

HOME *Seller's* GUIDE



DAVID BLAKELY
LICENSED REALTOR®

dl
DI LUSSO
REAL ESTATE



YOUR HOME MATTERS

Greetings! I've had the pleasure of growing up and living in central Ohio, giving me a deep-rooted understanding of our vibrant community.

I'm a proud graduate of Gahanna Lincoln High School, where I was involved in the Band. I went on to The Ohio State University, where I earned my Bachelor's in Business Administration from the Fisher College of Business.

Whether you're a savvy investor or a first-time homebuyer looking to make a smart financial decision for your family, my background and strong business acumen are here to guide you.

When I'm not helping clients, you can often find me enjoying the great outdoors. I love exploring Ohio's beautiful metro parks, whether I'm walking my dogs, Luna and Zig, mountain biking, or kayaking.

I'm committed to making your real estate experience both successful and enjoyable. Let's turn your real estate dreams into a reality!



David Blakely

REALTOR®



614.592.3709 (cell)



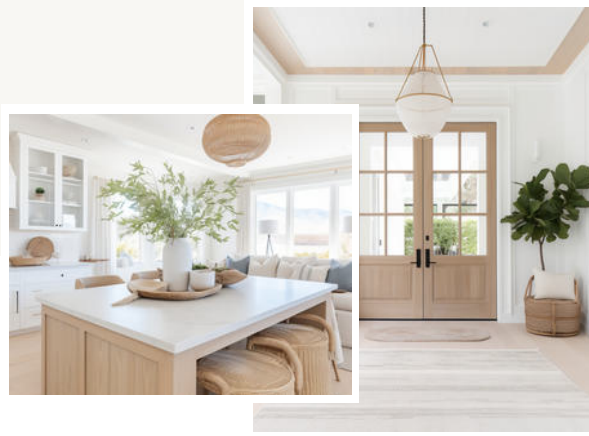
david@dilussorealestate.com



_db_realestate_



dbrealestateservices.com



WHY SELL?

The motivation to sell is different for everyone. Here are some commonly appreciated benefits:

- ✓ **Financial Gain:** Selling a home can provide significant profit, especially if property values have risen. Homeowners can capitalize on the appreciation of their property, for a larger home, investment opportunities, or savings.

- ✓ **Lifestyle Flexibility:** Selling can allow for relocation or downsizing to better suit current needs, such as moving closer to family, switching jobs, or adjusting to life changes like retirement.

- ✓ **Avoiding Maintenance Costs:** Homeowners can avoid the increasing costs of repairs, upgrades, and property taxes by selling and moving to a newer or smaller home, or even renting, reducing long-term upkeep expenses.

