

COMPASS

Compass Real Estate

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REAL ESTATE
WITH INTEGRITY

A close-up photograph showing a hand holding a silver key, and another hand holding a small, colorful miniature house model. The house has a green roof, a red door, and white walls with green window frames. The background is a blurred blue and white pattern.

AS A SELLER IN THIS MARKET, YOU WANT 3 THINGS.....

- Sell your home for the highest price point possible
 - Sell your home in the shortest amount of time
 - Sell with the best terms and conditions



Hello, I'm Tina Crowley a REALTOR with Compass Real Estate and I know I can sell your home.

WHY CHOOSE ME?

Partnering

I'll be your partner as we work together to sell your home for the best possible price. As your realtor, I'll offer you expertise to help you make good decisions about the sale of your home and avoid costly mistakes.

Unparalleled Customer Service

When you choose me, you are choosing a real estate professional who communicates effectively, understands the process of selling real estate, and works ethically and with integrity. Did I mention that I love my job and have a passion for helping people?

EXPERIENCE & KNOWLEDGE

Selling a home is much more than putting a sign in your yard and adding your home to the Multiple Listing Service. In today's digital world, understanding how to market your home online is more important than ever. With over \$80 Million in sales, I understand how to price, market and sell your house for the highest price point possible, in the shortest amount of time with the best terms and conditions.



Selling your home...

HOW DO PROSPECTIVE BUYERS FIND YOUR HOME?

Internet: 98% of buyers start their search online. The most important place to market your home is online.

Signage: Buyers are everywhere and having a sign in front of your house is a can't miss way to attract prospective buyers who want a home just like yours.

Open House: An open house is still an extremely effective way to have many prospective buyers view your home. We want as many buyers as possible to tour your home as we never know who your buyer is.

SOLD



Let's talk marketing.....

I will

Submit your home to the Multiple Listing Service with 30+ professional interior and exterior photos and a well written, inviting detailed description to attract more agents and buyers to tour your home.

Be sure all online materials are cell phone compatible. (91% of buyers use cell phones in their homes search per the National Association of Realtors)

Feature your property on our office website, my website as well the additional real estate sites for your home to have the strongest internet presence available.

Develop professional and memorable full color marketing materials to be placed in your home for agents and buyers to take with them.

Conduct open houses to maximize exposure of your home and follow up with agents and prospective buyers for feedback after the open house and any showings.

Pre-market information to potential buyers thru various social media and internet sites to secure interest in the home prior to your home hitting the market.

As soon as your home hits the market, I will perform a reverse prospecting search to identify any prospective buyers in the Multiple Listing Service and I will reach out to their agents.

Advertise open house events on MLS, Facebook, Instagram in addition to real estate search engines.

Post a custom video of your home on social media Immediate follow up to online interest and inquiries by phone or email

signage: My luxurious lawn sign gives 24 hour access to my contact information and my website, which increases the exposure of your listings to anyone passing by. I answer my phone and respond to text and email and do not leave prospective buyers waiting.

Open house: Open house tours are the perfect opportunity for people who are ready to purchase, to view your home. I host my open house tours and will get in every buyer who wants to see the house.

OPEN HOUSE READY

“Buyers decide in the first eight seconds of seeing a home if they’re interested in buying it. Get out of your car, walk in their shoes and see what they see within the first eight seconds.”

- *Barbara Corcoran*

Here are some tips to maximize your home’s appeal both inside and out!

INSIDE THE HOME

- 1 Clear all unnecessary objects from the top of your furniture.
- 2 Clear all unnecessary objects from the kitchen countertops. Clear the front of your refrigerator - remove all notes, messages, photos, etc. *A sparse kitchen helps the buyer mentally picture their own things in your kitchen.*
- 3 In the bathroom, remove any unnecessary items from countertops, tubs, shower stalls and commode tops. Keep only your most needed cosmetics, brushes, perfumes, etc., in one small group on the counter. Coordinate towels to one or two colors only.
- 4 Rearrange or remove excess furniture. As owners, many times we have too much furniture in a room. This is wonderful for our own personal enjoyment, but when it comes to selling, it’s important to make the rooms appear as large as possible. Once again, *this helps the buyer mentally picture their furniture in your house.*
- 5 Take down or rearrange certain pictures or objects on walls. Patch and paint the walls, if necessary.
- 6 Review the inside of the house room by room: if necessary, paint it; clean the carpets and drapes; and wash the windows.
- 7 Make sure the closets are not “too full.” Remember when you were buying...was closet space important to you? You’ll be moving soon, so there is no better time than now to start packing.
- 9 Painting is the single most effective improvement you can make. Don’t let dings in the woodwork or scrapes on the walls make your home reflect deferred maintenance.

