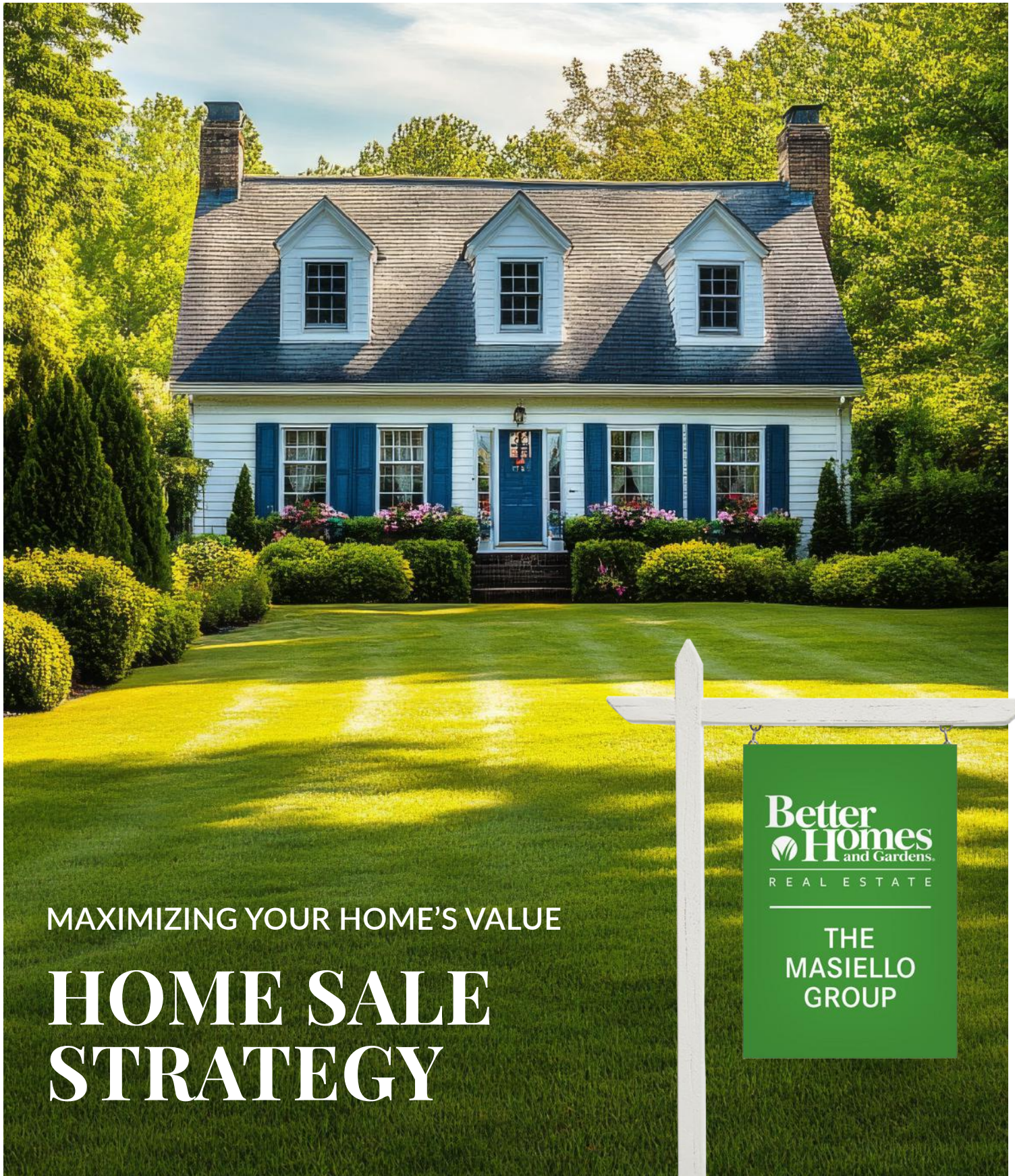


WE KNOW NEW ENGLAND
Nobody Knows Homes BetterSM



MAXIMIZING YOUR HOME'S VALUE

HOME SALE STRATEGY

**Better
Homes**
and Gardens.
REAL ESTATE

THE
MASIELLO
GROUP



THE
MASIELLO
GROUP

OUR PROMISE

At Better Homes and Gardens Real Estate® The Masiello Group, our mission transcends the traditional boundaries of buying and selling homes. We are dedicated to providing our clients with comprehensive support, guiding them on a journey toward long-term success and fulfillment in discovering their ideal “home.” Our commitment extends beyond mere transactions; we strive to empower individuals and families to create lasting memories and build a future that resonates with their unique aspirations.