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Preparing Your Home

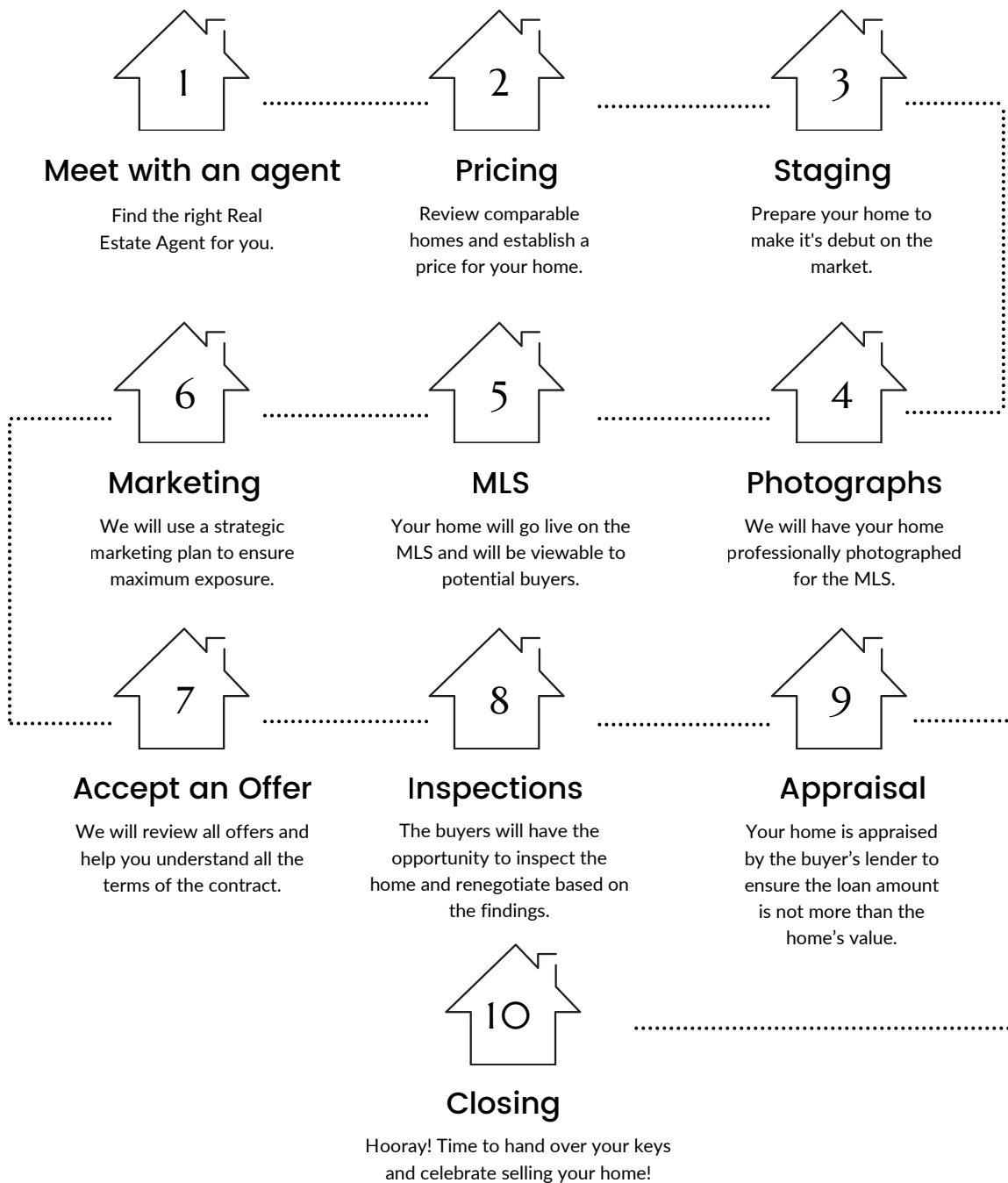
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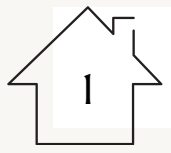
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Our Proven Home Selling Timeline

THE SELLER ROADMAP OVERVIEW





Meet with an Agent

CONGRATS! YOU HAVE COMPLETED THE FIRST STEP.
HERE ARE A FEW IMPROTANT THINGS TO NOTE:

How we get paid: As a listing agent, I typically list homes with a commission of around 3%, though this is always negotiable and agreed upon in advance. Under the updated rules following the NAR settlement, commission sharing is no longer automatic. When a buyer submits an offer, they may request that the seller contribute toward their agent's commission—often around 3%—as part of the overall offer terms. This is not required and is fully negotiable, just like price, repairs, or closing costs. Being open to this request can help attract a larger pool of qualified buyers and keep offers competitive, often without negatively impacting the seller's net proceeds when structured properly.

IMPORTANT DOCUMENTS:

THESE DOCUMENTS ENSURE CLARITY, LEGAL COMPLIANCE, AND
TRANSPARENCY THROUGHOUT THE REAL ESTATE TRANSACTION PROCESS.

1

Listing Contract

This is an agreement between a property seller and a real estate agent on behalf of their brokerage that gives the brokerage the exclusive right to market and sell the property. It outlines terms such as the listing price, commission rate, duration of the contract, and any obligations or responsibilities for both parties.

3

Residential Property Disclosure Form (RPD)

Sellers complete this form to disclose known material defects or issues with the property, such as problems with the foundation, plumbing, or electrical systems. It provides buyers with transparency and helps prevent disputes after the sale.

2

Consumer Guide

This document provides important information to homebuyers and sellers about the real estate process, including the roles of agents, agency relationships, and rights during the transaction. It is designed to help consumers make informed decisions.

4

Lead-Based Paint Form

This form is required for homes built before 1978, as many of these properties may contain lead-based paint. Sellers must disclose any known presence of lead paint and provide buyers with a federally approved pamphlet on lead poisoning prevention.

