

COMPASS



YOUR HOME SELLER GUIDE

Real Estate with *Integrity*

As a Seller in this Market, You Want Three Things:

01. Sell your home for the highest price point possible
02. Sell your home in the shortest amount of time
03. Sell with the best terms and conditions



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Tina Crowley is a high-level REALTOR® who combines her love for real estate with a genuine dedication to serving others, delivering exceptional solutions to her clients' real estate needs. With over a decade of industry experience and an intimate understanding of the Boston market, Tina leverages her extensive knowledge to educate clients thoroughly, empowering them to navigate competitive market conditions and make informed decisions.

Known for her unwavering commitment to client satisfaction and an unyielding drive for results, Tina has earned a well-deserved reputation as a respected industry leader, a multi-million-dollar producer, and a recipient of multiple prestigious awards.

Tina's relentless pursuit of industry knowledge ensures she is equipped to meet the diverse needs with utmost precision. By placing a strong emphasis on building genuine connections, she has cultivated strong friendships and valuable professional relationships built on mutual trust, resulting in a loyal client base of repeat customers and referrals.

Beyond her passion for real estate, Tina enjoys gardening, exploring home décor ideas, savoring a good cup of coffee, and indulging in the timeless rhythms of disco music. Above all, Tina treasures spending quality time with her children.

Why Choose Me As Your Agent?

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 real estate selling process, and works ethically and with integrity. Did I mention that I love my job and am passionate about helping people?

Experience and Knowledge

Selling a home is much more than putting a sign in your yard and listing it on MLS. In today's digital world, understanding how to market your home online is more important than ever. With over \$80 million in sales, I know how to price, market, and sell your house for the highest possible price in the shortest time, with the best terms and conditions.



What Sellers Value Most About Working With Me

Selling a home is a major decision, often tied to important life changes. My role is not just to market a property, but to guide you through the process with clarity, honesty, and care so you can make confident decisions every step of the way.

Over the years, sellers consistently share that they value the following when working with me:

Clear, Honest Guidance

Sellers deserve straightforward advice, even when it involves difficult conversations. Pricing, preparation, timing, and negotiation are approached with transparency so you always understand your options and the reasoning behind each recommendation.

Calm, Confident Decision-Making

Real estate transactions can feel overwhelming, especially in competitive or shifting markets. I bring a steady, level-headed approach that helps sellers stay focused on what truly matters, avoiding unnecessary stress and costly emotional decisions.

Strong Communication and Responsiveness

From our first conversation through closing, sellers appreciate knowing they can reach me and receive timely, thoughtful updates. You will never be left wondering where things stand or what happens next.

Advocacy Focused on Your Outcome

My priority is always your best result, not just getting a property sold. That means protecting your interests, negotiating strategically, and making recommendations based on what best serves you, your timeline, and your goals.

Every home sale is unique, and every seller's situation deserves individualized attention. My commitment is to guide you through the process with integrity, professionalism, and a genuine focus on achieving the right outcome for you.

Selling Your Home



How Do Prospective Buyers Find Your Home?



Internet Presence

98% of buyers begin their search online, making it essential to market your home effectively.

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 Houses

An open house remains a highly effective way to attract many prospective buyers to your home. We want as many buyers as possible to tour your home, as we never know who your buyer is.

