

selling your home



kw BOSTON
NORTHWEST
KELLERWILLIAMS. REALTY

About Me

Since the beginning of my career, I have distinguished myself as an honest, “hands on” realtor. Managing both the financial and emotional side of home buying and selling, I handle every transaction with integrity, care, and efficiency, providing each of my clients with the highest level of service, compassion, professionalism, and negotiation expertise.

I have lived in New England for over 25 years in various Metro West communities and settled in Bolton, MA over 15 years ago. I am a strong advocate of the communities I serve and frequently volunteer for and support the local schools, businesses, and organizations. My deep community connections and extensive knowledge of the local real estate markets allows me to ensure that my clients are properly represented, informed, and educated throughout the home buying and selling process.

Life-long relationships are my long-term goal. One of my favorite aspects of being a realtor is getting to know each and every client on a personal level which I believe is a crucial aspect to the exceptional, personalized service that I strive to provide. I pride myself on being an accessible, responsive, honest, and trustworthy agent and will always work on your behalf to help you achieve your individual real estate goals. My clients are more than real estate transactions; they are people, and taking good care of them during an incredibly important moment in their life and what’s probably their largest personal asset is the most important part of my job. Known for my excellent work ethic and knack for creating genuine relationships, I have earned an extremely loyal client referral base.

Real estate is my full-time job, but on a personal level I love spending time with my husband and 4 children and can often be found on the soccer field in the fall, hockey rink in the winter, or lacrosse field in the spring. I love exercising, especially outdoors, and am an avid runner and biker. I also enjoy traveling, gardening, reading and attending live music events.



What Sets Me Apart

My ability to communicate, negotiate, and navigate all the complexities of a transaction and create meaningful partnerships with the many individuals involved is what makes me a great agent and sets me apart.



PROBLEM SOLVING

There are hundreds of potential issues that come up in a real estate transaction and when they do, it is my job to navigate them. I have a team of portfolio lenders, contractors, inspectors, attorneys, and others that will step in and help find solutions to any type of problem. It is times like this when great agents shine.

HONESTY

Buying or selling a home is an emotional process. At times, it can be easy to make bad decisions simply because you are tired. When I know that your initial decision is not in your best interest, I will tell you the truth even if you do not want to hear it.

NEGOTIATION

I'll strategize with you in advance on how to maximize your profit. If the other side keeps taking without giving, I will be your ambassador who negotiates a fair deal. Most homes are sold by a cooperating agent and I spend a great deal of time nurturing relationships with my peers so that when it comes time to negotiate on behalf of my clients, I have a partner on the other side of the transaction.

COMMUNICATION

I'll answer your calls, texts, or emails always and if for some reason I can't, I'll always get back to you in a timely manner.



*"You can get everything you want in life,
IF YOU WILL JUST HELP OTHER PEOPLE GET WHAT THEY WANT"*
- ZIG ZIGLAR

Meet the Team



Jenn Lemaire

Stager
Serenity Staging Solutions

Jenni Concannon

Transaction Coordinator



Real Experience
REAL EXPERTISE





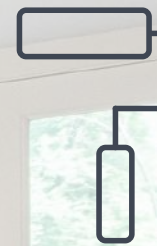
A rustic living room with a white sofa, a wooden coffee table, and a wooden ceiling. The room features a white sofa with a blue and white patterned pillow and a white throw blanket. A wooden coffee table with metal hardware holds a round green plant in a white pot. The ceiling is made of light-colored wood planks, and there is a wooden balcony with a green railing above. The walls are white with a dark wood beam running horizontally. There are several windows with white frames, some showing greenery outside. The overall atmosphere is warm and inviting.