HELPING YOU NAVIGATE THIS SEASON

About Your Situation

UNDERSTANDING YOUR GOALS



01

Your Why

Why are you moving? What is the deadline you need to move by?

02

Your Plan

What will you do if your home doesn't sell in the expected timeframe?

03

Obstacles

Do you anticipate any major challenges or issues with selling your home?

As your Real Estate Agent, my number one goal is to help you achieve your own. I make it my priority to understand your situation when it comes to selling your home so we can accomplish your goals.

Listing & Service Options



I have several options available to fit each seller's situation and preferences - check them out!

	MLS Only*	Basic	Full Service	Premium
Total commission charged	\$1,000	1.5%	3%	5% - 6%
List on the Columbus Board of Realtors MLS	✓	✓	✓	✓
Accept, present, and negotiate offers	✗	✓	✓	✓
Host an Open House	✗	Once	Every two weeks	Every two weeks
Photography & Videography	✗	Basic Photos	Professional package	Professional package
Yard sign	✗	Basic Sign	Lit sign	Lit sign
Print Marketing & Materials	✗	8.5 x 11 print out	Prof. listing flyers	Prof. listing flyers
Online Marketing	✗	✗	Social Media Posts & Ads	Social Media Posts & Ads
Home inspection	✗	✗	✗	Preemptive inspection
Cleaning & Staging	✗	✗	✗	Prof. cleaned, staged & minor repairs**
Moving & Storage	✗	✗	✗	Personal items prof. packed & stored**

*Will add your home to the Columbus board of Realtors MLS with your contact information so buyer's agents can contact you directly

**Situational, these items will be done at the agent's discretion to get the most value out of the property. Cost of one or all items not to exceed 2-3% of the purchase price





About Your Home

HELP ME UNDERSTAND YOUR HOME

-
- ✓ What drew you to this home when you bought it?
 - ✓ What is your favorite feature of your home?
 - ✓ What do you like most about your neighborhood?
 - ✓ What are your favorite nearby attractions and amenities?
 - ✓ What don't you like about your home?
-

utilities & appliances info sheet

Address: _____

Electric: _____

Provider: _____

Average Cost Per Month: _____

Water/ Sewer:

Water Type: ☐ Well ☐ Public

Sewer Type: ☐ Well ☐ Public

Servicing Company: _____

Average Cost Per Month: _____

Gas:

Provider: _____

Average Cost Per Month: _____

Internet/ Cable/ Satellite:

Internet Provider: _____

Other Known Providers Available? _____

Cable/ Satellite Provider: _____

Other Known Providers Available? _____

Mechanics:

Age and Type of Furnace: _____

Age and Type of AC: _____

Age and Type of Hot Water Tank: _____

Roof Type and Age: _____

Appliances:

Refrigerator: ☐ Staying ☐ Going Age _____

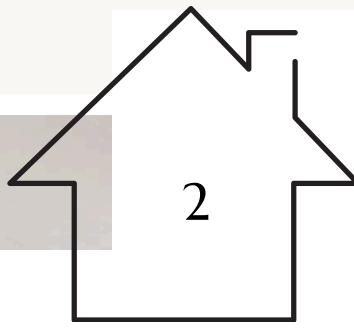
Dishwasher: ☐ Staying ☐ Going Age _____

Oven: ☐ Staying ☐ Going Age _____

Washer: ☐ Staying ☐ Going Age _____

Dryer: ☐ Staying ☐ Going Age _____

Recent Updates/Renovations: _____



OUR STRATEGY

Strategic Pricing

PRICING YOUR HOME TO SELL



- As the seller, it's easy to let emotions influence what you believe your home is worth. Pricing your home too low can cost you money while pricing too high can cost you buyers.
- As your realtor, you can trust my pricing strategy to be unbiased. With my skill set, I can list your home at an accurate price, which will benefit you in the long run. I determine this price by performing a detailed CMA*. Additionally, you can try my free home evaluation tool by scanning the QR code.

***Comparative Market Analysis (CMA):** is a tool used by real estate agents to estimate a property's market value. It involves comparing the property to similar homes that have recently sold, are currently on the market, or were listed but didn't sell. Factors such as location, size, condition, and features are considered in the comparison.

