



# **THE COMPLETE GUIDE TO SELLING YOUR HOME**



**OVER \$1 BILLION IN REAL ESTATE SOLD ANNUALLY**

## **EVERYTHING YOU NEED TO KNOW TO SELL YOUR HOME SUCCESSFULLY**

I will offer advice and ideas to prepare your home for showings so that it's more attractive to buyers. As well, I will recommend a strategic pricing plan designed to get you top market value.

# Meet Your Real Estate Agent

## *Welcome!*

Whether you are a first-time home buyer, a seller thinking about either upsizing or downsizing or an investor looking to add to your portfolio, the real estate professional you choose to represent you is an important decision. I offer friendly, knowledgeable, and professional service. I specialize in assisting people who are relocating to MA, first-time home buyers, individuals and families that are dealing with estates, and those who are retiring and downsizing or relocating to another state. With my years of experience in the industry, and my strong negotiating abilities, I am confident that I can help you find the home of your dreams.

I am a top-performing realtor based in North Central MA, and I am proud to be ranked in the top 10% of realtors in the region. Additionally, I am honored to be among the top 3% of realtors in sales at LAER Realty Partners, company wide. I have many resources available to me to be able to offer my clients a high level of customer service and a first-rate client experience.

One of my strengths is my strong network relationships that allow me to help my clients find homes in many different states, including Florida. I understand the challenges that come with moving to a new location, and I work tirelessly to ensure a smooth transition for all my clients.

In addition to my real estate work, I am an active member of the community. I serve on the Board of Directors for the North Quabbin Chamber of Commerce, and I have served as past president of the Athol Women's Club as well as the Athol Royalston Education Foundation, volunteered with Habitat For Humanity, Boy Scouts and support our local Little League Association. These experiences have allowed me to build strong relationships with people and businesses in the area, and I am passionate about giving back to the community that has given me so much.

If you're looking for a dedicated and experienced realtor who can help you find your dream home, please don't hesitate to reach out to me. I would be honored to assist you in any way that I can!

## *Let's Get Started!*

**Linda Lee**  
Realtor  
LAER Realty Partners  
Athol, Templeton, MA







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# WHY DO YOU NEED A REAL ESTATE AGENT?

01

My responsibilities to you include complete disclosure, loyalty and confidentiality.

06

I assist you, if necessary, in finding any home-related services you might need.

02

I will Extensively market your home to get you the best offer.

07

I help you determine the best asking price for your property.

03

I maximize the number of buyers who know about the home, request showings and make offers.

08

I ensure that the mandatory items are signed, sealed and delivered on closing day.

04

I will update you regularly on market changes that could affect the sale of your property.

09

I assist with moving and storage recommendations when necessary.

05

I manage contractual, and transaction details while keeping you informed at all times.

10

I negotiate diligently on your behalf throughout the entire transactions.







# BEFORE YOU PUT YOUR HOME ON THE MARKET

**For many, selling a home is the largest financial transaction of their lifetime. As such, it's important to hire a professional who can navigate you through the negotiating, marketing, and legal processes of selling.**



I'm a big believer in hiring a quality Realtor.

**- DAVE RAMSEY**

American businessman, radio host, and author.

# FIRST STEPS TO SELLING



## LET'S GET STARTED!

### Determine the Sale Price

Here are some of the factors that are considered when it comes to pricing a home.

#### Property Features:

- Improvements made to the home
- Size of the home
- Number of bedrooms/bathrooms
- Location
- Sustainable features
- Size of the yard
- Condition
- Proximity to commercial/industrial areas
- Whether property is in a flood zone

#### Outside Factors:

- The overall real estate market
- How many similar houses are on the market in that area
- The time of year
- Interest rates
- Recently sold properties nearby
- Property tax rate

When it comes to pricing, it is important to consider what buyers would be willing to pay and what a bank appraiser is likely to appraise the home for. Most buyers obtain mortgages and banks will base the financing on the appraised value of the home. as determined by a bank appraiser.



## Boost Curb Appeal

The Curb Appeal is the first impression that potential buyers will have of your home. Keep the lawn well maintained. Add flowers, whether in a bed or as potted plants. Ensure that there's plenty of lighting to accommodate evening showings.

You need your home to look its best. Sometimes you can have a potential buyer who will drive by and see a For Sale sign. The look outside matters most at this time.



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## Stage Your Home

Staging your home is about arranging your home and the rooms in the clearest and most aesthetically pleasing way. Some home owners prefer to stage on their own and others like to hire a professional. I can recommend you to some of the best stagers in the industry.



**When selling your home, the goal is to sell it quickly and for the highest possible price. One of the secrets to fast sale is staging.**



## STAGE YOUR HOME

**BE NEUTRAL!** For details like paint colors and furniture styles, use neutral tones. Ensure you appeal to the majority buyers rather than focusing on bright coloured trends.

