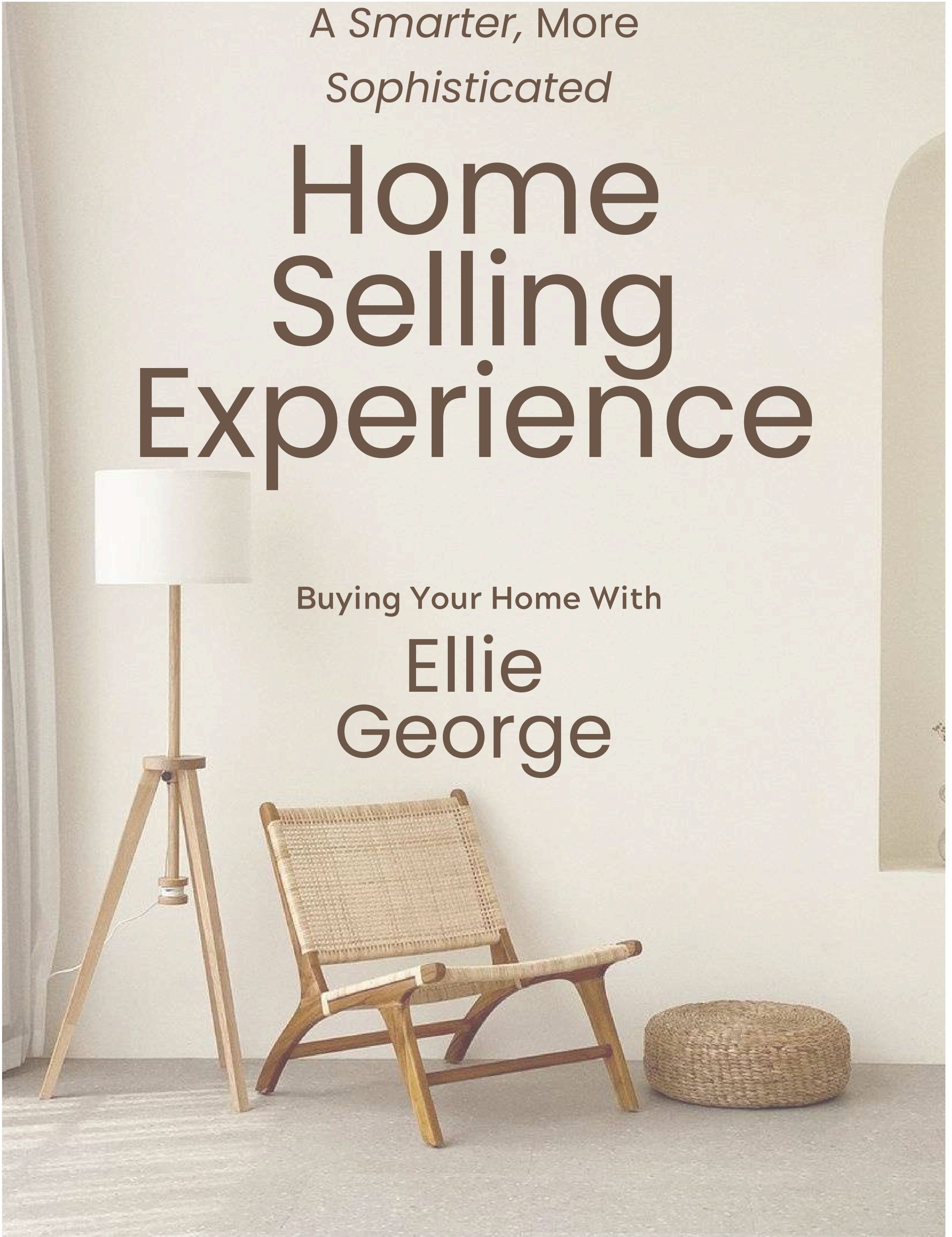


*A Smarter, More
Sophisticated*

Home Selling Experience

Buying Your Home With

Ellie
George





Your Agent, Your Advisor

Ellie George

Ellie has lived in Medford for over 15 years and has come to love the city's vibrant culture and rich history. With more than 10 years of real estate experience, Ellie is known among clients and colleagues for providing an exceptional real estate experience. She is centrally focused on an innovative approach to marketing the homes she sells. Ellie understands how complex the buying and selling process can be, and she aims to provide her clients with excellent and careful guidance throughout each step of the process.