Strategic Pricing

THERE ARE MANY TYPES OF REAL ESTATE PRICING. IT CAN BE SUPRISING HOW MUCH THESE VALUES CAN VARRY ON THE SAME GIVEN PROPERTY. HERE ARE THE MOST COMMONLY USED:

Market Value

The estimated price a property would sell for in the current market, based on supply, demand, and comparable sales in the area. It's the price most buyers are willing to pay.

Appraised Value

The value assigned to a property by a licensed appraiser, often used by lenders to determine the amount of a mortgage loan. It is based on the property's condition, location, and comparable sales.

Sale Price

The final price a buyer pays for the property, as agreed upon between the buyer and the seller in a transaction

List price

The price at which a property is initially listed for sale by the seller. This is the asking price but may not reflect the final sale price.

Assessed Value:

The value determined by a local tax assessor, typically used to calculate property taxes. This may differ from market value and is based on the area's tax laws.

Insured Value

The value of a property for insurance purposes, reflecting the cost to rebuild or repair the property in the event of damage, excluding the land value. Can also be referred to as *Replacement Cost* or *Actual Cash Value*.



THE TOP THREE

Pricing Factors To Consider

01.



The Market

Your local area's current housing market conditions will play a large factor in helping determine the best price for your home to be listed at.

02.



The Competition

We will look to see what other homes are on the market to determine how your listing will compare to other listings in your area.

03.



Your Timeline

We will determine your urgency and flexibility for selling your home to set the best listing price for your home to meet your goals.



PRICING YOUR HOME

Recently Sold Homes

COMPARABLE HOMES NEARBY



112 E Mound Street 1



Sold at \$257,000



2 Bedrooms



2 Bathrooms



1,108 Sq Ft



.01 acres

- List Price: \$269,900
- Sold : \$232/SqFt
- Sold Date: 4/29/2026
- DOM: 27
- Subdivision: Renaissance Condominiums
- Year Built: 2002
- Parking: 1 Attached Garage



114 E Mound Street 1



Sold at \$261,500



2 Bedrooms



2 Bathrooms



1,108 Sq Ft



.01 acres

- List Price: \$250,000
- Sold: \$236/SqFt
- Sold Date: 8/8/2025
- DOM: 31
- Subdivision: Renaissance Condominiums
- Year Built: 2002
- Parking: 1 Attached Garage



116 E Mound Street 1



Sold at \$267,500



2 Bedrooms



2 Bathrooms



1,108 Sq Ft



.1 acres

- List Price: \$282,500
- Sold : \$241/SqFt
- Sold Date: 6/27/2025
- DOM: 128
- Subdivision: Renaissance Condominiums
- Year Built: 2002
- Parking: 1 Attached Garage

PRICING YOUR HOME

Similar Homes

COMPARABLE HOMES ON THE MARKET NEARBY

115 E Noble Street 3



Currently at \$224,900



1 Bedrooms



1 Bathrooms



772 Sq Ft



.0 acres

- Original List Price: \$232,900
- Price/SqFt: \$291
- Status: Active
- DOM: 168
- Subdivision:
- Year Built: 2002
- Parking: 1 Attached Garage

110 N 3rd Street 604



Currently at \$244,900



2 Bedrooms



2 Bathrooms



1,145 Sq Ft



.35 acres

- Original List Price: \$274,900
- Price/SqFt: \$214
- Status: Active
- DOM: 329
- Subdivision:
- Year Built: 1913
- Parking: 1 Parking Garage

150 E Main Street 409



Currently at \$307,000



2 Bedrooms



2 Bathrooms



1,180 Sq Ft



.02 acres

- Original List Price: \$375,000
- Price/SqFt: \$260
- Status: Active
- DOM: 177
- Subdivision:
- Year Built: 1900
- Parking: 1 carport



SUGGESTED LISTING PRICE

\$264,000

\$255,000–\$270,000

Based on my initial research this is my suggested listing price and pricing range without seeing the condition of the property.

Our goal is to price your home correctly the first time.

