



Before You Choose An Agent

Before you choose an agent to represent you in the sale of your New Orleans West Bank home, please take a few minutes and read through the following information. While we all have access to the same tools, not every agent is the same. Your agent should be someone that you trust, respect and feel comfortable communicating with.

If you think that we would be a good “fit” for each other, it would be my honor and pleasure to have the opportunity to represent you in marketing and selling your home. I’d be pleased to schedule a time to meet with you personally to preview your home and discuss the possibility of working together.

The Importance of Choosing a Local Expert

No matter where your home is located, the agent you choose should be local. When I say local, I don’t mean someone who typically works on the North Shore but will give you a great deal to list your West Bank home with them. How great is that deal if they don’t have time to actually show your house to buyers? *It’s not.*

When selecting an agent you should look for someone who is knowledgeable about your neighborhood and your community and can communicate that to potential buyers.

The Importance of Pricing Your Home Properly

In any market, price is **the most important factor** in how your home will be perceived by buyers. Price it too high and you will either eliminate your home from consideration by serious buyers or you will encourage low offers from buyers looking for “a deal”. The reality is that your price should be based on market information – not on how much you owe on the house or how much you need to move to your next house. All clients receive a FREE professional market analysis to give them the information needed to properly price their home. **If the price is not right, no amount of marketing will sell your home.**

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How Your Home is Marketed Makes a Difference

Every owner is looking for a competitive advantage when selling their home. Here are some of the advantages that I offer to all of my clients:

Internet Marketing

With the vast majority of buyers starting their search on the internet, look for an agent who understands that internet marketing is no longer a nice to have – it has become a necessity. My internet marketing plan includes:

- A custom website for your property, highlighting the best features of both your home and the surrounding community
- A virtual tour that will be included on the MLS, your property website and YouTube
- A featured listing on West Bank Living, my ActiveRain real estate blog and my personal website
- Syndication to multiple national websites including Trulia, Zillow, Realtor.com, Craig's List, Backpage, Yahoo Real Estate and many more

Local Marketing

Marketing your home is not just a virtual activity; it also involves getting the word out to folks in the community. That's why my marketing plan includes:

- Holding a Broker's Open (an open house for agents – *they have the buyers!*)
- Featuring your home in my monthly newsletter to over 400 West Bank residents and subscribers
- A takeaway listing book for buyers complete with photos, disclosures and community information

Communication

One of the biggest complaints about REALTORS® from coast to coast is a lack of communication. I make it easy for my clients to keep up to date with how their home is being marketed through a **Personal Customer Web Page**. Updated with all showings and marketing, your web page is available 24/7 and is password protected to maintain your confidentiality.

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E-Z Exit Listing Guarantee

If for any reason you are not pleased with the service being provided and I cannot remedy the problem, I offer an easy exit from your listing agreement. No cancellation fees will ever be charged.

My Support Team

An agent is only as good as the people that they surround themselves with. While I may be an expert at marketing and selling homes, there are other professionals involved in the process that are specialists in their own field. An integral part of the West Bank Living Team is our buyer specialist, Terri Babineaux. Terri handles all of the buyers for our team, leaving you with 100% representation through the entire process – there are never any worries about you not having your personal advocate who is dedicated to protecting your interests during the sale of your home.

We also have an entire network of Title Companies, Real Estate Attorneys, Mortgage Lenders, Appraisers, Home Inspectors, Home Stages, Warranty Companies and handymen that can be called on to help make each transaction go smoothly. If you need a recommendation for any of these services, I'd be happy to help you find the right person for your particular needs.

My Consumer Blogs and Websites

You can find me online in the following places:

www.WestBankLiving.com

www.lisaheindelsells.com

[LinkedIn](#)

[FaceBook](#)

www.YourWestBankHome.com

www.WestBankLivingTeam.com

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