

SOLD

WITH
**THE STEPHANIE
SALERNO TEAM**



FROM START TO SOLD. ALL THE
DETAILS YOU NEED TO SUCCESSFULLY
LIST & SELL YOUR HOME.

Stephanie
SALERNO
TEAM


COLDWELL
BANKER



WELCOME

Beyond Brick & Mortar: Selling Your Home with Heart

Home is more than just a physical space. It's where you've created countless memories, shared moments with loved ones, and where you feel most comfortable.

When it comes time to sell your home and begin a new chapter, the process can oftentimes feel overwhelming. Selling a home can be an emotional journey, and it's understandable to feel apprehensive.

Rest assured that together, we can help you navigate the process with ease. We'll outline the process and create a plan together, so you don't have to do any of the heavy lifting.

From staging your home, to finding the right buyers, negotiating the best terms for you & creating a smooth close, this booklet will be your guide.

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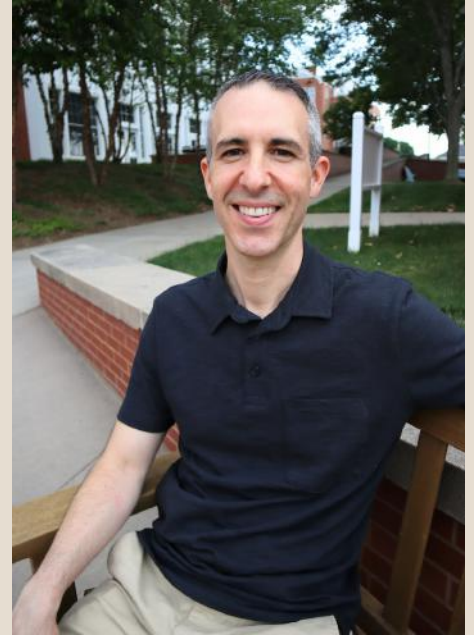


KEITH MUMBLO

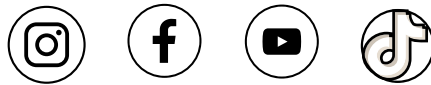
Realtor®
Licensed in MA

ABOUT ME

Born and raised in the Pioneer Valley, I currently live in Wilbraham with my wife and two children. I hold a Bachelor's Degree from Westfield State University and a Master's from Smith College School for Social Work, and I bring over 25 years of experience serving the Western Massachusetts community as a Human Services Provider and Leader. Licensed in Massachusetts, I'm excited to bring my knowledge of the Pioneer Valley area, my professional experience, and my passion for helping people to our team. Throughout my career in Human Services, I've witnessed firsthand the challenges many people in our community face in finding and maintaining affordable housing. I've also seen how vital homeownership is for improving financial stability and quality of life for families. I'm eager to use my role as a Realtor to help people find their perfect home, and I believe this new role will enhance and complement my ability to improve the lives of people in our community!



FOLLOW US ON SOCIAL MEDIA



@StephanieSalernoTeam



WHY HIRE A TEAM?

When it comes to buying or selling a property, having a real estate team on your side is a game-changer. Not only will they always be available to take calls and show properties, but they'll also bring a wealth of experience and expertise to the table.

When it comes time to take your largest asset to market, it's vital to have a variety of perspectives to build your specific marketing plan. As a team we build a plan just for your home and each listing is curated to match each seller's timeline and home selling goals.

Our job is to help you achieve and exceed your real estate goals and often times that is through leveraging our combined skillsets...and NETWORKS.

While we personalize our marketing approach, we systemize our communication approach, ensuring you always know what's coming next.

SAY HELLO TO MY TEAM...



STEPHANIE
Realtor®

KEVIN
Realtor®

KEITH
Realtor®

EMMA
Client Success &
Marketing Manager

ALYSSA
Media Specialist

OUR TEAM

Stephanie Salerno, Realtor[®], Licensed in CT & MA



With a background in advertising sales at News Corporation in New York City, I embarked on my real estate journey in 2009, dedicated to delivering top-quality service and unwavering customer satisfaction. Raised in a real estate family, I carry the values of hard work and focus passed down by my father, who's been in the industry since 1967. I reside in Suffield with my husband, where we raised my two beautiful stepdaughters, and have cherished the history and community of our town. I graduated Summa Cum Laude from Quinnipiac University in Hamden, Connecticut with a degree in Mass Communications and Marketing. This background matched with my real estate upbringing truly complements my abilities in service and partnering with you. For those who know me, know that real estate is more than a job for me; it's my lifestyle, and I'm passionate about helping you achieve your real estate dreams.

Kevin Hull, Realtor[®], Licensed in CT & MA



I was born and raised in Suffield CT, attended local schools, and played both soccer and baseball before graduating in 2012. I went on to attend college at Western New England University where I completed my Bachelor's degree, and went on to earn my Master's degree in Social Work. Although working in the mental health field for five years as a therapist has been extremely challenging but rewarding, I shifted my career into real estate and joined the Stephanie Salerno Team. Returning to my roots, I have recently purchased a home in Suffield where I reside with my wife and two daughters. I enjoy working out, music, and spending time with family and friends. With my strong knowledge of the local area and my interpersonal skills, I will ensure your next real estate endeavor is a success.

Emma MacDougall, *Client Success & Marketing Manager*



I graduated from Bryant University in 2012 with a degree in Business Administration with a focus on Marketing & Law. I have an extensive background with marketing and event planning which is where my strong organization and detail-oriented nature comes from. Logistics and planning come easily to me, which helps in this role tremendously! You will often find my notes, details, and tasks to be color-coded and thoroughly organized - some may view this as nerdy, but there is no other way I'd rather have it!

My passion for real estate also came at a young age as I knew I always wanted to own a home shortly after graduating college. In 2016, at 25 years old, I purchased my first home in Stafford Springs, Connecticut and currently live there with my now husband, and rescue pup, Savannah. We love continuously updating our home and making it our own, while also increasing its value!

