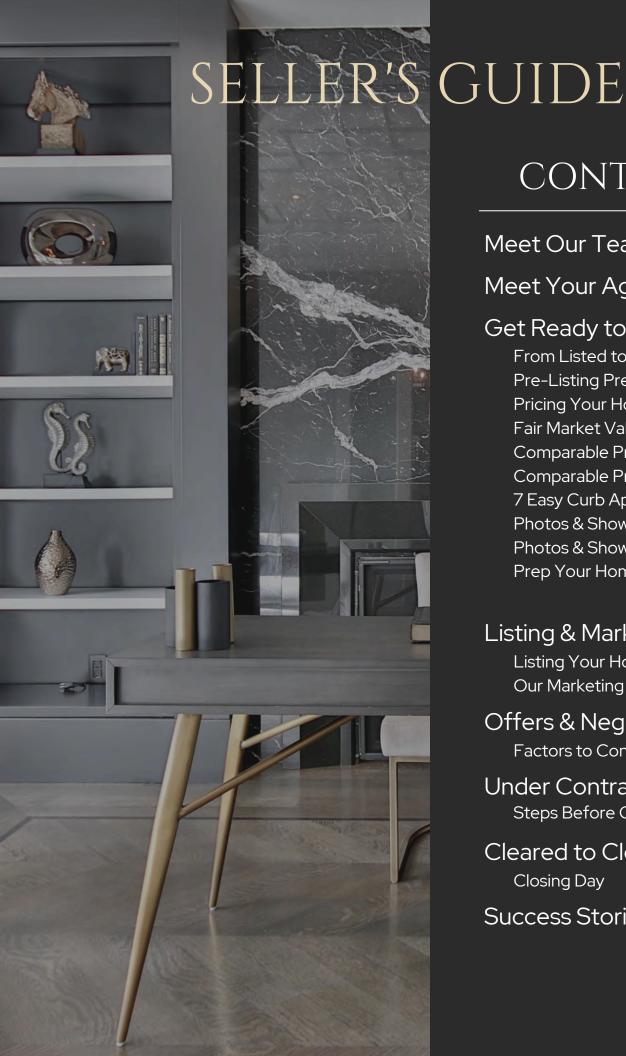
# Bill Heenan Team at William Raveis Real Estate ERS GUIDE 860-864-0209 chrismaynardrealestate.com



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# MEET OUR TEAM













### WHAT YOU CAN EXPECT FROM US

Honesty & Integrity | Loyalty & Respect | Responsive & Timely | Expert Guidance

#### DEDICATED. PROFESSIONAL. EXPERIENCED.



## MEET YOUR REALTOR®



BORN AND RAISED IN SOUTHEASTERN, CT, CHRIS RELOCATED TO ORLANDO, FL WHERE HE LEARNED INDUSTRY-LEADING CUSTOMER SERVICE AND SALES SKILLS FROM SOME OF THE TOP BRANDS IN ONE OF THE WORLD'S MOST RENOWNED TOURIST DESTINATIONS OF THE WORLD. CHRIS AND HIS WIFE DESIREE (AND THEIR DOG-SON EROS) ENJOY EXPLORING THIS BEAUTIFUL STATE AND ALL THAT IS HAS TO OFFER. WITH 20 YEARS OF RESTAURANT EXPERIENCE, YOU CAN OFTEN FIND US VENTURING OUT TO TASTE NEW FOOD AND FIND NEW ATMOSPHERES TO ENJOY.

AS YOUR LOCAL REALTOR, AND NEIGHBOR, CHRIS IS DEDICATED TO HELPING YOU REACH YOUR REAL ESTATE GOALS WHETHER YOU'RE A FIRST-TIME HOME BUYER, INVESTING IN REAL ESTATE, SELLING YOUR HOME, OR ANYTHING IN BETWEEN.





860-864-0209



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chrismay nard @billheen an.net



