



PERSON + PERSON GROUP

SELLER'S GUIDE

WILLIAM RAVEIS
REAL ESTATE

Table of Contents

3

WHO WE ARE

10

SETTING A COMPETITIVE PRICE

13

MAKE A MEMORABLE FIRST IMPRESSION

19

OUR EXPERIENCE

23

SOCIAL MEDIA

30

FREQUENTLY ASKED QUESTIONS



Hello.

Welcome to the start of your home-selling journey with us. We are Dolores and Rachel Person, a dedicated mother-daughter team, bringing a unique blend of generational perspectives and an unwavering commitment to our community here in Essex County. Our collaboration combines years of experience with innovative thinking to serve a range of client needs.

Our specialty lies in understanding and navigating the niche markets of downsizing, estate sales, antiques, and luxury properties. As your realtors, we're committed to utilizing our expertise to serve your specific situation, helping you transition smoothly to your next chapter, whether it's finding a more manageable space, handling a sensitive estate transaction, or seeking a luxury property that meets your refined tastes.

We believe that every home has a story, and every client has unique needs. With our tailored approach, we're dedicated to not only meeting but exceeding your expectations. Our commitment to you extends beyond just selling your home - it's about creating a comprehensive experience that addresses all your needs and leaves no question unanswered. We're excited to partner with you, offering our expertise and passion for ensuring that every facet of your selling experience is managed with care and professionalism.

Dolores Person

Rachel Person - Candelora

Who We Are





Together, Dolores and Rachel make a formidable team, combining their complementary skills and expertise to provide their clients with exceptional service and results.

Dolores Person and Rachel Person are a dynamic mother-daughter duo who have earned a reputation as the go-to real estate team for antique and luxury properties in the picturesque town of Newburyport, Massachusetts. With over 30 years of combined experience in the real estate industry, Dolores and Rachel have honed their skills and expertise to expertly navigate the unique challenges that come with buying or selling properties with historical significance and high-end features. Dolores Person has been a licensed real estate agent for over 20 years and has an extensive background in historic preservation and restoration. Her passion for historic homes and architectural details shines through in her work, and she has a keen eye for recognizing the potential in properties that others may overlook.

Dolores Person

BROKER/OWNER

C: 978 660 0967

E: DOLORES.PERSON@RAVEIS.COM

Dolores Person brings over 35 years of experience, hundreds of successful sales, and a deep understanding of the local market to every transaction. Widely known as the go-to agent for antique and luxury properties in Greater Newburyport, she has a rare combination of market expertise, architectural knowledge, and a sharp eye for value—especially when it comes to homes with history.

With a background in historic preservation and a reputation for honest, strategic guidance, Dolores knows how to position properties to attract serious buyers and maximize results. Her calm, confident approach helps sellers navigate even the most complex sales with ease, and her long-standing relationships in the community give her clients an edge before the sign even hits the lawn.



Rachel Person-Candelora

REALTOR MA/NH

C: 978 873 6358

E: RACHEL.PERSON@RAVEIS.COM

Rachel is a top-producing real estate agent serving Massachusetts and Southern New Hampshire, known for her smart marketing, eye for design, and straight-shooting approach. As co-lead of the Person + Person Group, she helped close over \$40 million in sales last year alone ranging from historic Newburyport estates to stylish first-time condos that don't skimp on charm.

Backed by a background in graphic design and photography, Rachel's listings consistently outperform the market in both days on market and sale price. Her average listing sells in under 7 days and often above asking—because she knows how to position, price, and present a home to stand out and spark demand.

Rachel specializes in antique and luxury properties, and sellers trust her for her strategic pricing, honest advice, and elevated marketing that goes far beyond MLS. From staging to social media to negotiation, she brings clarity, creativity, and a proven plan to every listing.



what makes us unique?



Our Unique Selling Proposition skillfully blends an appreciation for historical significance with advanced marketing techniques, applicable to a wide range of residential properties. Our team's passion for history enhances our capability to uncover the hidden potential and unique stories in both antique and contemporary homes, ensuring that each property we handle is not just a structure, but a narrative with its own distinctive appeal. To complement this, we employ the latest in marketing strategies, adept in showcasing not just historical homes but also modern residences. Our approach includes an extensive use of social media and digital advertising, tailored to highlight the unique features of each property, whether it's a centuries-old estate or a sleek, modern dwelling.