As your trusted partner

Our agents are held to the highest standards—to offer experiences above and beyond. Because of this standard, The Masiello Group can sustain a customer satisfaction level of 99%. To make this possible, we foster an environment that supports them in doing so!

With direct access to support staff, the most up-to-date transaction tools, and company partnerships to help in every step of the transaction process, our agents can truly offer a quality experience.





WHAT TO EXPECT IN **TODAY'S MARKET**

Higher Interest Rates + Increasing Homes Values = New Type of Market

Due to increases in the Federal Reserve Rate to combat inflation post-pandemic, interest rates on home mortgages have increased over the last few years. This coupled with increasing home prices sets our current housing market apart from previous housing trends.

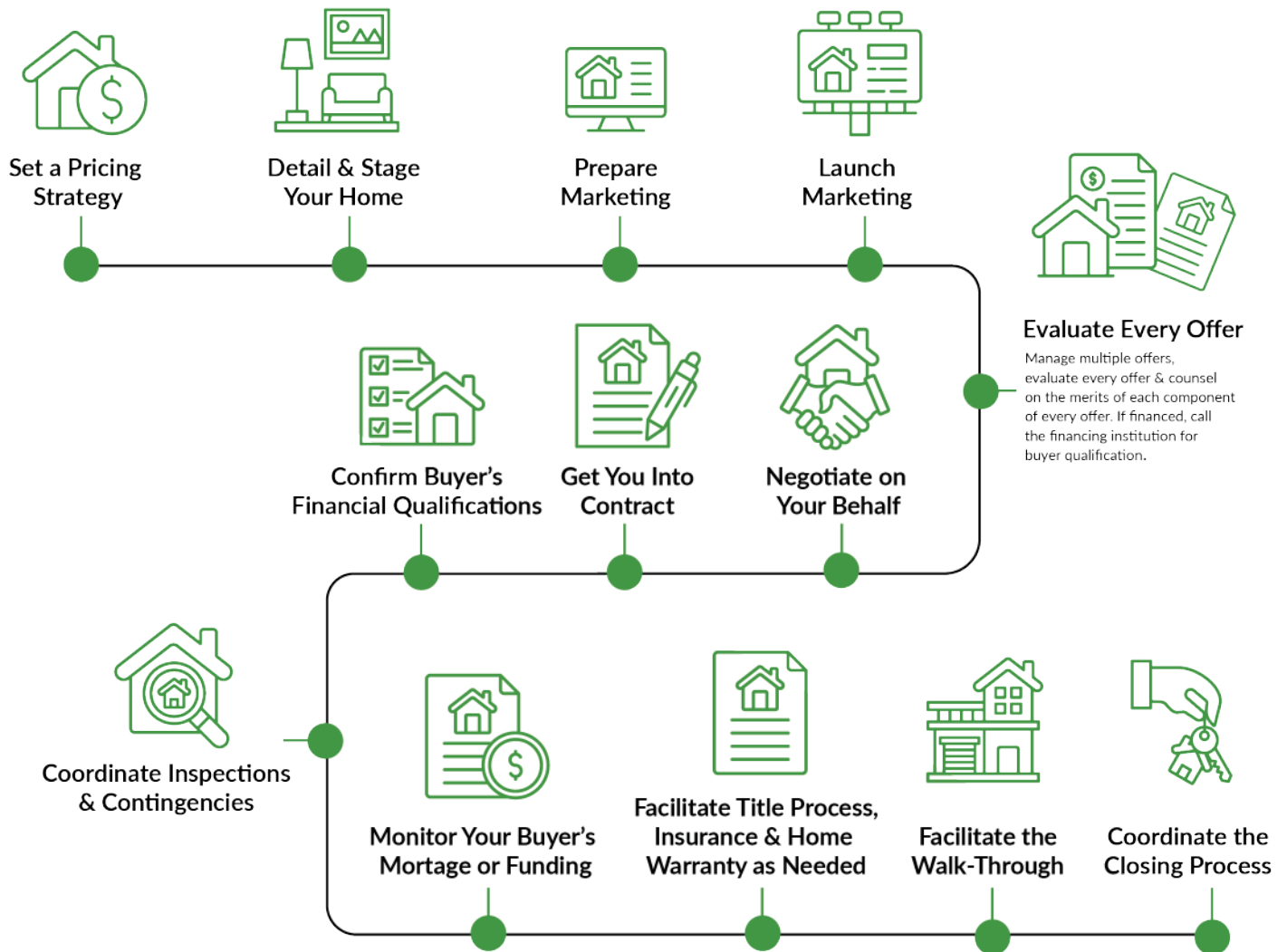
Home Shortage + Low Listing Inventory = High Demand