132 Boston Post Rd, East Lyme

YOU CAN ALSO FIND ME ON



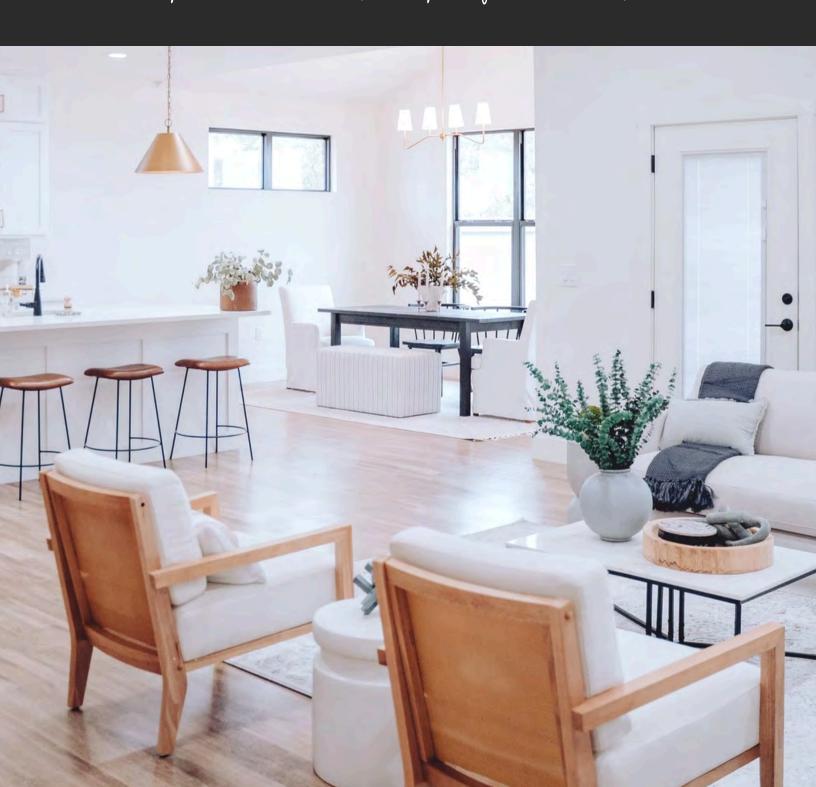






# GET READY TO SELL!

We're here to guide you through the process, every step of the way.



# FROM LISTED TO SOLD



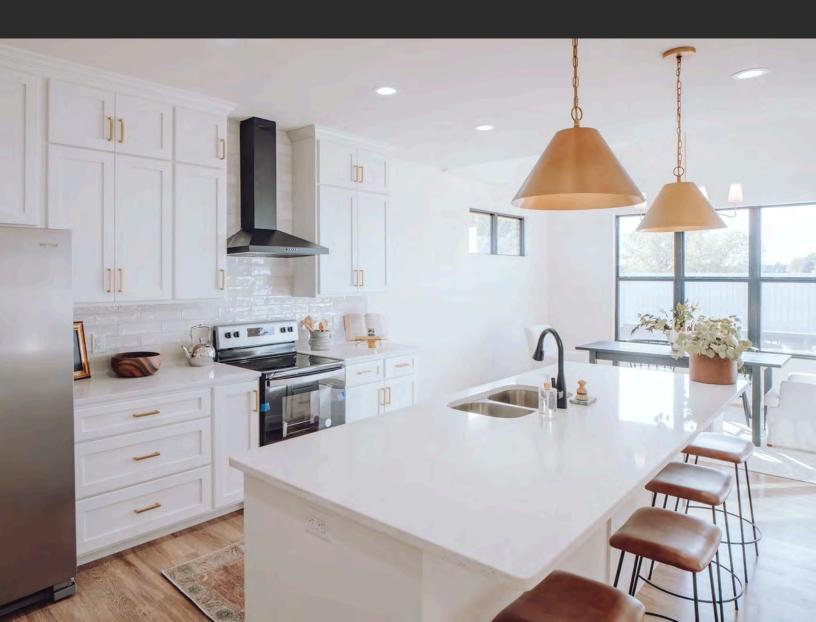
# PRE-LISTING PREPARATION

>> Schedule a tour of your home with your agent.

>> Discuss Any potential repairs, upgrades or staging to be completed before listing your home.

>> Establish AN ASKING PRICE BASED ON THE CURRENT MARKET AND COMPARABLE PROPERTY LISTINGS.

>> Prepare YOUR HOME TO BE PHOTOGRAPHED AND PUT ON THE MARKET.



# PRICING YOUR HOME TO SELL

# The Market Value

OF YOUR HOME IS BASED ON A COMBINATION OF FACTORS INCLUDING:

- THE CURRENT MARKET
- **OMPARABLE LISTINGS**
- **Ø** LOCATION
- **N**EIGHBORHOOD
- **Ø** AGE OF THE HOME
- CONDITION OF THE HOME
- **M** IMPROVEMENTS



Pricing Strategy

PLAYS Å KEY ROLE IN THE HOME SELLING PROCESS, AND CAN MEAN THE DIFFERENCE BETWEEN SELLING RIGHT AWAY OR SITTING ON THE MARKET FOR MONTHS.