The image shows the cover of the 'RAVEIS COLLECTION INTERNATIONAL EDITION' magazine. The cover features a large, white, multi-story mansion with a swimming pool in the foreground. The text on the cover includes 'RAVEIS COLLECTION' in large white letters, 'INTERNATIONAL EDITION' below it, and 'Homes of Affluence' in smaller text. At the bottom right of the cover, there is a gold award logo that reads 'LUXURY LIFESTYLE AWARDS WINNER 2023'. The magazine is placed on a dark, textured surface, possibly a car's interior.

The Raveis Family Difference

As affiliates of William Raveis Real Estate, we're part of a journey that began in 1974 with a small office in Fairfield County, Connecticut, and evolved into one of the largest family-owned firms in the Northeast U.S. This growth reflects our commitment to vision and values. At William Raveis, we excel in using innovative technology and marketing to enhance client services. Our arsenal of digital tools and resources streamlines the buying and selling experience, encompassing everything from property searches to market analysis. Our local expertise, coupled with a global outlook, enables us to serve a diverse client base, including international buyers and sellers.



Selling Your Home



Set a Competitive Price

The next stage involves conducting a Comparative Market Analysis (CMA), helping us determine a competitive price for your home. The price should strike a balance, tempting enough to attract potential buyers yet reflecting your property's real value. Overpricing may deter buyers, causing your home to stay on the market for an extended period. Conversely, underpricing might expedite the sale but could mean compromising on profit. We will assist you in finding the perfect balance that is beneficial for all parties.



Understanding the market

The property market is a complex ecosystem that's continually evolving. In Essex County, this dynamism is especially pronounced, reflecting the area's vibrant culture and economic growth. The first step in your home selling journey is to understand your local market's nuances. You need to understand recent sales, the average days on market, pricing trends, and much more. This knowledge is not just about having facts and figures at your fingertips; it's about interpreting this data to gain valuable insights that can influence your selling strategy.





Deciding when to sell

There is a rhythm to the real estate market, just like the seasons of the year. It ebbs and flows, with certain times proving more lucrative for sellers than others. Generally, spring and early summer are seen as prime selling periods. However, external factors such as economic trends, interest rates, and even significant local events can impact this timing.

With our extensive experience in Essex County, we at Person + Person Group understand these market rhythms. We analyze local and national data, predict potential market shifts, and use this information to help you decide the ideal time to list your home. Selling your home is a significant life decision, and timing can be a critical determinant of your success.



NEWBURYPORT

SINGLE FAMILY

\$1,100,000

MEDIAN SALE PRICE  15%

\$1,234,859 ↑

AVERAGE SALE PRICE

\$574 ↑

AVE. PRICE PER SQ/FT

130 ↑

NUMBER OF SALES

CONDO

\$650,000

MEDIAN SALE PRICE  4%

\$768,538 ↑

AVERAGE SALE PRICE

\$535 ↑

AVE. PRICE PER SQ/FT

144 ↑

NUMBER OF SALES





Make a Memorable First Impression

Just like a great book cover lures readers, a well-presented home entices buyers. This might involve some decluttering, minor repairs, and tasteful staging to showcase your home in its best light. We aim to create a home that prospective buyers can envision themselves in. We'll offer tailored advice to enhance your home's appeal, helping attract and impress potential buyers.

