



YOUR GUIDE TO
SELLING YOUR HOME
WITH ANTHONY SCANIO



C: (339) 234-3530 | O: (603) 471-0777 | ANTHONY.SCANIO@CBREALTY.COM

MEET YOUR AGENT

ANTHONY SCANIO

REAL ESTATE AGENT WITH HEART,
HUSTLE, AND HONESTY



Integrity isn't just a buzzword for me –

it's the foundation of everything I do. I believe in giving it to you straight, even if it's not what you want to hear, but exactly what you need to make the best decision for your future. My clients trust me because I've spent countless hours studying the markets I serve, ensuring they receive informed, honest guidance every step of the way.

Before real estate, I spent over a decade as a Paramedic in both pre-hospital and emergency room settings. That experience taught me how to stay calm under pressure, communicate clearly, and most importantly—how to care deeply for people. My transition into real estate was driven by a desire for a better home-life balance, but my passion for helping others never changed. Now, I get to help people navigate one of life's biggest decisions with the same dedication and heart.

I especially enjoy working with first-time homebuyers and homeowners who are ready to create their next chapter. Whether you're buying your first home or your fifth, I'm here to make the process smooth, informed, and maybe even a little fun.

How I Work: A Consultative Approach

I take a consultative approach with both buyers and sellers. That means we start with an in-person meeting—not just to talk business, but to get to know each other. It's important to me that we're a good fit, because real estate is a partnership. During this meeting, we'll walk through the buying or selling process, set clear expectations, and make sure you feel confident moving forward. No pressure, no fluff—just honest conversation and solid planning.

When I'm not working, you'll find me reading, traveling, hitting the gym, or cheering on the Patriots and Bruins like any true New Englander. Fall is my favorite season—there's just something about crisp air and changing leaves that makes everything feel possible.

Real estate is more than transactions—it's about trust, relationships, and helping people build the life they envision. If you're looking for a straight-shooter who works hard, knows the market, and genuinely cares, I'd love to connect.

MY COMMITMENTS TO YOU



1.

I will always provide you with expert advice and consulting so that you're able to make the best decision for yourself and your family.

2.

I will always be 100% forthcoming about the price of your home, its condition and what it will take to get it sold.

3.

I will always give you the truth regardless of the situation.

4.

I will always do what is right for your best interest.

5.

I will fight to ensure you get the most for your home in the right amount of time.

6.

I will always use the most effective strategies to market your home.

7.

I will always communicate with you pro-actively.

8.

I will always return your phone calls, e-mails, and text messages with urgency.

9.

I will pro-actively spend every day aggressively searching for qualified buyers for your home.

10.