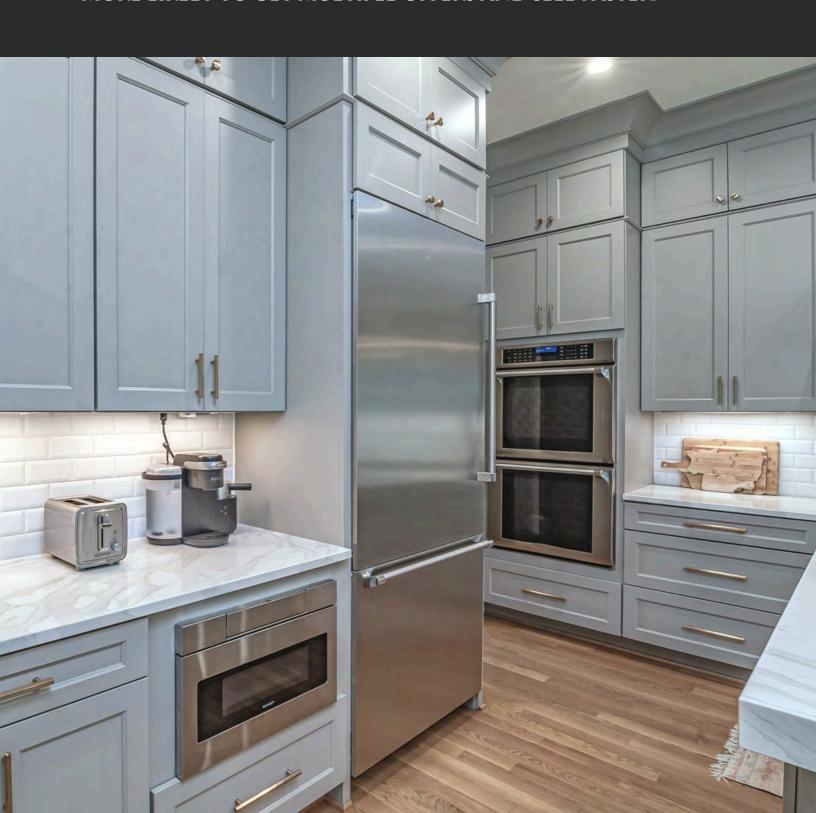
IT'S IMPORTANT TO UNDERSTAND THAT THE AMOUNT YOU WANT FOR YOUR HOME MAY NOT BE A REALISTIC PRICE FOR THE MARKET, AND THE AMOUNT OF MONEY YOU HAVE SPENT ON IT DOES NOT DETERMINE THE MARKET VALUE.

# FAIR MARKET VALUE

A home that is priced

AT A FAIR MARKET VALUE WILL ATTRACT MORE BUYERS, AND IS

MORE LIKELY TO GET MULTIPLE OFFERS AND SELL FASTER.



# 7 EASY CURB APPEAL TIPS THAT WILL MAKE BUYERS FALL IN LOVE

FRESH COAT OF PAINT ON THE FRONT DOOR

Make a great first impression of your home with a freshly painted FRONT DOOR. EVALUATE THE CONDITION OF YOUR HOME'S EXTERIOR PAINT AS WELL AS THE FRONT STEPS, PATIO AND RAILINGS. A FRESH COAT OF PAINT CAN MAKE ALL THE DIFFERENCE!

ADD FLOWERS TO THE FRONT PORCH

SOMETIMES THE SIMPLEST THINGS CAN MAKE THE BIGGEST DIFFERENCE. NEW PLANTERS ON THE FRONT PORCH FILLED WITH BEAUTIFUL, VIBRANT FLOWERS WILL MAKE YOUR HOME APPEAR MORE INVITING, WARM AND WELCOMING.

- PRESSURE WASH THE DRIVEWAY
- While a dirty, oil stained driveway gives the impression of a HOME THAT MAY NEED SOME WORK, A PRESSURE WASHED DRIVEWAY AND WALKWAY PRESENTS A CLEAN, WELL MAINTAINED HOME.
- UPDATE EXTERIOR LIGHT FIXTURES

REPLACE FADED, BUILDER GRADE EXTERIOR LIGHTING WITH NEW, UP TO date fixtures. Shiny new fixtures will brighten up your home at NIGHT, AND LOOK CLEAN AND POLISHED DURING THE DAY. EVALUATE THE FRONT DOOR HANDLE AND LOCKSET AS WELL.

KEEP THE LAWN & GARDEN TIDY

An abandoned looking yard makes buyers think the home might be NEGLECTED, BUT A FRESHLY CUT LAWN AND WELL MANICURED GARDENS shows a well cared for home. Be ready for showings by staying on TOP OF LAWN MOWING.

ADD OR REPLACE HOUSE NUMBERS

CLEAR, CRISP NUMBERS THAT CAN BE SEEN FROM THE STREET MAKE YOUR HOME EASIER TO FIND AS WELL AS GIVING THE OVERALL APPEARANCE A LITTLE BOOST. YOU MAY ALSO WANT TO EVALUATE THE CONDITION OF YOUR MAILBOX.

ADD A WELCOME MAT

ADD A BRAND NEW WELCOME MAT TO GREET BUYERS AS THEY WALK THROUGH THE FRONT DOOR. EVEN THE SMALLEST DETAILS LIKE THESE CAN MAKE A HOME FEEL MORE INVITING.

# THE PHOTO SHOOT



#### PROFESSIONAL PHOTOGRAPHY

HD photos of your home are essential for making a strong first impression online. Professional images highlight a home's best features, attract more views, and generate greater interest, ultimately helping the property sell faster and often at a higher <u>price</u>.