Marketing Your Home



Home Staging & Visual Showcase

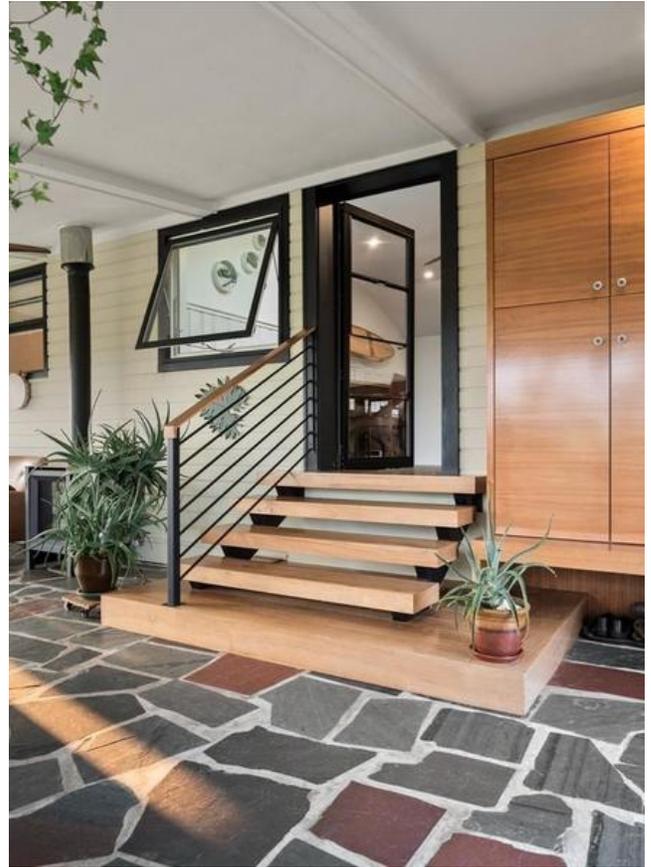
We emphasize professional home staging to capture and enhance the property's unique charm and the lifestyle it offers. Our approach includes using high-resolution images and videos, and incorporating drone footage for properties with expansive views or unique landscapes. We also create immersive virtual tours and detailed floor plans, providing a thorough and engaging visual experience of the property.

Sophisticated Marketing Approach

Our marketing strategy involves listing your property on premier real estate platforms and exclusive luxury property websites. We harness the power of social media, deploying targeted advertising campaigns on platforms like Facebook, Instagram, YouTube, and TikTok. Additionally, we engage in strategic email marketing, reaching out to an exclusive list of potential buyers of high net worth. Your property will also be featured in upscale real estate magazines and relevant local publications, ensuring it reaches the right audience.



EXAMPLE OF OUR DRONE PHOTOGRAPHY



Included Services

PROFESSIONAL HOME STAGING AND DECLUTTERING

Expert staging advice to enhance your home's appeal to potential buyers.

HOUSE PREP COORDINATION

We have a large list of trusted professionals who can help you get your home show ready! Need a painter or an electrician but no one is returning your call? We have got you covered!

HIGH-QUALITY PHOTOGRAPHY AND VIDEOGRAPHY

Professional photo and video services, including drone footage for showcasing expansive properties. Creation of virtual tours and detailed floor plans for online listings.

CUSTOMIZED PROPERTY WEBSITE

Creating a dedicated website for your property with all the details and visuals.



TARGETED DIGITAL MARKETING

Utilizing social media platforms, SEO strategies, and email marketing to reach potential buyers. Paid ads showcasing your property



Our Experience

Customer Testimonials



Rebecca Brodish



I had a wonderful experience working with Person + Person on both the sale of my house and the purchase of a new home. Dolores and Rachel are so knowledgeable of the market in and around Newburyport. I could not recommend them more highly!



We had a wonderful experience working with Rachel on both the sale of our condo and purchase of our next house. On the sale of our condo, we were thoroughly impressed with the marketing rollout of our listing, which included great looking photos and video. For the purchase of our next home, Rachel demonstrated a deep knowledge of the local real estate market that was very insightful, and it was a huge relief to know that she would take the time to answer any follow-up questions we had throughout the process. We would highly recommend Rachel for your real estate needs.



Zach Golub



Doug Hadley

If you are looking to sell your property in the Newburyport area then Person & Person is the team for you. They gave us excellent advice concerning pricing, staging and listing our house. Their extensive knowledge of the local market, and association with William Reveis allowed them to market the house to both qualified local, and out of state buyers; ultimately leading to a successful sale of the property. They deserve five stars for the job they do.