PRICING YOUR HOME

Net Sheet

HERE IS A BREAKDOWN OF YOUR HOME'S ESTIMATED CLOSING COST INCLUDING YOUR TAKEAWAY:

» NET SHEET

115 E NOBLE ST,
COLUMBUS, OH 43215

SELLER'S NET SHEET CONVENTIONAL

Sales Price:	\$264,000.00
Closing Costs:	\$18,926.01
Balance:	\$0.00
Prorated Tax Owed:	\$2,227.64

NET AT CLOSE
\$242,846.00

TOTAL CLOSING COSTS

TITLE FEES

Homeowner's Title Policy:	\$1,733.51
Title Service - Search And Exam:	\$425.00
Deed Prep.:	\$85.00
Courier Fee:	\$50.00

OTHER FEES

County Conveyance Fee:	\$792.50
Buyer Broker Fee (3%):	\$7,920.00
Seller Broker Fee (3%):	\$7,920.00

TOTAL CLOSING COSTS
\$18,926.01



ESTIMATED CLOSING DATE:
07/26/2026



Stageing

PREPARING FOR PROFESSIONAL PHOTOS AND OPEN HOUSE



- Clean the entire house, especially all visible surfaces and glass mirrors.
- Create a list for the photographer of areas of your home you want them to capture (and any areas you do not).
- Open blinds and turn off all ceiling fans.
- Turn on all lights, lamps and overheads. Be sure to replace any burned out bulbs.
- Declutter all counter spaces in kitchen and bathrooms.
- Remove pets and store away pet supplies, food bowls, toys, hair etc.
- Remove all towels, rugs, toiletries, trash cans, and laundry from view.
- Arrange all furnishings neatly, straightening blankets, fluffing pillows, and tidying decor.
- Clear yard of all clutter and remove any objects from driveway including vehicles.
- Cut the lawn and arrange patio furniture.
- Put away any valuables, prescriptions, and important documents.

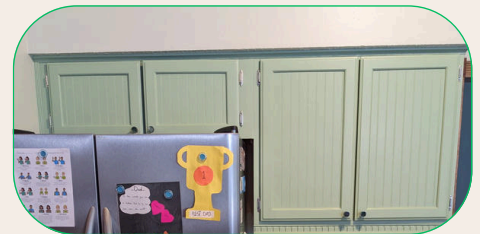
Bang for your Buck Improvements

LOOKING TO INCREASE THE VALUE OF YOUR HOME BEFORE YOU SELL?

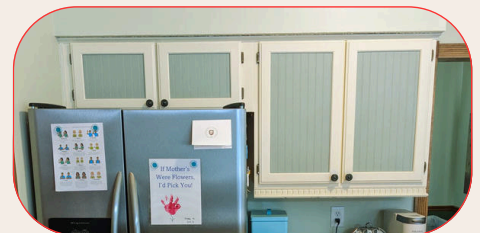
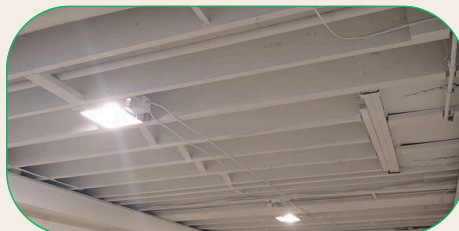
Gain the biggest return on your investment by:

- Power-washing the home's exterior siding
- Fresh coat of wall paint
- Refresh Landscaping
- Update Faucets & Fixtures
- Clean professionally
- Paint basement ceiling
- Repaint/refinish cabinets

Before



After ✨





YOUR PERSONAL PREFERENCES

Important Info

Preferred days/times for Photographs:

Best days/times for Open House:

Is a showing appointment required? If yes, preferred notice?

Do buyers need to take their shoes off?

Will pets be in the house during showings?

Do you have a security system that will be on during showings?



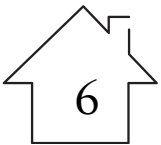
Photographs

A key step to a successful sale is the preparation before listing your home on the MLS. This is why having a great media team is so important. I hire some of the best real estate photographers in Columbus to take listing photos on your behalf to be featured on the MLS.



MLS

Listing your home on the Multiple Listing Service (MLS) is crucial because it maximizes your property's exposure to a wide network of real estate agents and potential buyers. The MLS is the primary database where agents search for available properties, and it syndicates listings to popular real estate websites like Zillow and Realtor.com. This broad visibility increases the chances of attracting more buyers, which can lead to faster offers and potentially a higher sale price.



Marketing

While listing your home on the MLS is essential, marketing outside of the MLS is equally important for reaching a broader audience. Open houses create opportunities for potential buyers to experience your home firsthand, generating interest and competitive offers. Online marketing, including social media ads and targeted digital campaigns, reaches a wider demographic, especially in today's digital age. Additionally, print materials like brochures, flyers, and direct mail can effectively capture local buyers' attention.