As the Transaction Manager, I work diligently to guarantee communication, details, and transactions are streamlined from the beginning. This ensures a clear, concise, and seamless process for our team and our clients. In the end, helping our clients through the home buying or selling process in the clearest & most organized way is my priority.

Alyssa Salerno, *Media Specialist*

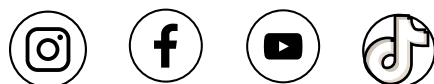


Raised in Suffield, I love to explore locally. I grew up in a real estate family and love to see all the unique and quirky parts of homes.

I graduated from Keene State College in 2018 with a degree in Broadcast Journalism and Public Relations and quickly found a job at a local fabric company as their "How to" girl on YouTube as their content creator. After a few years of being on camera, I stepped behind it and brought my video editing skills to the team to help bring out the beauty that each and every home has to offer.

In 2020, I bought my first house in Suffield with my husband, Mike. We fully rehabbed it and are thrifting our way into making it our dream home for us and our daughter Bellamy. I spend my days playing with my dog Theo, beekeeping, gardening, and living the dream.

FOLLOW US ON SOCIAL MEDIA



@StephanieSalernoTeam

OUR SUCCESSFUL SELLING PROCESS



I KNOW THAT SELLING YOUR HOUSE CAN BE STRESSFUL...

But it doesn't have to be. Instead it can be the glorious start to a new chapter. The reliving of wonderful memories & the anticipation of a new family loving your home with fresh eyes.

With our modern approach to marketing and a streamlined system for paperwork, we take the stress out of SOLD.

Let's be honest, moving to a new home is **EXCITING!**

LISTING
CONSULTATION
& SET PRICE

PROFESSIONAL
PHOTOS &
VIDEO

OPEN HOUSE &
OFFER
PRESENTATION

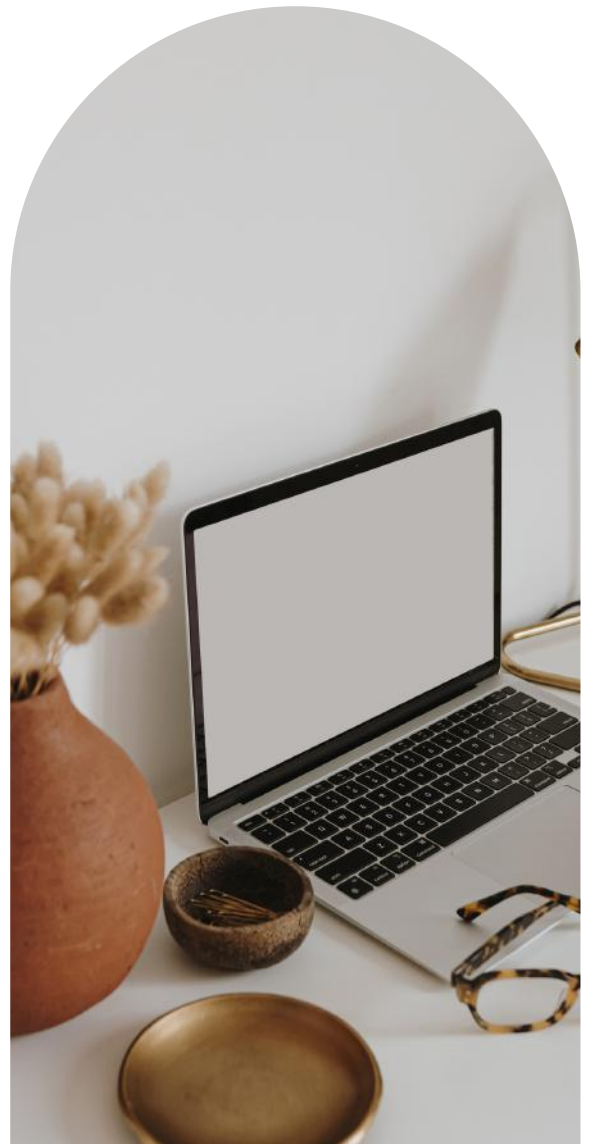
CLOSE ON THE
HOUSE (&
CELEBRATE)



LISTING CONSULTATION

This is where we make a plan together. As your agent, I'm going to be asking you questions about your goals for selling your home and any questions or concerns you may have related to your sale. Please take a moment to think about those things before our consultation so that we can ensure we make the best use of our time together and address the most important issues.

I'll also be preparing materials for your review, including an overview of our marketing campaign, an explanation of our strategy and a comparative market analysis to show you what is selling (and not selling) in your market area.



A few things to think about before we meet...

- *What is your moving timeline?*
- *What do you hope to net from your home sale?*
- *What concerns do you have about listing or buying?*

Write these things down before we meet so we can talk through all the details!

K Mumblo



SETTING THE RIGHT PRICE

You know what happens when you overprice your house? Nothing. Nothing happens. No showings get scheduled, no offers come in.

Pricing is a science and the single most important strategy you'll employ when going to market. During your listing consultation we'll make sure your goals align with market conditions and make a plan together.

