ISABELLE
Beaullieu
REAL ESTATE



A GUIDE FOR HOME SELLERS

The Home Seller's Guide

How to sell your Lafayette & South Louisiana home with confidence and less stress

Isabelle Beaullieu, REALTOR® • Compass • 337.451.7696 • isabellebeaullieu.com



A NOTE FROM ME

Hi, I'm Isabelle!

Let's get your home sold.

Selling your home is a big step, and often an emotional one. You've made memories there, and you deserve a plan that protects both your bottom line and your peace of mind.

As a REALTOR® with Compass, I help homeowners across Lafayette and South Louisiana price smart, prepare beautifully, and reach the right buyers. This guide shows you exactly how we'll do it together.

Here's to your next chapter,

Isabelle

Local know-how

I know Acadiana's neighborhoods and what buyers here want.

Beautiful marketing

Pro photos and video, open houses, and Compass social reach.

The Compass network

Your home in front of agents and buyers across Compass.

What's inside

03 Why list with me

04 Your selling timeline

05 Pricing & preparing to sell

06 Your marketing plan

07 Disclosures & offers

08 Inspections & net proceeds

09 Closing & moving day

10 FAQs & let's connect

WHY LIST *with me?*

THOUGHTFUL MARKETING. PERSONAL SERVICE. PROVEN RESULTS.

MARKETED EVERYWHERE

Your listing goes on the MLS and the other major home search sites buyers use.

LISTING BOOKLET

I create a beautiful listing booklet to keep at the house, with details for everyone who tours your home.

OPEN HOUSES

I host open houses to showcase your home and attract serious buyers.

PROFESSIONAL PHOTOGRAPHY

I hire a professional photographer to capture stunning, updated photos that make your home stand out.

PROFESSIONAL VIDEOGRAPHY

I hire a professional videographer to create a beautiful video of your home to share across social media.

COMPASS SOCIAL REACH

I submit your listing to Compass's social media to reach a larger, highly engaged audience.

STAGING OPTIONS

If you're interested, I can have your home professionally staged to highlight its best features.

AGENT CARAVAN

I host an agent caravan for feedback from other agents. It puts more eyes on your home and connects it with buyers.

YARD SIGN EXPOSURE

I put a classic colonial post for-sale sign in your yard for maximum visibility.

PRE-LISTING WALKTHROUGH

I walk through your home before listing with ideas to help it present its best in photos and showings, inside and out.

your game plan

From "thinking about it" to sold

Every home is different, but here's the path we'll follow together, step by step.

1

Listing consultation

We walk through your home and talk about your goals, timing, and next move.

2

Pricing strategy

I prepare a market analysis so we can choose the right list price. See page 05.

3

Walkthrough & prep

I walk through your home with ideas to help it shine, and we can talk staging if you'd like.

4

Photos, video & marketing

Professional photos and video, plus a launch plan to make a great first impression. See page 06.

5

Go live & showings

Your home hits the market and buyers come to see it.

6

Review offers

We compare every offer and I negotiate the best terms for you. See page 07.

7

Inspections & appraisal

The buyer's due diligence period. I'll guide you through any requests. See page 08.

Act of Sale: sold!

Sign, hand over the keys, and celebrate. See page 09.

STRATEGY

Pricing it right

I'll prepare a market analysis using recent nearby sales, the homes you're competing with, and what makes your home special.

Priced right

Draws more showings and stronger offers in the first few weeks, when buyer interest is highest.

Priced too high

Sits longer, often needs price cuts, and can end up selling for less than if it was priced right from day one.

Preparing to sell *first impressions*

Small repairs

Fix drips, sticky doors, loose handles, and burnt-out bulbs.

Declutter

Clear counters, pack away extras, and lighten up closets.

Curb appeal

Fresh mulch, trimmed shrubs, and a clean, welcoming front door.

Clean & neutral

A deep clean, soft neutral paint, and fresh air throughout.

Ask me about Compass Concierge

It can front the cost of improvements like paint, flooring, and staging, so you don't pay out of pocket upfront. Terms apply.

show it off

Your marketing plan

Here's how your home goes from ready to on the market, and how we keep buyers talking while it's listed.