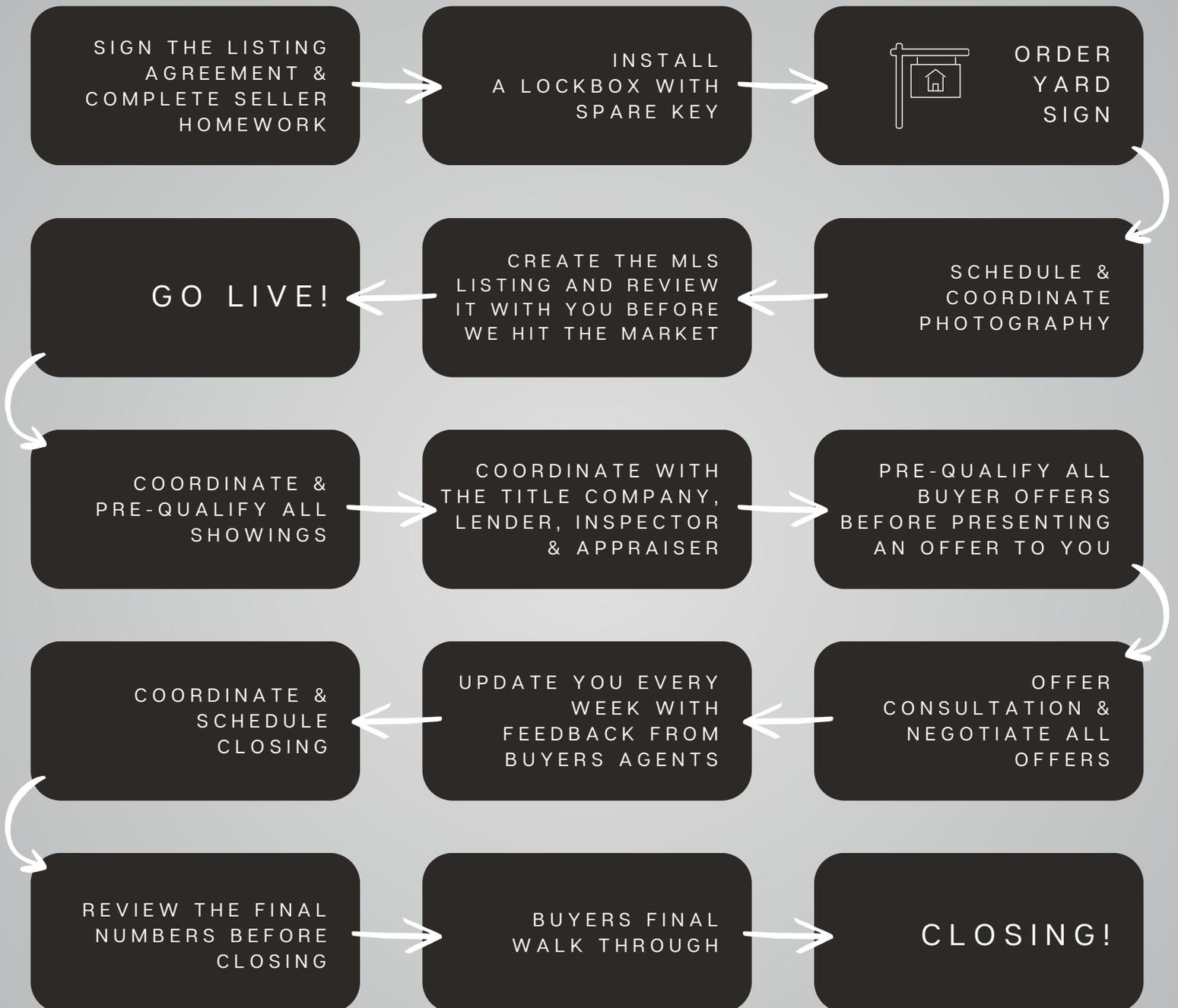
I will never lock you down to a long-term contract.



MISSION STATEMENT

It is my mission to provide an experience that is so positive that you'll feel the trust, comfort, and confidence in securing a real estate agent for life. I believe that working hard at something you love to do, with people you trust, is one of the greatest experiences in life. As a result, I provide some of the most professional, loyal, and dedicated service in the industry. The best interest of my clients will always come first as I am dedicated to the development of long-term relationships, and earning the referrals of the people my clients care most about.

