure you bring all copies of keys and a valid, government-issued ID. Be prepared for your wrist and hand to be sore afterwards, as there are plenty of documents you'll need to sign.



Be Prepared

FIRST IMPRESSIONS MATTER

Did you know that most buyers know if the house they're seeing is right for them within the first 90 seconds of the showing? This is why it's so important to be mindful of your home's curb appeal and entryway. Make your home look inviting, but not overly personal - buyers want to picture their family living there, not yours.

BE SHOW READY EVERYDAY

Sometimes, we don't receive a lot of notice before showings. This is why it's important to keep your home ready to be shown at all times. Here's a handy checklist to keep your home show ready everyday:

- ❑ Wipe down all surfaces in your bathroom and kitchen daily. All towels should match, and be clean and tidy.
- ❑ Make sure all beds are made before you leave.
- ❑ Leave all blinds and curtains open.
- ❑ Sweep, vacuum, and dust regularly.
- ❑ Ensure there are no lingering odors - including cleaners or air fresheners.
- ❑ Leave the thermostat at a comfortable temperature.
- ❑ Leave all dining chairs pushed in. Throws and pillows should be aesthetically placed.





The "it" Factor

DOES IT STAND OUT?

What makes your home different from the house for sale down the street? Is it bigger, does it have unique features, or have you done a ton of upgrades? Tell me! As your listing agent, I need to know everything there is to know about your home so I can market it effectively.

IS IT LISTED AT THE RIGHT PRICE?

As a Certified Pricing Strategy Advisor, it's my job to list your home for a price that accomplishes your goals. It's *also* my job to make sure your home is priced according to the market value. The closer your home is listed to market value, the more interest you'll see from potential buyers.

ARE WE IN A BUYER'S OR SELLER'S MARKET?

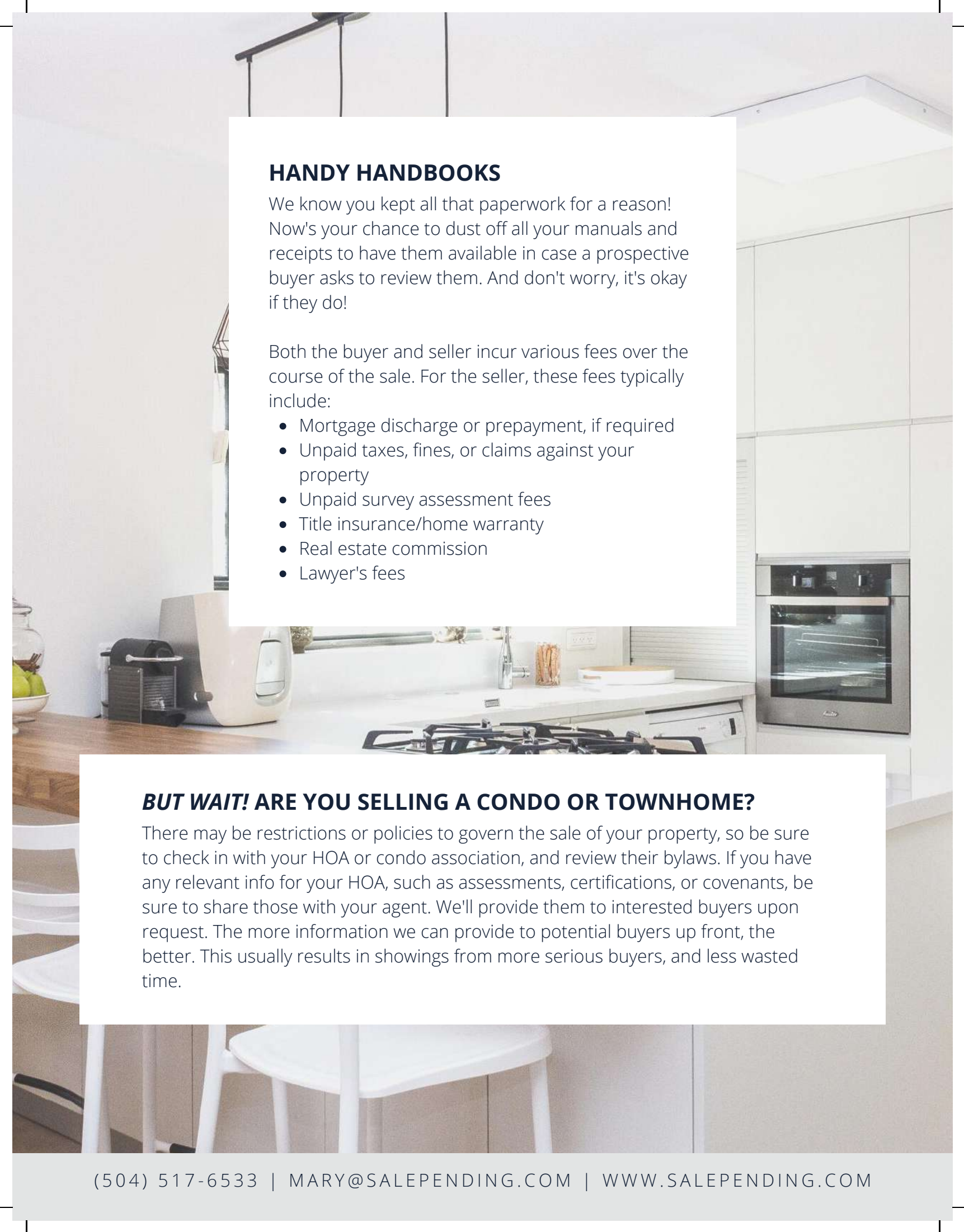
In a seller's market, you'll typically see homes selling at a higher price and spending less time on the market. This is because there are more buyers than there is inventory for them to buy. In a buyer's market, you'll see the opposite - there are more houses for sale than there are buyers looking to purchase. Be aware that the market plays a big role in your home's value, and prepare to ask more or less for your home depending on the status of the market.