NOTES

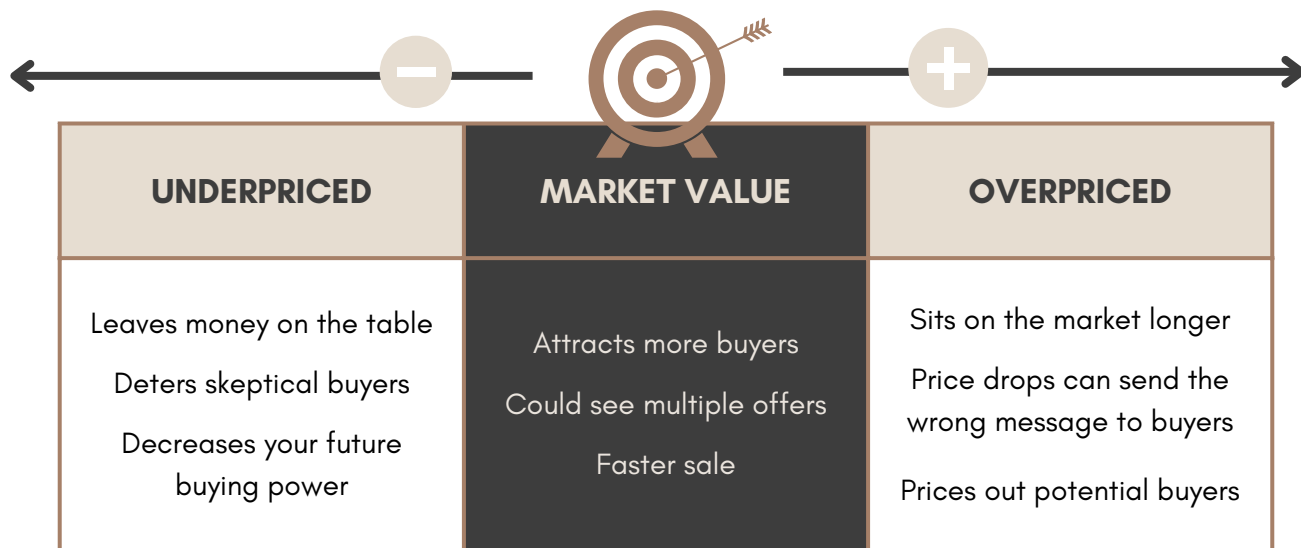
PRICING YOUR HOME RIGHT MATTERS

The price you set for your house sends a message to potential buyers

Price it too low and you might raise some questions about your homes condition or lead buyers to assume something is wrong with it. Not to mention, if you undervalue your house, you could leave money on the table, which decreases your future buying power.

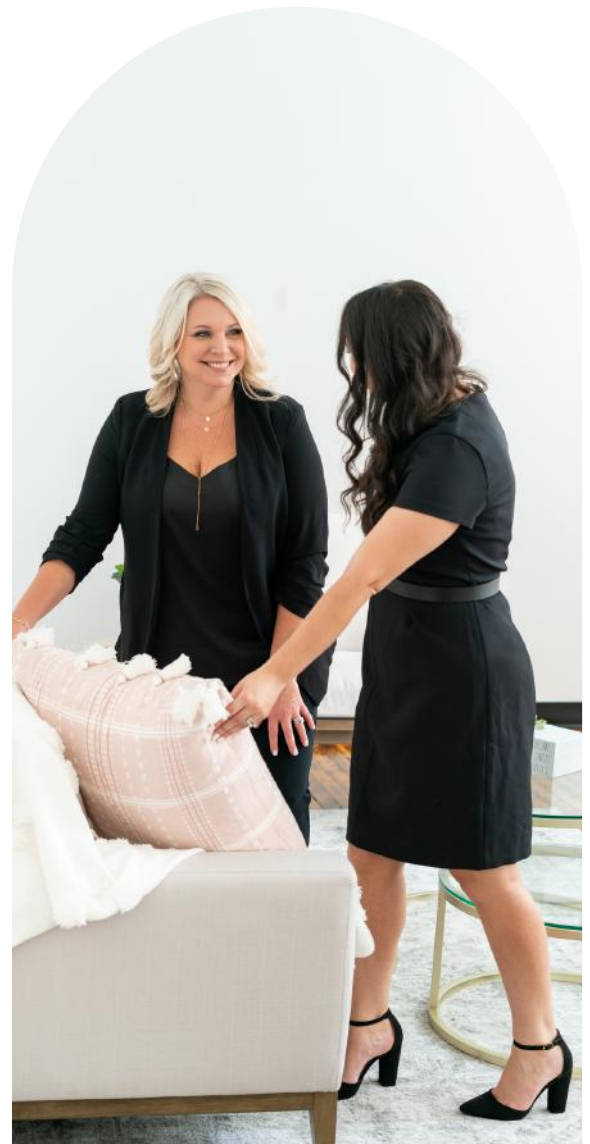
Price it too high and you run the risk of deterring buyers from ever touring it in the first place. When that happens, you may have to do a price drop to try to re-ignite interest in your house when it sits on the market for a while. Just be aware that a price drop can be seen as a red flag for some buyers who will wonder why the price was reduced and what that means about the home.

Think of pricing your home as a target. Your goal is to aim directly for the center - not too high, not too low, but right at market value. Pricing your house fairly based on market conditions increases the chance you'll have more buyers who are interested in purchasing it. That makes it more likely you'll see multiple offers too. Plus, when homes are priced right, they still tend to sell quickly.



STAGING, PHOTOGRAPHY & VIDEOGRAPHY

When working with the Stephanie Salerno Team, you will gain access to our database of affordable professionals including painters, cleaners, hardwood floor refinishers, movers, among other professionals to help get your house ready for the market. In addition, upon listing with our team, you will receive a complimentary consultation with our certified stager to help get your home photo & video ready. Your home will be captured by our professional photographer and videographer to ensure that your home stands out across our enhanced online marketing strategy.



