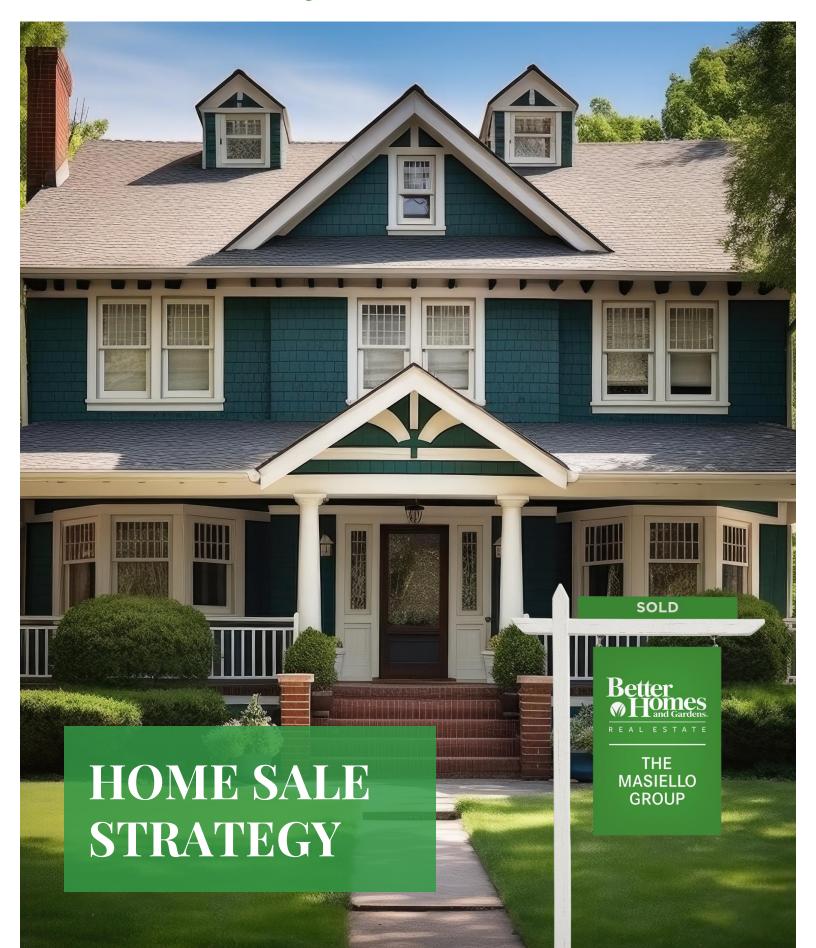
### WE KNOW NEW ENGLAND

**Nobody Knows Homes Better SM** 



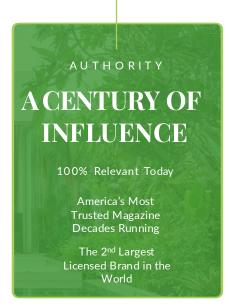
# HARNESS THE POWER OF A WELL-KNOWN, TRUSTED BRAND

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.







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 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 homebuyers 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



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.

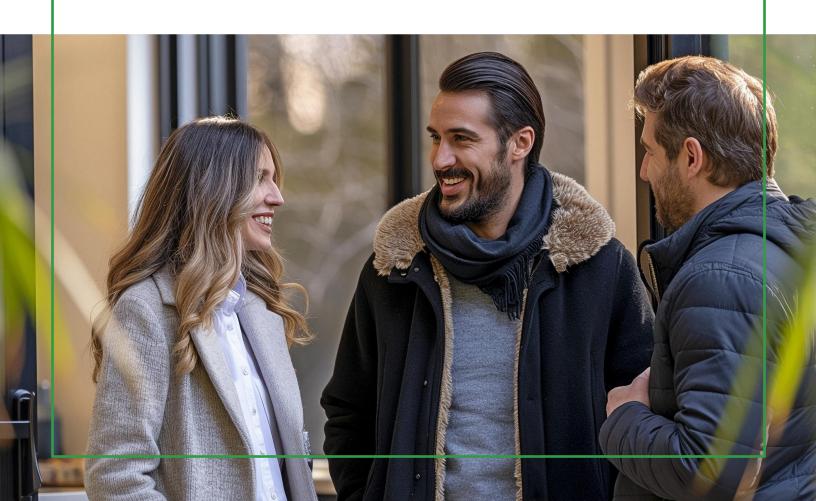


# WHY BHGRE

The Better Homes and Gardens Real Estate network is made up of ~12,000 independent sales associates in over 400 offices around the world who are dedicated to helping homesellers navigate the selling process.