Low inventory means low selling competition! Since your home will be one of the relatively few listed on the market, you may find that multiple offers come in for your home.

Often, the terms of the offer matter as much as the offer itself. I will evaluate every buyer's offer, interpret each element, and help you select the one that best meets your needs.

**Together, we will ensure your
financial interests are protected.**

ORCHESTRATING THE SALE OF YOUR HOME



We are here to help you sell your home through:

- Understanding of Your Needs
- Market Analysis, Pricing & Positioning
- End-to-End Guidance
- Marketing & Promotion
- Evaluating & Interpretation
- Negotiation & Closing

THE MASIELLO GROUP

The Masiello Group is a second-generation family company and has been a trailblazer in New England real estate since 1966. Endorsement by Better Homes and Gardens means you'll be working with a brand that has been respected and trusted for decades.

99%

of our clients have said they would recommend our services to friends and family.

We are investing in our communities and prioritize charitable giving as one of our pillars of success.

We are the #1 real estate agency in Northern New England.

HARNESS THE POWER OF A WELL-KNOWN, TRUSTED BRAND

The iconic Better Homes and Gardens® brand has been a trusted source for all things home since 1922. It has been an integral part of the American home, shaping and enriching the lives of hundreds of millions of people.

It is a brand people turn to for advice on how to create their own personal sanctuary. A place to enjoy, a place to be themselves, and a place to build their lives the way they want. Today the BH&G® media brand reaches tens of millions of consumers every day, with 42 million consumers engaging with the brand through the magazine, website and social platforms.

REACH

42

MILLION

Print + Digital Reader,
Friends & Fans

More people read BH&G
than live in New York
& Texas

#1 Monthly Magazine

NEXTGEN

8.4

MILLION
MILLENNIALS

1 in 10 Readers is
a Millennial

AUTHORITY

A CENTURY
OF INFLUENCE

100% Relevant Today

America's Most Trusted
Magazine Decades Running

The 2nd Largest Licensed
Brand in the World

Source: MRI-Simmons USA Fall DoubleBase 2023 Report © 2023, MRI-Simmons; 2023 Comscore Multi-Platform © MRI-Simmons (11-23/F23). ©2024 Better Homes and Gardens®, BHGRE® and the Better Homes and Gardens Real Estate Logo are registered service marks owned by Meredith Operations Corporation and licensed to Better Homes and Gardens Real Estate LLC. Better Homes and Gardens Real Estate LLC fully supports the principles of the Fair Housing Act and the Equal Opportunity Act. Each franchise is independently owned and operated. Any services or products provided by independently owned and operated franchisees are not provided by, affiliated with, or related to Better Homes and Gardens Real Estate LLC nor any of its affiliated companies. If your property is listed with a real estate broker, please disregard. It is not our intention to solicit the offerings of other real estate brokers.

AN AMERICAN ICON

The Better Homes and Gardens® Real Estate brand is built on the rich legacy of the Better Homes & Gardens® magazine, a trusted source for all things home for over 100 years. This history gives us a unique advantage, allowing us to offer boutique-level service.

