



SELLER'S GUIDE

LSG

LLEDON STOKES GROUP
LOCAL EXPERTISE | GLOBAL REACH

Thank you for allowing us the opportunity to represent you with the sale of your home.

We know that each client is unique and has specific needs and with this in mind, we will always be striving to give you exceptional service. No two real estate deals are the same, so with your distinct plans in mind, we will help you to make an informed and educated decision to best achieve your real estate goals.

Selling a home is about so much more than just putting up a sign. We want to help you get top dollar so you can move into the next phase of your life. We focus on lifestyle real estate, meaning we help the new home buyers really see themselves in your home. This generates stronger offer terms and more committed buyers. Our fine-tuned neighborhood and market knowledge means that we are perfectly situated to help you sell your home. We want working with us to be a joy, and for you to feel wonderful about choosing us to help you through an important transition in your life.

Throughout our years of experience we have continued to learn, grow, and improve our real estate business. This experience will ensure that no matter what comes up in your transaction, we will be able to handle it seamlessly with great communication

We are licensed in Maryland , District of Columbia ,Virginia and Florida and have sold homes all throughout the area.

No matter where you may be looking, you can be confident that we will provide you with the service that you need.

TABLE OF CONTENTS



04

THE AGENT

05

THE TEAM

06

THE BROKERAGE

07

SELLER'S ROADMAP

08

TESTIMONIALS

09

TESTIMONIALS

10

PREPARE YOUR HOME

11

PREPARE YOUR HOME

12

THE GLOBAL NETWORK

13

HOME STAGING

14

THE ART OF PRICING

15

MARKETING STRATEGY

16

MARKETING STRATEGY

17

SHOWINGS & OPEN HOUSE

18

OFFERS & NEGOTIATIONS

19

UNDER CONTRACT & CLOSING

20

HOME SELLER GLOSSARY

21

NOTES



- Washtington DC Top 20 Real Estate Agents on Social Media 2021, 2022,2023
- Sotheby's International Realty Rising Star Award Winner 2020,2021
- HomeSnap Fastest Growing Agent Award 2020
- Seller Representative Specialist
- Certified Real Estate Negotiator

\$50M+ **8+**
TOTAL SALES YEARS OF EXPERIENCE

LLEDON STOKES

Lledon Stokes, originally from South Florida, First generation American of Caribbean heritage has been living in the DC area since 2016. She is pursuing a degree in Real Estate Development and Economic Planning. Prior to selling real estate, she worked in the ultra-luxury automotive industry as well as a spokesmodel on global broadcasting show Home Shopping Network. Through her passion for helping others, she has supported various non-profit organizations like The National Business League establishing relationships around the globe.

As an agent, Lledon has been apart of over 50 million dollars worth of real estate transactions developing the ability to look at situations objectively, with the mindset that a solution is always within reach. Thanks to her experience in mixed-use property management, Lledon brings a multifaceted understanding of the real estate industry to help every client achieve their distinct goals. Lledon believes a unique take on the definition of luxury. To quote, "It's not about a price point, it is about providing every client with an exceptional customer service experience".

In her spare time, Lledon is an advocate for mental health with the National Alliance on Mental Illness—helping to facilitate everything from awareness to empowerment. Lledon serves on the board of directors for the DMV Women's Council of NAREB. The organization's mission is to evaluate the standards of women in the real estate industry by facilitating leadership, education, and the exchange of information through group learning techniques; and to provide an opportunity for women to increase their knowledge and expertise of all facets of the real estate profession.

When she is not heavily involved in her community efforts you can find Lledon traveling the world sampling international cuisine , learning new cooking recipes golfing.

LLEDON STOKES



Team Lead: Although she specializes in residential real estate, Lledon partners with clients in all stages and at all price points as she guides them through the process with ease. Whether you are looking to expand your wealth portfolio or purchase your first home, Lledon combines her enthusiasm for real estate with a can-do attitude to drive unrivaled results!

PENNY AREEVONG



Team Agent: Penny brings patience, clear communication, transparency, strong negotiation, and problem-solving skills for her client's best interests based on their wants and needs. She demonstrates a powerful work ethic by consistently keeping her clients informed in a timely, detail-oriented manner whether they are buying or selling properties. She strives to help her clients achieve their real estate goals by making true connections with them.

AUTUMN



Transaction Coordinator: Raised in East Tennessee, a former all-conference D2 Collegiate Golfer at King University - studied Business Marketing and Management throughout her four years. Stepping into the professional world after college, she worked with a local real estate team in Johnson City. From Marketing Coordinator, to Listing Coordinator, to Transaction Management - she immersed herself in the day to day, behind the scenes of Real Estate Operations. During this time, she found a true passion for Transaction Management.