NOTES

PREPPING THE HOME

Cleaning & prepping your home to sell
can increase its value by 3%–5%

01 *Kitchen*

- Clear off all counters, everything from plants, paper towels and toasters
- Remove all personal accessories
- Tidy pantry

02 *Family Room*

- Remove all personal accessories
- Declutter, including furniture if needed
- Remove all pillows

03 *Bedrooms*

- Remove 30% of items in closets
- Remove all personal accessories
- Replace bright bedding with neutral tones if possible

04 *Bathrooms*

- Clear all counters of products
- Remove all personal accessories
- Replace bright towels & rugs with white ones

05 *Backyard*

- Tidy all toys, pack away as many as you can
- Trim all bushes & mow any lawns
- Rake any gravel

06 *Front Entry*

- Sweep front porch + add welcome mat
- Plant potted flowers for curb appeal
- Trim and mow regularly

07 *Throughout*

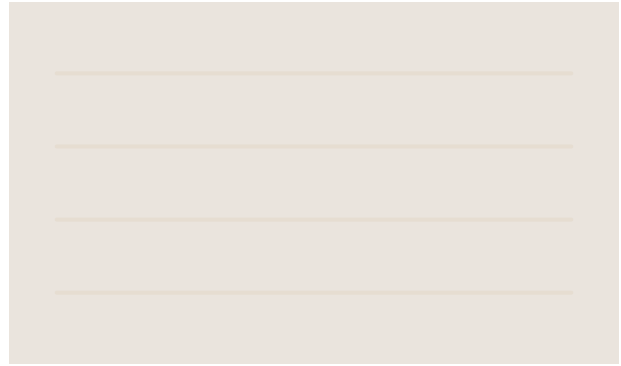
- Wipe down all blinds
- Touch up any drywall or paint

08 *Final Clean*

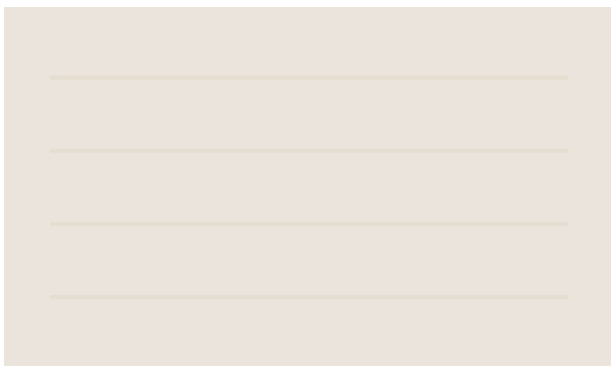
A deep clean communicates that the home has been well cared for and increases the home's value to buyers. If you need a recommendation on someone who can provide this service, I can send you some trusted professionals.

Pre-List TO DO LIST

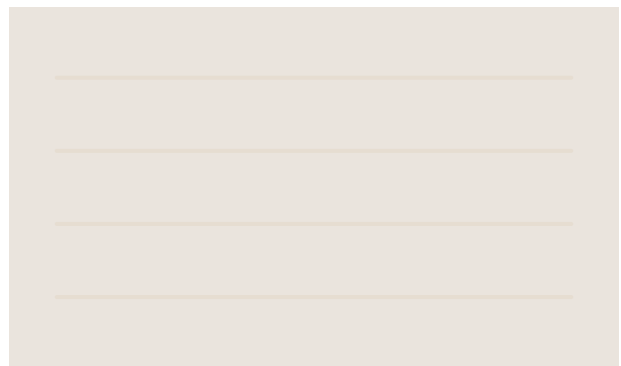
BATHROOMS



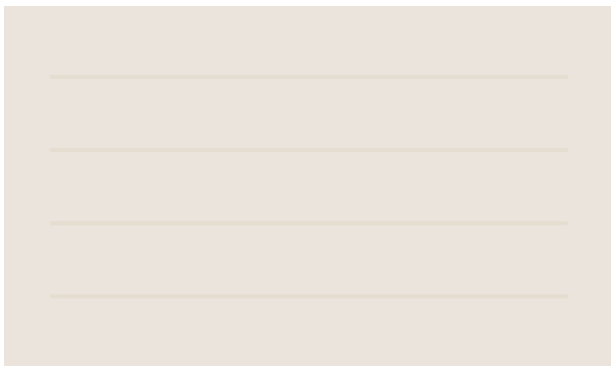
KITCHEN



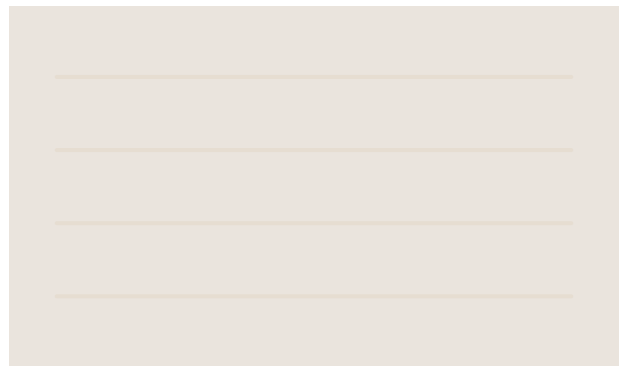
BACKYARD



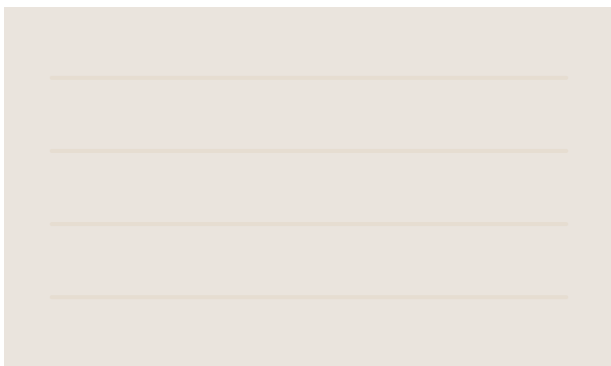
FAMILY ROOM



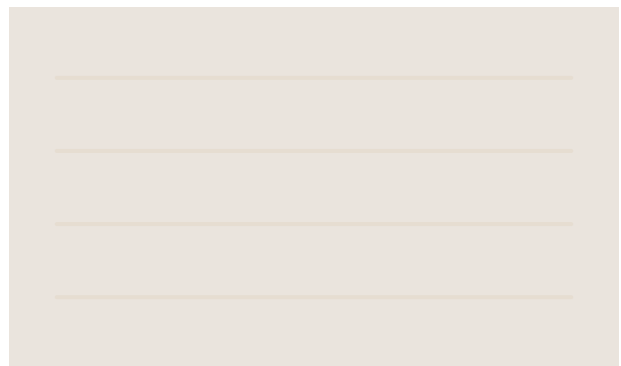
FRONT ENTRY



BEDROOMS



MISCELLANEOUS





PROFESSIONAL PHOTOS

Ever heard that old saying: "You never get a second chance to make a first impression"?

