

Kenyonna Ford
REAL ESTATE AGENT



SELLER'S *guide*

 Info@kenyonnaford.com

 337-540-5680

 www.kenyonnaford.com

BROKERED BY EXECUTIVE TOTAL REALTY



A B O U T *Me*

I am committed to providing exceptional service and delivering outstanding results for my clients. With years of experience in the industry, I have built a reputation for professionalism, integrity, and a strong work ethic.

Whether you are a first-time homebuyer or a seasoned investor, we have the expertise and resources to help you achieve your real estate goals.

From virtual tours and social media marketing to targeted advertising campaigns, we leverage every available resource to ensure that your property is seen by the right people at the right time.

Let us put our expertise and resources to work for you and help you achieve your real estate goals.

Kenyonna Ford

REAL ESTATE
AGENT

✉ info@kenyonnaford.com

☎ 3375405680

🌐 www.kenyonnaford.com

🏠 2004 Sampson St. Westlake,
LA 70669



P R I C I N G

Setting the right price for your home is critical to attracting potential buyers and ensuring a timely sale. In fact, it's often said that pricing is the most important factor in determining whether or not a home sells.

By taking into account your home's location, size, condition, features, comparable sales, market trends, and expert advice from a trusted real estate agent, you can arrive at a price that accurately reflects your home's worth and appeals to buyers.

With the right pricing strategy in place, you can increase your chances of a successful home sale and move on to the next chapter in your life with confidence.



Pricing



Home Value



Factors

ABOUT YOUR *Home*

01

High-end materials, such as marble, granite, hardwood floors, and designer fixtures. These materials are often chosen for their durability, beauty, and uniqueness.

02

Spaciousness: ample square footage, with large living spaces and plenty of room for entertaining.

03

Amenities: home theaters, wine cellars, gyms, and spa-like bathrooms. These features are designed to provide residents with a comfortable, convenient lifestyle.

04

Technology: Incorporate the latest technology, such as smart home systems, energy-efficient appliances, and high-speed internet connections.

05

Location: Located in a desirable area with great views and proximity to amenities.

06

Smart home systems, automated lighting, and remote security monitoring.



MARKETING *plan*

STEP 1

Professional Photography and Video: High-quality, professional photography and videos are essential for marketing luxury properties.

STEP 2

Targeted Advertising: Facebook ads, Google AdWords, and LinkedIn ads.

STEP 3

Create a luxurious experience for potential buyers, including staging the home with high-end furniture and decor.

STEP 4

Create a Custom Website: The website should include high-quality photos and videos, detailed property descriptions, and a virtual tour.



PHOTO PREP *checklist*



Cleanliness: Ensure the house is spotless by dusting, vacuuming, wiping down surfaces, and cleaning the floors. Pay extra attention to the kitchen, bathrooms, and bedrooms.



Clutter-free: Remove any unnecessary items or clutter from the house. This will make the rooms look larger and more open.



Lighting: Proper lighting can make all the difference in a photo. Make sure all light fixtures are working and that there is plenty of natural light coming in.



Staging: Arrange the furniture and decor to showcase the best features of the house. Make sure the rooms look inviting and welcoming.



Landscaping: Curb appeal is important, especially for luxury homes. Ensure that the exterior of the house and landscaping are well-maintained and presentable.



Minor repairs: Take care of any small repairs or touch-ups, such as fixing leaky faucets or replacing burnt-out light bulbs.



Professional photography: Hire a professional photographer who specializes in real estate photography to capture the best angles and lighting.



THANK YOU FOR *choosing me*



Kenyonna Ford

REAL ESTATE AGENT

Thank you for your loyalty, your business, and your referrals. I am proud to have played a role in helping you find your dream home or sell your property.

If you ever need assistance with real estate again in the future, please don't hesitate to reach out. I am always here to help.

✉ info@kenyonnaford.com

☎ 3375405680

🌐 www.kenyonnaford.com

🏠 2004 Sampson St. Westlake,
LA 70669