Featured Sold Properties



12 Indian Ridge Road, West Newbury, MA 01985

\$885,000

Bedrooms 3 • Bathrooms 3 • Living 3,461 sf



12 Auburn St, Newburyport, MA 01950

\$1,950,000

Bedrooms 4 • Bathrooms 5 • Living 3,239 sf



1 Wilshire Road, Newbury, MA 01951

\$2,725,000

Bedrooms 5 • Bathrooms 5.5 • Living 6,233 sf



101 Lime Street, Newburyport, MA 01950

\$2,600,000

Bedrooms 5 • Bathrooms 6 • Living 4,473 sf



287 High St, Newburyport, MA 01950

\$2,290,000

Bedrooms 5 • Bathrooms 5 • Living 5,003 sf



33 High Road Unit: 4, Newbury, MA 01951

\$1,475,000

Bedrooms 3 • Bathrooms 3 • Living 2,800 sf

Featured Sold Properties



16 Howard Street, Newburyport, MA 01950

\$1,520,000

Bedrooms 4 • Bathrooms 4 • Living 3,772 sf



1 Jefferson St, Newburyport, MA 01950

\$2,950,000

Bedrooms 3 • Bathrooms 2 • Living 2,293 sf



5 Upland Road, Newburyport, MA 01950

\$1,499,900

Bedrooms 5 • Bathrooms 4 • Living 3,636 sf

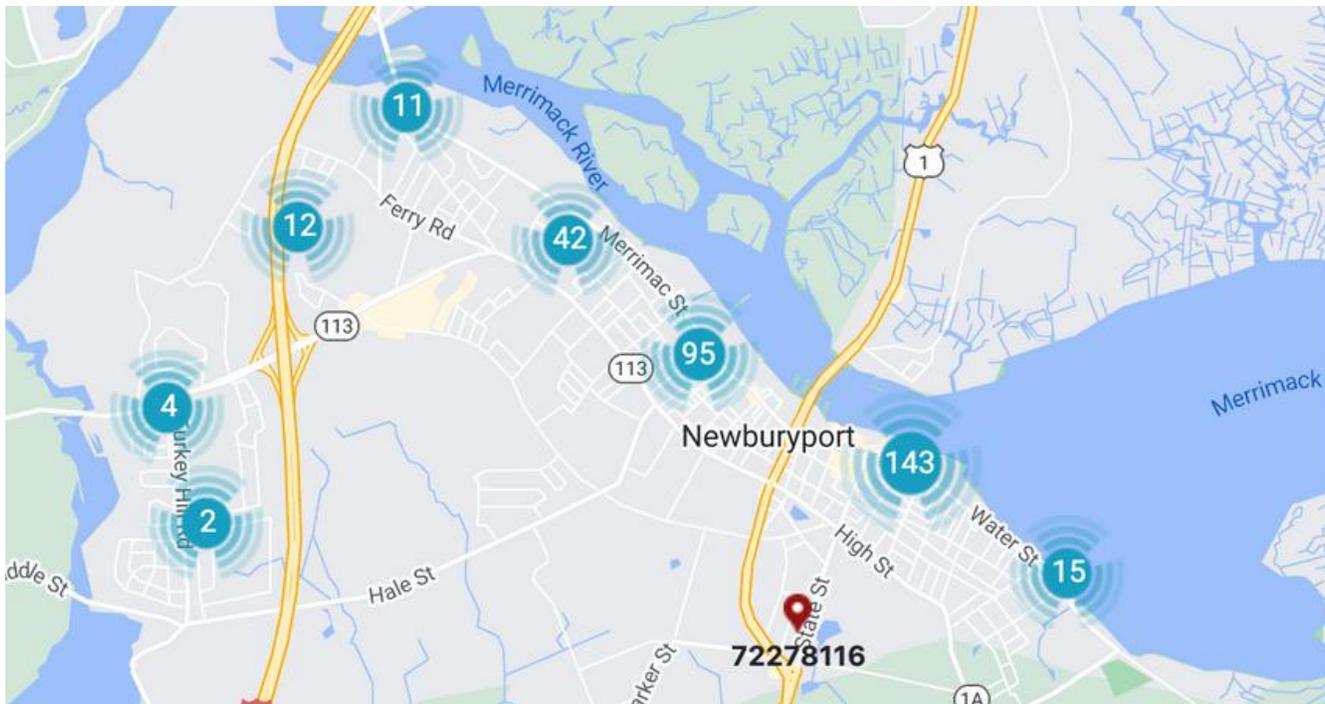


58 Milk Street, Newburyport, MA 01950

\$1,650,000

Bedrooms 4 • Bathrooms 4 • Living 2,938 sf

Number of homes we have sold in each area of Newburyport



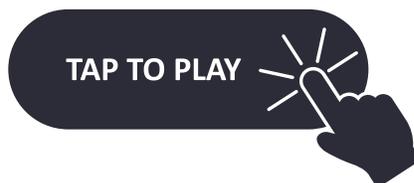


Social Media

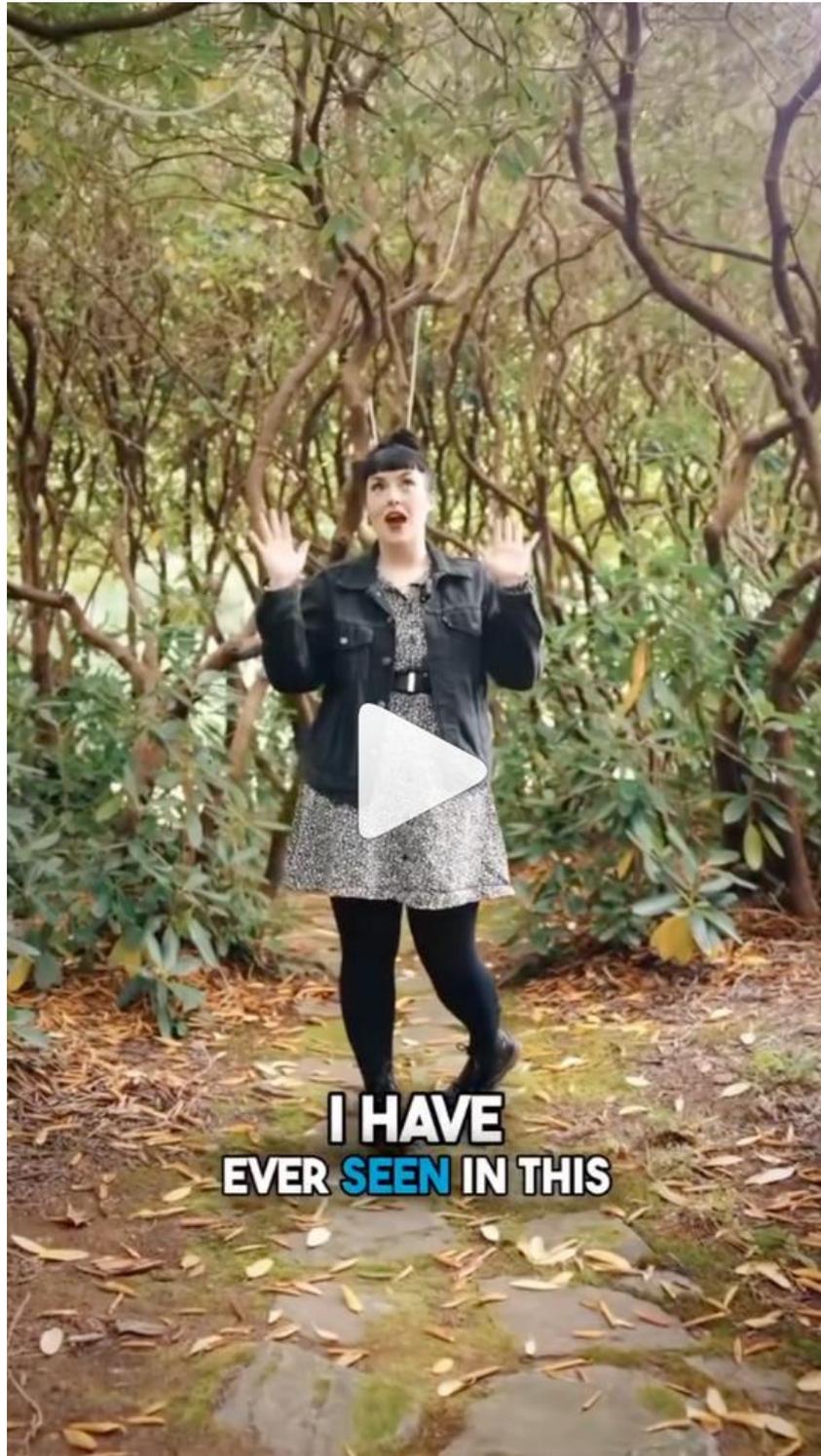
Video Examples



Video Examples



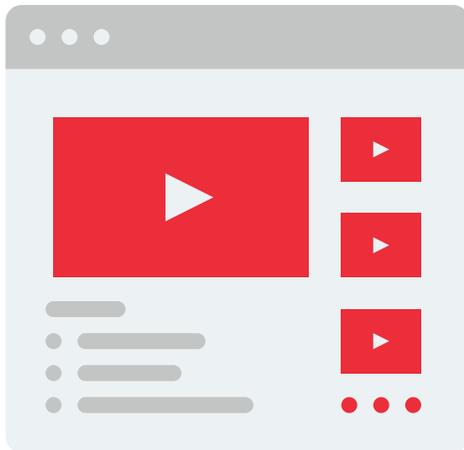
Video Examples



SOCIAL MEDIA REACH



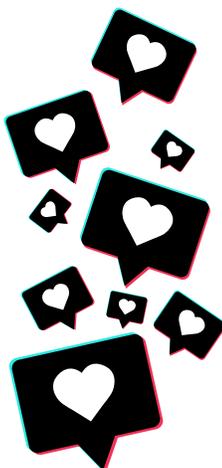
3,000 + COMBINED FOLLOWERS ON INSTAGRAM



161 VIDEOS ON YOUTUBE



200,000 IMPRESSIONS A MONTH ON META (IG + FB)



rachelperson_realtor
🌟 Rachel Person Realtor

[Follow](#)

996 Following 31.1K Followers 1.6M Likes

📍
Your local tattooed millennial Realtor
William Raveis | Newburyport, MA
[Rachel.personpersongrp.com](https://www.Rachel.personpersongrp.com)

