



FROM LISTED TO *Sold*
**SELLER
GUIDE**

Nikki Gillespie

REALTOR®





“Going the extra mile so you can walk confidently into your next chapter.”

I'm so glad you're here! Selling your home is a big decision, and I'm honored to guide you through every step of the journey. I take pride in making the process smooth, strategic, and as stress-free as possible.

Real estate is personal, and so is my approach. I'll take the time to understand your goals, showcase your home's value, and help you navigate the market with clarity and confidence. With proven expertise and a heart for service, I'm here to be your advisor, marketer, and strongest advocate.

You're not just working with an agent, you're gaining a dedicated partner who truly cares.

Let's make your home sale a success—together.

Nikki Gillespie



 (601) 807-9696 CELL

 NIKKIGILLESPIE.REALTOR@GMAIL.COM



WWW.CALLTHEKELONES.COM



2215 WORLEY DR | ALEXANDRIA, LA

Why Work with Me?

TRUSTED EXPERIENCE TAILORED TO YOU

With a strong background in fast-paced, client-focused environments, I bring the skills that matter most to real estate—clear communication, attention to detail, problem-solving, and the ability to manage every moving part with confidence.

I'm proud to be affiliated with Call the Kelones Realty, a trusted name in the Central Louisiana market, and I'm passionate about helping clients navigate one of the biggest decisions of their lives with clarity and ease.

My commitment is simple: deliver a high level of service, communicate consistently, and advocate for you every step of the way. Whether you're buying, selling, or just exploring your options, I'm here to make the process smooth, informed, and tailored to your goals. As a licensed Realtor®, I also help guide clients through valuable programs like the CAFA First Home Program—creating more opportunities for homeownership and making the process even more accessible. My goal is not just to help you close, but to build a relationship you can rely on long after.

YOUR CENTRAL LOUISIANA REALTOR®

Helping Buyers, Sellers & Investors in & around

PINEVILLE • ALEXANDRIA • DEVILLE
BALL • BOYCE • MARKSVILLE
DRY PRONG • VIDALIA



About Your Situation

UNDERSTANDING YOUR GOALS

Your Why

Why are you planning to sell, and is there a specific timeframe you're working with?

Your Plan

What are your next steps if your home remains on the market longer than expected?

Obstacles

Are you aware of any potential challenges that might affect the sale of your home?

My top priority is understanding your unique home-selling situation.





About Your Home

HELP ME UNDERSTAND YOUR HOME

- > What attracted you to your home and made you buy it?
- > What Are your favorite features of your home?
- > What do you like most about your neighborhood/?
- > Any favorite nearby attractions and amenities?
- > What price did you pay for your home?
- > What is the minimum price you will accept?
- > Does your home have any structural damage?

Making sure your home sells quickly and at the right price!

Home Seller Service Package

What I Handle For You As Your Listing Agent

Selling your home is more than putting a sign in the yard. It is a full process with strategy, coordination, and a lot happening behind the scenes. My role is to guide you through every step and handle the details so you can move forward with confidence.

6% Commission

Marketing & Exposure

- Professional listing photography
- Videography and virtual tours for broader reach
- MLS placement and full website syndication
- Online and social media marketing campaigns
- Targeted text outreach to active buyers
- Open house events when beneficial
- For Sale yard sign placement

Preparation & Presentation

- Staging guidance and setup, if needed
- Contractor referrals for repairs or improvements
- Strategic recommendations to prepare your home for the market

Showings & Activity

- Scheduling and coordinating all showings
- Hosting showings and open houses
- Attending inspections
- Ongoing communication with agents and buyers
- Weekly updates so you are always informed

Offers & Negotiation

- Writing and reviewing offers
- Strategic contract negotiation
- Guidance on terms, timelines, and contingencies
- Helping you evaluate each offer beyond just price

Contract to Closing

- Provide utility and transition information
- Coordinate inspections and key milestones
- Review closing documents with you
- Final walkthrough coordination
- Attend closing with you
- Oversee the process from contract to closing day



Nikki Gillespie

REAL ESTATE AGENT

Buyer Compensation

COMMISSION OPTIONS FOR BUYER'S AGENT

Recent changes to buyer agent compensation bring more transparency and give you, the seller, greater flexibility in structuring commissions. Understanding your options helps you stay competitive while making informed decisions about your bottom line.