#### AERIAL AND DRONE PHOTOS AND VIDEOS

provide a view that ground-level images can't offer. These visuals showcase the layout, lot size, surrounding area, and exterior features, they make a listing stand out and give buyers added confidence in what they're viewing.

#### MATTERPORT 3D TOUR

LETS BUYERS VIRTUALLY WALK THROUGH YOUR HOME ANYTIME, OFFERING AN IMMERSIVE EXPERIENCE THAT HIGHLIGHTS THE LAYOUT AND FLOW. THIS CONVENIENCE ATTRACTS MORE SERIOUS INTEREST AND HELPS YOUR LISTING STAND OUT IN A COMPETITIVE MARKET.



# PHOTOS & SHOWINGS PREP

In today's market, professional photographs
ARE A REQUIREMENT FOR EVERY SUCCESSFUL LISTING.

WE'VE PUT TOGETHER A CHECKLIST TO HELP GET YOUR HOME PHOTO-READY, AS WELL AS PREPARING TO SHOW TO POTENTIAL BUYERS.



# PHOTOS & SHOWINGS CHECKLIST

# Things you Can Do Ahead of Time

☐ Clear off all flat surfaces - less is more.  Put away papers and misc. items.  ☐ Increase curb appeal: remove all yard clutter and plant colorful flowers.	d
r at away papers and miss. Items.	
☐ Depersonalize: take down family ☐ Trim bushes and clean up flower bed	ls.
photos and put away personal items.  □ Pressure wash walkways and driveways and driveways and driveways are the front documents.	-
magnets, photos and papers.	r.
Replace burnt out light bulbs and dust all light fixtures.	
☐ Deep clean the entire house. Don't be tempted to shove too many	
Touch up paint on walls, trim and doors. things inside closets! Curious buyers look in there too.	ook
On the Day of Photography or Showings	,
KITCHEN BATHROOMS	
☐ Clear off countertops, removing as many items as possible. ☐ Remove personal items from countertops, removing as showers and tub areas.	ers,
☐ Put away dishes, place sponges and ☐ Move cleaning items, plungers and	
cleaning items underneath the sink. trash cans out of sight.  Hang dish towels neatly and remove Close toilet lids, remove rugs and ha	na
rugs, potholders, trivets, etc. towels neatly.	9
IN GENERAL Pro Typ	
☐ House should be very clean and looking it's best. Before a showing, make sure	<u>,</u>
☐ Lawn should be freshly mowed and edged. there are not any lingering	
Move pet dishes, toys and kennels out of sight.  Make be described a support of the strong smells. This can	
<ul><li>Make beds, put away clothing, toys and valuables.</li><li>Turn on all lights and turn off ceiling fans.</li></ul>	

# TOP 5 WAYS TO PREP YOUR HOME TO SELL FAST

# START WITH THE RIGHT PRICE

HOMES THAT ARE PRICED STRATEGICALLY FROM THE BEGINNING ARE MUCH MORE LIKELY TO SELL FASTER THAN THOSE THAT ARE PRICED TOO HIGH FOR THE MARKET. COMPARING SIMILAR HOMES IN YOUR AREA THAT HAVE SOLD AND THAT ARE CURRENTLY FOR SALE WILL HELP DETERMINE A FAIR MARKET PRICE TO LIST YOUR HOME.

## DEPERSONALIZE & MINIMALIZE

TO MAKE YOUR HOME FEEL MORE SPACIOUS, TRY TO MINIMIZE AS MUCH OF YOUR BELONGINGS AS POSSIBLE. NO CLUTTER AROUND THE HOUSE LETS BUYERS SEE YOUR HOUSE AND NOT YOUR THINGS. THEY NEED TO BE ABLE TO PICTURE YOUR HOME AS THEIR OWN, SO PUT AWAY THE FAMILY PHOTOGRAPHS. EVALUATE WHAT YOU CAN POTENTIALLY LIVE WITHOUT FOR THE NEXT SEVERAL MONTHS AND START PACKING. IT ALL NEEDS TO BE PACKED ANYWAY, SO YOU MIGHT AS WELL GET A HEAD START!

## CLEAN, CLEAN & THEN CLEAN SOME MORE

Everyone loves a clean home, so clean yours like you've never cleaned before! Show your home at its best with a spotless kitchen, super clean bathrooms, and shiny floors. You don't have to live like a clean freak forever, but buyers are sure to appreciate your efforts!

## MAKE HOME MAINTENANCE A PRIORITY

Preparing to sell often requires putting some money and work into your home. When buyers see repairs that need to be done, they start looking for what else could be wrong with the house. This could cost you thousands off your asking price or even risk losing the sale. Being proactive and completing home repairs before listing will help selling go smoother and quicker. You can even have a pre-listing inspection done if you want to avoid the possibility of surprises later on.