Our media plan reaches over 70% of all home buyers every single year through our partnership with Dot Dash Meredith. And with a client satisfaction rating of 99%, it's safe to say our clients agree that nobody knows homes better than we do.



WE KNOW NEW ENGLAND
Nobody Knows Homes BetterSM

1. 2023 Comscore Multi-Platform © MRI-Simmons (12/23-F23) DDM's reach, 117 MM Homeowners. 2. Based on BHGRE® customer survey results from 01/01/23-12/31/23. ©2024 Better Homes and Gardens®, BHGRE® and the Better Homes and Gardens Real Estate Logo are registered service marks owned by Meredith Operations Corporation and licensed to Better Homes and Gardens Real Estate LLC. Better Homes and Gardens Real Estate LLC fully supports the principles of the Fair Housing Act and the Equal Opportunity Act. Each franchise is independently owned and operated. Any services or products provided by independently owned and operated franchisees are not provided by, affiliated with, or related to Better Homes and Gardens Real Estate LLC nor any of its affiliated companies. If your property is listed with a real estate broker, please disregard. It is not our intention to solicit the offerings of other real estate brokers.

AS AN AGENT WITH THE MASIELLO GROUP, I AM ALIGNED WITH NEW ENGLAND'S

MOST EXPERIENCED BROKERAGE

At Better Homes & Gardens® The Masiello Group, I combine deep Northern New England market expertise with the firm's renowned reputation and resources to deliver a fast, seamless, and high-quality real estate transaction for you.

Masiello Agent Numbers

34

2024 Average Top Masiello
Agent Transactions per Year

16

2024 Average Masiello Median
Agent Transaction per Year

Vs.

National Average

4.6

2024 Average Agent
Transactions per Year According
to the National Association
of Realtors®





A TAILORED MARKETING APPROACH



YOUR MARKETING TOOLKIT

LEAD FLOW NETWORK

As part of Better Homes and Gardens Real Estate® The Masiello Group, I am privy to incoming leads from the organization-level marketing efforts - both on the national and local levels.

PAID ONLINE ADVERTISING

Every listing I get receives a paid listing campaign targeted towards interested buyers. Your ad will be showcased throughout the entire Internet to help get eyes on your property!

ONLINE SEARCHES

Your property will appear on more than 250 home search websites. This includes sites like Zillow, realtor.com, trulia.com, and hundreds more!

PHOTOGRAPHY

Excellent photos are the centerpiece to a successful listing. Professional photographs of your home whether still shots or a virtual tour will be designed to engage potential buyers.

CUSTOM WEBSITE

Your listing will receive an entire website entirely dedicated to your home!

FULLY CUSTOMIZED MARKETING COLLATERAL

Within hours of the listing being live, I will have an entire portfolio of marketing materials (both print and digital) customized to your listing - social posts, virtual tours, flyers, tri-folds, and more.

TEXT CODES

Your yard sign will have an exclusive text code for buyers driving by the property, allowing them to receive instant information. I will receive a notification and can reach out immediately to answer any questions.