Enhancements to BHGRE.com have resulted in an approximate 142% increase in monthly website visits over last year, which has garnered more leads for the site's listings.

Backed by the trusted lifestyle brand of Better Homes and Gardens  $^{\text{@}}$ , BHGRE has celebrated 17 years as a real estate lifestyle leader.





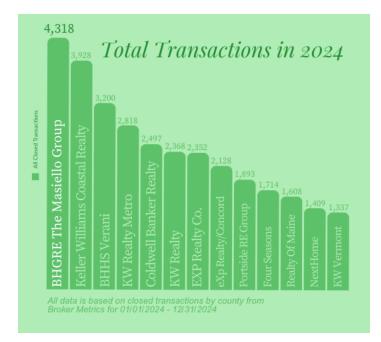
# **Annual Market Report 2024**

### Northern New England's Top Brokerage









At Better Homes and Gardens Real Estate The Masiello Group, our tagline, We Know New England, is more than a statement—it's a promise, a responsibility, and a reflection of who we are. With decades of experience in the communities we serve, we understand the unique qualities that make New England a place like no other.

From the rolling hills of Vermont to the picturesque coastline of Maine and the vibrant small towns of New Hampshire, New England's landscape is as diverse as its people. We don't just work here—we live here. We know the winding backroads, the historic neighborhoods, and the sought-after school districts because we've walked them, driven them, and helped countless clients navigate them on their real estate journeys.



# **Our Team of Industry Partners**

Our team of industry partners is a family of services that can help your client have the best real estate experience, while saving time, stress, and money.



Great East Title helps make the real estate closing process easier. Delivering the industry's most progressive title services and products with personalized attention to every customer.

#### greateasttitle.com



CMG Home Loans representatives serve as a dedicated financial advisor, guiding you through every step of the lending process to ensure a seamless transaction. CMG Home Loans is committed to providing tailored customer service, combining the advantages of a local lender with personalized attention.

#### masiello.com/mortgage



The Masiello Group's affiliation with the SVN Brand back in 2019 allowed us to harness the power of over 200 offices nationwide with over 1600 trusted advisors to help with all commercial real estate needs. SVN works with a shared value network, a global platform, and a technological edge.

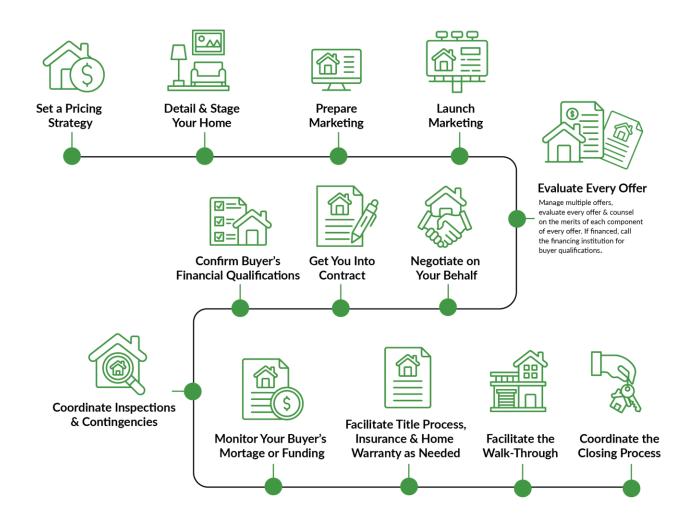
#### svnmasiellogroup.com



America's Preferred Home Warranty is here to help with the repair costs, saving you stress, money, and time. America's Preferred Home Warranty offers buyer coverage, seller's coverage, premier coverage plans, and home entertainment/technology plans at an affordable cost.