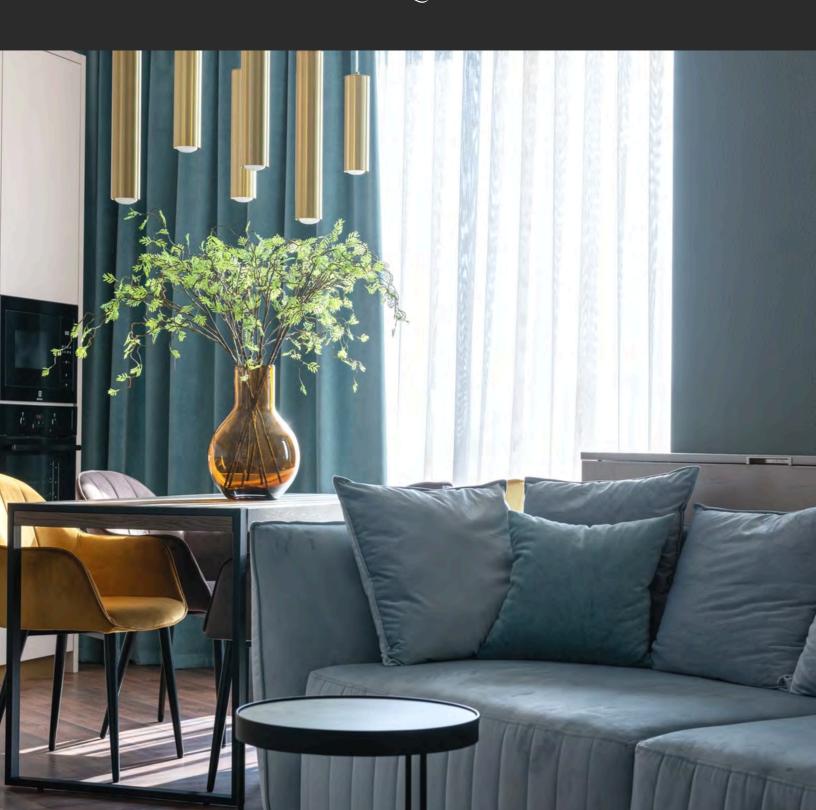
## BE READY & WILLING TO SHOW

Showing your home is an important part of the selling process, and being accommodating to showing requests will increase the likelihood of finding a buyer. Keep your home as "show ready" as possible at all times so that you can quickly tidy up on short notice and leave your home (taking your pets with you) before the potential buyers arrive.

# LISTING & MARKETING

When we list your home.

YOUR LISTING WILL RECEIVE MAXIMUM EXPOSURE USING OUR EXTENSIVE MARKETING TECHNIQUES.



## LISTING YOUR HOME



#### MLS LISTING

YOUR HOME WILL BE PUT ON THE MLS WHERE IT CAN BE SEEN BY OTHER REAL ESTATE AGENTS WHO ARE SEARCHING FOR HOMES FOR THEIR BUYERS. YOUR LISTING WILL ALSO BE POSTED ON WEBSITES LIKE ZILLOW AND REALTOR.COM WHERE POTENTIAL BUYERS WILL BE ABLE TO FIND YOUR HOME.



#### SIGNAGE

A FOR SALE SIGN WILL BE PLACED OUT IN FRONT OF YOUR HOME, AS WELL AS OPEN HOUSE SIGNS BEFORE AN OPEN HOUSE TAKES PLACE.



#### LOCK BOX & SHOWINGS

A LOCK BOX WILL BE PUT ON YOUR DOOR ONCE YOUR HOME IS ON THE MARKET. IT'S BEST FOR SELLERS NOT TO BE PRESENT AT THE TIME OF SHOWINGS, AND A LOCK BOX ALLOWS AGENTS WHO SCHEDULE SHOWINGS TO ACCESS YOUR HOME WITH INTERESTED BUYERS.



#### **OPEN HOUSE**

An open house will be strategically scheduled to attract attention to your home. Open houses are a great way to generate interest and get more potential buyers to see your home.



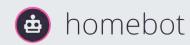
#### VIRTUAL TOUR

WE WILL CREATE A VIRTUAL WALKTHROUGH TO GIVE YOUR LISTING AN ADVANTAGE OVER OTHER LISTINGS BY ALLOWING BUYERS TO SEE YOUR HOME IN MORE DETAIL ONLINE.

# OUR ADVANCED MARKETING STRATEGY



realtor.com<sup>®</sup>















#### FULL-TIME INSIDE SALES TEAM

HANDLES INCOMING INQUIRIES, FOLLOWING UP WITH POTENTIAL BUYERS, AND SETTING APPOINTMENTS FOR SHOWINGS, HELPING TO GENERATE CONSISTENT INTEREST IN THE PROPERTY.

CREATING AND SHARING ENGAGING CONTENT THAT SHOWCASES THE PROPERTY & TARGETS THE RIGHT AUDIENCE WITH ADS TO INCREASE VISIBILITY AND DRIVE TRAFFIC TO THE LISTING.

