

SELLERS HANDBOOK

MA
NEW LISTINGS



MAnewlistings.com

SELLING PROCESS



"I had the pleasure of working with Abby Niles during our recent home search, and I cannot recommend her enough. She is truly the best realtor I have ever worked with. Her attention to detail and dedication to her clients is unparalleled."
alexandraurvina

How We Compare to a Typical Agent

**MA New Listings
Agent**

Typical Agent

**PPC Campaigns that attract
buyers to your home**

No PPC Campaigns

**Single Property
Website**

Adds to MLS

**Drone video
walkthroughs**

No Drone Videos

**Television and Online
Promotion of your home**

**No Television
advertising**

**Direct targeting buyers
with predictive analytics**

**Occasional social media
posts**

**Blogging & website
posts**

**Only uses Syndicate
Sites**

**SEO to drive buyers to
listings**

No SEO or Website

**Proprietary
marketing plan**

**Puts into MLS &
Synidicate sites**

**Exterior Drone
Video & Photography**

**No Drone Video or
Photography**

**Work with a
Marketing Advisor**

**Single Agent with
no support**

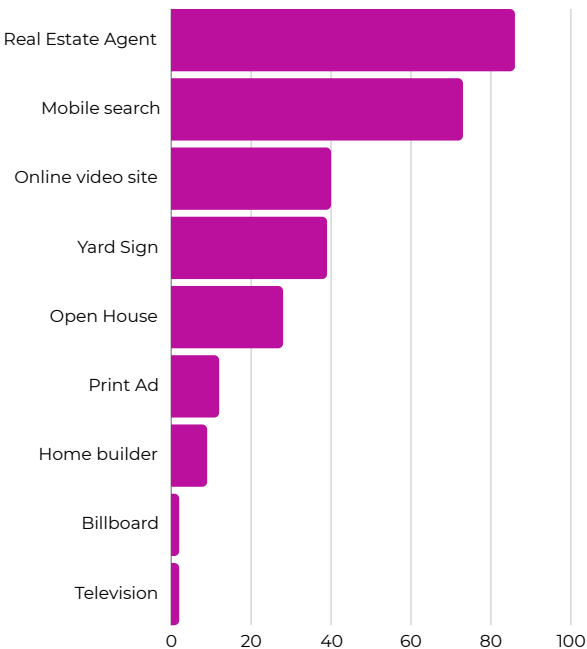
Formally Trained

Little or No Training

The Buyer Home Search Process

Information source for buyers

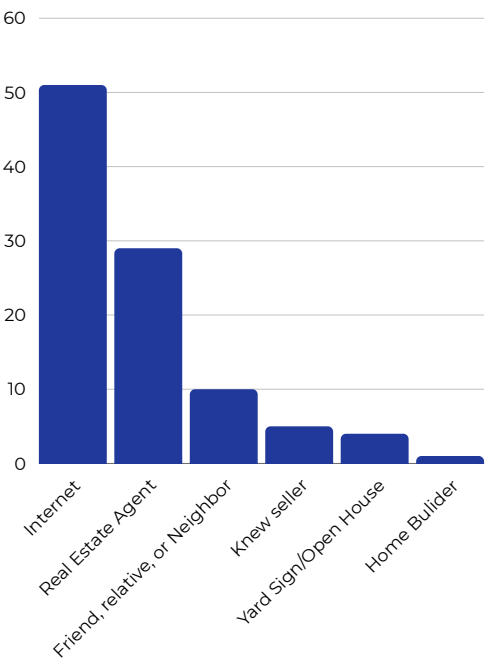
*N.A.R. 2023



Since 2013, the National Association of REALTORS® has produced the Home Buyers and Sellers Trends Report. We study this knowledge and use it to help you get the most buyers eyes on your home.