FROM JUST LISTED TO SOLD

My Proven Marketing Tool kit

OUR SIGNATURE STRATEGY



Informative &
engaging MLS listing
description



Create unique listing
video and advertise
on social media



Expose to my
associates at AmSpirit
Business meeting



Strategic &
targeted post card
campaign



Hold 1-2 Open houses
every week until the
property is sold



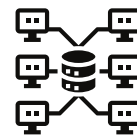
Promote at a
Realtor Open
House Luncheon



Use high resolution,
professional quality
photography



Create a professional
listing flyer & in-home
marketing book



Advertise directly
to my own database
of buyers

We will work together to establish a winning marketing plan for your home. I approach each listing with a fresh perspective, so we will be sure to customize our marketing plan specifically for your property.

Marketing Deep Dive

Signage + Print Material

I pride myself on using signage and print material that area a step above what your average agent takes the time to do. This helps your home stand out and makes it appear more desirable.

Open Houses

I will personally host 1-2 open houses every weekend until the home is sold to allow easy access for buyers.

I provide a listing packet for attendees to take home with them and create inviting environment with music and candles.

My QR code system will capture all attendees' information and ensure a swift follow-up. Check out the example below!



Internet Exposure

I make targeted online advertising campaigns. As well as my social media platforms to reach a broader audience. I often create unique listing videos to attract buyers and generate attention!

Photo Package

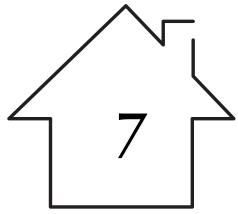
Included in my services is a premium media package (valued at \$975). I will get professional photos of the whole house, including aerial drone shots.

I will film two video walkthroughs - one with the agent (me) narrating and one without.

Finally, I will create a 3D photo diagram for buyers to virtually tour your home on Zillow. Check it out below!



I'm going the extra mile to get your home sold fast



Accepting an offer

01.



Review each offer

As your real estate agent, I will help you review each offer, explaining key terms like price, contingencies, and closing timelines. Together, we'll evaluate the offer's strengths and decide whether to accept, reject, or make a counteroffer. My goal is to ensure you make informed decisions that align with your goals and maximize the value of your sale.

02.



Negotiate offers

Effectively negotiating offers can significantly impact the sale of your home. As your licensed real estate agent, I handle these negotiations daily and will guide you through the process. I'll provide expert advice on how to navigate offers and secure the best terms for your sale.

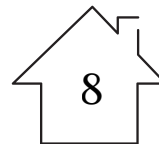
03.



Multiple offer situations

With any luck we will find ourselves in a multiple offer situation. In this case, I will help you through the negotiation process of setting an offer deadline and work to leverage the competition among buyers to achieve the most favorable outcome.





Inspections

One of the largest hurdles during the sales process is the inspection and remedy contingency. At this phase, buyers will hire an inspector to thoroughly examine the home, identifying any issues that may need addressing. Based on the inspection findings, we will enter into a second round of negotiations with the buyers. I will assist you in reviewing the inspection report, negotiating necessary repairs or credits, and ensuring that any concerns are resolved to keep the sale on track and achieve a successful outcome.



Appraisal

The second contingency in a typical real estate transaction is the appraisal. This process, conducted by the buyer's mortgage lender, ensures that the home's value aligns with the purchase price and that the amount being borrowed does not exceed the property's worth. If the appraisal comes in lower than the agreed price, we may need to renegotiate with the buyer or address any discrepancies to keep the transaction moving smoothly. I will guide you through this process, helping you understand the appraisal report and resolve any potential issues that arise.



The moment we've all been waiting for... closing day! We will go to the title company to sign all of the necessary documents, officially transferring the title to the new owner.

Remember to...

- Bring your CURRENT picture ID with you to closing and make sure your legal name is up to date (most commonly an issue if recently married).
- Collect all spare keys and garage door openers and handover to buyers.
- File a change of address with the post office
- Review the settlement statement for the final cash to close amount and wire funds to title.
- Switch utilities out of your name before close

Client Testimonials

MEET SOME OF OUR HAPPY CLIENTS



“Great help. Being in the Marines I couldn’t physically be in Ohio to look at houses, David drove all around the Columbus area, all the way to Circleville and Lancaster to help. He took plenty of pictures and videos of every house that he went to, and had the networking circle to have professionals come and check out what repairs I would be looking at. Give him the specifics of what you’re looking for and he will find what you need.”