#### LEAD GENERATION

WE OWN THE ZILLOW & REALTOR.COM LEADS IN YOUR ZIP CODE. REAL ESTATE SALESPERSONS ARE Trained to engage in 1-3 minutes. Automated and AI Systems are built to respond within 1 MINUTE

#### FULL-TIME SOCIAL MEDIA MANAGER HD PHOTOS, VIDEOS, AND 3D TOURS

GIVING BUYERS A CLEAR, DETAILED VIEW OF THE PROPERTY BEFORE THEY VISIT IN PERSON - MAKING THE LISTING STAND OUT, ATTRACT MORE ONLINE VIEWS, AND INCREASING INTEREST AND SHOWINGS.

#### FULL-TIME REMARKETING MANAGER PRE-MARKETING

RE-ENGAGES PEOPLE WHO HAVE PREVIOUSLY VIEWED THE PROPERTY ONLINE. THESE ADS FOLLOW POTENTIAL BUYERS AS THEY BROWSE OTHER WEBSITES OR SOCIAL MEDIA, KEEPING YOUR HOME TOP OF MIND.

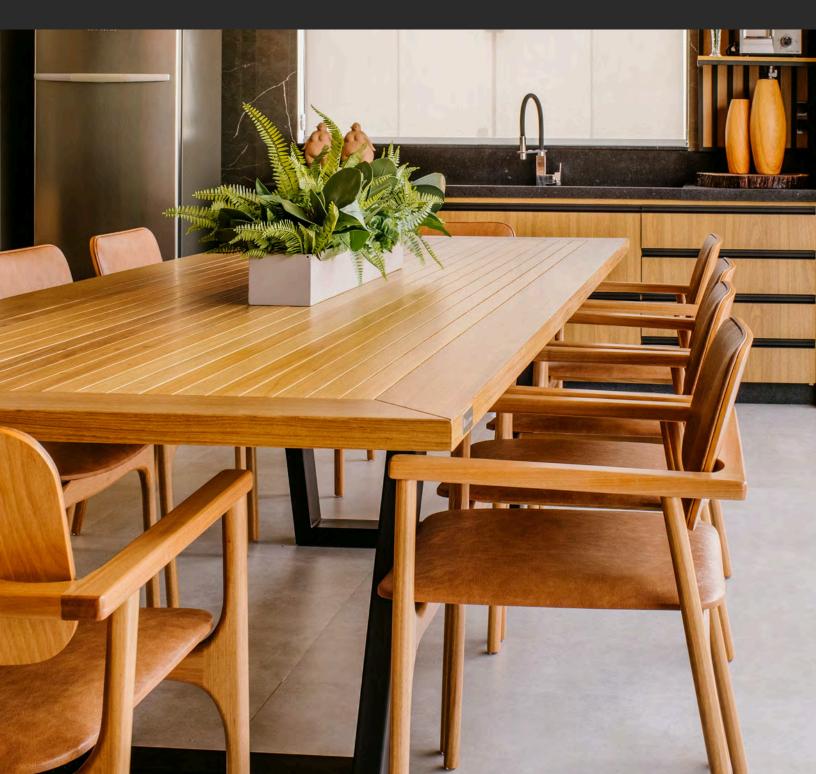
OUR SECRET SAUCE IS THE ABILITY TO PRE-MARKET HOMES TO OUR DATABASE OF 30,000+ ACTIVE USERS, GIVING THEM EARLY ACCESS TO NEW LISTINGS CREATING INTEREST BEFORE YOUR HOME EVEN HITS THE MARKET



# OFFERS & NEGOTIATIONS

# Being flexible will help

THE OFFER AND NEGOTIATION PROCESS GO SMOOTHER, MOVING YOU ONE STEP CLOSER TO FINALIZING THE SALE OF YOUR HOME.



## FACTORS TO CONSIDER

# Accepting the highest price offer

MIGHT SEEM LIKE THE LOGICAL CHOICE, BUT THERE ARE MANY FACTORS TO CONSIDER WHEN REVIEWING AN OFFER, AND KNOWING YOUR OPTIONS ALLOWS YOU TO COME UP WITH A PLAN THAT WORKS BEST FOR YOU.

#### CASH OFFER

Some sellers accept a lower priced cash offer over a higher priced loan offer because there are typically less issues that come up, like for example a loan falling through. Consider your timeline and finances to evaluate if it is worth accepting a lower offer for a faster closing and often a much simpler process.

#### CLOSING DATE

Some buyers may be looking to move in as soon as possible, while others may need more time in order to sell their own house. You may be able to select an offer based on a timeframe that works best for you, or you might have to be more flexible in order to close the deal.

#### CLOSING COSTS

Closing costs fall under the buyer's list of expenses, but buyers may ask the seller to pay for a portion, or all of this expense, as part of the sale negotiation.