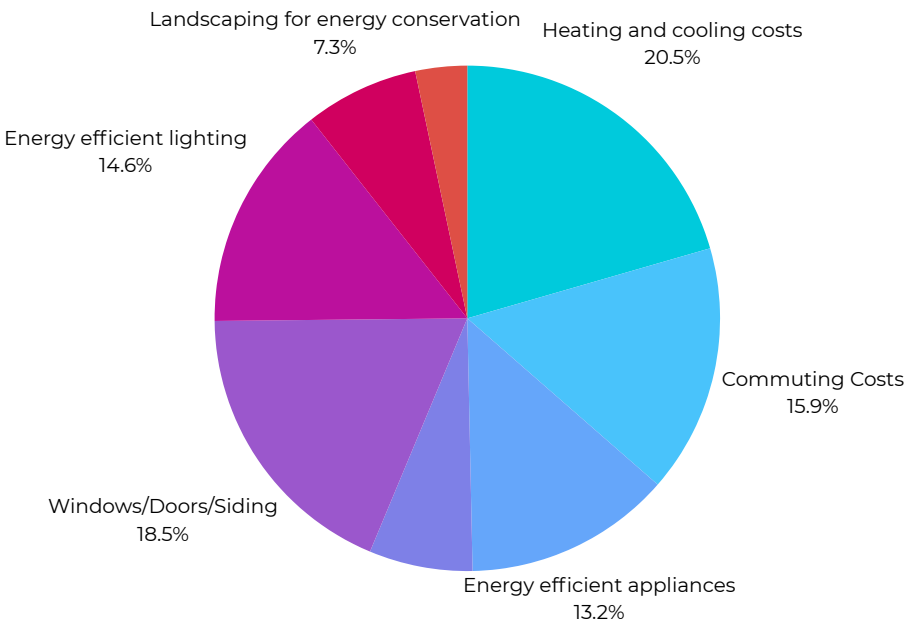
Where buyer found the home

*N.A.R. 2023



Buyer considers important home features

*N.A.R. 2023



Hover over charts for more detail

LISTING CONCIERGE SERVICES

We Market homes Differently

Let us expertly spotlight and promote your home so you can sell it for more



Professional Photography



Single-Property Website



Just Listed eFlyer



Property Tour



Social Media Banner



Print Advertising



YouTube Advertising



Property Brochure



Silver Envelope Home Announcement



Targeted Online Advertising



Area REALTOR® Notification



Extensive Online Exposure



Seller Update



Property Flyer

"Jason helped us both sell our house and buy a new one. He was incredibly proactive and helpful at every step, but **never pushy**. His network of service providers was excellent. He carefully walked us through everything and **made sure our wishes were always reflected**. Overall we felt in extremely good hands and would **give him the highest recommendation**. His proactive attention to detail is a step above. He's really a great person and a **master of this field!**"

adam3597 : Arlington, MA

PROFESSIONAL PHOTOGRAPHY, FLOOR PLANS, 3D FLOOR PLANS

The significance of professional photography, coupled with 3D floor plans and traditional floor plans, cannot be overstated in the process of selling a home.

In today's digital landscape, where prospective buyers initiate their home search online, compelling and high-quality visuals are paramount. Professional photographers, equipped with their expertise and guided by your agent, not only capture the essence of a home but also skillfully showcase its unique attributes.