**Want to Sell Your
Home Successfully?
Here's How.**

Price it to Sell



Prepare Your Home



Target the Market



Ongoing Communication

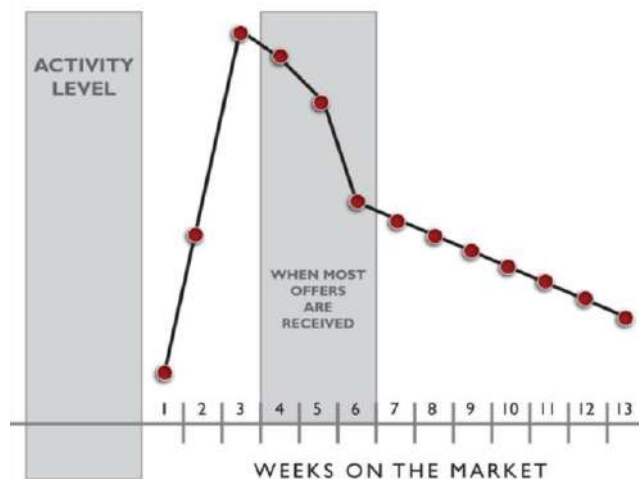


Price it to Sell

THE RIGHT PRICE FOR YOUR PROPERTY IS NOT DETERMINED BY ANY ONE AGENT OR SELLER, IT'S DETERMINED ONLY BY CURRENT MARKET CONDITIONS.

I do the in-depth personalized research necessary to learn the unique selling points of YOUR home and neighborhood, which includes personally viewing competing homes on the market and studying the latest real estate trends in your area. I will provide you with a comparable market analysis reviewing active, pending, and sold properties that are the most comparable in features and amenities to your property. Combined with my deep understanding of the local market, this method allows us to determine the absolute best pricing strategy for your home.

Pricing your home correctly from its first day on the market can be the single most important factor when you are selling your home. The first two weeks that a property is on the market is most critical. You will lose the freshness of your home's appeal and demand and interest will begin to wane after 2-3 weeks on market. My goal is to price your home correctly from the get-go, also called "pricing ahead of the market". Doing so will save you time and, most importantly, money. No one succeeds when your home is priced incorrectly.



Pricing Strategies

**Priced Right
= Offers**



**Showings &
No Offers
= 4-6% Off**

**Low Showings
= 6-12% Off**

**Drive By's Only
= 12+% Off**

Prepare Your Home

Today's property buyers are armed with more information than ever. They tell their agents which properties they want to see and they reject listings with too few or poor quality photos. It is absolutely vital that your online listing has high-impact photos, videos, and tours to make that last first impression that will motivate buyers to come see your property for themselves.

Prepare Your Home

When you're getting your home ready to sell, preparation is everything. Attracting buyers to your home requires proper preparation and staging. Decluttering your space can make it appear more spacious, while depersonalizing offers prospective buyers a blank slate to imagine the space as their own.

My preferred stager will make recommendations for improvements and repairs and expertly stage your home focusing on the best architectural features and selling points to deliver the highest return.

before and afters



before and afters





Every home I list is professionally photographed to look its best. My listings include detailed floor plans and video tours leaving nothing to the imagination. My custom video tours allow buyers to really feel at home, even before they step foot in your home.