WHERE IS YOUR HOUSE LOCATED?

Proximity to shopping, dining, entertainment, good schools, low-crime areas, etc. all factor into a buyer's decision about where to buy a home. If your home is centrally located to top-tier schools and shopping malls, you may be able to ask more for your home than if it were in a more remote location.

WHAT IS THE CONDITION OF YOUR HOME?

Have you done any updates, upgrades, or repairs? Has it recently flooded or been damaged in a storm? Any obvious problems with your home's conditions can be off-putting to buyers looking for a turnkey property. On the other hand, any updates or upgrades to major systems like appliances, HVAC, roof, water heater, etc. should be disclosed to your agent as these can be major selling points.



HANDY HANDBOOKS

We know you kept all that paperwork for a reason! Now's your chance to dust off all your manuals and receipts to have them available in case a prospective buyer asks to review them. And don't worry, it's okay if they do!

Both the buyer and seller incur various fees over the course of the sale. For the seller, these fees typically include:

- Mortgage discharge or prepayment, if required
- Unpaid taxes, fines, or claims against your property
- Unpaid survey assessment fees
- Title insurance/home warranty
- Real estate commission
- Lawyer's fees

BUT WAIT! ARE YOU SELLING A CONDO OR TOWNHOME?

There may be restrictions or policies to govern the sale of your property, so be sure to check in with your HOA or condo association, and review their bylaws. If you have any relevant info for your HOA, such as assessments, certifications, or covenants, be sure to share those with your agent. We'll provide them to interested buyers upon request. The more information we can provide to potential buyers up front, the better. This usually results in showings from more serious buyers, and less wasted time.

Are they... *the one?*

NEGOTIATIONS & ACCEPTANCE

As your agent, I negotiate with the buyer's agent on your behalf to get you the best terms and conditions. This includes price, length of inspection period, and many other contingencies. Once all parties are in agreement, the contract period begins, typically starting with the due diligence or inspection period.