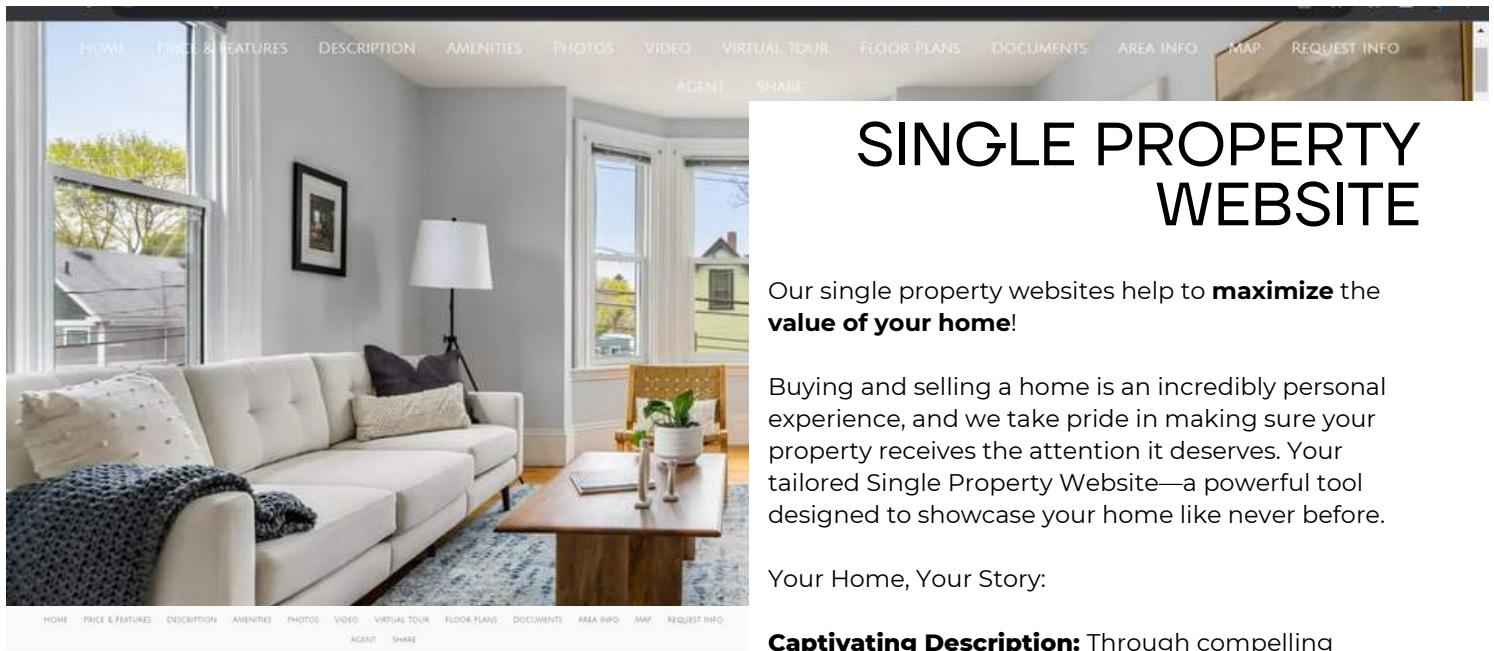


Incorporating 3D floor plans adds an extra dimension, offering potential buyers a virtual walkthrough experience that provides a comprehensive understanding of the property's layout and spatial arrangement.

Traditional floor plans provide a clear, bird's-eye view, aiding buyers in visualizing the property's flow and design.



This comprehensive visual package not only makes a lasting first impression but significantly elevates a home's marketability. In a competitive real estate market, the synergy of professional photography and detailed floor plans proves to be a strategic investment we provide, setting a property apart and attracting serious buyers.



SINGLE PROPERTY WEBSITE

Our single property websites help to **maximize** the **value of your home!**

Buying and selling a home is an incredibly personal experience, and we take pride in making sure your property receives the attention it deserves. Your tailored Single Property Website—a powerful tool designed to showcase your home like never before.

Your Home, Your Story:

Captivating Description: Through compelling narratives, we showcase the unique features of your house, making it stand out among competitors.

Impressive Visuals: High-quality photographs and engaging walkthrough videos illustrate the essence of your property, making a memorable first impression on prospective buyers.