#### masiello.com/home-warranty

# ORCHESTRATING THE SALE OF YOUR HOME



#### We are here to help you sell your home through:

- Understanding of Your Needs
- Market Analysis, Pricing, & Positioning
- Marketing & Promotion

- Evaluating & Interpretation
- Negotiation & Closing
- End-to-End Guidance



# Research and Preparation

Once you decide to list your home for sale, your REALTOR® begins working on your behalf to research, strategize, and organize your property listing to make sure that your home is positioned and priced appropriately for your local market.

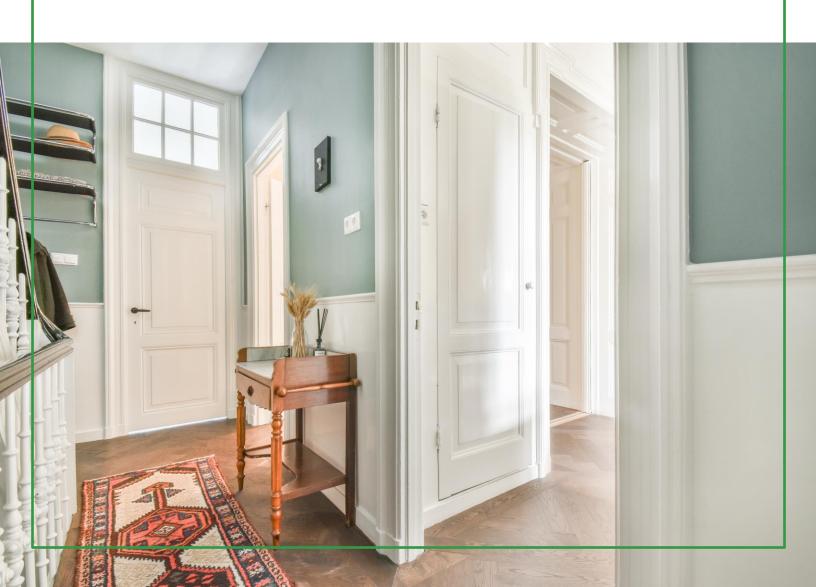
They will present you with a well thoughtout marketing plan, a well researched and fair price for your home and will review and organize property records to include in your formal file to prepare for the next steps in the process.



### REALTOR® Pre-Listing Activities When Selling Your Home: Research and Preparation

Your REALTOR® begins working for you from the moment you first meet. Before signing a contract and listing the home, a considerable amount of research needs to happen to maximize your opportunities and return.

- Your REALTOR® will begin the process of selling your house by scheduling an appointment with you for a listing presentation.
- They will follow up with a written or email confirmation of the appointment and will call to confirm.
- Your REALTOR® and their team will review pre-appointment questions.
- Research begins. Your REALTOR® will research all comparable currently listed properties.
- Research sales activity from both MLS and public record databases.
- Research "Average Days on Market" for properties of this type, price range, and location.





#### The Next Steps Your REALTOR® Takes:

# Once You've Signed A Listing Agreement

Once you've settled on terms, defined the agency relationship, reached an agreement, and signed your listing contract, your REALTOR® will take the next steps. They will begin working in earnest preparing your home's MLS listing and begin organizing much of the legal paperwork and information needed when selling your home.

Simultaneously, they will prepare your listing, take photographs, prepare a profile, organize and prepare your Property File and Property Listing File before moving on to the next step; entering your property in the MLS and developing a marketing strategy to maximize exposure for your property in the market.



#### The Next Steps Your REALTOR® Takes:

# Under A Listing Agreement

Your REALTOR® will have done a lot of preliminary work even before you've signed a listing agreement. They will have conducted a significant amount of research to determine the status of your local market, pull together preliminary documents, determine legal statuses like ownership and zoning, and develop a preliminary marketing strategy.

Now the work begins. Selling your home means pulling together the detailed information, data, and legal paperwork needed to prepare your MLS listing and compile your property listing file.

Review your home's current title information.
Confirm the lot size via the owner's certified survey, if available. Note any unrecorded property lines, agreements, and easements.
Obtain and review house plans if applicable and available; make a copy.
Prepare showing instructions for buyer's agents and agree on a showing time window with the seller.