MONUMENT

SOTHEBY'S INTERNATIONAL REALTY

The globe's most powerful brand at Sotheby's International Realty we understand that buying or selling a property can be a complex and emotional process. That's why we prioritize communication and transparency, working closely with each client to ensure they feel informed, empowered, and confident throughout every stage of the transaction.

Whether you're a first-time homebuyer, an investor, or a seasoned seller, our team has the expertise and resources to help you achieve your goals. We stay up-to-date with the latest trends and technologies in the industry, utilizing cutting-edge marketing strategies to showcase your property to the widest audience possible.

With our deep understanding of the local real estate market, we're equipped to help clients make informed decisions that align with their unique needs and interests. From providing guidance on property values and negotiating offers to connecting clients with trusted vendors and service providers, our team is committed to delivering exceptional results.

Local expertise and Global Reach

\$167 Billion

ANNUAL SALES VOLUME

26,000

SALES ASSOCIATES

1,075

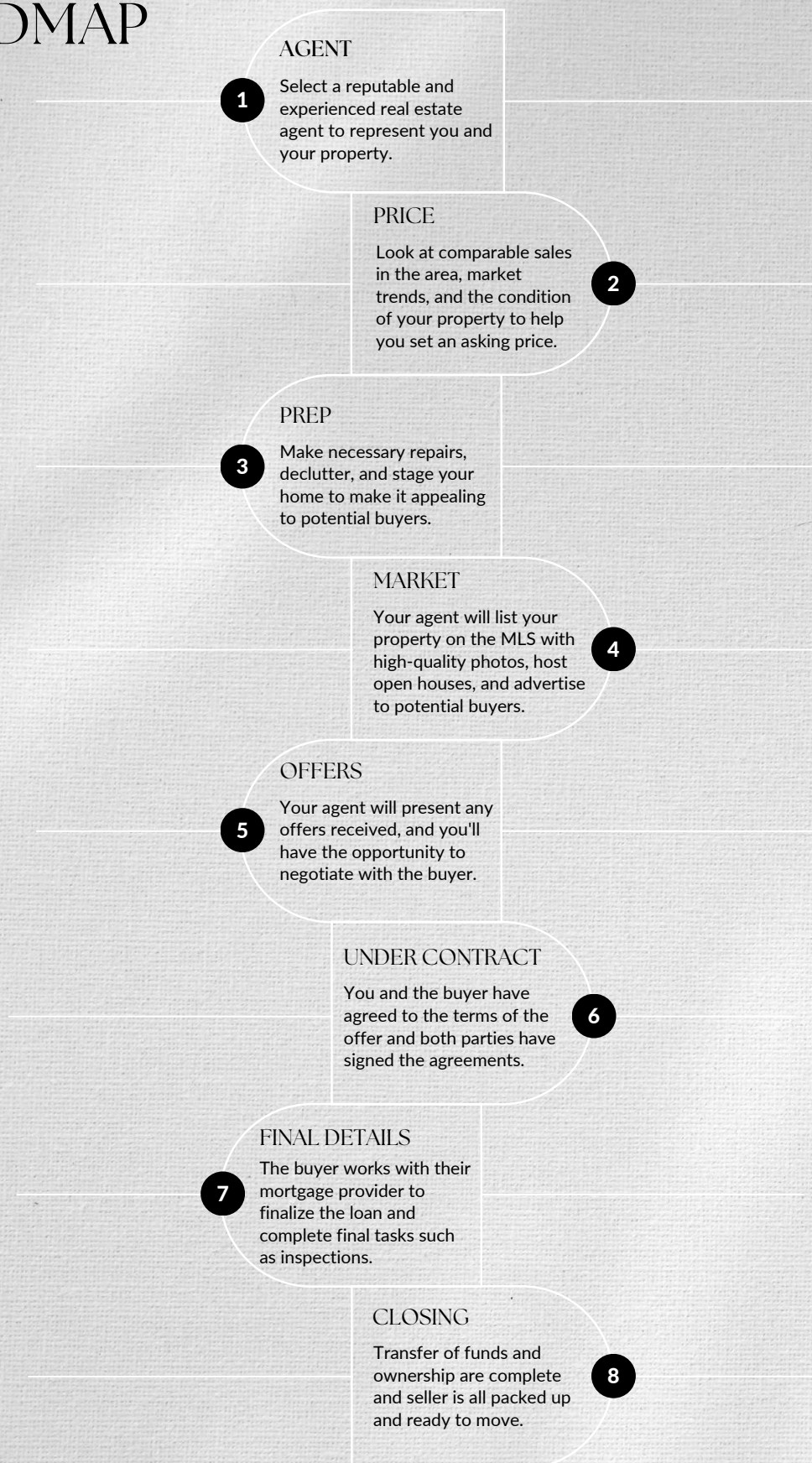
OFFICES WORLDWIDE

81

COUNTRIES & TERRITORIES

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INTERNATIONAL REALTY

SELLER'S ROADMAP





"FROM OUR VERY FIRST MEETING,
I KNEW I WAS IN GOOD HANDS."