ACCESS TO BUYERS DATABASE

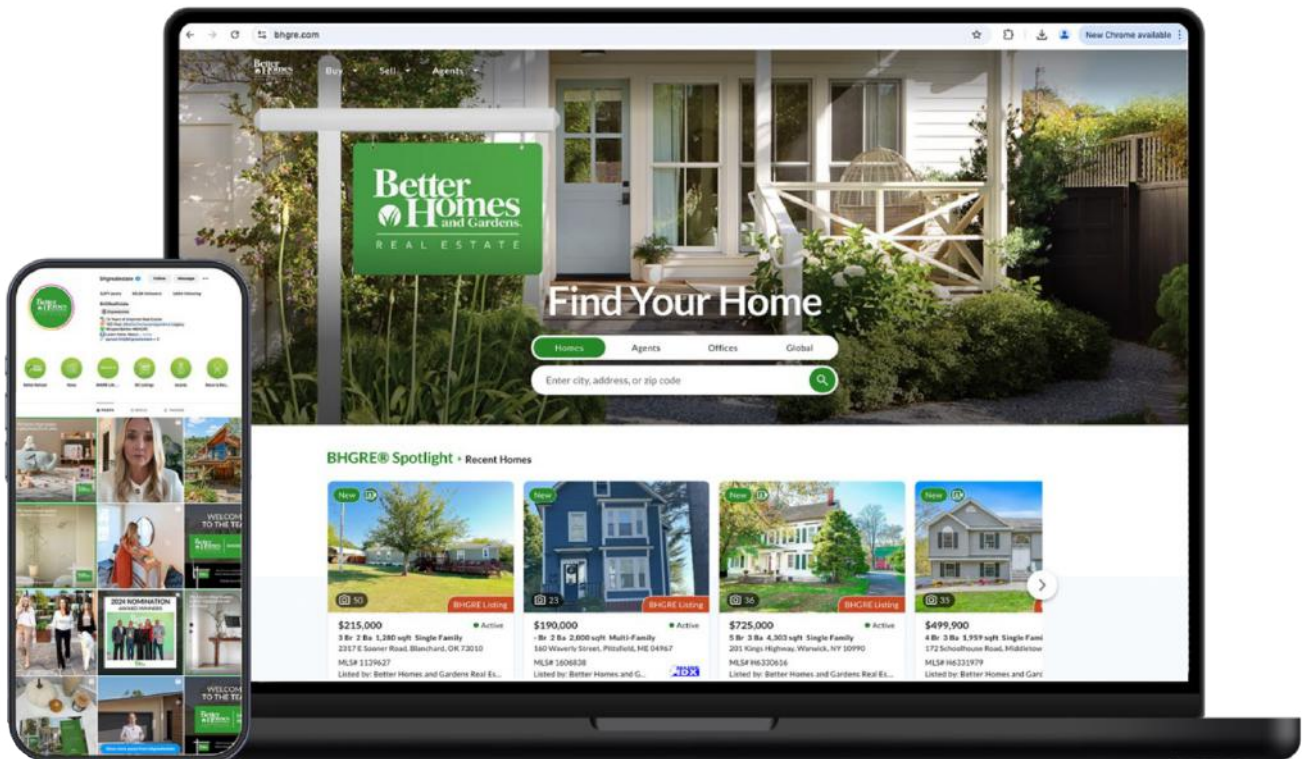
I have access to an exclusive database that allows me to target mailers for your property based on target geographic and demographic criteria.

GLOBAL RELOCATION NETWORK

The Masiello Group has relationships with the country's largest broker networks and the world's leading relocation companies. This gives us access to even more qualified buyers relocating to New England.

SURROUNDING THE CONSUMER TO MAXIMIZE YOUR HOME'S EXPOSURE

Because of my affiliation with the Better Homes and Gardens® Real Estate brand, I have an arsenal of media at my disposal, including direct mail, property brochures, print, websites, digital marketing, social media and, of course, the trusted Better Homes & Gardens® name on the yard sign.



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INSTANT BUYER CONNECTIONS

To give your home maximum visibility, TextBHGRE can be used to turn traditional yard signs and flyers into lead generators.

HERE'S WHY IT'S POWERFUL:

- Immediate Engagement: 97% of texts are opened, ensuring buyers see details about your home
- High Conversion: 60% of these leads turn into showings
- Preferred Communication: Texting is the top way consumers prefer to connect

How it works

When buyers drive by your home, they can simply text a property code displayed on the yard sign. Instantly, they'll receive property details, photos, price and my contact information – all via text. Meanwhile, I'll receive the buyer's name and number, making follow-up quick and personal, helping me connect to the right buyers for your home.