## DE-CLUTTER AND MORE DE-CLUTTER

Decluttering an entire home is a big job. The best way to tackle it is in stages. Step by step for each room. Invest in stylish storage solutions that will allow you to stash your items.

Buyers begin judging your home the moment they step inside and, unless they're looking for a deal on a fixer-upper, they prefer homes that are well-maintained, clean and decluttered. Another tip is adding scented candles or fresh flowers which can add a warm and welcoming feel to the main space.



# SMART HOME MAKEOVERS YOU CAN CONSIDER



Sometimes a small investment can give you a big edge over your competition and generate a much faster sale at a higher price.



Bathroom - Opt for bright lighting, clean and clear mirrors, attractive fixtures and plenty of storage. Keep all paint neutral.



For the kitchen, consider fresh paint, floor coverings, and lighting fixtures or replacement of cabinet doors and drawers.



Home Exterior - Fix or replace anything damaged such as the gutters, windows, shutters, screens, patio, light fixtures, porches and steps.



Cluttered homes tend to appear smaller, less full of air and light, and many buyers will assume a cluttered house needs repairs or maintenance.

Real estate professionals can advise you on which renovations are key to maximizing your value.

# PRICING YOUR HOME

Pricing your home can be tricky. Aim too high and your home might sit on the market for months, and possibly not sell at all. In fact, often times by pricing low, you end up getting the highest price by creating a bidding war for the property.



**I will forever believe that buying a home is a great investment. Why? Because you can't live in a stock certificate. You can't live in a mutual fund.**

**-OPRAH WINFREY**

I will create a CMA - Certified Market Analysis Report for your home. This analysis will compare your home to others like it that are on the market or recently sold. As well, the market analysis will factor in market conditions, time of year, and the amount of inventory on the market at the time, to come up with the likely value of your home. The value is ultimately determined by the buyers who are in the market at the time your home is for sale.

I will suggest the best starting price for your home and will discuss a game plan for multiple offer situations (a bidding war) as well as a strategy for when there are no offers that come in right away. It's important to remain aggressive with your pricing and marketing strategy as the first 30 days on the market is when most buyers will show an interest. The longer the home is on the market, the less likely that you will get an offer at the full asking price. I do not determine the value of your home, but rather I predict the value based on data.



Far and away the best prize that life offers is the chance to work hard at work worth doing.



## MARKETING

The Internet and social media has revolutionized real estate advertising. It is compulsory that you select a real estate professional with a robust online marketing strategy. I market extensively on social media with many followers who also share my listings and open house advertising.

## WHAT BUYERS LOOK FOR ON REAL ESTATE WEBSITES

- Property photos
- Detailed property information
- Virtual tours
- Market research
- Neighborhood information

It is crucial to highlight your community's amenities – like proximity to schools, shops, restaurants, and parks , as well as other benefits that impact lifestyle. I have access to the kinds of detailed community information that buyers want.

If you want to maximize the number of serious buyers, showings and offers you get, it is necessary to work with an agent who understands social media advertising and promotion with strategies for capturing contact information for interested prospects.



# TIPS TO SHOW YOUR HOME

## #1

If you've painted in neutral tones, add touches of color with accessories

## #2

Open all doors and windows beforehand to circulate fresh air in the rooms

## #3

If possible, bake cookies or put a pan of cinnamon in the oven to create a warm and inviting aroma

## #4

Ideally, pets should be unseen. Pet areas should be clean and odor-free. Not everyone may share your love of animals,

## #5

Floors should be clean, carpets and rugs vacuumed

## #6

Trash and recycling bins should be cleaned up, tidy and odor-free

## #7

Pick up toys, remove all clutter, ensure beds are made, put clothes away

## #8

Place fresh flowers where they'll stand out

## #9

Remove all cash, jewelry and small valuables from the rooms





## 20 Point Marketing Plan

1. Strategic placement of your home online - unlike other companies; I receive all of the leads we get on your home
2. Internal announcement to LAER Realty's 550+ agent base
3. LAER For Sale Sign letting the locals know the home is for sale
4. Professional photography
5. Virtual tour online
6. Free staging consultation
7. Professional listing brochure designed by LAER Marketing Team and myself.
8. Social media marketing on all listing milestones
9. Send postcards to neighbors notifying them your property is for sale
10. Reverse prospect to agents in this marketplace
11. Safe open houses (virtual when needed)
12. Neighborhood open house invitations
13. Email announcement to my database
14. Aggressive follow-up with prospective buyers
15. Hold a broker Open House if necessary
16. Facebook advertising and promoted posts
17. Weekly check-in calls to "stay on the pulse"
18. Automatically via email, send you all feedback from showings (Showingtime)
19. Automatically email new listings, pendings and sales in your neighborhood
20. Review pricing weekly and notify you immediately of market changes



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Real estate is an imperishable asset, ever increasing in value. It is the most solid security that human ingenuity has devised. It is the basis of all security and about the only indestructible security.

- Russell Sage, American Financier



*Let's Talk!*



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