Well, it's true! In real estate, that first impression can be the difference between selling your house and having it sit on the market for months.

When it comes to real estate photography & video, the first impression is not just about the home—it's about the potential buyers' initial perception of how they would feel living in that home.



“CURB-APPEAL PROJECTS MAKE THE PROPERTY LOOK GOOD AS SOON AS PROSPECTIVE BUYERS ARRIVE. WHILE THESE PROJECTS MAY NOT ADD A CONSIDERABLE AMOUNT OF MONETARY VALUE, THEY WILL HELP YOUR HOME SELL FASTER—AND YOU CAN DO A LOT OF THE WORK YOURSELF TO SAVE MONEY AND TIME.”

- INVESTOPEDIA

THE PROOF IS IN THE NUMBERS

47%

Forty-seven percent of buyers' agents cited that home staging had an effect on most buyers' view of the home.

82%

Eighty-two percent of buyers' agents said staging a home made it easier for a buyer to visualize the property as a future home.

46%

Staging the living room was found to be very important for buyers (46%), followed by staging the master bedroom (43%), and staging the kitchen (35%).

32%

Homes listed with professional photography sell thirty-two percent faster.

68%

Sixty-eight percent of buyers say that great photos made them want to tour the home.

PROFESSIONAL VIDEO

We incorporate professional videography in various different formats for different media outlets to increase visibility of your home.

LONG FORM: A longer horizontal form video is posted on your home's property website, as well as on our YouTube channel, where it can be easily shared on various platforms.

SHORT FORM: A shorter vertical form video of your home will be posted on social media, allowing additional exposure.

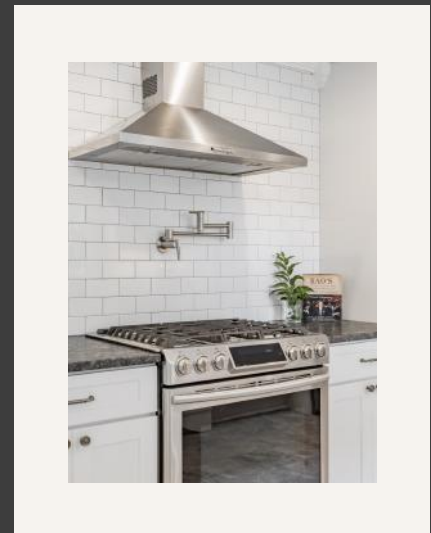


LISTING TIMELINE

We have found that homes perform best when they are initially listed as Coming Soon, prior to listing as a New Listing later in the week. In our customized listing launch, your home will typically be listed as Coming Soon on Monday, Photos & Video take place on Tuesday, Neighbor Preview will occur on Wednesday, and the property will flip to a New Listing on either Thursday or Friday. It is crucial that all cleaning & staging are complete by Tuesday prior to photos & video.

The photos & video will then be edited and used to build the following marketing materials:

- Your home only website
- Coldwell Banker National Brand Advertising
- Neighborhood direct mail and direct to door pieces
- Social media posts & ads
- Open house materials
- Multiple Listing Service
- 3rd Party Websites (Zillow, Realtor.com, etc.)



Four Step Marketing Process

When taking a home to market, it's imperative to have an immersive marketing strategy. This means your ideal buyer is seeing your home multiple times in multiple mediums. This 4-Step approach allows for buyers across all generations to see the details of your home.



THE DETAILS...

01

NEIGHBOR MARKETING: We direct market to your neighbors by inviting them to an exclusive neighbor preview at your home, and updating them on the details of your home through a postcard mailer. This is a chance to let your neighbors (one of the best referrers for a potential buyer) see the details of your home before it hits the market.

02

ONLINE MARKETING: Being a part of Coldwell Banker Realty allows us to leverage their national network, and their status of being the #1 Most Visited Real Estate Brand Online. Your home's online presence will gain better exposure and more qualified buyers through our online presence alone.

03

SOCIAL: Today's prospective buyers are active on social media. We will heavily promote your home on social platforms to generate buzz and attract attention of those buyers. Imagine they see a video reel that pops up talking about your home. Then a Facebook ad... and then buyers are clicking on the link to your personal website, where they can take a full digital tour.

04

OPEN HOUSE: Open houses are a fantastic way for buyers to connect with the space and your neighborhood. Since they've already seen the photos and videos online, this buyer is highly invested in your home. Our team welcomes them into your home and helps to answer any questions.

The 7-11-4 Rule



Studies show that in order for consumers to make a buying decision they need to spend **7 hours of time, with 11 touch points from at least 4 different platforms** to feel comfortable pulling the trigger. This is why immersive marketing is an absolute *MUST* when going to market.