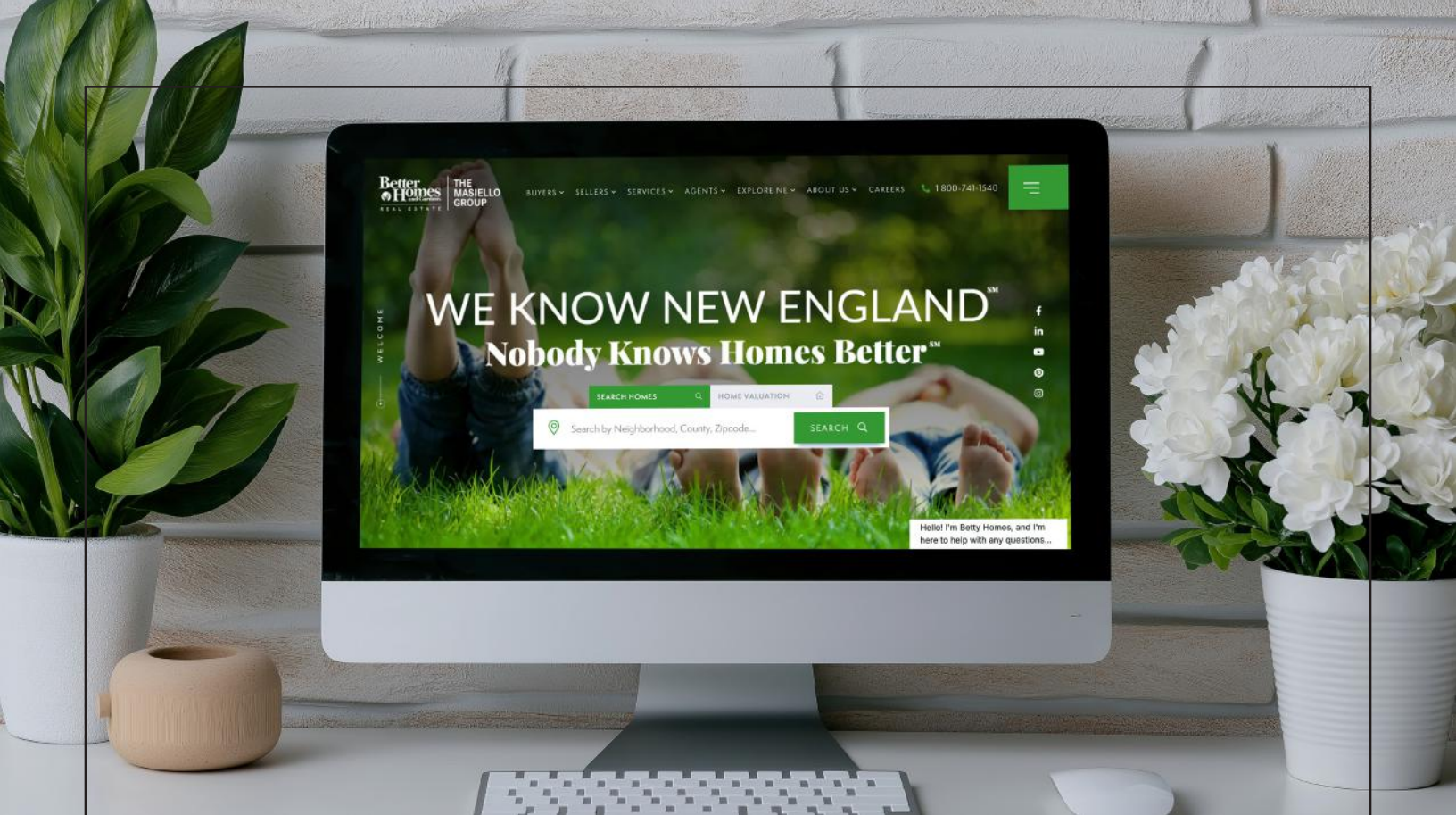
OUR ONLINE PRESENCE

In today's digital world, being online is the way to connect with and reach more potential buyers for your home.

As an independent sales associate affiliated with BHGRE® and BHGRE® TMG, a dynamic online presence boosts my work and listings. It leverages paid and organic reach on platforms like Facebook, Instagram, and Google. This is key to showcasing listings, building relationships, and sharing my expertise with today's consumers.

Plus, our social media channels are thoughtfully crafted to engage and inspire you with the latest real estate and lifestyle updates and news.