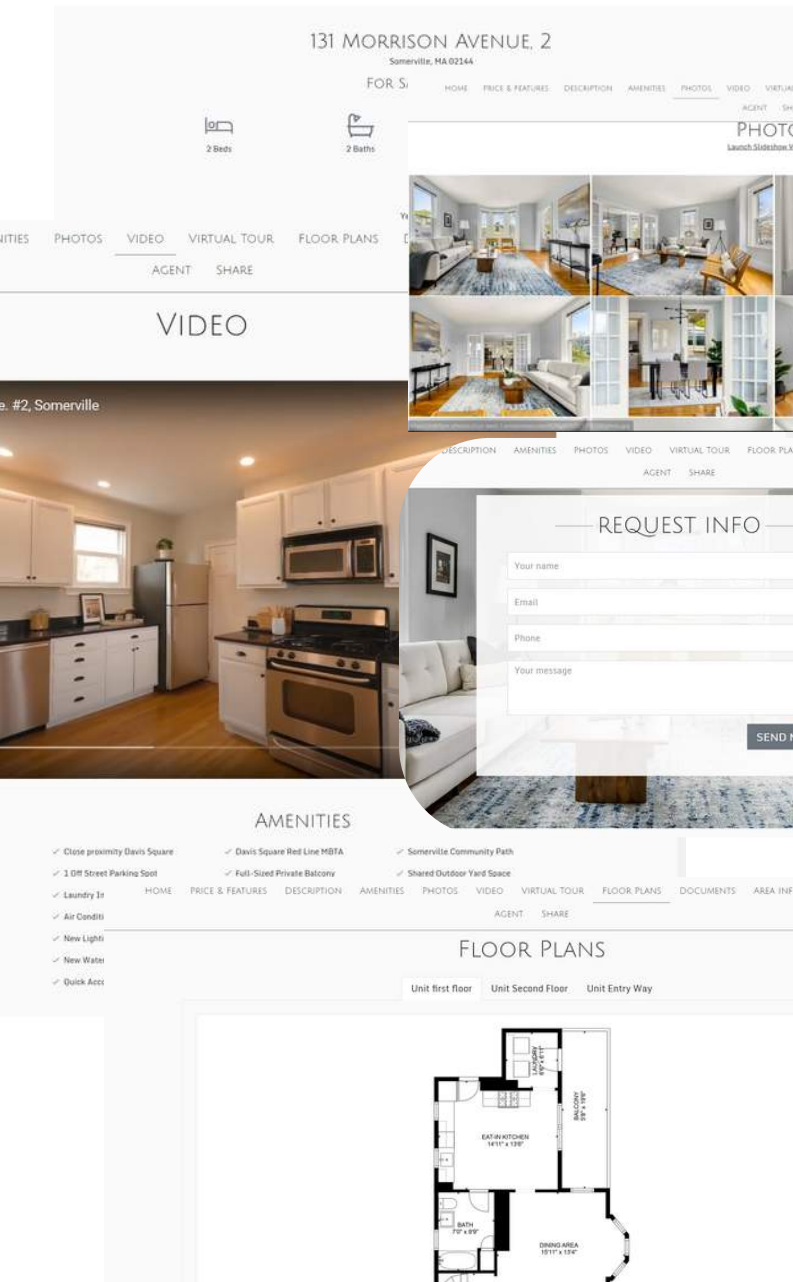
Plan Insight - Engage buyers with our innovative 3D and 2D floor plans. Give them a sense of how each room flows, stimulating an emotional response that transforms visitors into potential buyers.

Details Matter: Make sure your home stands out by highlighting all the amenities you have to offer. From gourmet kitchens to attached garages, we emphasize the unique qualities that make your property a home like no other.

Transparent and Trustworthy: Ensure property documents are readily available to prospective buyers. A transparent platform promotes trust, and our single property websites ensure that potential buyers have all the information they need to make an intelligent decision about their purchase.

Seamless Inquiry Process: Purchasers can easily request additional details with a simple click. An easy-to-use interface encourages engagement, making it easy for potential buyers to communicate with us about your home.

Your **home deserves** to be **showcased**, and we're here to make that happen!



Interior DRONE Videos



FLYING DRONE INTERIOR WALKTHROUGH VIDEOS CAN ELEVATE YOUR PROPERTY'S MARKETING

Technology plays a huge role in real estate marketing, especially in competitive environments. Your listing's appeal and buyer engagement can be significantly enhanced with Interior Drone Walkthrough Videos.

- **UNPARALLELED
PERSPECTIVES**

- **IMMERSIVE
VISUAL
EXPERIENCE**

- **INCREASED
ENGAGEMENT
& INTEREST**

- **DYNAMIC &
VISUALLY
STRIKING**

Sellers Market

Asking Price approximate % of Fair Market Value	Level of interest demonstrated by buyers	Buyer's Actions
Up to 125%	NONE	Won't even pause when it come up in their search
Up to 120%	LOW	Will pause online but won't inquire or ask for information
Up to 115%	POSSIBLE	Will probably inquire or drive by the home, might schdeule a showing
Up to 110%	GOOD	Will probably schedule showing and possibly create an offer
Less than 105%	STRONG	Will actively compete to beat other offers
Less than 100%	SUPERIOR	Will generate multiple offers which drives sales price up

Buyers Level of Interest in Active Properties

Intrest in sutiable properties based on seller's asking price compared to buyers perception of vaule

Buyers Market

Asking Price approximate % of Fair Market Value	Level of interest demonstrated by buyers	Buyer's Actions
Up to 115%	NONE	Won't even pause when it come up in their search
Up to 110%	LOW	Will pause online but won't inquire or ask for information
Up to 107%	POSSIBLE	Will probably inquire or drive by the home, might schdeule a showing
Up to 103%	GOOD	Will probably schedule showing and possibly create an offer
Less than 100%	STRONG	Will actively compete to beat other offers
Less than 95%	SUPERIOR	Will generate multiple offers which drives sales price up