INSPECTION

During the buyer's inspection period (usually lasting between 3-15 calendar days), they are allowed to perform any non-destructive inspections they wish at their own expense. These inspections are usually general/whole home, termite, video plumbing, roof, pool, and chimney as applicable. After the buyer receives the reports from their inspectors, their agent will put together a list of repairs that they want to negotiate. I will coordinate with you to get estimates for the requested repairs and formulate a response.

APPRAISAL

If the buyer is obtaining financing, their lender will likely require an appraisal. An appraiser will schedule an appointment to take measurements and photos of your home. They will compare recent sales to determine the value of your home. If the value comes in lower than the contract price, the buyer may have to put up the difference or negotiate a lower sales price.





Closing Thoughts

YOUR CLOSING CHECKLIST

- ❑ Set up all utilities to be shut off as of closing day
- ❑ Bring your valid, government-issued ID
- ❑ Bring all copies of house keys, mailbox keys, and any other keys that go with the house
- ❑ Don't forget all garage door openers, if applicable.
- ❑ Leave any manuals, warranties, or important information for the new owners.

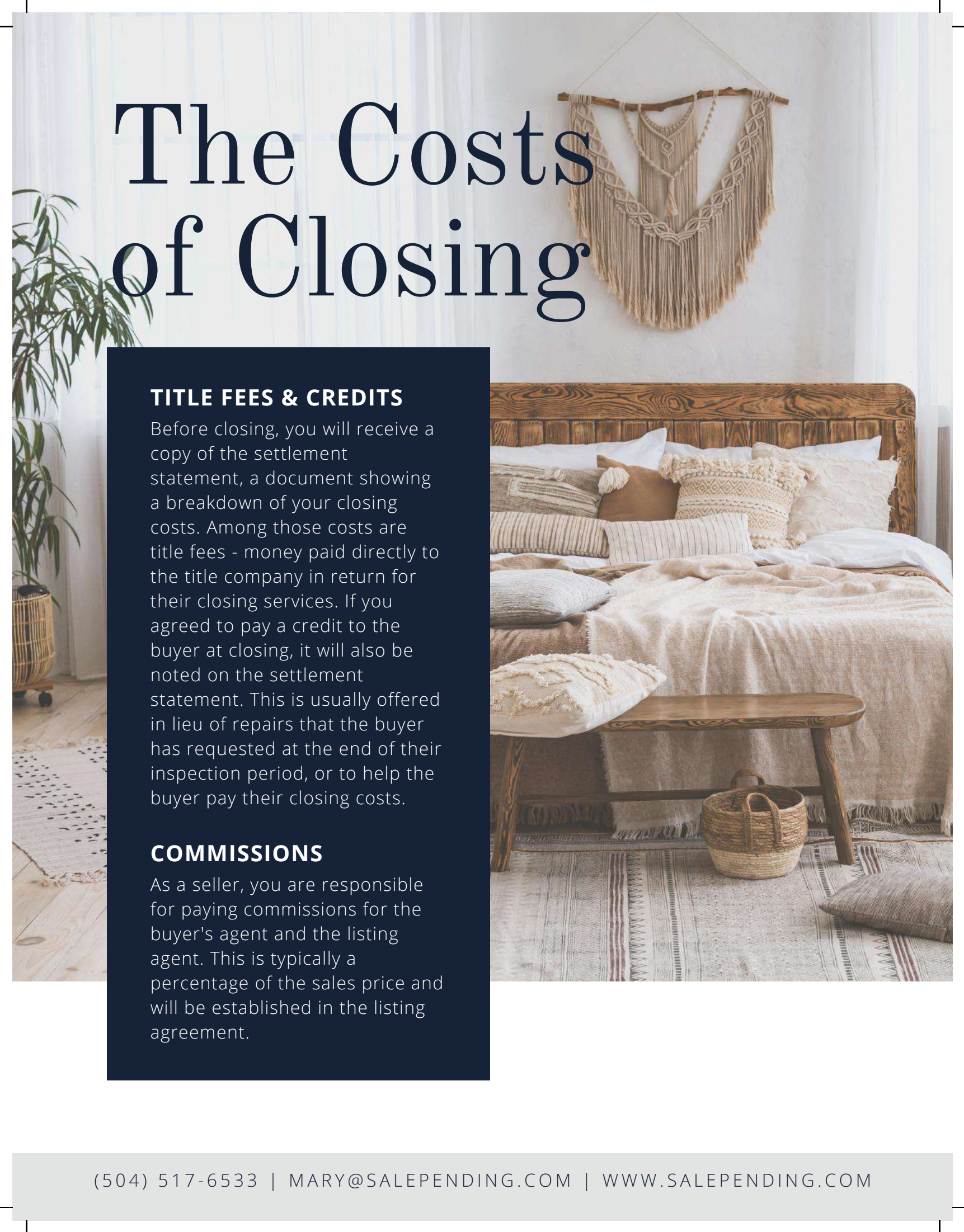
THE FINAL CLOSING PROCESS

It's closing day! You, your agent, the buyer(s), their agent, and a closer from the title company will sit around a table and sign documents until your hand falls off. Then, you'll either receive a check or a wire for any proceeds. **Please verbally verify any wiring instructions with a trusted source at the title company. Never share or accept wiring instructions via email.**

POST-CLOSING REMINDERS

Congratulations! Title has been transferred to the buyer(s) and you have received any proceeds from the sale. After closing, be sure to keep all documents from the sale including the contract and any addenda, repair receipts, closing documents for your records. Most importantly, keep in touch with your agent! We really get to know our clients throughout the selling process, and we love to see where the next phase of the journey takes them.

The Costs of Closing



TITLE FEES & CREDITS