THE LISTING PROCESS



MARKETING PLAN OF ACTION



COMPLETE THE PRE-LISTING HOME FEATURE SHEET TOGETHER ALONG WITH THE LISTING PAPERWORK & SELLERS DISCLOSURES



INSTALL A LOCK BOX WITH EXTRA KEYS



ORDER 'FOR SALE' YARD SIGN



COORDINATE PROFESSIONAL PHOTOSHOOT



CREATE PROPERTY FLYERS



CREATE & DEVELOP YOUR OWN PROPERTY WEBSITE



CREATE A FULL MLS LISTING & GIVE YOU FULL ACCESS TO REVIEW BEFORE LISTING IS LIVE ON THE MARKET



PREMIUM LISTING ADVERTISING ON ZILLOW, TRULIA & REALTOR.COM



SYNDICATE YOUR LISTING TO ALL MAJOR REAL ESTATE WEBSITES INCLUDING ZILLOW, TRULIA, REALTOR.COM & THOUSANDS MORE



CONDUCT A FULL ANALYSIS OF THE AGENTS WHO MAY BE WORKING WITH BUYERS THAT ARE INTERESTED IN HOMES LIKE YOURS



IDENTIFY AND CONTACT TOP LOCAL AGENTS IN THE AREA TO PROMOTE YOUR PROPERTY



SEND OUT 'JUST LISTED' CAMPAIGN TO MY ENTIRE SOCIAL MEDIA & DATABASE



TARGET FACEBOOK BUYER DATABASE & FULL SOCIAL MEDIA & INTERNET MARKETING CAMPAIGN



SEND OUT 'JUST LISTED' POSTCARDS TO THE NEIGHBORHOOD



MAKE CALLS AROUND THE LOCAL AREA TO FIND QUALIFIED BUYERS



SET UP SHOWING TIME TO PROVIDE SELLER WITH REAL TIME BUYER AND AGENT FEEDBACK



PRE-QUALIFY ALL BUYERS BEFORE PRIVATE SHOWINGS



CONDUCT MEGA OPEN HOUSE EVENT UPON SELLER'S REQUEST



CREATE PROPERTY 'THANK YOU' CARDS FOR EVERY BUYER AND AGENT WHO SHOWS YOUR HOME



WEEKLY UPDATES TO TALK ABOUT ALL THAT IS GOING ON WITH YOUR LISTING & THE SALE OF YOUR HOME

WHAT I OFFER AS YOUR AGENT



COMPETITIVE PRICING STRATEGY

- Receive a **Comparative Market Analysis (CMA)** using MLS data.
- Evaluate:
 - Recently sold homes
 - Active listings
 - Pending sales
 - Expired listings
- Price your home to attract serious buyers and maximize value.

MARKETING THAT MOVES HOMES

Coldwell Banker Realty uses a multi-channel strategy to reach qualified buyers:

- **Professional Photography:** Showcase your home at its best.
- **Online Exposure:** Featured on my website, ColdwellBankerHomes.com and top real estate sites.
- **Open Houses & Private Showings:** Engage buyers in person.
- **Email Campaigns:** Targeted outreach to agents and buyers.
- **Social Media Promotion:** Generate buzz and visibility.
- **Direct Mail:** Reach local buyers and tap into neighborhood networks.

GUIDANCE THROUGH CLOSING

I'll coordinate with all parties to ensure a smooth transaction:

- **Buyer's Agent:** Liaison and contract negotiation
- **Attorney/Title Company:** Provide necessary documentation
- **Appraiser & Lender:** Facilitate valuation and loan process
- **Inspector:** Manage inspection timing and resolution

PREPARING YOUR HOME FOR SALE

- Small updates can make a big impact.
- Through the **RealVitalize® Program**, we can:
 - Cover upfront costs for improvements (painting, staging, landscaping, etc.)
 - Get reimbursed at closing—no fees or interest.
 - Partner with Angi for vetted service providers and project management.

NEGOTIATING THE BEST OFFER

- I'll help you evaluate:
 - Price and terms
 - Buyer contingencies
 - Closing timelines
 - Repair requests
 - Financing type (cash vs. mortgage)
- Strategic negotiation ensures you get top dollar and favorable terms.

YOUR SELLER SUPPORT TOOLKIT

- **Mortgage Services:** Help with financing your next home via Guaranteed Rate Affinity.
- **Title Services:** Ensure a clean title and smooth transfer.
- **Warranty Services:** American Home Shield® protects your listing and reduces surprises.
- **Insurance Connections:** Assistance with securing coverage for your next property.
- **RealVitalize®:** Prep your home for sale with no upfront costs.

Scanio
S E L L S
H O M E S



ANTHONY SCANIO
REALTOR®

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166 ROUTE 101, BEDFORD, NH



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