**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.

REACH

42

**MILLION** 

Print + Digital Readers, 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 2<sup>nd</sup> Largest Licensed Brand in the World

Source: MRI-Simmons USA Fall Doublease 2023 Report © 2023, MRI-Simmons (2022 Goorge Personnel Pe

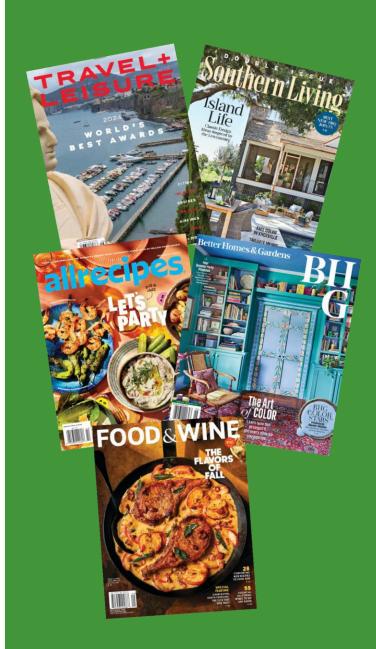
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# AN AMERICAN ICON

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<sup>1</sup>. And with a client satisfaction rating of 99%<sup>2</sup>, it's safe to say our clients agree that nobody knows homes better than we do.





1. 2023 Comscore Multi-Platform © MRI-Simmons (12/23-F23) DDM's reach, I17 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 better Homes and Gardens Real Estate LLC fully supports the principles of the Fair Housing Act and the Equal Opport unity Act. Each franchises is independently owned and operated. Any services or products providely independently owned and operated principles of the Fair Housing Act and the Equal Opport unity Act. Each franchises 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 control before the property is listed with a real control before the property is listed with a real control before the property is listed with a real control before the property is listed with a real control before the property of the property is property in the property in the property in the property is listed with a real control before the property in the property is listed with a real control before the property of the property is property in the property in the property in the property is listed with a real control before the property of the property is listed with a real control before the property of the property is property in the property in the property in the property in the property is property in the prop



### 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®, BHGRE® has celebrated 17 years as a real estate lifestyle leader.

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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

# THE 8-STEP HOME-BUYING PROCESS





# WE KNOW NEW ENGLAND **Nobody Knows Homes Better<sup>SM</sup>** CHOOSING THE RIGHT REAL ESTATE **PROFESSIONAL**



# **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.





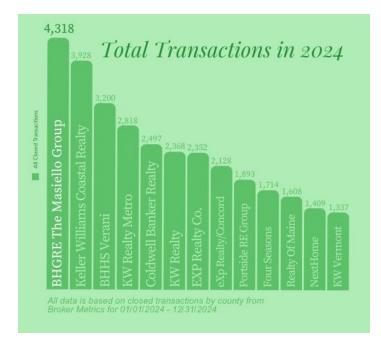
# **Annual Market Report 2024**

### 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.



### I'M ON YOUR SIDE

Buying a home is a significant decision and one of the largest investments you'll make. You deserve a trusted professional on your side. As a Better Homes and Gardens® Real Estate The Masiello Group agent, I am dedicated to representing your best interests throughout the process.

### **MARKET INSIGHT**

I'll help you understand how factors like size, features, location and market conditions influence a home's value.

### **LOCAL EXPERTISE**

My deep knowledge of the community allows me to guide you on local issues that may impact your area of choice.

### INDUSTRY KNOWLEDGE

Backed by the BHGRE® The Masiello Group brand, I offer you the industry expertise needed to make informed decisions.