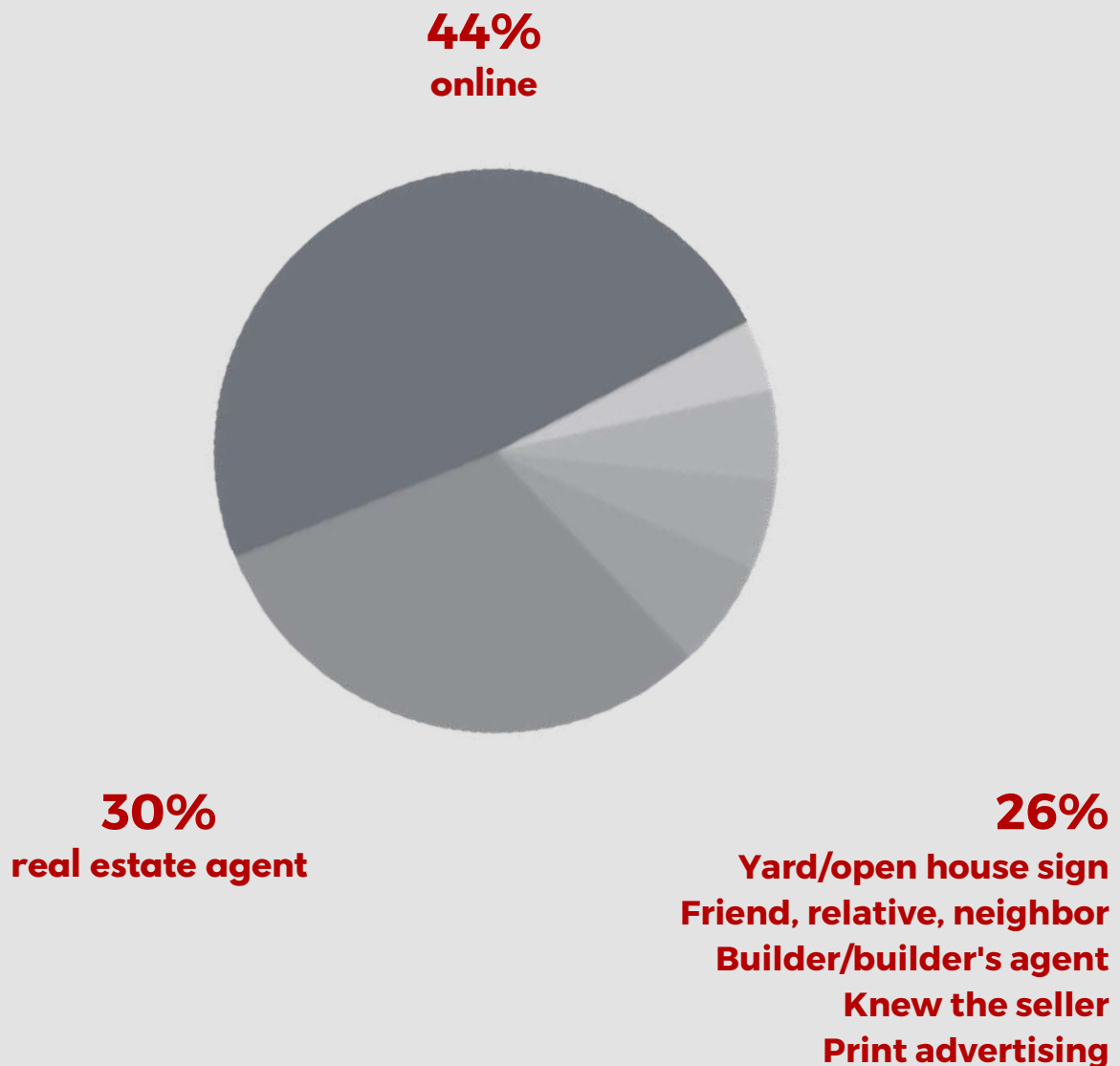
if you want to be a better photographer
STAND IN FRONT OF MORE INTERESTING STUFF



Target the Market

The best marketing plan is one that targets the channels buyers are already using to find homes. I annually review data from NAR's profile of buyers and sellers that tells me exactly where buyers first found the actual property they purchased.

With that data, I adapt my marketing strategy and resources to match where the MOST buyers are finding properties like yours, so that we can sell it faster and for more money.



Online Advertising

Almost 50% of buyers first found the house they purchased online, which means you need a real estate agent who has a marketing plan that dominates the internet. I have the resources to advertise more, post more often, and perform the extra steps to ensure buyers find your property. I've identified four online sources where every property needs to be marketed in order to get sold in this market.



Social Media Outreach

These sites have become online market places and allow me to position your home in a unique way. I will give you the tools to market your property on your own social media accounts.



FACEBOOK



INSTAGRAM



YOUTUBE



LINKEDIN



TWITTER



WEB

Listing Portals

I will feature your property on all the major listing portals. I will ensure your listing is seen on these portals by regularly updating the photos and property description and paying for search optimization.



Brokerage Websites

My technology allows me to make sure that your property is showcased on all the major brokerage sites in the area:

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 **homesnap**

REDFIN

Sotheby's
INTERNATIONAL REALTY

RE/MAX

 **HomeFinder**
.com

COMPASS

**Better
Homes
and Gardens**
REAL ESTATE

 **houzz**

Optimized Internet Exposure

I optimize search engines by using words and phrases that buyers are likely to use when searching for a home similar to yours.

Google

yahoo!

Real Estate Professionals



30% of buyers first found the house they purchased through a real estate agent sending, showing, or notifying them about it. I ensure all agents know about your home by utilizing:

- **electronic flyers**
- **virtual tours**
- **MLS reverse prospecting**
- **office networking**

Traditional Marketing

Traditional marketing is still important. 20% of buyers first found the house they purchased through one of these four marketing channels:

YARD SIGNS

Approximately 5% of buyers found the property they purchased from on-site signage.

OPEN HOUSES

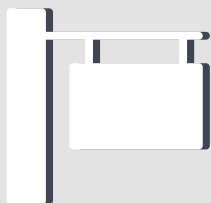
Approximately 10% of buyers found the property they purchased through an open house.

