

# Seller's Guide

YOUR ROADMAP TO A SUCCESSFUL HOME SALE



  
**brad hutchinson**  
Real Estate

# Why Choose **Brad Hutchinson Real Estate?**

**BHRE stands apart from other  
Boston-area agents with a  
combination of local expertise,  
unmatched market knowledge,  
and a client-first approach.**



**This guide outlines what to expect  
when you list your home with us.**

# Here's what makes us different:

## **Deep Community Roots**

With 65+ years serving Melrose and surrounding neighborhoods, we know the local market better than anyone.

## **Proven Results**

Our data-driven pricing strategies and tailored marketing plans consistently deliver top-dollar sales.

## **Boutique-Style Service**

Unlike larger brokerages, we offer personalized attention and custom solutions for every client.

## **Expert Negotiators**

Our agents are skilled in negotiating terms that benefit you.

## **Innovative Marketing**

From professional staging to targeted social media campaigns, we ensure your property gets the exposure it deserves.

## **Seamless Process**

We handle every detail, from the first consultation to the closing table, so you can focus on your next chapter.

**Selling your property is a significant milestone, and our team is here to guide you through every step of the process with transparency, expertise, and care.**

YOUR JOURNEY TO A SUCCESSFUL SALE

# Our Signature Strategy



## 01 Prepare

Selling your home starts with preparation. To set you up for success, we'll provide:

**BHRE's fantastic benefits, including**

- **Home Evaluation & Pricing:** You will get a custom Comparative Market Analysis (CMA), to recommend a competitive price for your home that reflects current market trends.
- **Home Improvements:** We will advance upfront costs of basic home improvements\*, if needed, which will ultimately augment the sale price of your home. (\*Your BHRE agent will go over the details.)
- **Home Staging:** If needed, we will make recommendations to maximize your home's appeal from furniture arrangement to small repairs or updates.
- **Professional Photography:** Our top-tier photographers are exceptional at capturing stunning images that showcase your home at its best!



## 02 Market

Your property will be launched with a robust marketing plan to attract qualified buyers, including:

- **Online Presence:** A standout listing on our website, MLS, Zillow, Realtor.com, and more.
- **Social Media:** Targeted ads specific to your home, and social posts to boost visibility.
- **Open Houses:** Hosting events to invite potential buyers to experience your home in person.
- **Specialized Brochures:** Customized brochures to show your home and its details in the best light!
- **Agent Network:** Leveraging our connections to spread the word about your listing.



## 03 Offers

When offers start coming in, we'll:

- **Analyze Each Offer:** Review with you the terms, contingencies, and buyer qualifications. It's not only about the price! Is the buyer asking you to pay their agent's fee? Is the buyer's offer subject to a home inspection? Financing? Are they aware of your inclusions and exclusions?
- **Negotiate:** Advocate for your best interests and maximize the end value.
- **Attorney:** Work with your attorney to put together the transaction that is best for YOU!



## 04 Closing

Once an offer is accepted, we'll:

- **Paperwork:** Work with attorneys to prepare a clean Purchase and Sale agreement for your home.
- **Guide:** Handle any inspections, appraisals, and walk-through appointments.
- **Coordinate:** Work with attorneys, lenders and other agents to ensure everything runs smoothly.
- **Celebrate:** Your successful sale at the closing table!

## Here's what sets BHRE apart from the rest...

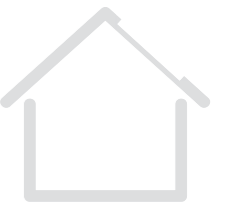
**SEAMLESS PROCESS** — Your BHRE agent will be with you from listing to closing. You will never get passed off to a transaction agent or closing agent, as is the practice of many firms.

**INNOVATIVE MARKETING** — From our professional photographers, to our dedicated graphic designer, to targeted social media campaigns, we ensure that your property gets the spotlight exposure it deserves.

**PROBLEM SOLVING** — Your BHRE agent will answer questions and help resolve any issues that may arise. We want this to be a positive and easy experience for you, so that you can move on to your future plans with excitement!

**PROVEN RESULTS** — Our data-driven pricing strategies and tailored marketing plans consistently deliver top-dollar sales.

**OUR MOVING TRUCK** — Our moving truck is available on a first come, first served basis, to BHRE clients who are moving within MA.



## Ready to Make Your Move?

Selling your home doesn't have to be overwhelming. With Brad Hutchinson Real Estate by your side, you'll have a trusted partner to guide you every step of the way. Let's get started!

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*Every real estate office is different.* Our years of proven experience in the competitive real estate market, and unwavering dedication to our buyers, sellers, and communities we serve, set Brad Hutchinson Real Estate apart.

We bring more than just expertise to the table — we bring a personalized, client-focused, modern approach that ensures your goals, hopes, and dreams are always at the forefront.

**BHRE, where your story begins. *Experience the difference.***