Let's Talk Marketing



Digital & Online Presence

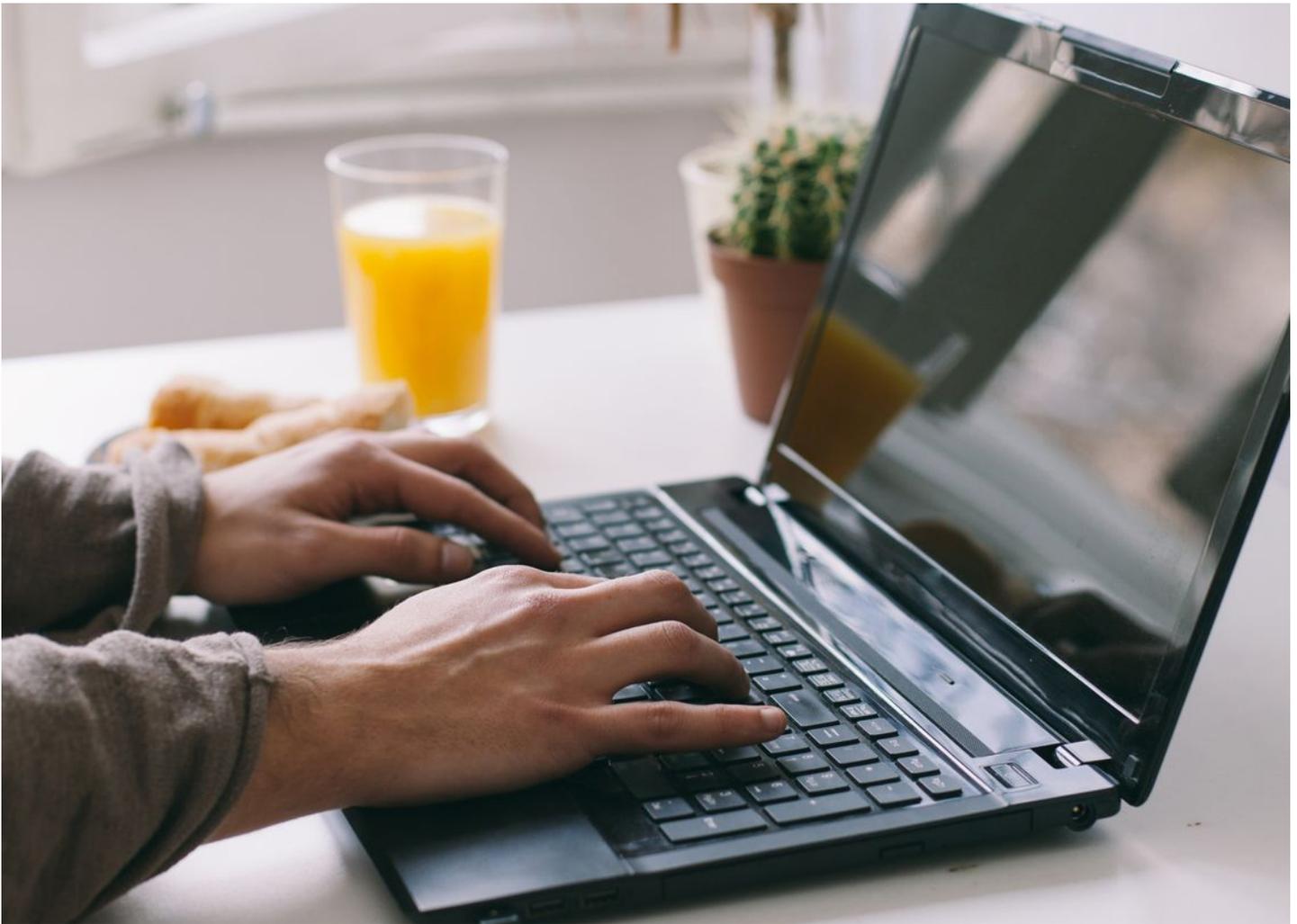
Premium MLS Listing and Photography

We will submit your home to the Multiple Listing Service (MLS) with 30+ professional interior and exterior photographs and a thoughtfully written, detailed description. This inviting presentation is crucial for attracting top agents and prospective buyers to schedule a tour.

Mobile-First Optimization

All digital marketing materials, including the MLS listing and property website, will be fully compatible and optimized for mobile devices. This is essential, as the National Association of Realtors reports that 91% of buyers use their cell phones during their home search.





Maximum Online Exposure

Your property will be prominently featured on Compass.com, my personal website, and syndicated on major third-party real estate search sites to ensure the strongest possible online presence.