1. SELLER OFFERS FULL COMPENSATION - MOST COMMON

The seller typically agrees to pay the buyer's agent a commission based on a percentage of the home's sale price. This standard practice is usually detailed in the listing agreement. The buyer's agent receives payment directly from the sale proceeds, so the buyer does not incur additional costs.

Example: The seller offers a 3% commission to the buyer's agent and the home sells for \$200,000, the buyer's agent receives \$6,000 from the seller.

2. SELLER OFFERS PARTIAL COMPENSATION - RARE

The seller covers part of the buyer agent's commission but not the full amount. The buyer may need to pay the difference to fully compensate their agent.

Example: The seller offers a 2% commission to the buyer's agent, while the standard is 3%. If the home sells for \$200,000, the buyer's agent receives \$4,000 from the seller, and the buyer agrees to pay the remaining \$2,000 to meet the full commission.

3. SELLER DOES NOT OFFER COMMISSION - VERY RARE

The seller does not offer any compensation to the buyer's agent. Instead, the buyer agrees to pay their agent directly—usually through a signed agreement established before beginning the home search.

Example: The seller offers no commission to the buyer's agent. If the standard commission of 3% is what they agreed upon in their contract, and the home sells for \$200,000, the buyer pays their agent \$6,000 directly.

ALL COMMISSIONS & COMPENSATION ARE NEGOTIABLE & ARE NOT SET BY LAW. COMPENSATION MAY VARY DEPENDING ON THE PROPERTY, TRANSACTION, & AGREEMENTS BETWEEN THE PARTIES.

The Advantage of Offering Buyer Agent Compensation



Offering a buyer's agent commission can make your listing more attractive, drive more showings, and increase your chances of a smooth sale. By incentivizing agents to bring qualified buyers, you expand your reach and create a more competitive selling environment.

➤ Increased Exposure

Agents are more motivated to show your home when they know they'll be compensated. More showings mean more potential buyers.

➤ Faster Sale

With more buyer interest, your home is more likely to sell quickly. Reduced time on market often means fewer price drops.

➤ Competitive Advantage

Some sellers skip offering commission, but offering it sets you apart and makes your property more appealing to agents and buyers.

➤ Potentially Higher Offers

When more buyers compete, offers can climb. The right incentive can spark bidding wars that work in your favor.

➤ Smoother Negotiations

Buyer agents work harder to close when they're compensated, which can lead to smoother, faster negotiations.

➤ Broader Buyer Pool

Some buyers can't afford to pay their agent directly. Offering commission keeps your home accessible to more qualified buyers.