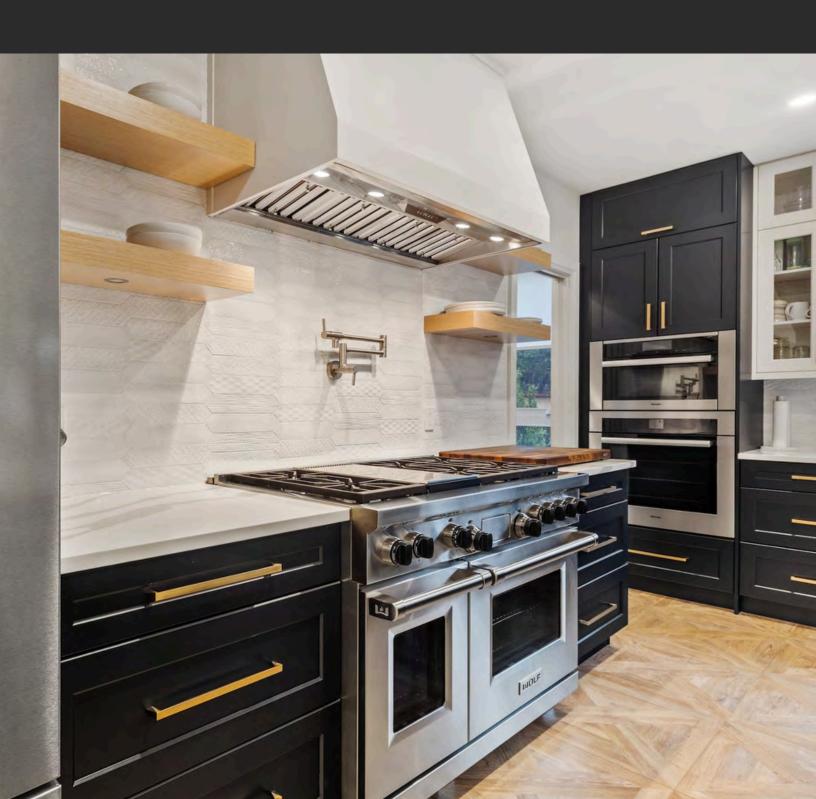
#### CONTINGENCY CLAUSES

A CONTINGENCY CLAUSE IS A QUALIFYING FACTOR THAT HAS TO BE MET IN ORDER FOR THE BUYER TO MOVE FORWARD WITH THE SALE. CONTINGENCY CLAUSES OFTEN INCLUDE DETAILS OF FINANCING, INSPECTIONS AND HOME SALES, AND THE TERMS CAN BE NEGOTIATED BETWEEN THE PARTIES. THE CONTINGENCY ALLOWS THE BUYER TO BACK OUT OF THE CONTRACT WITHOUT PENALTY IF THE TERMS ARE NOT MET.

# UNDER CONTRACT

# Once you and the buyer have agreed

ON TERMS, A SALES AGREEMENT IS SIGNED AND YOUR HOME IS OFFICIALLY UNDER CONTRACT.



## STEPS BEFORE CLOSING

#### INSPECTION

Property inspections are done to make sure that the home is in the condition for which it appears. If the property inspector finds any issues, the buyer can decide if they want to back out of the contract or renegotiate the terms of the sale.

#### POSSIBLE REPAIR REQUESTS

AFTER AN INSPECTION, BUYERS MAY HAVE REPAIRS THEY WOULD LIKE COMPLETED BEFORE PURCHASING YOUR HOME. TYPICALLY THERE IS ROOM FOR NEGOTIATION, BUT SOME OF THESE ITEMS CAN BE DEAL BREAKERS. IT IS NECESSARY FOR BOTH PARTIES TO COME TO AN AGREEMENT ON WHAT WILL BE REPAIRED AND WHAT WILL NOT, AND IF THERE WILL BE A PRICE DEDUCTION IN ORDER TO ACCOMMODATE FOR THE REPAIRS.

#### APPRAISAL

If the buyer is applying for a loan, the bank will request an appraisal to confirm that the home is worth the loan amount. The appraisal takes into account factors such as similar property values, the home's age, location, size and condition to determine the current value of the property.