Once they have gathered the documents needed for the property listing file, your REALTOR® will gather your current financing information that includes:

- Obtaining the current mortgage loan information including companies, and loan account numbers.
- They will then verify the current information with the lender(s).
- Check if the loan is assumable and note any special requirements.
- Discuss possible buyer financing alternatives and options with you for your home's current appraisal if available.



# The Final Steps Before Listing on the MLS

At this point, your REALTOR will take the final steps necessary for selling your home, including the preparation and staging of your home before it's officially listed in the Multiple Listing Service (MLS) databases. This includes:

- Making an extra key for the lockbox.
- Arrange for the installation of the yard sign.
- Assist you with the completion of the Seller's Disclosure form.
- Complete their internal "New Listing Checklist."
- Review the final results of the Curb Appeal Assessment with you and provide suggestions to improve salability.
- Review the Interior Decor Assessment results with you and suggest changes to shorten "time on market."
- Load the listing into the transaction management software program.

Up to this point, you have a signed Listing Agreement, and your REALTOR® will have taken all of the necessary steps to gather the needed information to prepare your home's MLS listing properly. They will have all of the required legal information in the Property File and Property Listing File, including verified square footage, operating costs, utility information, and any additional information needed, such as rental and lease data.



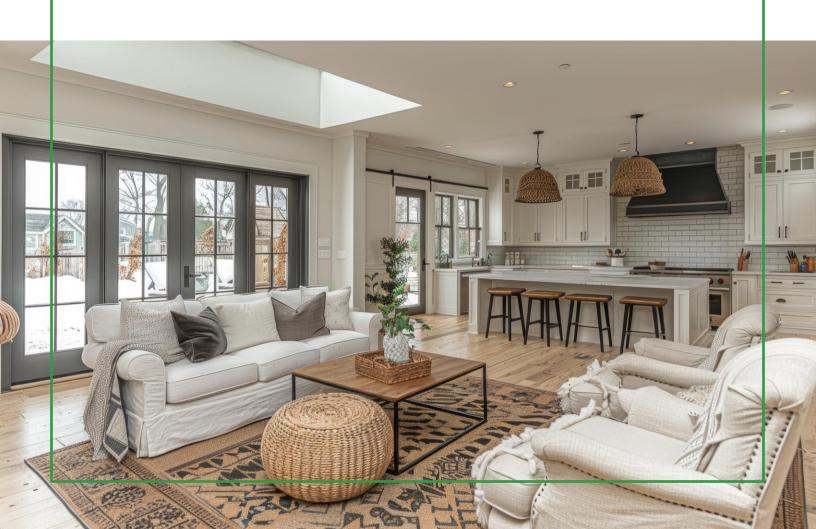


# If Your Property Includes A Rental Component

If your home has a rental component, your REALTOR® will complete this next series of tasks to prepare the information a buyer will need to assess the rental potential of your property. If there is no rental component, they may not need to take all of these steps.

#### These tasks include:

- They will assist you with completing and submitting the homeowner warranty application.
- When the warranty is received, they will place it into the property file for conveyance to the new owner at the time of sale.
- Your REALTOR® will verify if the property has rental units involved and if so, make copies of all leases for retention in the listing file.
- They will also verify all rents and deposits.
- A member of your real estate team will inform the tenants of the listing and discuss how showings will be handled.



# MY FIVE-POINT APPROACH













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# SETTING THE RIGHT PRICE

It's important to set a home's selling price right from the start.

At Better Homes and Gardens<sup>®</sup> Real Estate The Masiello Group, we combine the power of our trusted brand, tools to help see comps on the fly to easily adjust pricing recommendations, and a deep understanding of the market to set you up for a successful sale.

- I will provide you with a Comparative Market Analysis by looking at similar homes that have recently sold in your area, checking out homes currently for sale, and even reviewing listings that didn't sell. This will give us a clear idea of what buyers are willing to pay.
- I'll also take into account the unique features of your home, any upgrades or renovations, and the overall appeal of your neighborhood.
- Overpricing can cause delays and underpricing can leave money on the table.
- Lastly, I'll evaluate how quickly homes are selling in your area to suggest the best pricing strategy.