LET'S SELL YOUR

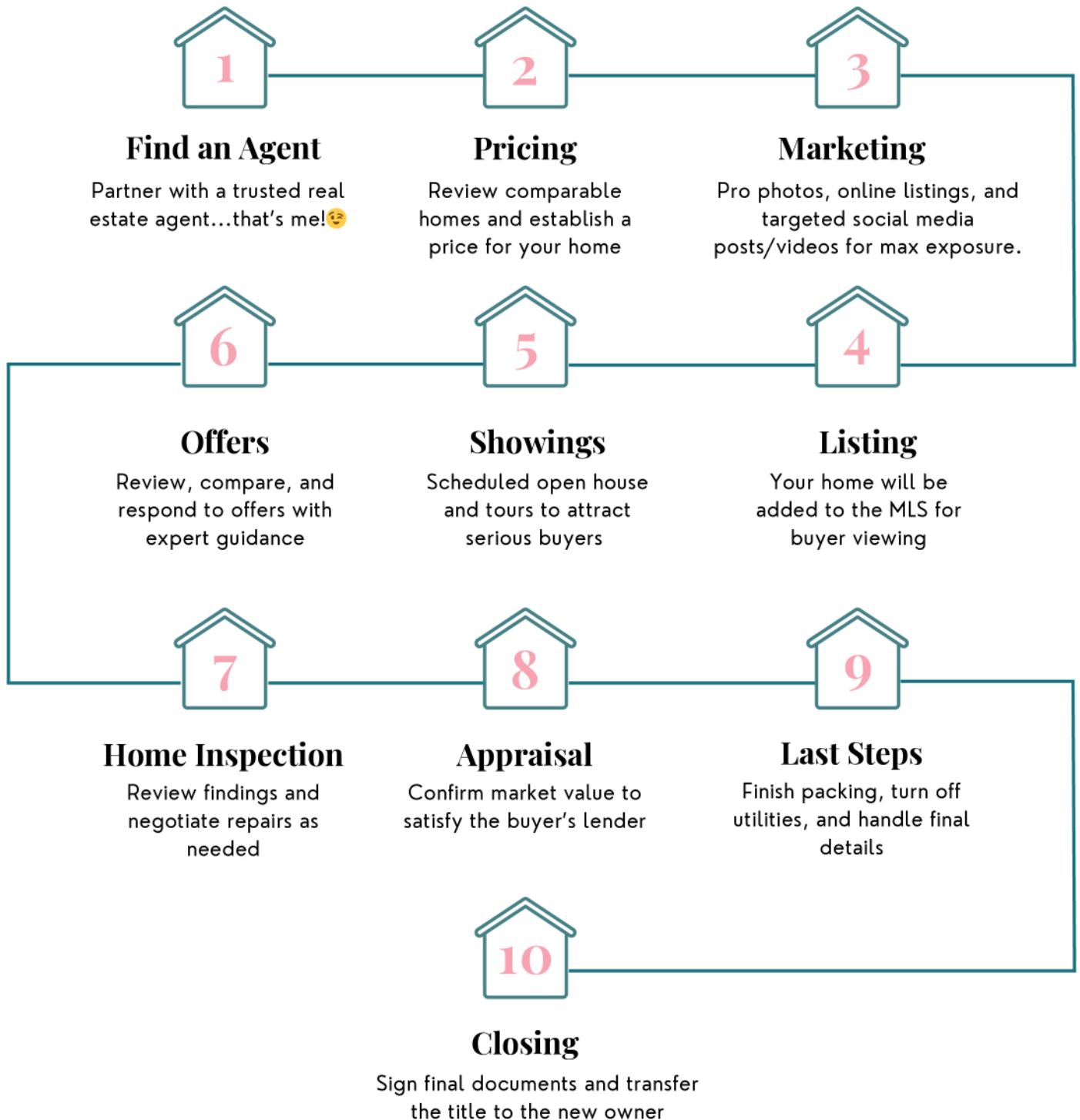
HOME TODAY

*By your side through every step of your
home-selling journey!*



Home Selling *Roadmap*

A HOME SELLER OVERVIEW





STEP ONE

Finding an Agent

Selling your home is a major milestone, and one of your biggest financial decisions. That's why the right real estate agent matters. With an experienced professional by your side, you'll navigate every step with confidence, clarity, and a partner committed to protecting your interests and maximizing your results.

What to Look for in a great Seller's Agent:

-  **Understands Your Goals**
A great agent listens closely to your needs, whether it's a fast sale, top dollar, or both, and creates a plan that aligns with your priorities.
-  **Knows the Local Market**
They have deep knowledge of your neighborhood and understand pricing trends, buyer behavior, and what helps homes stand out in your area.
-  **Strong Marketing Skills**
From professional photos to strategic online exposure, the right agent knows how to present your home in its best light and attract serious buyers.
-  **Clear Communicator**
You'll get regular updates, honest guidance, and quick responses—so you're never left guessing.
-  **Skilled Negotiator**
They protect your bottom line—navigating offers and inspections with confidence to help you walk away with the best deal.

STEP TWO

Pricing Strategy

PRICING YOUR HOME TO SELL

Pricing your home right from the start is key to a quick, profitable sale. Price too high, and it may sit on the market and need reductions. Too low, and you risk losing profit. The best strategy is a competitive, research-backed price that draws buyers immediately. Here is how we will help you price your home strategically:



1

Comparative Market Analysis (CMA): We evaluate recent sales of similar homes in your area to identify a competitive and accurate price range.

2

Local Market Trends: We track market shifts, buyer demand, average days on market, and seasonal patterns to price your home strategically.

3

Your Home's Unique Features: Everything from updates and condition to location and curb appeal influences your home's market value.