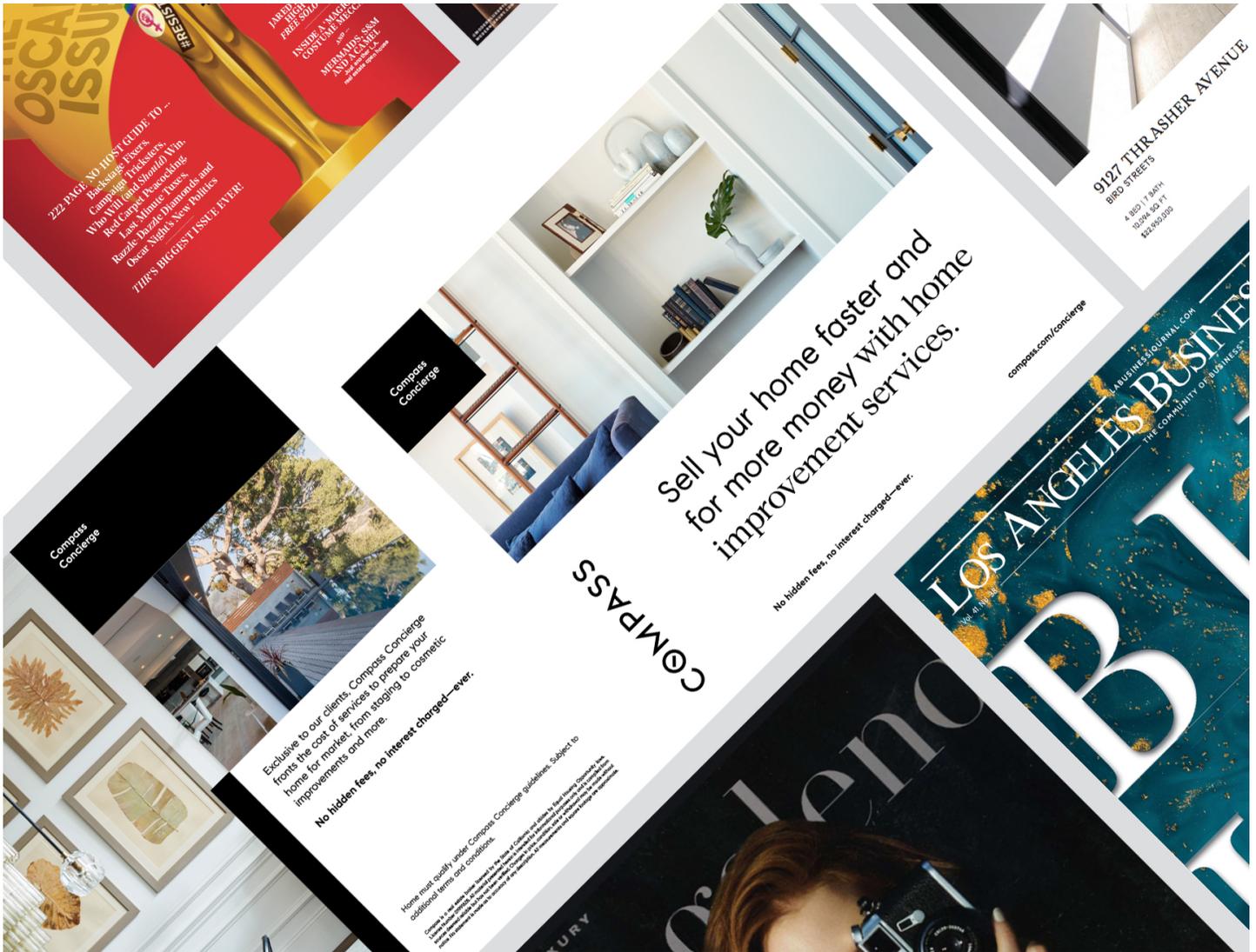
Custom Video Marketing

I will post a custom, high-quality video of your home across relevant social media channels to enhance engagement.

Immediate Follow-Up

I will commit to an immediate follow-up by phone or email for all online inquiries to ensure no potential buyer is missed.

Agent & Buyer Engagement



Reverse Prospecting and Outreach

The moment your home goes live on the market, I will run a reverse prospecting search in the MLS to identify prospective buyers with saved searches matching your home's criteria. I will then personally reach out to their agents.

Professional Marketing Collateral

I will develop memorable, full-color professional marketing materials (flyers, brochures) to be placed in your home for agents and buyers to take with them after a viewing.

Showings & Open Houses

Strategic Open Houses

We will conduct open houses to maximize exposure for your home and strategically advertise them on the MLS, Facebook, Instagram, and major real estate search engines.

Post-Showing Feedback

Following every open house and private showing, I will promptly follow up with agents and prospective buyers to gather valuable feedback.



Getting 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*

Inside the Home

1. Remove all unnecessary items from the kitchen countertops. A sparse kitchen helps the buyer mentally picture their own things in your kitchen. Be sure to remove all notes, messages, photos, and other items from the front of your refrigerator.
2. 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 a single small group on the counter. Coordinate towels to one or two colors only.
3. Declutter all furniture tops (dressers, side tables, shelving). Rearrange or remove excess furniture to maximize the room's perceived size. This helps the buyer visualize their furniture in your home.
4. Review the inside of the house, room by room. Take down or rearrange certain pictures or objects on the walls. Patch and paint the walls as needed. If necessary, clean the carpets and drapes, and wash the windows.
5. Make sure the closets are not "too full." Generous storage space is a significant selling point! Since you'll be moving soon, there is no better time than now to start packing and removing seasonal or unused items.
6. Painting is the single most effective improvement you can make. A fresh coat of neutral paint prevents your home from reflecting deferred maintenance (e.g., dings in woodwork, scrapes on walls) and provides an immediate, modern refresh.