Buyers Level of Interest in Active Properties

Intrest in sutiable properties based on seller's asking price
compared to buyers perception of value

Balanced Market

Asking Price approximate % of Fair Market Value	Level of interest demonstrated by buyers	Buyer's Actions
Up to 120%	NONE	Won't even pause when it come up in their search
Up to 115%	LOW	Will pause online but won't inquire or ask for information
Up to 110%	POSSIBLE	Will probably inquire or drive by the home, might schdeule a showing
Up to 105%	GOOD	Will probably schedule showing and possibly create an offer
Less than 100%	STRONG	Will actively compete to beat other offers
Less than 97%	SUPERIOR	Will generate multiple offers which drives sales price up

Buyers Level of Interest in Active Properties

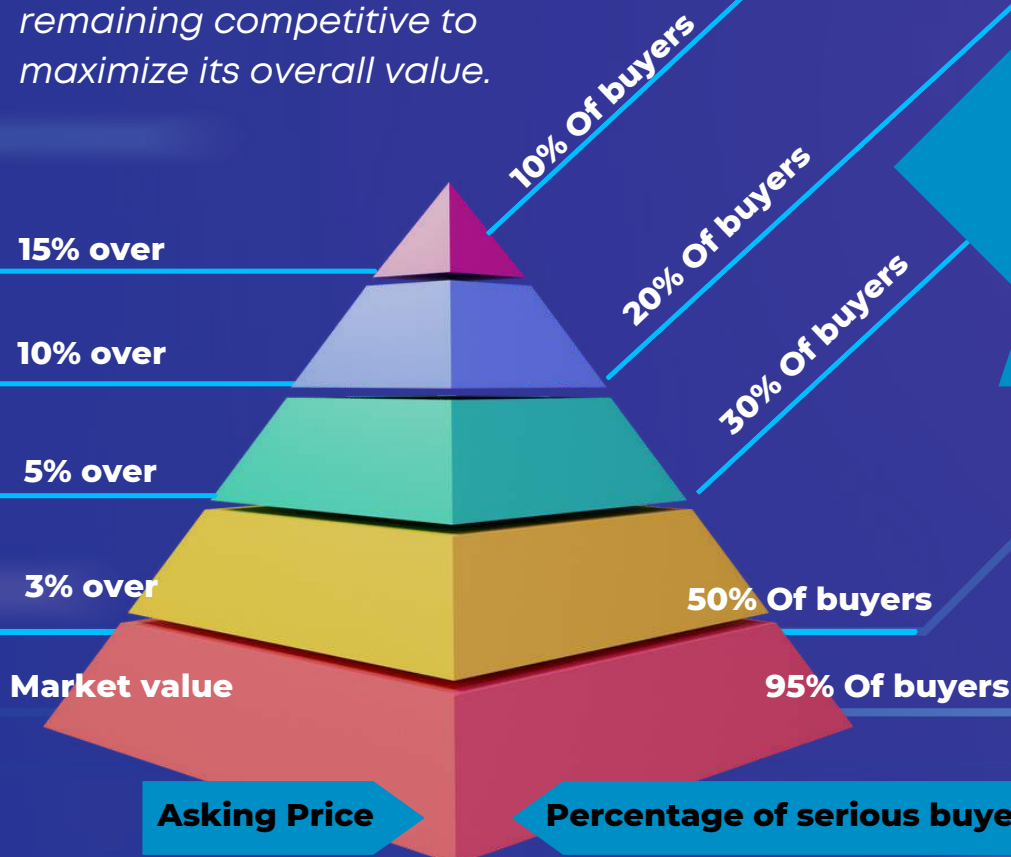
Intrest in sutiable properties based on seller's asking price
compared to buyers perception of value

SETTING THE RIGHT PRICE IS KEY

The longer your home remains on the market without being sold, the higher the likelihood of it selling for a reduced price. Moreover, the timeframe to secure the highest value is shorter than you may realize. It is crucial to use proven house pricing strategies to prevent your property from lingering on the market. These strategies aim to find the optimal balance, making your home appealing to buyers while remaining competitive to maximize its overall value.



It is becoming more common for sellers to want to price their homes higher than ever just because they can, causing serious buyers to retreat and appraisals to be rejected.