#### FINAL WALK THROUGH

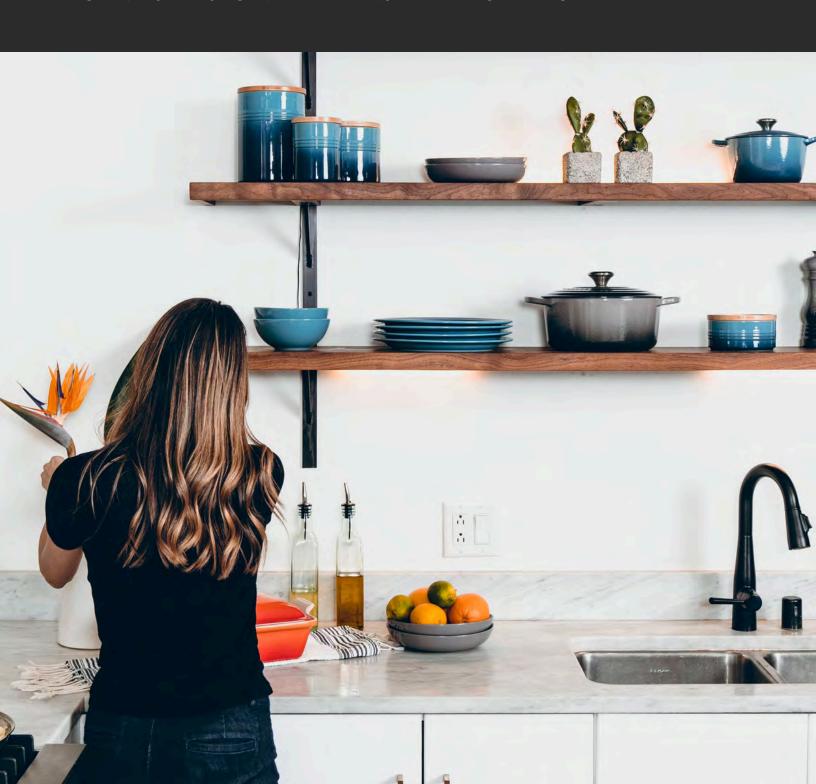
Before a buyer signs the closing paperwork, they will come to the home to do a final walk through. This last step is to verify that no damage has been done to the property since the inspection, that any agreed upon repairs have been completed, and that nothing from the purchase agreement has been removed from the home.

brext Step - Closing!

# CLEARED TO CLOSE

# Closing is the final steps

OF THE SELLING PROCESS. ON THE DAY OF CLOSING, BOTH PARTIES SIGN DOCUMENTS, FUNDS ARE DISPERSED, AND PROPERTY OWNERSHIP IS FORMALLY TRANSFERRED TO THE BUYER.



# CLOSING DAY

# Closing Expenses FOR THE SELLER CAN INCLUDE:

- > TITLE INSURANCE POLICY
- > HOME WARRANTY
- > REAL ESTATE AGENT COMMISSIONS
- > RECORDING FEES
- > PROPERTY TAXES (SPLIT WITH BUYER)
- > REMAINING BALANCE ON MORTGAGE
- > ANY UNPAID ASSESSMENTS, PENALTIES OR CLAIMS AGAINST YOUR PROPERTY

#### ITEMS TO BRING TO CLOSING:

- **GOVERNMENT ISSUED PHOTO ID**
- **Ø** House Keys
- **G** GARAGE OPENERS
- **Ø** MAILBOX KEYS

Congratulations on Gelling Your House!

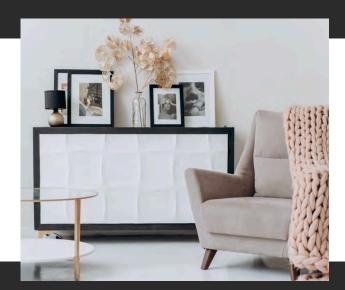
# SUCCESS STORIES

Chris is fantastic at his job! It truly is his passion. He listened to my needs and requests and responded appropriately. He made me feel comfortable through every step of the home buying process. He also worked with the realtor selling my home (in another state) to make sure it went smoothly. I can't say enough good things about Chris!

\*\*\*\*

- Beth T





The Bill Heenan team is an absolute rock star group of people!! Everyone who works there has been incredibly kind and caring! I'm grateful to have a team of people to work with that truly cares about the outcome. They even threw an amazing friends and family event for friends and past clients at an ice skating rink. Thank you to the entire team!!

- Lattir

Chris was great to work with in selling our home. Chris came out a few days after calling to set up a time to see the property. Chris kept us updated with everything going on. Anytime I would call he was very quick in getting back to me. Chris suggested a lawyer for us and she was amazing. This whole process was made easy and stress free as Chris worked hard for us.





 $\star\star\star\star\star$ 

# SUCCESS STORIES

Chris Maynard has been very good for us, helping us in every way while buying and selling. You should hold on to him, he's very thorough. THANK YOU VERY MUCH!!!

- Ken & Sue B







My wife and I worked with Chris Maynard's team in searching for a second property. It didn't take long! We got our new place and we are very excited! Chris is nothing short of an expert and beyond that he is a terrific individual. From the moment we began working with him, we knew we had our agent for life! Always always always has time for a call, even during the early morning and evening hours and he is a true hustler. Thanks Chris!

Where to start. Chris helped me purchase my first home, and when I tell you he works hard - he does. With both the skill set and ambition to work for you, I would highly recommend Chris with The Bill Heenan Team. Great company, they move fast, and will get you in the home you deserve to be in.

- Reid M