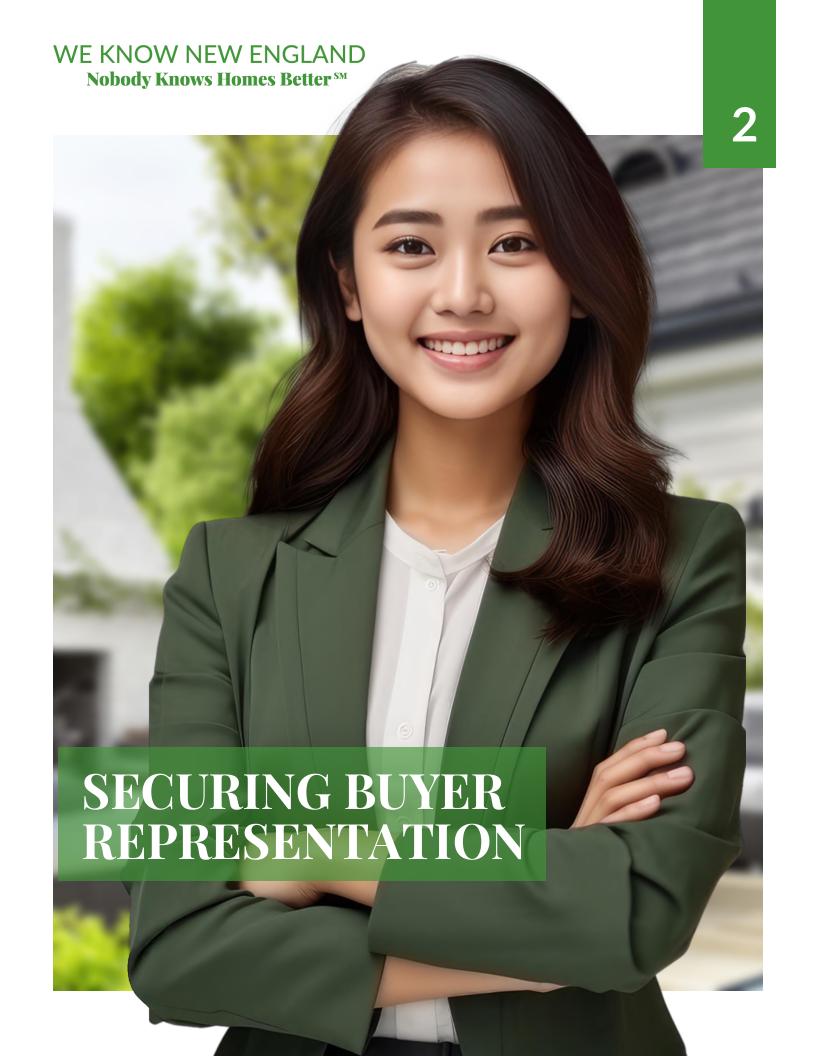
### **STREAMLINED PROCESS**

I'll manage the entire buying process, from showing you're qualified to handling any issues that arise, ensuring a smooth and successful transaction.

With me as your BHGRE agent, your homebuying experience will be seamless and rewarding, because Nobody Knows Homes Better.

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# A TRUSTED ADVISOR

As your dedicated representative, my primary goal is to ensure your interests are protected throughout the homebuying process.

### **HOW I WILL ASSIST YOU:**

### **COMPREHENSIVE MARKET ANALYSIS**

I will conduct a thorough comparative market analysis to determine the fair market value of any home you're interested in. This helps us understand the true worth of the property, ensuring you're making a sound investment.

### KNOWLEDGEABLE PRICE GUIDANCE

With my expertise in navigating the market and staying updated on current trends, I will assist you in determining the appropriate offer price. Together, we will craft a strategy that not only aligns with the property's value but also strengthens your position in negotiations.

By working with me, you gain a trusted advisor who is committed to safeguarding your financial interests and helping you make informed decisions every step of the way.

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# WHY DO I NEED TO SIGN A BUYER'S AGREEMENT?

### 1. What is a Buyer's Broker Agreement?

On August 17, 2024, all REALTORS® nationwide were required to have a written agreement stating the type of service the agent will provide to you and the negotiated compensation for these services before touring homes or working with the agent. No written agreement is required to view an open house hosted by the Listing Agent or to discuss the services that an agent has to offer you.

### 2. What is Buyer's Agent Compensation?

Buyer's agent compensation is the commission paid to the real estate agency working with the buyer during a property purchase. The amount or rate of commission is stated in the Buyer Broker Agreement. Agency commissions are not set by law and are fully negotiable.