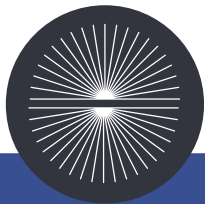


By considering market factors and local competition, we will thoroughly assess your home and optimally price it from the start, so it generates the most activity from real estate agents and buyers.

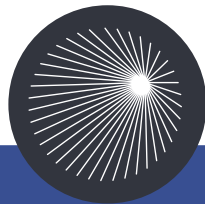
C.M.A

(Comparable Market Analysis)

CMAs are used in real estate to determine the value of a property by comparing it to similar properties recently sold, currently available, or listed but did not sell. The goal of a CMA is to establish a property's top value in a realistic and market-driven way.



We will identify comparable properties based on the location, size, age, condition, and features of the subject property. This style of comparative market analysis uses the same data and approach most appraisers use and is probably the most widely recognized, accepted, and reliable method for valuing residential real estate.



After adjustments, a final estimated value for your home (subject property) is determined. This value is used as a guide for setting the listing price or making an offer.



In addition to being valuable to sellers, CMAs are also useful to buyers. This aids sellers in setting a realistic asking price, while it helps buyers make informed decisions about what to offer. It is the job of a real estate professional to use their knowledge of the local market and experience in analyzing data in order to arrive at a price that is fair and competitive.

"Jason is like a **realtor super hero!** He handled a residential purchase and sale for us. Neither transaction turned out to be straightforward, but in all stages of both, Jason was amazing. In the post-contract crossing of T's that a lot of realtors disengage from, Jason not only put in countless hours, but he was **creative and resourceful** in getting us to the finish line. In my opinion, you couldn't ask for a better realtor."

-surfsup17

Sellers FAQ

01 How is MA New Listings Different From Other Teams?

Our comprehensive marketing approach not only generates heightened demand for our listings but also contributes to a higher sale price. Our team, consisting of a Marketing Consultant, skilled Web developers, dedicated field agents, skilled photographers, elegant stager, and administrators, collaborates seamlessly. Together, we are united in pursuing a singular objective: securing the highest possible returns for our sellers.

02 Do you help with relocation services to areas outside of your current coverage?

Absolutely, we do! If you're considering buying or selling beyond our service area, we are affiliated with Coldwell Banker. Which has over 2,900 offices worldwide and a network of over 96,000 skilled agents, we are well-equipped to assist with any relocation requirements you may have.

03 What comes first in the process of selling my house?

Assessing and preparing your house for sale is usually the first step in selling it. As part of this process, you will need to declutter, and make necessary repairs and improvements. Additionally, it's advisable to consult with a real estate professional to guide you through the process and create an effective selling strategy.

Sellers FAQ

04 Should I make any repairs or renovations before listing?

Consider addressing safety and functionality-related repairs. Cosmetic updates, like fresh paint and updated fixtures, can increase your home's appeal and make a good first impression. Get expert advice from our team for the right choice for your home.

05 How long will it take to sell my home?

The time it takes to sell a home can vary based on several factors, including the local market, the specific neighborhood, the property's condition, and the pricing strategy. To answer this question about your home specifically, we can help determine the factors to consider.

06 When is the best time to sell?

Local market conditions, economic factors, and your personal circumstances should also be considered. Consulting with us can provide tailored insights for the best timing based on your goals.

MA NEW LISTINGS CLIENT REVIEWS

“HIRE this woman! She's a remarkably savvy, effective & efficient agent. When I sold my 2-family home, Abby advised me wisely on pre-sale renovations; did customized staging and awesome marketing; and then secured multiple excellent offers that resulted in a profitable, smooth sale. Because of renovations, the process took months but during it all, Abby remained an anchor of consistently helpful, intelligent and positive support. Some other points that made it a pleasure to work with Abby: An excellent communicator and explainer. Always prompt to respond to calls/texts/emails. A patient & attentive listener, good at extracting priorities/needs from discussions and then helping make them happen. Pro-active to the nth degree but never intrusive. Deep knowledge and experience in residential RE. Generous with her time & labor & expertise.
calvin8fish