4

Buyer Psychology: Pricing smartly can generate strong interest—and in some cases, multiple offers that push your sale price higher.

What Happens When You Price Right:

- More online views and showings
- Faster offers from serious buyers
- Less room for negotiation
- Higher likelihood of a smooth closing process

Signs You May Need a Price Adjustment:

- Little activity within the first 1–2 weeks
- Lots of views, but no offers
- Feedback indicating the home is priced too high compared to others on the market

Similar Active Listings

COMPARABLE HOMES IN YOUR AREA

EXAMPLES ONLY!



333 Crown Court Pineville, LA 71360

Date Listed: 3/27/2026

Days on Market: 22

List Price: \$185,000

Year Built: 2019

-  3 Bedrooms
-  2 Bathrooms
-  2 Car Carport
-  1,492 SF/.23 Acre Lot
-  Good Condition



444 Lotus Cove Alexandria, LA 71301

Date Listed: 4/22/2026

Days on Market: 40

List Price: \$195,000

Year Built: 2021

-  3 Bedrooms
-  2 Bathrooms
-  2 Car Carport
-  1,540 SF/.25 Acre Lot
-  Great Condition



1717 Stellar Ave Dry Prong, LA 71423

Date Listed: 3/03/2026

Days on Market: 37

List Price: \$187,000

Year Built: 2022

-  3 Bedrooms
-  2 Bathrooms
-  2 Car Carport
-  1,515 SF/.17 Acre Lot
-  Great Condition

Recently Sold

COMPARABLE HOMES IN YOUR AREA

EXAMPLES ONLY!

SOLD



116 Miranda Drive Vidalia, LA 71373

Date Sold: 8/1/2025
Days on Market: 107
Sale Price: \$165,000
Year Built: 1980

-  3 Bedrooms
-  2 Bathrooms
-  2 Car Carport
-  1,425 SF/.23 Acre Lot
-  Good Condition

SOLD



1212 Apple Street Vidalia, LA 71373

Date Sold: 7/28/2025
Days on Market: 47
Sale Price: \$152,000
Year Built: 1976

-  3 Bedrooms
-  2 Bathrooms
-  1 Car Carport
-  1,554 SF/.23 Acre Lot
-  Good Condition

SOLD



2 E Circle Drive Vidalia, LA 71373

Date Sold: 12/5/2025
Days on Market: 87
Sale Price: \$169,000
Year Built: 1975

-  3 Bedrooms
-  2 Bathrooms
-  No Covered Parking
-  2,000 SF/.24 Acre Lot
-  Fairly Updated

STEP THREE

Marketing Plan

STRATEGY FOR MAXIMUM EXPOSURE



✓ Professional Photography

Eye-catching, high-quality visuals create a powerful first impression as well as videography & drone footage are available

✓ Social Media Promotion

We'll showcase your listing across Instagram, Facebook & TikTok with Stories & Reels to create buzz

✓ MLS + Online Listings

Your home will be featured on the MLS and top property search platforms

✓ Open House Events

Open houses will be scheduled to engage and excite prospective buyers if desired

✓ Email Campaigns

Email campaigns target buyers to generate interest and drive offers

✓ Print Materials + Postcards

If applicable, printed postcards, flyers, and brochures will highlight your home with eye-catching design

We use a broad mix of channels to give your home maximum exposure.

Preparing Your Home

BOOSTING VISUAL APPEAL

Use these tips to boost your home's visual appeal and make a great first impression on buyers—inside and out!

Interior:

- Ensure all appliances are in good working order
- Make sure all lights are strong and working
- Check water is draining correctly
- Clean countertops, sinks, and cabinet fronts
- Wipe down washer and dryer surfaces
- Replace or thoroughly clean shower curtains
- Set out fresh, clean towels and floor mats
- Wash all bedding and fluff pillows
- Store all clothing neatly out of sight
- Tidy up, toss, or pack away unused items
- Declutter shelves and closet spaces
- Arrange furniture to maximize space and flow

Exterior:

- Repair cracks or remove stains from driveway
- Wash all interior and exterior windows
- Ensure gutters are clean and debris-free
- Clean or refresh the front door with paint
- Straighten or remove outdoor furniture as needed
- Touch up any chipped or faded exterior paint
- Rake up and dispose of fallen leaves
- Refresh wooden fences with paint or stain
- Refinish or stain the patio surface
- Mow the lawn and neatly trim the edges



Professional Photos

SHOWCASING YOUR HOME AT ITS BEST

Professional photography can make a powerful difference—helping your home sell faster and for a higher price. Most buyers decide whether to visit a property based on the listing photos they see online. As your agent, I'll make sure your home is captured beautifully and showcased at its very best.