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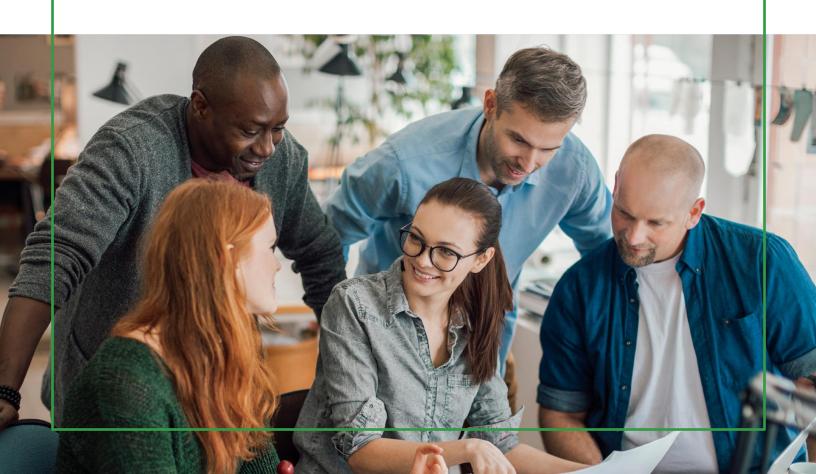


# COMPREHENSIVE REACH

First impressions are everything when selling a home, and we want to make sure yours counts.

The moment your listing goes live, we'll create a full package of marketing materials to get the word out quickly. And you won't have to worry about keeping track of updates – every time there's a change to your listing, like a new price or upcoming open house, all of your marketing assets will update automatically, to keep everything current and relevant.

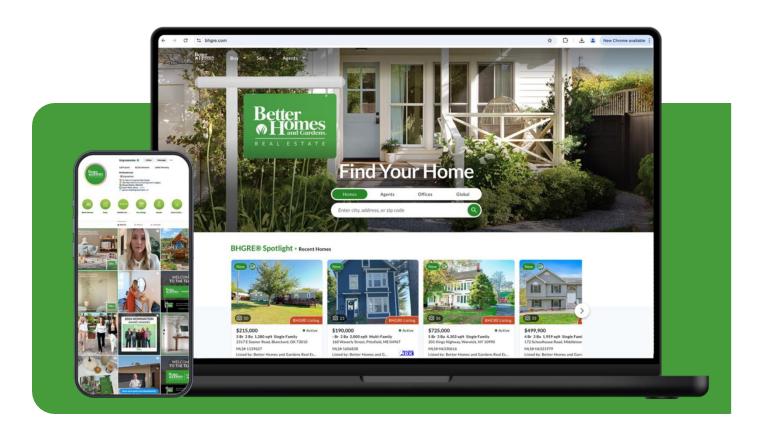
It's all about maximizing exposure and getting results, without wasting any time.





# 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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# 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.

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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.



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





### 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.



# CAPTIVATING VIDEO CONTENT

To give your home a dynamic edge in the market, I use an innovative tool called Videobuzz to create custom, engaging video content for your listing.

#### HERE'S HOW VIDEOBUZZ CAN HELP SHOWCASE YOUR HOME:

#### **Eye-Catching Content**

Listing details and photos will be transformed into an attractive, animated video that captures attention on social media, email and websites.

#### **Enhanced Engagement**

Video listings generate higher engagement, making it easier to connect with interested buyers who are drawn to visual storytelling.

#### Seamless Sharing

These videos are easy to share across multiple platforms, putting your home in front of more potential buyers quickly.

With Videobuzz, I'm able to highlight your home's unique features in a compelling format, giving it the attention it deserves and reaching buyers in a memorable way.



# 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

For many of my residential listings, I'll run a paid digital campaign to help attract the right buyers. It's a powerful tool to boost visibility, and I recommend considering it for 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**

Your home will be photographed by a professional. The stylized photographs can be used to create a virtual tour and various marketing collateral. These will be designed to engage potential buyers and showcase your home is stunning.

#### **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**

If you'd like, your yard sign can include an exclusive text code that gives buyers driving by the property instant access to information. I'd also receive a notification and can be available 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 relo- cation companies. This gives us access to even more qualified buyers relocating to New England.