ONLINE

Helping the best buyers find
YOUR property when they
are searching:

YOUR PROPERTY WILL
APPEAR ON OVER

200+

HOME SEARCH WEBSITES

 Zillow®  trulia® realtor.com® **boston.com**

 HOMES
and Land

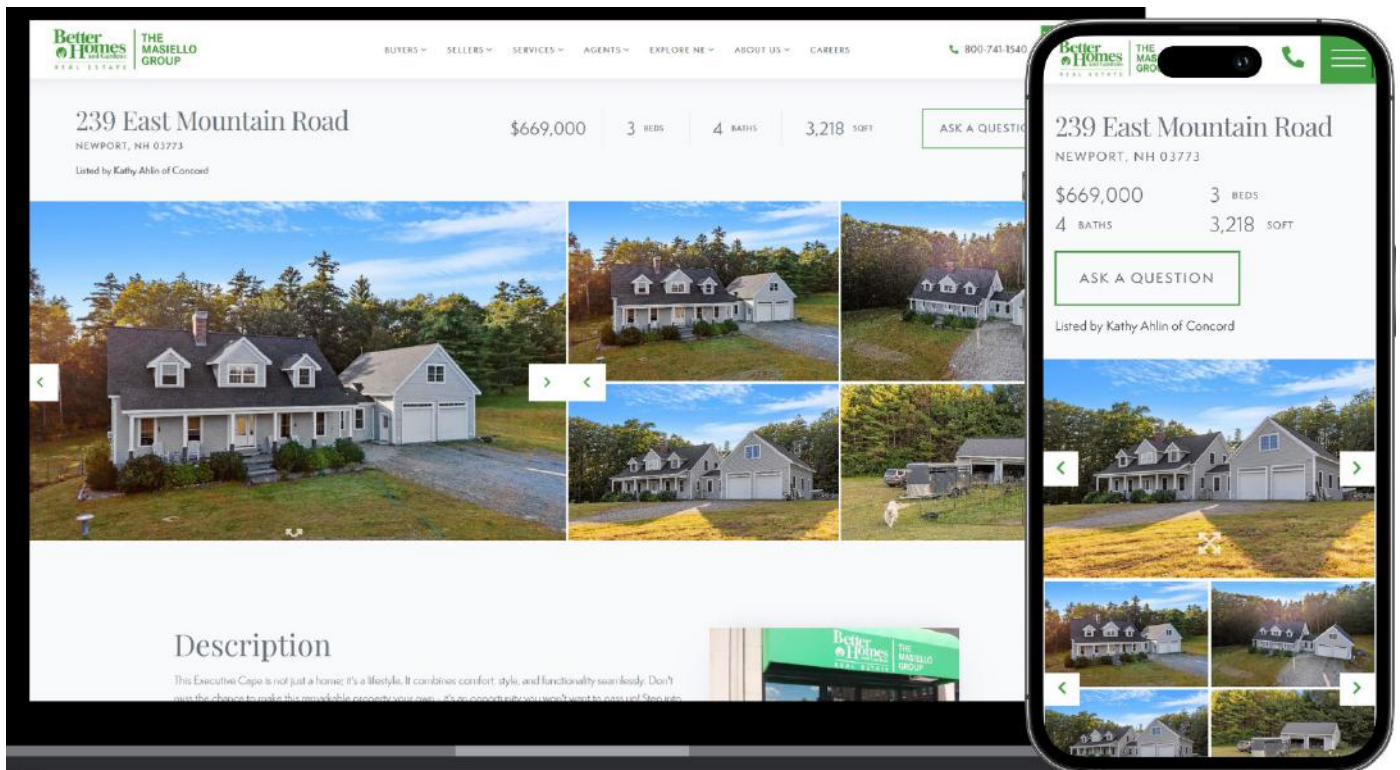
 Homes.com®

 HomeSpotter

**Better
Homes**
and Gardens
REAL ESTATE

THE
MASIELLO
GROUP

A DEDICATED WEB PAGE JUST FOR YOUR HOME



Search engines favor websites with the search term right in the URL.
We create a web page entirely dedicated to your home
(ie, 123mainstreet.masiello.com)

Unlike other search sites, this dedicated page will showcase all the photos
and features of your home with no other listings to distract the buyer
from your property.