### 3. How Does My Agent Get Paid?

- The seller can agree to allow the listing agency to offer compensation to a cooperating agency
- The seller can offer a direct payment to the buyer's agency via a Purchase & Sale Agreement
- The seller can offer a concession (credit at closing) to a buyer through the Purchase & Sale Agreement
- The buyer pays their agent compensation entirely

### 4. Where Can I Find Agent Compensation Offers?

Starting on August 17th, 2024, the Multiple Listing Service (MLS) no longer shows agent compensation offers. Visit WhatsMyComp.com to see if the Better Homes and Gardens The Masiello Group listing in which you're interested has an offer of compensation. NOTE: Offers of compensation may be subject to change.

# BUYER BROKER COMPENSATION

Please note that our commission is not set by law and is fully negotiable. Here are examples of how a buyer broker can be paid.

### HOW A BUYER BROKER IS PAID IF SELLER OFFERS COMPENSATION

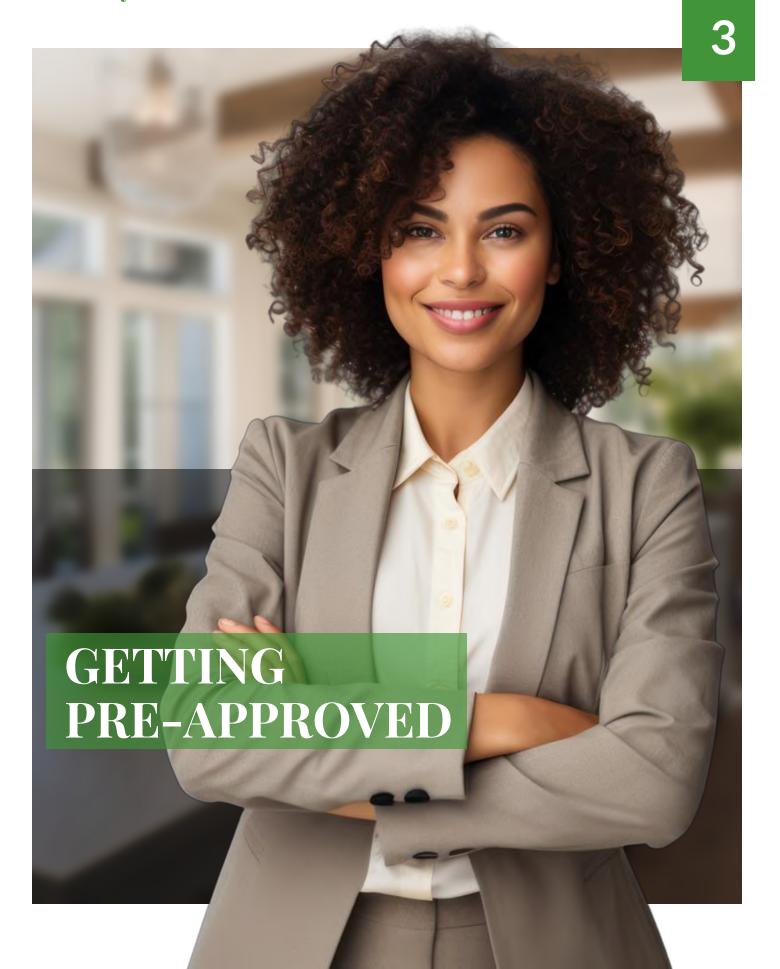
- The seller of the property you are interested in has offered to pay the commission due from you to us (your buyer's broker). In this case, your commission obligation to us will be paid by the seller out of funds you pay to purchase the home.
- The seller has offered compensation consisting of only of a portion of the commission you have agreed to pay to us. This would require you to pay any portion of our commission not paid by the seller. Alternatively, you could condition your purchase offer on the seller paying all of your commission obligation to us.

### HOW A BUYER BROKER IS PAID IF SELLER DOES NOT OFFER COMPENSATION

- The seller has not offered to pay any portion of the commission you would owe to us. In this case, you can include a requirement that the seller pay your commission obligation as part of the offer you make on the property.
- The seller will not agree to pay a buyer's broker commission, in which case you would be responsible for our commission.