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# SHOWCASING YOUR HOME'S FULL POTENTIAL

When it comes to staging your home, the goal is to make it as inviting and appealing as possible to potential buyers. Let's showcase your home at its best.

#### **Declutter and Depersonalize**

We want buyers to imagine themselves living here, and that's easier when the space feels more neutral and open.

#### Deep Clean

From floors to windows, you want your home to feel fresh and move-in ready.

#### **Neutralize Paint Colors**

Soft gray, beige or white helps brighten up rooms and appeal to a wider range of buyers.

#### **Highlight Key Rooms**

Focus on staging the living room, kitchen, and master bedroom – these are the spaces that matter most to buyers.

#### Maximize Natural Light

Open curtains and blinds to let in as much natural light as possible, making the rooms feel bigger and more welcoming.

#### Add Curb Appeal

First impressions start outside, so tidy up the front yard, trim the bushes, plant some fresh flowers and make sure the entryway looks clean and inviting.

By following these staging tips, we'll help buyers see the full potential of your home and make it stand out in the market.

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# KEEPING YOU IN THE LOOP

As your real estate agent, staying in close communication is my top priority, and at Better Homes and Gardens® Real Estate The Masiello Group, we have the tools and systems in place to ensure you're always informed.

#### Regular Updates

Whether it's a showing, feedback or market changes, you'll know what's happening in real time.

#### Access to Real-Time Market Data

We use the latest market data to guide our decisions, and I'll make sure you have access to those insights as well.

#### **Open Lines of Communication**

You can always reach out with questions or concerns, and I'll be quick to respond. I'm here to make sure you feel supported every step of the way.

By leveraging BHGRE's cutting-edge tools and keeping communication open and consistent, we'll work together to make your selling experience as smooth as possible.



## **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

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## SUPPORT THROUGH THE CLOSING

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

#### I'LL BE THERE FOR YOU EVERY STEP OF THE WAY AND COMMUNICATE WITH:

- · Other agents involved
- Relocation companies
- Property inspectors
- Insurance agents
- Mortgage representatives
- Surveyors
- Attorneys
- · Title companies



# Selling Your Home: When You Receive an Offer

Here are the steps and tasks I will manage for you from the time we receive an initial offer through to a signed Purchase and Sale Agreement:

- I will review all Offer to Purchase contracts submitted by buyers or their agents.
- Based on my experience, I will evaluate the offer(s) and prepare a "net sheet" for each one so you can easily compare them.
- I'll counsel you on the best offer, explaining the strengths and weaknesses of each component.
- I will contact the buyer's agent to review their qualifications and discuss the offer.
- I will fax or deliver the Seller's Disclosure form to the buyer's agent—or directly to the buyer if requested ideally before the offer is submitted.
- I'll confirm the buyer is pre-qualified by contacting their Loan Officer and obtaining a copy of the pre-qualification letter.
- I will negotiate all offers on your behalf, setting time limits for inspections, loan approvals, and closing dates.
- I'll prepare and convey any counteroffers, acceptances, or amendments to the buyer or their agent.
- Finally, I will fax copies of the contracts and all addendums to the closing attorney or title company.









# Selling Your Home: Closing Preparations & Duties

You've arrived at the closing. As the seller, I will be your real estate representative at the closing.

#### These are the steps I will take to before closing day:

- I will make sure that all parties sign the contract.
- Once the contract is signed, I will coordinate the closing process with the buyer's agent and lender and update all closing forms and files.
- I'll ensure that all parties have the forms and information needed to legally close the sale.
- I will select the location where the closing will be held, confirm the closing date and time, and notify all parties.
- I will work with the buyer's agent to schedule and conduct the buyer's Final Walk-Thru before the closing.
- A member of my team will research all tax, HOA, utility, and other applicable prorations.

# At this point,

your REALTOR® will begin the final processes, starting with a request for the final closing figures from the buyer's agent (attorney or title company).

#### They will receive and carefully review closing figures to ensure accuracy.

- Forward the verified closing figures to the buyer's agent.
- Request a copy of the closing documents from the closing agent.
- Confirm that the buyer and buyer's agent have received the title insurance commitment.
- They will provide the "Home Owners Warranty" for availability at closing and carefully review all closing documents for errors with the closing agent.
- At the closing, your REALTOR® will provide the earnest money deposit check from the escrow account to the closing agent.
- Coordinate this closing with the seller's next purchase and resolve any timing problems.
- Have a "no surprises" closing so that the seller receives a net proceeds check at the closing.