RELOCATION

HELPING THE BEST BUYERS FIND YOUR PROPERTY WHEN THEY ARE SEARCHING FOR RELOCATION

Our relationship with the country's largest broker network and the world's leading relocation companies gives us access to more qualified buyers relocating to and from the New England area.

RELOCATION THROUGHOUT THE NORTHEAST

We track where buyers are coming from.

In the past year, buyers have been choosing to relocate to the northeast and throughout Northern New England.

This analysis allows us to build a strategy to market your home where we know buyers are likely to originate from.

RELOCATION IS OUR SPECIALTY

Better Homes and Gardens Real Estate® The Masiello Group is poised to assist with your transition by providing trained specialists who are fluent in solving the challenges associated with relocating individuals and families.

Our Sales associates are a very select group who receive intensive relocation marketing assistance training and are monitored on their success daily. We want to ensure that your home sells for the highest price in the fewest number of days possible.



GLOBAL VISIBILITY

As your selling agent, I have access to the Better Homes and Gardens® Real Estate Global Referral Platform, which connects me to a vast network of professionals both within BHGRE® and with Anywhere™ Real Estate colleagues in 115+ countries.

This platform is a powerful tool that not only broadens my reach, but also provides real-time tracking and insights, so we'll be able to stay informed about activity and interest in your property from across the globe.

By listing your home with BHGRE and me, you gain access to a network that enhances visibility and opportunities – positioning your home to attract the right buyer, wherever they may be.



NEGOTIATION AND CLOSING





COORDINATION

When we have negotiated and executed a contract with all the terms and conditions you agreed upon, I then become responsible for making sure every detail is handled correctly and in the necessary time frame.

I'll be there for you every step of the way and will communicate with:

- Other Agents Involved
- Relocation Companies
- Property Inspectors/Appraisers
- Insurance Agents
- Mortgage Representatives
- Surveyors
- Attorneys
- Title Companies

A photograph of a modern outdoor patio. In the foreground, a light-colored wooden deck is visible. To the left, a wicker sofa with light-colored cushions and three throw pillows (one patterned, one dark, one light) sits on the deck. Behind the sofa, there is a dense garden with various plants, including tall grasses and flowering shrubs. Sunlight filters through the trees in the background, creating a warm, golden glow and long shadows on the deck.

COMPARATIVE MARKET ANALYSIS & PRICING

**LET'S GET YOUR
HOME SOLD!**



FACTORS AFFECTING HOME VALUE IN TODAY'S MARKET

1. Mortgage Interest Rates
2. Inventory Shortage and Listing Scarcity
3. Local Market Fundamentals (*Location, Amenities, Zoning*)
4. Economic and Demographic Trends

An in-depth comparative market analysis will demonstrate what the best listing price for your home will be.



STAGING AND INTERIOR

Staging makes it easier for a buyer to visualize a property as a future home.

FOUR SIMPLE REMINDERS:

1. De-clutter
2. De-personalize decor
3. Organize closets and cabinets
4. Simplify your furnishings



EXTERIOR CURB APPEAL MATTERS

FOUR SIMPLE REMINDERS:

1. Keep the lawn manicured
2. Clear walkways
3. Trim and maintain landscaping
4. Rake leaves

HARNESS THE POWER OF **INVESTMENT**

Your home is one of your most significant investments, and my goal is to safeguard its value and achieve the highest return in today's market. From our first discussion, I will:

Design a tailored marketing strategy that leverages digital platforms, targeted advertising, and my extensive network to highlight your property's strongest features.

Implement a data-driven negotiation plan aligned with your goals and current market trends.

Qualify prospective buyers to ensure financially approved, motivated individuals tour your home.

Backed by deep market insight, a broad professional network, and a track record of successful closings, I'll guide you seamlessly through each step of the process. My fee is a clear percentage of the final sale price—and it's due only when we close.

I'm ready to get started. What questions can I answer for you?





THANK YOU

masiello.com