NETWORKING

A small percentage of buyers found the property they purchased through word of mouth.

PRINT

Only 1% of buyers found the property they purchased through print advertising.



The image shows the front entrance of a house with light blue horizontal siding. The entrance features a white door frame with a transom window above the door. The door is made of wood and has a multi-paned glass section. The door is slightly ajar, revealing a glimpse of the interior. To the left of the door is a black lantern-style light fixture. The roof is white with a small square window. The foreground is a wooden deck.

My Open House Strategy

Whether or not an open house is where your buyer comes from, they serve a strategic purpose of aggregating interested buyers in a specific geographic area. By showcasing your property with an open house, or simply leveraging the leads generated at another nearby open house, we will create and target a highly qualified, localized group of buyers.



Place a yard sign and directional signs on key corners



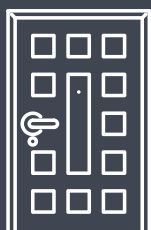
Schedule open house to coincide with others in the area to attract the maximum number of interested buyers



Distribute "just listed" open house invitation to local residents to actively drive buyers to your open house



Send targeted emails to local agents as well as those with buyers that match your property through reverse-prospecting in MLS



Personally knocking on neighbors' doors to invite them to attend and tell their friends

Communication

Communication is an area where many realtors fall short. In surveys conducted by NAR (National Association of Realtors), lack of communication from their agent was the #1 complaint of sellers. Transparency throughout the entire transaction is extremely important to me and my team and what makes me stand out. I am committed to keeping you informed throughout the listing process. You will always know what I am doing to market your property. I will provide showing feedback which provides opinions and suggestions from agents and buyers that are helpful in our marketing and pricing strategies.

Negotiation, and Closing the Deal

Through years of experience, I have a wealth of knowledge to bring to the negotiation table. When an offer, or multiple offers come in, we will evaluate your options and I will provide you with my expertise on the validity of the offers. I will always be mindful of our mutual objectives to get the highest price, in the shortest amount of time, with the most favorable terms, and the least amount of hassle.

Once a decision is made, I will keep the transaction moving forward by collaborating as a professional with the buyers agent, attorneys, inspectors, lenders, appraisers, and more.



The Process

The real estate transaction is complex and navigating you through every step of the sale is my expertise. I believe one of my core responsibilities as your realtor is to prepare you for the selling process and help you set reasonable and logical expectations. Together, we'll figure out how we can work as a team to sell your home quickly and efficiently.



The Process

- Initial meeting, walk-through and evaluation of your wants, need and priorities for selling your home
- Marketing and pricing consultation
- Review and sign listing agreement and disclosures
- Make suggestions for presenting and enhancing your home, including staging if necessary
- Prepare your property for sale: staging, photography, floor plans, signage, etc.
- Launch "coming soon" marketing campaign
- Get extra set of keys and place in lock box at property
- Officially list your property in the Multiple Listing Service (MLS)
- Launch online marketing campaign to include social media outreach, brokerage websites, listing portals and optimized internet exposure
- Ensure all agents know about your MLS home with email blasts, electronic flyers, office networking, virtual tours, and more
- Schedule public open houses and prepare all open house marketing materials
- Facilitate individual buyer showings
- Submit buyer offers for your review
- Negotiate with buyers as your representative
- Communicate with loan officer ensuring strength of buyer
- Facilitate inspection process and negotiate any issues
- Oversee appraisal
- Manage and communicate pre-closing
- Monitor final funding of buyer's loan
- Final walk-through
- Close!







The end game is to ensure you receive a full service experience. From initial planning to bringing the transaction to a smooth close, my focus is on providing my clients with an experience that is one of patience, understanding, support, and education.

Life-long relationships are my long term goal. To me, a client relationship doesn't end when your home is sold. I will strive to know you on a personal level and build a relationship of trust and respect. I will show you that I genuinely care about you and will educate and empower you to make great decisions related to your real estate needs. I hope you will find me to be a trusted advisor and someone you feel connected to long after the transaction is finished. Whenever you need sound advise, resources, or connections to your community, you will always be able to count on me.

I'm here

FOR YOU.

let's do this



Amy Balewicz
amybalewicz@kw.com
c: (617) 283-5642

www.amybalewicz.kw.com

200 Baker Avenue
Suite 205
Concord, MA 01740