Upon closing, your REALTOR® will forward all closing documents to you as the absentee seller, as requested. If applicable, they will refer you to one of the best agents at your new destination if needed.



# WE KNOW NEW ENGLAND **Nobody Knows Homes Better<sup>SM</sup>** ADDITIONAL BHGRE® ADVANTAGES

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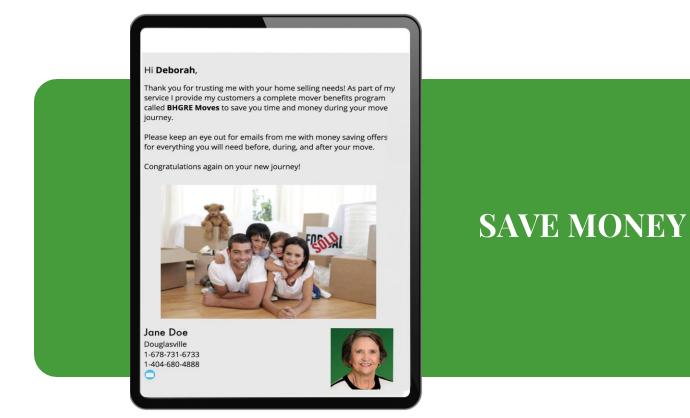


#### HELPING YOU SAVE MONEY BEFORE, DURING AND AFTER YOUR MOVE

The BHGRE Moves program can help ease the process of moving.

A concierge dedicated to work with homebuyers to connect all their utilities to their new house – a process that can often take more than five hours with just one 30-minute phone call.

Plus, get exclusive discounts from companies like The Home Depot <sup>®</sup>, Allstate <sup>®</sup>, ADT <sup>®</sup> and dozens more.



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### MILITARY REWARDS

Military personnel, veterans and their extended families can receive between 350-7,500 cash back\* when they buy or sell a home with a BHGRE affiliated real estate agent.

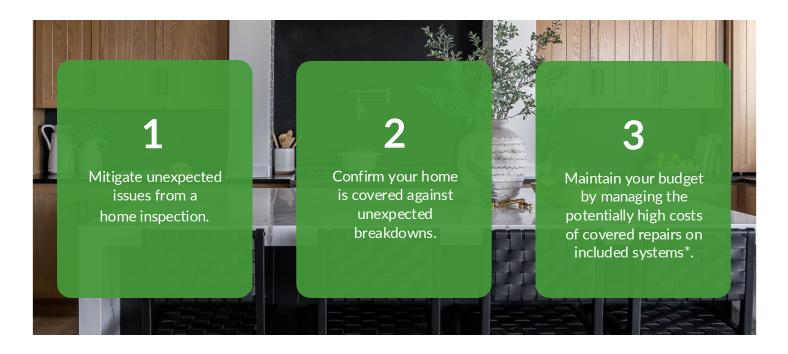


\*The cash back bonus is offered in most states. In some states, a gift card or commission reduction at closing may be provided in lieu of the cash back bonus. The program is not available for em-ployer-sponsored relocations or transactions in lowa or outside the United States. The cash back bonus is not available in Alaska, Louisiana and Oklahoma. In Kansas and Tennessee, a MasterCard MAX gift card will be issued. In Mississippi, New Jersey, and Oregon, a commission reduction may be available at closing. The cash back bonus is only available with the purchase and/or sale of your home through the use of a program-introduced real estate agent. The actual amount you receive is based on the purchase and/or sale price of your home. The program award is not available in certain transactions with restricted agent commission (including many new construction, For Sale by Owner, or For Sale by iBuyer transaction). Your assigned agent can help you identify any transactions where the award would not be available. All real estate commissions are negotiable. Other terms and conditions may apply. This is not a solicitation if you are already represented by a real estate broker. Please check with a program coordinator for details. Program terms and conditions are subject to change at any time without notice. Additional terms, conditions, and restrictions apply. ©2024 Better Homes and Gardens®, BHGRE® and the Better Homes and Gardens Real Estate LLC fully supports the principles of the Fair

# BETTER HOMES AND GARDENS® REAL ESTATE HOME PROTECTION PLANSM

Ask me about a one-year service agreement that covers the repair or replacement of home system components and many major appliances.