Named by Realtor.com as 4 Female Realtors to follow



(Adobe Stock)

PRO TIPS

It's Women's History Month: 4 Female Realtors® to Follow Right Now

By Madeline Bilis

Mar 1, 2024



There's no shortage of social media accounts offering up real estate wisdom—but four female Realtors® stand out among the crowd. Their feeds highlight lesser-known tips and important watch-outs for buyers and sellers. In honor of Women's History Month, here are four to follow, whether you're interested in advice on [buying a home for \\$0 down](#) or [going in on a house with a friend](#).

If you're interesting in less traditional routes to homeownership:

[@luxliferealtor](#)

Tallahassee, Florida-based Realtor and real estate coach [LaTasha McDowell](#) dishes out practical advice on everything from [buying down mortgage points](#) to [improving your credit score](#). One of her [most popular TikToks](#) breaks down how low-income buyers can buy a home with \$0 down.

If you want buying and selling advice with a side of Southern

charm: [@glennabaker](#)

Atlanta's [Glennnda Baker](#), aka "the Ambassador of the American Dream," dispenses market predictions and practical advice with a healthy dose of humor and Southern sass. Baker lays out real-world examples to help viewers avoid home buying pitfalls, and in some cases, [uses her own experiences](#) (and mistakes) to get her point across.

If you want a millennial perspective on real estate:

[@rachelperson_realtor](#)

[Rachel Person](#) advertises herself as "your local tattooed millennial Realtor" on the North Shore of Massachusetts. She's also a Fair Housing Advocate who believes "housing is a human right" and in "keeping her industry honest." Her TikToks touch on everything from interest rates to inventory, bidding questions to temperature checks on local markets.