1

Before we list

- ✓ Pre-listing walkthrough
- ✓ Professional staging, if you'd like
- ✓ Professional photography
- ✓ Professional videography

2

Launch day

- ✓ Live on the MLS and major home search sites
- ✓ Colonial post sign in your yard
- ✓ Shared on Compass's social media
- ✓ Your video shared across social media
- ✓ Featured on my website's listings page
- ✓ Shared in my monthly newsletter

3

While we're listed

- ✓ Open houses for serious buyers
- ✓ Agent caravan and feedback
- ✓ Listing booklet waiting at the home
- ✓ Regular updates on showings

every home is different

So I tailor this plan to your home, your timeline, and your goals.

You'll never wonder what's happening. I'll check in regularly with showing activity and buyer feedback.

HONESTY IS THE BEST POLICY

Disclosures, made simple

Louisiana sellers fill out a Property Disclosure Document sharing what they know about the home. It isn't scary, and it protects you.

- Roof
- Structure & foundation
- Plumbing & electrical
- Flood history & claims
- Termites & wood damage
- Past repairs

Isabelle's tip: When in doubt, disclose. Gather receipts and warranties for past work, and I'll walk you through each section.

Showings & offers *the fun part*

Showing-ready checklist

- [ ] Tidy up and turn on every light
- [ ] Open blinds and set a comfy temperature
- [ ] Lock away valuables and medications
- [ ] Make a plan for pets
- [ ] Step out so buyers can feel at home

Comparing offers

The highest price isn't always the best offer. We'll look at:

Price	and any credits asked for
Financing	cash or loan type
Earnest money	how committed they are
Contingencies	what could delay closing
Closing date	does it fit your plans?

UNDER CONTRACT

Inspections & repair requests

During the buyer's due diligence period, they'll inspect the home. If something comes up, they may ask you to:

Make repairs
Fix specific items before closing.

Give a credit
Offer money at closing or a lower price instead.

Leave it as-is
Sometimes the right answer is a polite no.

I'll help you weigh each request so you can respond with confidence. The buyer's lender will also order an appraisal, and if it comes in low, we'll talk through your options together.

Your net proceeds *what you take home*

Sale price	+
Mortgage payoff	–
Agent compensation	–
Title & closing fees	–
Prorated property taxes	–
Agreed repairs or credits	–
Your net proceeds	=

Nobody likes surprises at the closing table.

Before we list, I'll prepare an estimated net sheet for your home, so you know what to expect from every price point and every offer.

clear numbers, calm seller

almost there!

Closing day

In Louisiana, closing is called the Act of Sale. You'll sign before a notary at the title company or closing attorney's office. Can't be there in person? Tell me early so we can plan ahead.

What to bring

- A valid photo ID
- All keys, remotes, and gate codes
- How you'd like to receive your proceeds

⚠ Protect your proceeds

Only share bank details with your title company by calling a number you already know. Never trust payment changes sent by email.

Moving day checklist

- [ ] Book movers or a truck early
- [ ] Schedule utilities to transfer on closing day
- [ ] Forward your mail
- [ ] Keep insurance active until after closing
- [ ] Empty every closet, cabinet, and the attic
- [ ] Leave anything that conveys with the home
- [ ] Leave manuals and warranties in a drawer
- [ ] Leave the home broom-clean

Congratulations on your next chapter!

Seller FAQs *good questions!*

When is the best time to sell?

It depends on your goals and our local market. I'll show you what's happening in your neighborhood right now.

Do I need to fix everything first?

Nope! We'll focus on the updates buyers care about most and skip the rest.

Can I buy and sell at the same time?

Yes. We'll plan the timing together so your move feels smooth, not stressful.

Should I be home for showings?

It's best to step out, so buyers can picture themselves living there.



Let's talk about your home

Isabelle Beaullieu, REALTOR®

COMPASS

337.451.7696

isabelle.beaullieu@compass.com

isabellebeaullieu.com

@isabellebeaullieu

Compass · 2000 Kaliste Saloom Rd. 101, Lafayette, LA 70508 · Office 337-233-9700

Isabelle Beaullieu, Louisiana Real Estate License #995716392. Compass, Brokerage License #995685215. Managing Broker: Lori McCarthy. This guide is for general information only and is not legal, tax, or financial advice. Equal Housing Opportunity.