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# Our Local Mortgage Partner CMGHOME LOANS

# As your trusted partner

CMG Home Loans representatives serve as dedicated financial advisors, 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. Borrowers consistently choose to partner with CMG Financial due to:

- Reliable Pre-qualifications/Preapprovals
- Competitive Rates
- Robust Menu of Loan Products
- Transparent Communication
- Dependable on-time Closings

Work with our exceptional CMG loan officers when seeking mortgage pre-approvals or if you have any questions regarding the purchase of a new home. Simply ask your Better Homes and Gardens Real Estate The Masiello Group agent for your local representative.



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# **ASSESSING YOUR NEEDS**

There's a lot to think about when finding a new home, from your lifestyle needs to crafting your dream home wish list. Let me help make this process easier for you!

### LIFESTYLE:

- How you live will help determine where you live
- What is the driving force behind this move? (job, family, more space, schools, lifestyle, etc.)
- What type of activities do you enjoy?
- In what proximity would you like your favorite things to be? (shopping, dining, movies, gyms, etc.)

### **YOUR DREAM HOME:**

- Putting together your wish list
- Who will be living in the house?
- How much space do you think you will need?
- Other considerations include age of home, lot size, kitchen, baths, layout, style, condition
- What are the three "must have" features for your new home?

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# STRATEGIC NEGOTIATIONS

Once you've found the perfect home, I'm here to help you make a strong offer.

### AS YOUR AGENT, I WILL:

- Provide a detailed market analysis
- Advise on a competitive offer price
- Arrange necessary inspections
- Suggest the right contingencies
- Handle negotiations to secure the best terms

### NEGOTIABLE CONTRACT TERMS

- Inspections, repairs and home improvements
- Closing costs, points or home warranty
- Closing data and possession

Let me guide you through every step to make your offer stand out.

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# ASSESSMENT AND REVIEW

A home assessment and review ensures you're paying a fair price by verifying the property's value and identifying potential issues, such as repairs or safety concerns. This process provides confidence and clarity, helping you make an informed investment decision and avoid unexpected costs.

- Home inspections will serve as an education in the structure and systems of the property you are purchasing
- The inspector(s) will give you information regarding condition, maintenance, lifespan and more

I will help guide you through the process so you can negotiate repairs for the property based on the review of the inspections.



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# LENDER'S APPROVAL

Now that you have the seller's final approval, we need the lender's final approval.

### FINAL FINANCING APPROVAL

Final approval means all conditions on the loan have been removed.

For example, we'll determine whether there are any liens on the property, and if the house appraised at a value equal to or greater than the agreed upon sales amount.

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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®, Allstate®, ADT® and dozens more.



#### Hi Deborah,

Thank you for trusting me with your home selling needs! As part of my service! provide my customers a complete mover benefits program called **BHGRE Moves** to save you time and money during your move journey.

Please keep an eye out for emails from me with money saving offers for everything you will need before, during, and after your move.

Congratulations again on your new journey!



#### Jane Doe Douglasville 1-678-731-6733 1-404-680-4888



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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 employer-sporsored relocations or transactiors 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 MXX 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). You rassigned 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 Better Homes and Gardens Real Estate LLC Eutly 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 Any services or products provided by independently owned and operated by 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 broker, please disregard. It is not our intention to solicit the offerings of other real estate broker, pl





# BETTER HOMES AND GARDENS® REAL ESTATE HOME PROTECTION PLAN<sup>5M</sup>

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. 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 fully supports the principles of the Fair Housing Act and the Equal Opportunity Act. Each franchise is independently owned and operated. The pro- grams described herein are available through participating offices and do not require the listing or purchase of real estate through a franchise office as a condition of participation. This promotion is void where prohibited, 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 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 applicable and services are available in all states. Better Homes and Gardens Real Estate LC 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. ©20.24 Better Homes and Gardens Real Estate LLC and the Better Homes and Gardens Real Estate LC and the Better Homes and Gardens Real Estate LUC and the Better Homes and Gardens Real Estate LUC and the Equal



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.

\*Home warranties are paid for at the home purchase closing.



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



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



**Dishwasher** 

Average Repair: \$250 Average Replacement: \$650



Plumming
Average Repair: \$585



Washer/Dryer

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



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 that comes from knowing you are protected from unexpected, costly repairs. By 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.

# 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

\*Home warranties are paid for at the home purchase closing.





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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 purchase.

Ready to get started?