Did you know homes with professional photography:

- ✓ Sell up to 32% faster than those with lower-quality images
- ✓ Receive over 100% more online views, drawing in significantly more potential buyers
- ✓ Boost their chance of selling within the first 30 days by as much as 39%



Photography Prep

A CHECKLIST TO PREPARE FOR PHOTOS



- ☐ Remove personal items, excess furniture, and unnecessary knick-knacks.
- ☐ Deep clean the entire home. Dust, vacuum, mop, and clean all surfaces.
- ☐ Ensure windows are spotless for clear views and maximum light.
- ☐ Scrub sinks, toilets, bathtubs, and showers, and hang fresh towels.
- ☐ Clean and organize the kitchen: clear countertops, and clean appliances.
- ☐ Touch Up Paint Where Needed: on both interior and exterior walls if possible.
- ☐ Arrange furniture for open space: Create a welcoming and spacious layout.
- ☐ Mow the lawn and trim hedges: ensure the front and back yards are neat and tidy.
- ☐ Store trash bins out of sight: ensure they are not visible from the street or in photos.
- ☐ Remove all furry friends from the areas being photographed.
- ☐ Communicate all the areas you want the photographer to capture of your favorite spaces.

STEP FOUR

Listing Your Home

IT'S TIME TO GO LIVE AND GET SEEN

With professional photos ready and your pricing strategy set, it's time to officially launch your home on the market. This step is all about exposure—getting your listing in front of as many qualified buyers as possible.

Go Live on the MLS

Your home will be listed on the MLS, making it instantly visible on top sites like Zillow, Realtor.com, and Redfin—where buyers and agents are actively searching.

Online Visibility Across Major Platforms

Beyond the MLS, your listing will appear on top real estate sites and apps, maximizing exposure and attracting buyers fast.

Targeted Marketing Campaigns

To boost exposure, I can run targeted marketing including email campaigns, social media ads, local postcards, and a custom listing page or virtual tour. These will be done on an as-needed basis and aren't relevant for every property.



Buyers often decide within seconds whether to schedule a tour—your online presence matters.

Once your listing is live, the next step is preparing for private showings and open houses—which we'll cover in Step 5.

STEP FIVE

Home Showings

MAKE A LASTING IMPRESSION



SHOWING AND OPEN HOUSE TIPS:

✓ Before Every Showing

- Make beds and fluff pillows
- Wipe down counters
- Take out trash
- Hide personal items
- Open blinds and turn on lights
- Add a light scent (diffuser, candle, or flowers)

✓ Pets and Kids

- Remove pets during showings or keep them out of sight
- Store pet bowls, beds, and litter boxes out of view
- Put away toys and personal items to declutter

✓ Open House Ready

- Leave the home during the event
- Set a comfortable temperature
- Secure valuables and medications
- Keep lights on and all interior doors open & unlocked (or per agent's guidance)

✓ Showing Schedule Tips

- Stay flexible with showing times because they can be requested at any moment
- Keep your home show-ready throughout its time under contract
- Keep a laundry basket handy for quick tidying before you leave

STEP SIX

Offers & Negotiations

Once your home is getting attention from buyers, offers will begin coming in. This is an exciting yet critical stage where smart strategy, clear communication, and strong negotiation can help you secure the best possible price and favorable terms for your sale.

✓ Reviewing Offers

I'll explain each offer's price, contingencies, and terms so you understand the full picture.

✓ Comparing Offers

If you get multiple offers, we'll compare them to find the best overall value—not just the highest price.

✓ Negotiating Terms

I'll negotiate with buyers to improve price, timeline, and conditions on your behalf.

✓ Accepting an Offer

Once you accept, I'll guide you through the contract and next steps to closing.