Perhaps 7 hours feels aggressive, but buying a home is often one of the biggest decisions consumers make, so we want to make it easy for them to spend 7 hours on *YOUR HOME*. This is how we do it.

the TIMELINE

COMING SOON

- Sign is placed in yard
- No showings until listing flips to Active
- Generates Interest

CLEAN & PREP

- Begin packing, remove 30% of items in closets
- Remove all clutter
- Remove personal photos

NEIGHBOR PREVIEW & POSTCARDS

- Door hangers created to invite neighbors to a preview
- Neighbor Preview takes place Wednesday or Thursday evening
- Direct Mail Postcards mailed to neighborhood

PHOTO & VIDEO

- Content shoot day
- Full photos of home
- Full immersive video

SOCIAL DEPLOYED

- All social pieces created
- Long form video, a reel and designer style photos

CUSTOM WEBSITE BUILT

- Exclusive website built for your listing
- Tracks all visitor activity & interest

OPEN HOUSE

- During opening weekend
- Open House either Saturday or Sunday afternoon

your home listing

TIMELINE EXAMPLE

MONDAY - 18 DAYS PRIOR TO LIST

STAGING APPOINTMENT

START ANY DECLUTTER OR STAGING TASKS TO BE COMPLETED BY PHOTO/VIDEO DAY

MONDAY - 4 DAYS PRIOR TO LIST

YOUR HOME WILL BE LISTED IN THE MLS AS COMING SOON.

DOOR KNOCK/CIRCLE DIAL YOUR NEIGHBORHOOD WITH NEWS OF YOUR NEW LISTING AND INVITE TO NEIGHBOR PREVIEW

MARKETING TO BEGIN INCLUDING BOOSTED TARGETED SOCIAL MEDIA, POSTCARD MAILER, IDX REACH TO CONSUMER SITES

TUESDAY - 3 DAYS PRIOR TO LIST

PROFESSIONAL PHOTOGRAPHY & VIDEOGRAPHY

LENDER SPOTLIGHT VIDEO TOUR: LOCAL LOOK SERIES, IF APPLICABLE

THURSDAY - 1 DAY PRIOR TO LIST

NEIGHBOR EXCLUSIVE PREVIEW

FRIDAY - LIST DATE

LISTING WILL GO LIVE IN THE MLS. AGENTS CAN START SHOWING YOUR HOME TO PROSPECTIVE BUYERS

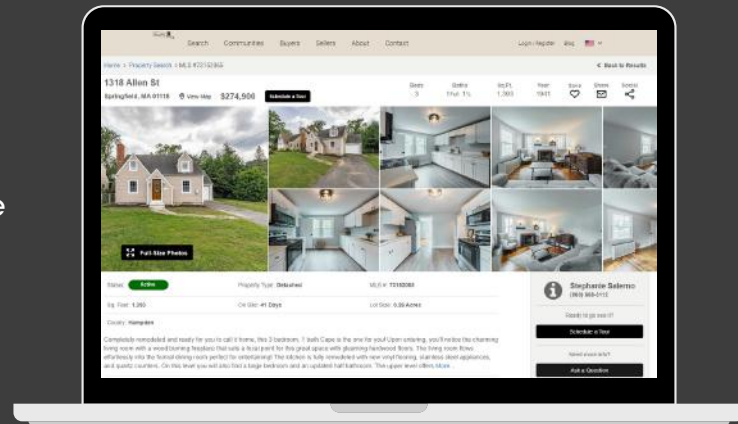
SATURDAY OR SUNDAY - 1-2 DAYS AFTER LIST

PUBLIC OPEN HOUSE

ONLINE DEBUT LISTED TO SELL

It's no secret that the housing industry has changed over the years. Gone are the days of newspaper listings and word-of-mouth lead generation—now, most people turn to the Internet when looking for new homes. With 96 percent of home buyers using it, the Internet is an essential tool in the home search process. In fact, 54 percent of buyers say that using the Internet is their very first step in finding a new home.

The average home buyer spends 10 weeks searching for a home and previews 12 properties before deciding on their purchase.



*I give your home as much visibility as possible using a variety of tools to ensure your home is seen by **thousands of potential buyers.***

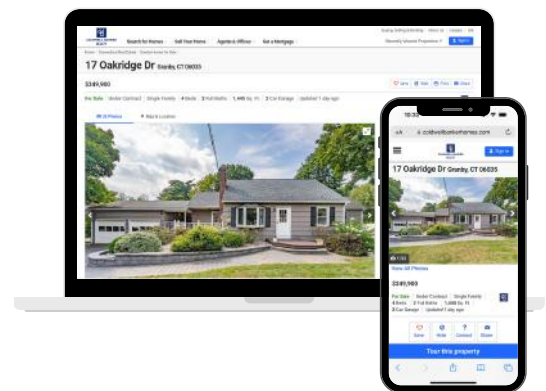
Of course, I don't forget the basics: I publish your listing on the MLS (multiple listing service), syndicate with major real estate platforms like Zillow, Trulia, and Realtor.com, and claim those listings to follow statistics.

Your Home's Online Presence

Your home's online presence begins at our home, Coldwell Banker Realty. Being a part of a global brokerage allows us to leverage their online presence and tools to make sure your home is seen by as many qualified buyers as possible.

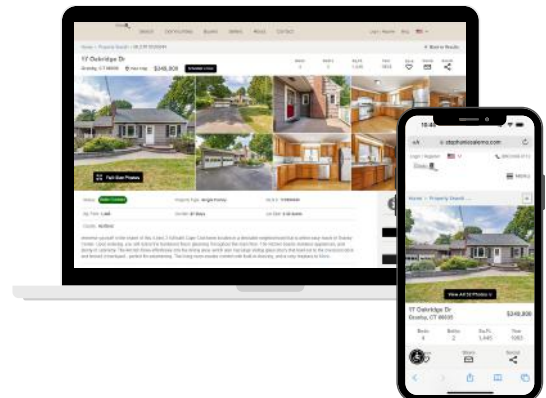
Coldwell Banker.com & ColdwellBankerHomes.com

Your home will be displayed on the national consumer websites ColdwellBanker.com and ColdwellBankerHomes.com, which attracted more than 184.2M site visits in 2022. Additionally, the website produced over 172M property views last year, boosting exposure and attracting home buyers from across the US & throughout the world.