“Jason Niles worked with me on the sale of my single family home as well as the buyer of a Condo. I was extremely impressed with Jason's professionalism at our first meeting and throughout the entire process for both transactions. Jason came prepared to meet with me and had all the necessary real estate materials, gave a great presentation, listened to my plans to sell and buy, and worked diligently to assist me. Jason was extremely knowledgeable about the real estate industry answered all of my many questions including concerns related to Covid-19 and potential impact with my home sale and purchase of a Condo. Jason also took great interest in my requests and his work on both transactions met my objectives. I gave Jason 5 stars and if the ratings were higher, it would be a whopping 10.
jicanv

“Abby helped us with our x-country home search this year and we highly recommend her! Looking for our forever home during a pandemic from 3,000 miles away was a challenge, but we felt supported every step of the way. Abby met with us virtually to talk through the process and understand our goals. She was very responsive and whenever we expressed interest in a home, she quickly found us more information in the form of floor plans, video tours and disclosures. She FaceTimed us through open houses and gave us honest feedback from her experienced perspective. We never felt pressured when we wrote offers, and knew she had our best interest in mind. We are glad we took our family's advice to work with Abby and are happy to recommend her.”
laurawolfport

“Abby did a fantastic job. She exceeded our expectation for video, photos, and live listing in both quality and time frame, even with the added challenge of the COVID health crisis. We had an offer in days after going on the market. She was responsive and professional through to the closing. She was a pleasure to work with, and I would highly recommend her.
Caroline morgan

“I've met Jason a few years back. He have help my family tremendously. He help us sell and purchase multiple times. Not once did we feel like we were rushed or pushed to do something that we weren't comfortable with. He is patience and is always there to answer any questions.
user674067

“Jason is extremely knowledgeable in the Real Estate field. He works very hard for his clients and goes above and beyond the call of duty to ensure your deal is met!

“I was so lucky to find Jason Niles to be my realtor! He answered every one of my questions and helped me to understand each step of the process of purchasing my condo. He always responded quickly to my communications and spent as much time as was necessary. I would definitely reach out to him again and certainly recommend him highly! (Maximum number of stars!) He also was a great resource for helping me find a wonderful mortgage broker, a great lawyer, as well as painters, carpenters, and more. He made the whole process pretty effortless and even fun!
Beth Cohen

“Abby is not only an amazing realtor but she is an amazing person. We were first time home buyers and Abby was very helpful. Always making herself available for questions even when she didn't have to be. I loved going on house tours with Abby because her knowledge of how you could fix and arrange the house was very helpful. I highly recommend Abby. I am so happy she is my realtor and would not want to have gone on this journey with anyone else. Thank you Abby!
justcarol h

“Abby's attention to details are impressive. Her responses were immediate and well thought out. Whether you are selling your home or looking for a home, Abby would be a great choice for an agent. She will do her best to make your experience a positive one. Abby Niles is a rare find in the world of Real Estate. We wish her much success and happiness.
pamdenyse

Jason and Abby Niles are seasoned realtors with over 14 years of experience in the industry. With their wealth of experience, dedication to their clients, and genuine passion for their work, Jason and Abby Niles are the ideal realtors to guide you through your real estate journey. As experts in their field, they have successfully catered to a diverse range of clients. Whether you are a seller, first-time home buyer, relocation client, experienced buyer, move-up buyer, down-sizer, investor or looking for new construction they have the expertise and knowledge to help you achieve your goals.

Having worked for Coldwell Banker, one of the leading real estate companies, Jason and Abby have honed their skills and established themselves as top performers. Their exceptional communication and negotiation abilities, coupled with their tech-savviness and attention to detail, have consistently set them apart from their peers.

Notably, Jason and Abby have achieved the prestigious recognition of being among the Top 100 agents at Coldwell Banker. This accolade is a testament to their unwavering commitment to excellence and their ability to deliver exceptional results for their clients.

Their expertise has also been acknowledged by prominent media outlets such as the Boston Globe and Apartment Therapy, where they have been featured for their industry insights and success stories. Beyond their professional achievements, Jason and Abby have a wide range of personal interests. They enjoy spending time outdoors, particularly fishing and exploring nature. Their passion for technology keeps them up-to-date with the latest trends and tools in the real estate industry. They also find joy in learning new things, whether it's through reading, attending conferences, or taking up new hobbies. Additionally, they have a green thumb and love tending to their garden. Their love for animals further reflects their compassionate nature.

With their extensive experience, dedication to their clients, and passion for their work, Jason and Abby Niles are the go-to realtors for all your real estate needs.



**MA
NEW LISTINGS**