Please, read on

OUTSIDE THE HOME

- 1 Walk around the perimeter of the house and move all garbage cans, debris, etc. into the basement or garage, if available.
- 2 Check the gutters and/or roof for dry rot. Make sure the gutters are swept and clean.
- 3 Look at all the plants. Prune the bushes and trees. Keep plants from blocking windows. "YOU CAN'T SELL A HOUSE IF THE BUYERS CAN'T SEE IT." Plants are like children -- they grow so fast!
- 4 Weed and then bark all planting areas. Keep the lawn freshly cut and fertilized. Remove any dead plants and shrubs.
- 5 Clear patios or decks of all small items, such as small planters, flower pots, charcoal, toys, etc. Once again, put them in the basement or garage, if available.
- 6 Be sure the garage is not overloaded. Rent a storage area if necessary.
- 7 Check the exterior condition of the house. Pay special attention to the front door and trim. Paint where necessary. "CURB APPEAL REALLY WORKS!"



Always Remember
my job is to....

- Sell your home for the highest price point possible
 - Sell your home in the shortest amount of time
 - Sell with the best terms and conditions



Real Estate *Terminology*

Appraisal: An appraisal on your home is an unbiased estimate of how much a home is worth. When buying a home, the lender requires an appraisal by a third party (the appraiser) to make sure the loan amount requested is accurate.

Closing: Closing is the final stage of the real estate transaction. The date is agreed upon when both the buyer and seller go under contract on the home. On the closing date, the property is legally transferred from seller to buyer.

Closing statement: There's a verifiable document detailing all charges, credits, and cash deposits for the transaction. That document is called the "closing statement."

Competitive Market Analysis (CMA): A CMA is a very detailed evaluation of specific homes listed or sold on the market based on location, style, and amenities similar to your property. Your agent completes this analysis to come up with an accurate price point.

Contingency: certain events must transpire or the contract can be considered null. A contingency might be that the home must pass an appraisal or receive a clean inspection. The sale of a home could also be contingent on the seller finding another home to purchase by a specified date.

Down payment: The down payment is the amount of cash a homebuyer pays at the time of closing.

Earnest Money: Earnest money is usually 1k deposit to bind the offer. The check is not deposited unless an offer is formally accepted. It is applied to the total down payment and is held in escrow by the listing office or seller's atty. Earnest money demonstrates a buyer's interest in the property.

Escrow: Escrow is part of the homebuying process. It happens when a third party (listing office or seller's attorney) holds the buyer's earnest money deposit and purchase and sale deposit in an escrow account. When the transaction is complete (usually at closing), the third party will release those funds to the seller.

Lender: In real estate, the lender refers to the individual, financial institution, or private group lending money to a buyer to purchase property with the expectation the loan will be repaid with interest, in agreed upon increments, by a certain date.

Loan Officer: Residential loan officers, or mortgage loan officers, assist the homebuyer with purchasing or refinancing a home. Loan officers are often employed by larger financial institutions and help borrowers choose the right type of loan, compile their loan application, and communicate with appraisers.

Preapproval: Before submitting an offer on a home, a buyer will be required to get pre-approved. This means a lender has checked their credit, verified information, and approved the buyer for up to a specific loan amount for a period of up to 90 days.

Purchase and Sales: A purchase and sale agreement (P&S) demonstrates a buyer's intent to purchase a piece of property and a seller's intent to sell that property. The document outlines the terms and conditions of a sale and holds each party legally accountable to meeting their agreement.

Realtor: is licensed to negotiate and coordinate the buying and selling of real estate transactions. Most Real estate agents must work for a realtor or broker with additional training and certification. In addition, a Realtor is a member of the National Association of Realtors and one of its constituents boards and abides by the Real Estate Code of Ethics.



This is just some of the terminology you will hear throughout the home selling process. Don't feel overwhelmed! I've got you covered. We will discuss each step as we go through this together.

Thank you for taking the time to read this seller's guide. I hope you found it to be helpful and informative.



As you begin this journey, please know that I am here for you every step of the way.

If you have any questions, please do not hesitate to reach out to me directly at 781-572-2082.

I am truly looking forward to working with you to sell your home!



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