StephanieSalerno.com

Your property will also get a featured website on our landing page at StephanieSalerno.com where prospective buyers can see all the details of your home, and schedule a tour with us.



Third Party Sites

Your home will also be on all the third party consumer sites, including but not limited to:

- Zillow.com
- Realtor.com
- Trulia.com
- Homes.com
- Homefinder.com
- Hotpads.com
- & More



OPEN HOUSE

Open houses are essential when selling a property.

Think about it: when you hold an open house, you're exposing your listing to the world, especially if you do it regularly. That means that each of those events will give your property renewed attention on all of the online portals and make your listing pop up in front of more potential buyers. And because this is physical real estate we're talking about, an open house also gives them a chance to experience your home in person!

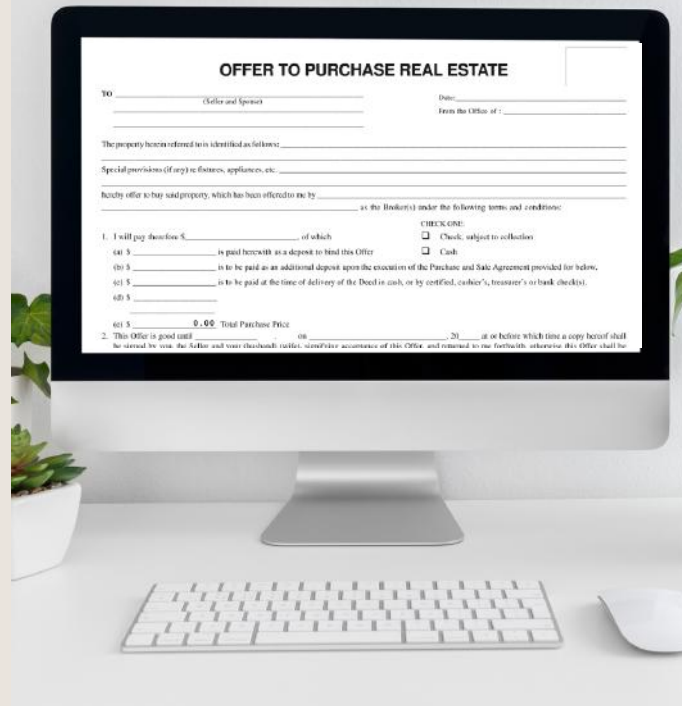
Not only does this mean more exposure for your property and more traffic for you—the extra foot traffic means that someone who's just looking for fun or out of curiosity might end up being your next buyer.



OFFER PRESENTATION

Offer presentations happen any time we receive an offer or offers. We'll get together as a team to review the offers with you side-by-side so we can compare them and help you decide on which one to accept or counteroffer.

In a multiple offer situation, we'll review them all at once. This strategy is ideal because it allows us to compare offers from different buyers at once, rather than receiving them one by one over time.





CONTINGENCY PERIOD

In real estate, a "contingency" refers to a condition of the Agreement of Sale that needs to occur in order for the transaction to keep moving forward. As the buyer, there are many contingencies that they can choose to include in your contract.

Passing this period, if everything looks good at this point, there are just two more stages before closing: a title search and transfer of ownership.

By working closely with me and other industry experts, you'll be better able to understand what contingencies are all about, when they're most likely to be necessary, and what you can do to make sure you're in the best position possible for dealing with contingencies when they arise.



COMMON

Inspection 01 *Contingency*

Most contracts have an inspection contingency, unless waived by the buyer. This is where the buyer is able to do their due-diligence on the property with a professional inspection.

Financing 02 *Contingency*

Most contracts are also contingent on the buyer's financing. We don't recommend accepting offers unless we have the buyer's pre-approval from a lender.

Appraisal 03 *Contingency*

Inside the buyer's financing there is often an appraisal contingency. This means the buyer's financing is contingent upon the home appraising for their purchase price.

Home Sale 04 *Contingency*

Some contracts are also contingent upon the buyer selling and closing on their current home. There will be additional paperwork and dates we abide by with this type of contingency.