#### WHY PURCHASE A PLAN?



\*Sellers coverage is limited to \$2,000 cap for all trades during the listing period. Plan coverage may vary by state. Refer to your agreement for complete coverage details. Bet- ter Homes and Gardens®, Better Homes and Gardens Real Estate Logo, Better Homes and Gardens Real Estate Home Protection Plan and the Better Homes and Gardens Real Estate Home Protection Plan Logo are service marks owned by Meredith Corporation and used with permission. Better Homes and Gardens Real Estate LLC ful- ly supports the principles of the Fair Housing Act and the Equal Opportunity Act. Each franchise is independently owned and operated. The programs described herein are available through participating offices and do not require the listing or purchase of real estate through a franchised office as a condition of participation. This promotion is void where pro- hibited. A consumer purchase of a product or service may result in the seller or service provider paying a fee or commission to the affiliated sales associate or broker who obtained the sale. All products and services are provided by the applicable service provider described herein. Neither Better Homes and Gardens Real Estate LLC nor any of its respective franchisees or affiliated companies is providing any product or service in connection with the product or service described herein. Not all products and services are available in all states. Better Homes and Gardens Real Estate LLC and its affiliates may receive compensation or other benefits, including goods and services, provided in connection with this promotion. Each affiliated sales associate and broker is responsible for complying with any consumer disclosure laws or regulations arising from participation in this program. Limitations and exclusions apply. See Agreement for details. ©2024 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 ow



America's Preferred Home Warranty is here to help with the repair costs, saving you stress, money, and time. America's Preferred Home Warranty offers buyer coverage, seller's coverage, premier coverage plans, and home entertainment/technology plans at an affordable cost.

#### Home Warranty Takes the Worry out of Home Ownership

A home warranty can protect you from unplanned expenses when purchasing or selling a home - especially when you don't know the reliability of the major appliances or home systems.

#### What is a Home Warranty?

A home warranty is an annual service contract covering the repair or replacement costs of the mechanical breakdown of specific systems and appliances in your home. As you prepare to sell your home or are in the process of purchasing one, a home warranty provides a financial safety net to help give you peace of mind regarding unexpected home repairs.

Imagine you have just moved into the home of your dreams, boxes are all unpacked, you have settled into your routine, and a few months in your water tank springs a leak. Without a home warranty, you are likely faced with expensive out-of-pocket repair or replacement costs.



Average Repair: \$950 Average Replacement: \$2,000



**Air Conditioning** 

Average Repair: \$1,350 Average Replacement: \$2,700



Refrigerator

Average Repair: \$325 Average Replacement: \$1,200



Oven/Range

Average Repair: \$285

Average Replacement: \$1,050



Dishwasher

Average Repair: \$250

Average Replacement: \$650



Washer/Dryer

Average Repair: \$300 Average Replacement: \$750



Average Repair: \$320 Average Replacement: \$950



Plumming
Average Repair: \$585



Electrical

Average Repair, \$345



# When is the Best Time to Purchase a Home Warranty?

A home warranty adds value to the home, making it more attractive to buyers. With a warranty, you and the home buyer get the peace of mind of knowing you are protected from unexpected, costly repairs. Adding a home warranty to your home as you are getting ready to sell can make it more appealing to buyers, which can, in turn, reduce your selling time. America's Preferred Home Warranty plans are paid at the time of closing.

### What are the Benefits of a Home Warranty?

- Provides added home protection from costly repairs or replacement
- The convenience of one call, one small service fee, and prompt response
- Most major systems and appliances covered under the standard plan
- Provides ongoing home protection —renewable year after year!
- Superior customer service
- Quick, efficient response time





# WE KNOW NEW ENGLAND Nobody Knows Homes Better SM

With the strength of the iconic Better Homes and Gardens® brand behind me, I am prepared to lead you step by step through this strategy to secure a successful sale.

Ready to get started?



# THE MASIELLO GROUP

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