Outside the Home

1. Walk around the perimeter of your home and move all visible items, such as garbage cans, yard debris, and tools, into the basement or garage for storage.
2. Inspect your roof for signs of dry rot and address any issues. Ensure gutters are swept, clean, and functioning correctly.
3. Prune all bushes and trees to maintain a neat yard. Crucially, ensure that plant growth is not blocking the windows. As the saying goes, *"You can't sell a house if the buyers can't see it!"*
4. Keep your lawn freshly cut and fertilized. Remove any dead plants or shrubs. Weed all planting areas and apply fresh mulch or bark for a finished look.
5. Clear all small items from patios and decks, including small planters, flower pots, charcoal grills, and toys. Store these items in the basement or garage to maximize the visual space.
6. Make sure the garage is not overloaded and that a vehicle can fit inside easily. If necessary, consider renting a temporary off-site storage area to clear excess belongings.
7. Closely inspect the overall exterior condition of the house. Please pay particular attention to the front door and its trim, as these are the focal points of the entrance. Paint where necessary to ensure the entry is welcoming and immaculate.

Real Estate Terminology



Appraisal

Assessment of the property's market value, for the purpose of obtaining a mortgage and performed by a licensed appraiser.

Closing

The final stage of a real estate transaction. The date is agreed upon when both the buyer and the seller enter into a contract for 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)

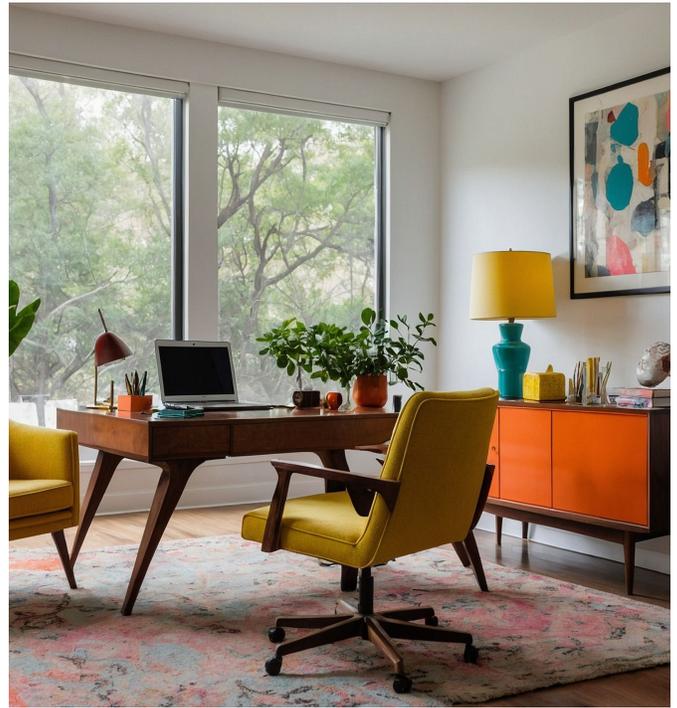
A CMA is a very detailed evaluation of specific homes listed or sold on the market based on location, style, and amenities similar to your property. Your agent completes this analysis to determine an accurate price point.

Contingency

A condition that must be satisfied before a contract is binding. For example, a sales agreement may be contingent upon the buyer obtaining financing.

Down Payment

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



Earnest Money / Escrow Deposit

The portion of the down payment delivered to the seller or escrow agent by the purchaser with a written offer as evidence of good faith.

Escrow

A procedure in which a third party acts as a stakeholder for both the buyer and the seller, carrying out both parties' instructions and assuming responsibility for handling all paperwork and distribution of funds.

Lender

In real estate, the lender is the individual, financial institution, or private group that provides funds to a buyer to purchase property, with the expectation that the loan will be repaid with interest in agreed-upon increments by a specific date.

Loan Officer

Residential loan officers, or mortgage loan officers, assist the homebuyer with purchasing or refinancing a home. Larger financial institutions often employ loan officers who help borrowers choose the right type of loan, complete their loan applications, and communicate with appraisers.

Preapproval

Before submitting an offer on a home, a buyer must be preapproved. This means a lender has reviewed the borrower's credit, verified the information, and approved the borrower for a loan up to a specified amount for 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 the sale and holds each party legally accountable for fulfilling their obligations under the agreement.

REALTOR®

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



Thank You

As you begin this journey, please know that I am with you every step of the way. I am truly looking forward to working with you to sell your home!



If you have any questions, please do not hesitate to reach out!



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Realtor® | ABR® | SRES® | CPRES®

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