"I recently had the pleasure of working with Lledon Stokes to sell my home, and I couldn't be happier with the results. From our very first meeting, I knew I was in good hands. Lledon was professional, knowledgeable, and incredibly responsive to all of my questions and concerns. Their marketing strategies were top-notch, and I truly believe that their expertise helped me get the best possible price for my home. I would highly recommend Lledon Stokes to anyone looking to buy or sell a home."

"Lledon is hands down the best Professional Agent I've had in my life. I never had anyone go above and beyond what you find in a typical agent when it comes to representing my interest in finding a home. I consider myself very lucky to have had her as my agent and I am going to recommend her to all of my friends, family, and people i know who are in the market to buy or sell the property. They will be very happy as well."

"I recently listed my condo for sale with Lledon. The home was under contract within 2 weeks of it being listed. Lledon is always professional and responsive. She has this calming effect on people. When issues arise, she is always there to offer solutions. I have a very busy schedule and she took care of a lot of details for me. I highly recommend her services if you are considering listing your home for sale. She is wonderful to work with."





"I recently had the pleasure of working with Lledon Stokes to sell my home, and I couldn't be happier with the results. From our very first meeting, I knew I was in good hands. Lledon was professional, very knowledgeable, and incredibly responsive to all of my questions and concerns. Their marketing strategies were top-notch, and I truly believe that their expertise helped me get the best possible price for my home. I would highly recommend Lledon to anyone looking to buy or sell a home."

"I cannot recommend Lledon enough. From start to finish, Lledon went above and beyond to ensure that the sale of my home was smooth and stress-free. Not only did she provide expert guidance on pricing and staging my home for sale, but they also went the extra mile to market my home to the right buyers. Thanks to their efforts, my home sold quickly and at a price that exceeded my expectations. Lledon Stokes truly exceeded my expectations and I am grateful for their hard work and expertise."

"I had the pleasure of working with Lledon Stokes Group as my real estate agents and I couldn't be more satisfied with their exceptional service. From the moment we met, they were attentive to my needs and listened carefully to what I was looking for in a home. They were patient and never pressured me to make a quick decision. Their extensive knowledge of the real estate market and their negotiating skills were invaluable in helping me find the perfect home at a great price."

PREPARE YOUR HOME



01

DECLUTTER & DEPERSONALIZE

Start by removing any clutter and personal items from your home. Buyers want to be able to envision themselves living in the space, and too many personal items can be distracting.



02

CLEAN AND ORGANIZE

Make sure your home is spotless and organized. This includes deep-cleaning carpets, scrubbing bathrooms and kitchens, and organizing closets.



03

COMPLETE REPAIRS

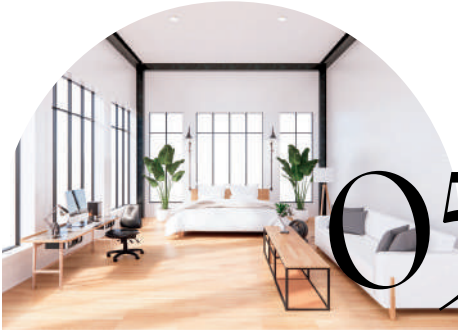
Fix any noticeable issues like leaky faucets, loose tiles, or broken appliances. These repairs can make a big difference in the overall impression of your home.



04

PAINT & TOUCH-UP

A fresh coat of paint can do wonders for your home's appearance. Touch up any scuffs or scratches on walls and trim.



STAGE YOUR HOME

Hire a professional home stager to help showcase your home's best features and help buyers visualize living in your home. If you're staging on your own, make sure to arrange furniture in a way that maximizes space and flow.



BOOST CURB APPEAL

First impressions matter, so make sure the outside of your home looks just as good as the inside. This includes landscaping, adding fresh mulch, planting flowers, and painting the front door.



GATHER DOCUMENTS

Make sure you have all the necessary paperwork in order, such as your home's title, inspection reports, and warranties.