Before closing, you will receive a copy of the settlement statement, a document showing a breakdown of your closing costs. Among those costs are title fees - money paid directly to the title company in return for their closing services. If you agreed to pay a credit to the buyer at closing, it will also be noted on the settlement statement. This is usually offered in lieu of repairs that the buyer has requested at the end of their inspection period, or to help the buyer pay their closing costs.

COMMISSIONS

As a seller, you are responsible for paying commissions for the buyer's agent and the listing agent. This is typically a percentage of the sales price and will be established in the listing agreement.



LICENSED TO

sell

My Commitment *to you:*

As your representative, I commit:

TO GUIDE YOU FROM START TO SOLD

- Research your area and provide an in-depth competitive market analysis that will determine the best listing price for your property
- Recommend repairs and cleaning based on typical buyer preferences
- Provide you with a trusted network of recommendations for all services you'll need before, during, and after the selling process
- Timely presentation and response to all offers
- Keeping your needs in mind as I negotiate the best price and terms on your behalf
- Assist you in making informed decisions to accomplish your goals

TO OFFER PROFESSIONAL, RELIABLE SERVICE

- All representation will be enacted in good faith
- Timely response to calls, texts, and emails
- Follow your directions and faithfully represent your interests
- Adhere to all deadlines and important dates

TO BE ACCOUNTABLE

- Record the receipt of the deposit following the acceptance of an offer
- Obtain and deliver all documents promptly
- Review all settlement documents with you

TO PRIORITIZE YOU

- I will ensure you are fully informed at all times
- Your information will be kept in the strictest of confidence
- Your interests will be placed above all others

A portrait of Mary Danna, a woman with long, wavy brown hair, smiling. She is wearing a teal-colored top and a gold chain necklace. The background is a soft-focus outdoor setting with green foliage.

Congratulations!

**HOME SELLING IS A
MAJOR MILESTONE!**

As your real estate agent, your best interest is at the heart of what I do. You can trust in me to represent you and guide you through this process so you can have the best possible experience.



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