CONTINGENCIES

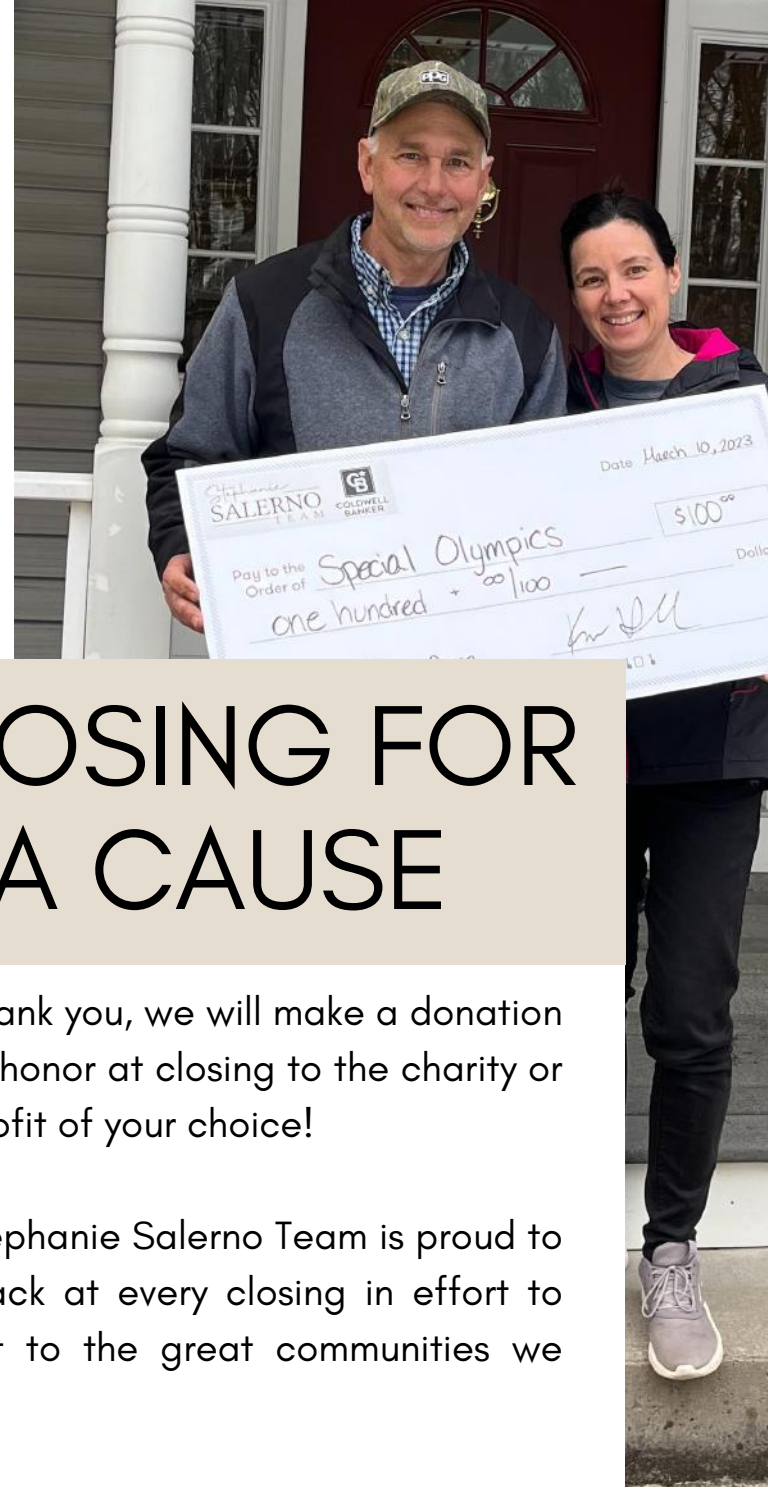


CLOSING DAY

This is it! The big day!!! I've done this hundreds of times and I promise you, we'll get through it just fine. You'll be signing a lot of paperwork today, most of it pretty dull, all of it important. The good news is, it's all paperwork we'll have already reviewed. After you sign everything...the deal is closed once the following is done:

1. The deed isn't a legal document until it has been recorded by the county recorder's office. Once each party has signed, the attorneys will send it to record. This can take a few hours.
2. Depending on when the deed records, funding will follow. The home is officially closed once it is recorded and fully funded, and that is when keys are released to the new homeowner. Don't stress about the funding being immediately available to you. The lender and title company have the funds, it's just a process to transfer them into your bank account.

Congratulations on the sale of your home! 🎉



CLOSING FOR A CAUSE

As a thank you, we will make a donation in your honor at closing to the charity or non-profit of your choice!

The Stephanie Salerno Team is proud to give-back at every closing in effort to support to the great communities we serve!

Previous charities we have supported are: Suffield Community Aid, Dakin Humane Society, ALS Association, Special Olympics, American Heart Association & More!



SERVICE BEFORE, DURING & AFTER THE SALE

OUR CLIENT APPRECIATION PROGRAM



- 1** Even after your closing, we'll be there to assist you with all your real estate needs.
- 2** You'll be receiving valuable information on a regular basis.
- 3** Consider us your source of referrals for all types of businesses, whether related to a real estate transaction or not. We partnered with competent professionals who would be happy to serve you.
- 4** We love our clients and referral partners, and love to stay in touch! Look for different activities and events throughout the year as our way to say thank you for your business and trust- We are grateful to have you!



What you CAN EXPECT

I know this is about more than selling high and buying low and I can promise you that while there will be some bumps in the process, I'll be doing my best to help you avoid any delays or roadblocks. You can expect weekly phone calls with my trademark *tell it like it is* honesty & creative problem solving to get you where you want to go.

K Mumblo

what others ARE SAYING



DEVON D.

Incredible service, care and patience. The team takes a personal approach to understand your needs and concerns through the process. Always accessible and work to your schedule. I signed my final documents at work on my lunch break! If you are looking to work with the professionals, put your trust into the Stephanie Salerno Team. I'm happy I did!



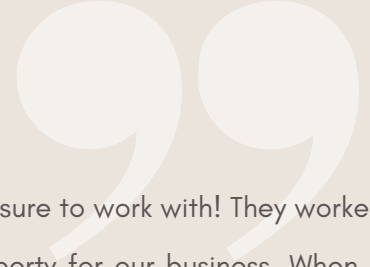
MIKE W.

Stephanie and her entire team are amazing and professional. I have used them for years and will continue to do so!!! A+++

what others ARE SAYING



JEN H.



Stephanie and her team are a pleasure to work with! They worked so hard to help us close on a property for our business. When it started to become evident this was not the property for us Stephanie made sure we met all the timelines, within our due diligence to be able to cancel the sale and get our deposit back. It was never about just making the sale, it was making sure that we were well represented, finding us all the professionals we needed to get all the details and make a educated decision and eventually help us come to the decision that this was not going to work for us.

We chose the team because of their expertise, their strong negotiating skills, flexibility, understanding and involvement in the community.

The team's commitment to the local community is admirable their enthusiasm is infectious. We look forward to working with the Salerno Team in the future.

READY TO LIST?

We look forward to working with you!



Licensed in CT & MA
Coldwell Banker Realty
1 Mountain Road, Suffield, CT



GET IN CONTACT

the Stephanie Salerno Team

REAL ESTATE TEAM

🌐 860-668-3112

@ www.StephanieSalerno.com

✉ info@StephanieSalerno.com