STEP SEVEN

Home Inspection

SPOT ISSUES BEFORE YOU CLOSE

Once the offer is accepted, the buyer will schedule a home inspection to assess the property's condition. This is a routine step that helps ensure transparency and builds buyer confidence.

A professional inspector will examine key systems and structures, then provide a detailed report of any issues. Based on this, buyers may request repairs or credits so they can make the repairs themselves.

As the seller, you'll have the chance to review the report and negotiate any necessary repairs or concessions. Prompt scheduling and cooperation help keep the sale on track and avoid delays.

Inspection Types

- Home Inspection
- Radon Testing
- Wood Destroying Organism (WDO)
- Mold Inspection
- Foundation Inspection
- HVAC Inspection
- Lead-Based Paint Inspection



The typical inspection period lasts 10–15 days—enough time to identify any issues and keep your sale on track

STEP EIGHT

Home Appraisal

UNDERSTANDING YOUR HOME'S MARKET VALUE

The home appraisal is a crucial step in the selling process, usually ordered by the buyer's lender to confirm your home's value. An independent appraiser visits your property to evaluate its condition, features, and recent comparable sales in your area.

The appraisal ensures the buyer's loan amount matches the home's fair market value. If the appraisal comes in at or above the agreed price, the sale moves forward smoothly. If it's lower, it may lead to renegotiations on price or other terms.

As your agent, I'll help prepare for the appraisal by highlighting your home's best features and any recent upgrades to support the highest possible value.

Quick Appraisal Facts

- ✓ Ordered by the buyer's lender
- ✓ Confirms your home's fair market value
- ✓ Based on condition, features, and local sales
- ✓ Impacts the buyer's loan approval
- ✓ Can affect final sale price or terms



STEP NINE

Last Steps for Sellers

PREPARING YOUR HOME FOR CLOSING

Closing day is around the corner! Follow these last steps to ensure a smooth handoff to the buyers and a stress-free move into your next chapter.

Do a Final Walkthrough

Before closing, check every room, closet, and storage area to ensure nothing is left behind. Consider leaving any extra paint that matches the home's colors for the buyer.

Secure the Home

The day before closing, close all window coverings and lock every entry door to keep the property safe.

Cancel Utilities

Contact your utility providers to cancel or transfer accounts. Keep a list of contacts in case follow-up is needed.

Shut Off the Water

With the buyer's approval, turn off the main water shutoff valve to prevent leaks before closing.

Organize Important Documents

Store all closing papers, contracts, and warranties in a safe place. Leave manuals and receipts or anything related to the home neatly for the buyer to locate on the counter.

Don't forget to share your new address with friends and family—and pop a change of address in at the post office!



STEP TEN

Closing Day

WELCOME TO THE FINISH LINE!

Closing is the final step where funds and documents are exchanged to transfer ownership to the buyer. The escrow officer reviews the contract, determines the payments owed by each party, prepares the necessary paperwork, oversees the closing process, ensures all payoffs are made, records the buyer's title, and makes sure you receive any payments due.

HERE ARE A FEW ITEMS POSSIBLY NEEDED, BUT WILL BE COMMUNICATED TO YOU IN ADVANCE IF SO.

► Your Costs

- Real estate agents' fees
- Outstanding mortgage balance and any prepayment penalties
- Title insurance policy fees (seller's portion)
- Home warranty (if negotiated to be paid by the seller)
- Property taxes (prorated)
- Homeowners association fees (prorated or as required)
- Recording fees and transfer taxes

► What to Bring

- Valid government-issued photo ID (driver's license or passport)
- All house keys, garage door openers, mailbox keys, and any security codes
- Certified funds for any closing costs you owe
- Any documents your agent or attorney has requested
- Proof of homeowner's insurance (if required)

Congratulations! Your home is officially SOLD!



**“Real estate isn’t just a job
for me—it’s my passion. I’m
dedicated to helping each
client sell with confidence,
ease, and success while
making the journey as
smooth and rewarding as
possible.”**

Nikki Gillespie

LET'S GET YOUR HOME SOLD!

Thank you for trusting me to guide you through the selling process. I'm excited to work with you and help you achieve your real estate goals with confidence and success.

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