SET THE RIGHT PRICE

Work with your real estate agent to set a competitive price that will attract potential buyers without undervaluing your home.



THE GLOBAL NETWORK

The exposure and worldwide reach of our listings sets us apart. We don't rely on the MLS for distribution. We partner with media powerhouses to introduce our properties home to discerning audiences worldwide. We complement those efforts with targeted digital and print advertising plans that are often exclusive to Sotheby's International Realty®. We showcase homes on sothebysrealty.com, and market across more than 100 local Sotheby's International Realty® websites.

SETTING THE WORLD'S HIGHEST STANDARD.

Established in 1976, Sotheby's International Realty has become the world's premier luxury residential real estate brokerage. Through our vast global footprint, local expertise, and unequalled referral network, we ensure that the properties we represent receive the far-reaching and unparalleled exposure they deserve

GLOBAL NETWORK

HOME STAGING

Home staging is the process of preparing a home for sale by making it more visually appealing to potential buyers. If you're a seller, it's important to know that first impressions matter, and decluttering is key. Neutral colors are the best choice for staging, and good lighting is important for creating a welcoming atmosphere. Investing in home staging can help sell your home faster and for more money.

85%

Of staged homes sold for 5% to 23% over their listing price.*

73%

A staged home spends 73% less time on the market than a non-staged home.*

86%

Of potential buyers find it easier to visualize a property when it is staged.**

*Source: Real Estate Staging Association Publications, the National Association of Realtors and Professional Staging.

**Source: Professional Staging, NAR, Investopedia, and Bankrate:



THE ART OF PRICING

01

UNDERSTAND THE MARKET

The first step in developing a pricing strategy is to conduct a comprehensive analysis of the local real estate market. We'll look at data on recent sales and current listings to get a sense of what similar properties are selling for in the area.

02

CONSIDER THE PROPERTY'S UNIQUE FEATURES

We'll evaluate your property's unique features and amenities to consider how they impact its value relative to comparables in the area.

03

SET A REALISTIC PRICE

Based on the market analysis and your property's features, we'll set a realistic and competitive price. Keep in mind that overpricing can lead to a longer time on the market and potentially lower offers, while underpricing can leave money on the table.

04

CONSIDER PRICING STRATEGIES

In a competitive market, pricing the property slightly below market value could attract more buyers and result in multiple offers. Alternatively, if the property has highly sought-after amenities or is in a desirable location, pricing it higher could lead to a quicker sale at a higher price.

05

BE OPEN TO FEEDBACK

It's important to be open to feedback from potential buyers and their agents. If you're not receiving the level of interest you had hoped for, we'll consider adjusting the price or marketing approach to better align with market demand.



01 PROFESSIONAL PHOTOGRAPHY

The first step is to have a professional photographer take high-quality photos and videos of your property. The photos and videos should be bright, clear, and showcase the best features of the home.

02 VIRTUAL TOUR

Creating a virtual tour of your property will allow potential buyers to view the home from the comfort of their own computer or smartphone. This will give buyers a better sense of the layout and help them visualize living in the space.

03 ONLINE LISTING

Your property will be listed on popular online real estate websites such as Zillow, Redfin, and Realtor.com. Detailed description of the property, its features, and its location to be included.

04 DIGITAL ADVERTISING

Your property will be shared on social media platforms such as Facebook, Instagram, TikTok and Twitter to reach a wider audience.

MARKETING

05 OPEN HOUSES

We'll host open houses for potential buyers to come and view your property in person. This is a great opportunity to highlight the features of the home and answer any questions that buyers may have.

06 PRINT ADVERTISING

Custom flyers, brochures and mailers will be designed and distributed to local businesses and prospective buyers. We'll also place ads in local newspapers and real estate magazines to target the ideal buyer.

07 PUBLIC RELATIONS

We will carefully craft a story around your unique property and pitch it out to local Real Estate websites and newspapers for even more exposure.

08 NETWORKING

We'll utilize [Brokerage Name]'s network to spread the word about your property and its unique features via email, social media and in person interactions.

STRATEGY



41%

Of buyers attend an open house during their home search*

SHOWINGS & OPEN HOUSES

A house showing is a scheduled appointment during which a potential buyer is given a guided tour of the property for sale. An open house is an event held by the seller's real estate agent to show the property to potential buyers.