–RICHARD J.



Working with David to purchase my first home was an absolute pleasure! His resilience and poise no matter how things turn out are impressive and admirable. He knows how to dress for any occasion and brings a level of professionalism to the forefront that you just don't get to experience with most people. His leadership is reflected in how his team trusts his processes knowing that his has their best interests. David knows the game well and is very detail-oriented, structured, and proactive, never leaving you wondering what's next. Thank you, David, for helping me turn a dream into a reality!

–TREYVON B.

I'VE GOT A GUY

BASEMENT WATER PROOFING

Mike Elis 614.364.1719

Advanced Basement Solutions

advancedbasementsolutionsllc@gmail.com

advancedbasementsolutionsohio.com

HANDYMAN / CARPENTRY

Casey Flanigan 614.499.6433

Flanigan Construction Casey

flaniganconstructionllc@gmail.com

HVAC

Ryan Robinette 614.313.4730

Columbus HVAC Services

Chservices614@gmail.com

columbushvacservices.com

TREE TRIMMING

Caturis Cannon 614.378.8741

Good Soil Lawn and Tree Service

caturiscann34@yahoo.com

LOCKSMITH

Eugene Konoval 440.346.2736

Expert Lock & Key

expertlockandkey@yahoo.com

expertcolumbuslocksmith.com

OUTDOOR LIGHTING

Andrew Freed 614.375.4533

Midwest Lightscares

andrew.lightscares@gmail.com

midwestlightscape.com

PLUMBER

Pipe Mechanical LLC

440.346.2736

pipemechanicalllc@gmail.com

pipemechanical.com

PROPERTY & CASUALTY INSURANCE

Jason Brofford 614.471.4888

Detwiler-Brofford Insurance Inc.

Jason@detwilerinsurance.com

detwilerinsurance.com

I'VE GOT A GUY

TITLE COMPANY

Mark Zipser 614.286.3855

LandSel Title

maz@landsel.com

landsel.com

ROOFING, SIDING, GUTTERS & WINDOWS

Tyler Brooks 614.812.0811

LColdstream Exteriors

tyler@coldstreamexteriors.com

coldstreamexteriors.com/columbus

MOVING & STORAGE

Krupp Moving & Storage

614.820.8070

kruppmoving.com

PAINTER

Bobby Emberly 614.456.8922

Emberly Painting

emberlypainting@gmail.com

Other services: Cabinet refinishing, Garage epoxy

ELECTRICIAN

John Melcher 614.377.9901

jmelectric614@gmail.com

STEAM CLEANING

Ken Doctor 614.779.8800

docssteamkleen.com

Services: carpet, upholstery, air duct cleaning,
stain & pet odor treatment

HOME INTERNET

Jamie Kleppel 614.600.3111

Friendly Computers

jamie@friendlycomputers.net

Other services: Security Camera's, Hang TV's

CLEANING SERVICES

K&A Cleaning Services

614.469.9706

614.906.8941

kacleaningservices614@gmail.com

I'VE GOT A GUY

HOME STAGING

SB Home 614.747.1650

SB Home Staging and Design
info@sbhomestagingdesign.com
sbhomestagingdesign.com

HOME WARRANTY

SafePro 614.230.7277

SafePro Home Warranty
Info@safeprohw.com
safeprohomewarranty.com

WINDOW CLEANING/ PRESSURE WASHING

Tim Crowder 614.428.4364

Window Genie
ecolumbus.owner@windowgenie.com
WindowGenie.com

DUMPSTER SERVICE

Barker's Bins 740.490.5515

Barkersbins22@gmail.com
www.barkersbins.com

CLEANING SERVICE

Luccas Fogassi 740.971.2907

All cleean solutions
contact@allcleansol.com
www.allcleansol.com



Notes



Your Home Matters

Thank you for choosing me to help you sell your home. I look forward to working with you to achieve all of your real estate goals.



David Blakely

REALTOR®



614.592.3709 (cell)



david@dilussorealestate.com



_db_realestate_



dbrealestateservices.com

dl
DI LUSSO
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