Wow!



Find us on Social Media

 personpersongrp.com

 [@personanpersongroup](https://www.facebook.com/personanpersongroup)

 [@personpersongrp](https://www.instagram.com/personpersongrp)

 [@nbpt_realestate](https://www.youtube.com/channel/UCnbpt_realestate)

 [@rachelperson_realtor](https://www.tiktok.com/@rachelperson_realtor)

WILLIAM RAVEIS
REAL ESTATE



Frequently Asked Questions



FAQ



Q: If I price my home higher, will I get more for it?

A: Pricing your home with a little buffer room is quite common but simply pricing it higher than it should be (in hopes of getting higher offers) can actually backfire. Overpricing your home could result in fewer home showings and extended days on the market. More days on the market (especially in a seller's market) could cause buyers to question if there is something wrong with your home. Another problem with overpricing your home is that you may go over the max threshold for some buyers that would have shown interest had you been priced correctly. Our opinion is that you will likely receive a better price when you price it reasonably from the very beginning and then allow the market (buyers) to drive the price up. There is a strategy to this that shouldn't be taken lightly.

Q: Are Zestimates and other online home valuation tools accurate?

A: Well, they can be but in no way should these be relied on to be 100% accurate. The estimates from Zillow or sites like ours are automated valuations based on tax records and sales data from the MLS. They don't take into account such things as location, condition of the home, upgrades, recent home improvements, etc.

Q: Is Market Value, Appraised Value, and Tax Value the same?