- ✓ Make sure the property is clean, tidy, and depersonalized.
- ✓ Fix any visible damage or maintenance issues, such as leaky faucets, cracked tiles, or peeling paint.
- ✓ Hire a professional stager to set up the property in a way that highlights its best features and potential.
- ✓ Be available to your real estate agent during showings and open houses to answer any questions potential buyers may have.
- ✓ Consider safety measures, such as removing any valuable items, locking away medications, and putting away personal documents.
- ✓ Be flexible when it comes to scheduling showings, especially if the buyer expresses serious interest in the property.
- ✓ Consider accommodations for family pets during showings and open houses.



OFFERS & NEGOTIATIONS

RECEIVING OFFERS

Once a seller lists their home on the market, interested buyers will start making offers. The seller's real estate agent will present these offers to the seller as they come in.

EVALUATING OFFERS

The seller will need to evaluate each offer carefully, considering the offer price, contingencies, and other terms. The seller may also consider factors such as the buyer's financing, contingency periods, and closing date.

COUNTEROFFER

If the seller receives an offer that is lower than the asking price, they may choose to make a counteroffer. This involves proposing different terms, such as a higher purchase price or different contingency periods.

NEGOTIATION

Once the seller has received an offer, they may need to negotiate with the buyer to come to an agreement on the terms of the sale. This can involve multiple rounds of counteroffers and negotiations until both parties reach an agreement.

ACCEPTING AN OFFER

Once the seller is satisfied with the terms of the offer and all contingencies have been met, they can accept the offer. This typically involves signing a purchase agreement, which legally binds the seller and the buyer to the terms of the sale.

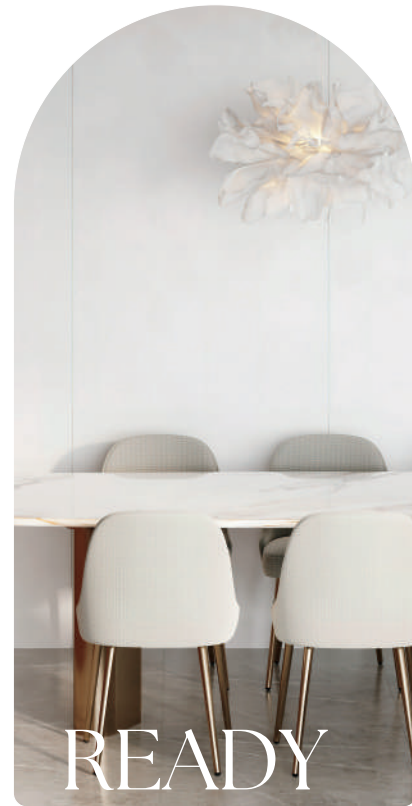


CONTRACT

At this point, the buyer has made an offer on the property, and the seller has accepted that offer. The property is taken off the market, and the buyer and seller enter into a legally binding contract.

This contract outlines the terms of the sale, including the purchase price, closing date, and any contingencies that must be met before the sale can close.

After the seller has accepted an offer, the sale enters the escrow period. During this time, the buyer typically conducts a home inspection, and the lender conducts an appraisal. The seller may need to make repairs or negotiate any issues that arise during this period.



TO CLOSE

Once all contingencies have been met and the lender has approved the buyer's financing, the sale can close. This involves signing all necessary paperwork such as the final purchase agreement, loan documents and transferring the ownership of the property to the buyer.

The buyer typically provides the funds for the purchase to the escrow company, which distributes the funds to the seller and any other parties involved in the transaction, such as the real estate agents and title company.

The seller will receive the proceeds from the sale, minus any fees or commissions associated with the sale.

HOME SELLER GLOSSARY



MLS (MULTIPLE LISTING SERVICE)

A database of properties for sale that is available to licensed real estate agents.

APPRAISAL

An evaluation of a property's value by a licensed appraiser.

HOME INSPECTION

A thorough examination of a home's condition by a licensed inspector.

CLOSING COSTS

Fees associated with the sale of a property that are paid by the seller, including commissions, transfer taxes, and title fees.

EQUITY

The difference between the market value of a property and the amount owed on any mortgages or other liens.

TITLE

The legal documentation that establishes ownership of a property.

DISCLOSURE

The process of revealing all known defects or issues with a property to potential buyers.

COUNTEROFFER

A response to an initial offer that proposes different terms or conditions.

DOWN PAYMENT

The amount of money paid upfront by the buyer toward the purchase of a property.

CLOSING

The final step in the sale of a property, when all necessary documents are signed, and funds are transferred.

CONTINGENCY

A condition that must be met in order for a sale to proceed, such as a satisfactory home inspection or appraisal.

ESCROW

A third-party account where funds are held during the sale process.

MARKET VALUE

The estimated worth of a property based on current market conditions and recent sales of similar properties.

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INTERNATIONAL REALTY

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