A: "Market Value" is the price a home buyer is willing to pay for your home. A professional appraiser can determine the "appraised value" which may or may not correspond with the market value. Lenders typically use the appraised value when determining the LTV (loan to value) ratio during the mortgage process. "Tax value" is the value that the city or county tax assessors place on your home for tax purposes. Tax value is typically lower than market value, sometimes by 20% or more

**Q: Should I sell my home “off market”?**

A: Considering an off-market home sale? It can offer privacy, potentially quicker transactions, and may save on marketing costs. However, listing publicly might bring a higher price due to greater exposure and competition among buyers. Evaluate privacy needs, desired sale speed, and whether your agent has the network to attract off-market buyers. The open market might maximize your profit potential. For personalized advice on market strategies, Tom Ferry's coaching programs could provide valuable insights. They are designed to help you navigate these decisions confidently, ensuring that you make choices aligned with your best interests.

Q: Does web traffic help sell a house?

High website traffic doesn't always mean quality leads; it's the targeted traffic of genuinely interested buyers that counts, not just large numbers of casual visitors. While a realtor's website is crucial for showcasing properties and building brand awareness, the real traction comes from listing on platforms like MLS, Zillow, Redfin, and Realtor, which attract serious buyers. Moreover, successful home sales hinge on correct pricing, optimal property condition, and strategic marketing, not merely online visitor counts.



Q: How long does it take to get my home ready for the market?

A: 2 to 3 weeks is a good, safe estimate assuming that your home is almost ready to go. To properly list a home, we usually need a couple of weeks so that we can line up our home stager, photographer & videographer, design the printed & digital marketing pieces, have professional home measurements made, complete the listing paperwork, etc. An extra week will give us a little buffer room to make sure that things are done just right. A couple of weeks may seem like a long time but what you don't want to do is rush to get your home on the market before it's 100% ready, as it could end up costing you more than just time.

Q: How long does it take to sell my home?

A: In this current seller's market, we can usually get your home under contract within the first weekend or week it's on the market. There are clearly some variables here such as whether or not you've taken our advice with preparation and proper pricing, whether or not there are factors that we can't control (environmental factors, noise from a busy road, power lines behind the home, location, etc), and the current market that you are selling in. There are always home buyers out there and we most definitely have the skills to make your home stand out from the competition. When the right things are put into place, you can usually expect positive results rather quickly.



EFFECTIVE PRICING

Pricing your home correctly from the start is crucial. Overpricing can lead to a stale listing, while underpricing might result in a quicker sale but at a lower profit. Conduct a comparative market analysis to determine a competitive yet realistic price. This involves comparing similar homes in the area that have recently sold, are currently on the market, or were taken off the market unsold.
read it.

HIGH-QUALITY MARKETING

Utilize high-quality, professional photography and videography to showcase your home's best features. These visuals are essential for online listings, which are often the first point of contact with potential buyers. Additionally, a comprehensive marketing plan that includes online advertising, social media exposure, and listings on major real estate platforms can reach a wider audience and attract more potential buyers.

PROFESSIONAL STAGING AND PRESENTATION

First impressions are vital in real estate. Professionally staging your home can make it more appealing to a broad range of buyers. This includes decluttering, depersonalizing, arranging furniture to maximize space, and addressing any needed repairs or cosmetic improvements. A well-staged home helps potential buyers visualize themselves living there, which can lead to higher offers.
read it.

What Actually Sells A house?

RESOURCES

REAL ESTATE ATTORNEYS

Jeff Tomlinson 978 475 4896
Melissa Lee 978 470 8400
Judy A. Fields P.C. 978 922 0330

ELECTRICIANS

Brian Palermo 978 388 2040
Morrill Electric 978 463 0455
Modern Electrical 978 852 0560

HOME INSPECTORS

Nico DiStefano - Tiger 800 628 4437
Norm Field Fields H.I. 603 887 3398
RJ Home Inspection 978 681-8759

PLUMBERS/HVAC

Caswell Mechanical 978 462 8783
David Heating 978 346 4216
Locher 978 388 5357

PROFESSIONAL MOVERS

Bridges Brothers Movers 888 879 7716
Bain Brothers 978 314 8823
Preferred Movers 978 307 0286

LANDSCAPERS

DiNanno Landscaping 508 265 0062
Swazy & Alexander 978 216 2358
SLS Landscape Design 978 948 7701