LICENSE

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Our Mission

Provide personalized advice and exceptional service that ensures success for our clients

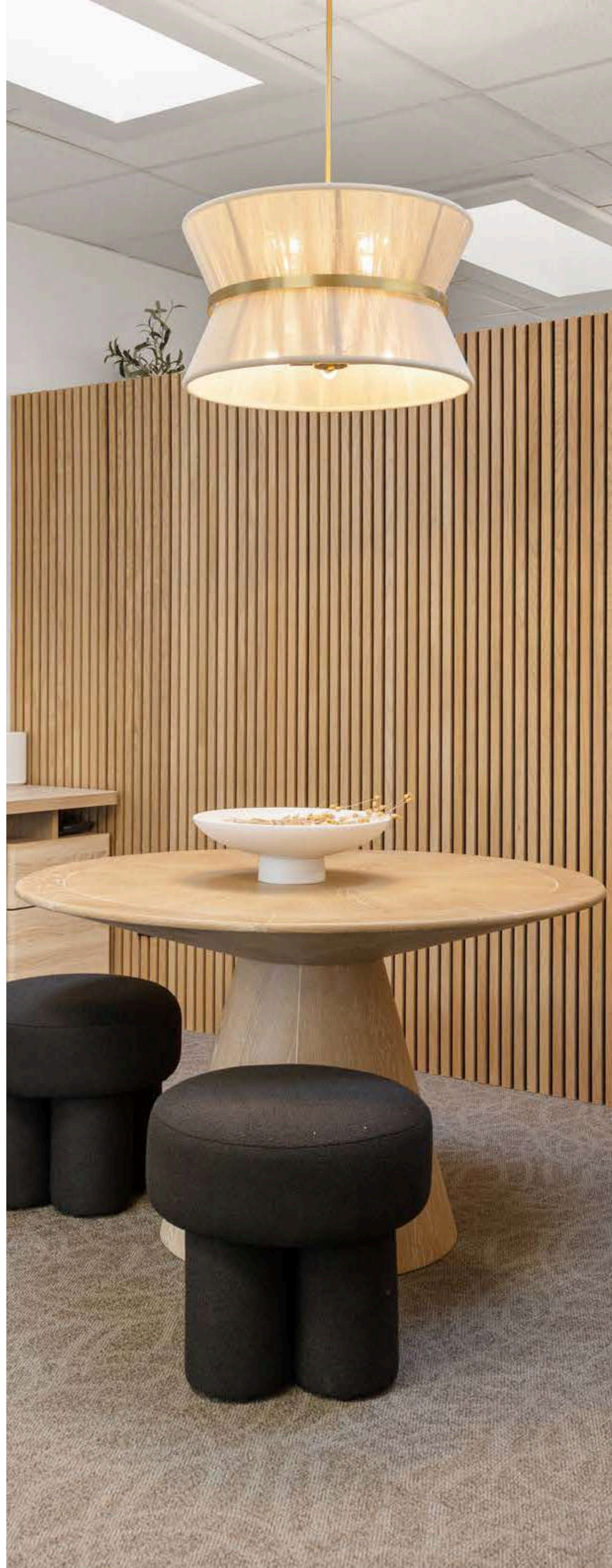
Our Goal

Sell your home seamlessly and for top dollar

Establish Your Priorities: Your Initial Consultation

We want to hear from you first. What are your plans, expectations, concerns, questions? Where are you coming from, and where are you going?

During our initial consultation, we'll visit your home and get your input on the strengths and weaknesses of your property. We'll uncover your priorities so that we can align expectations and achieve your goals.





Develop Your Strategy

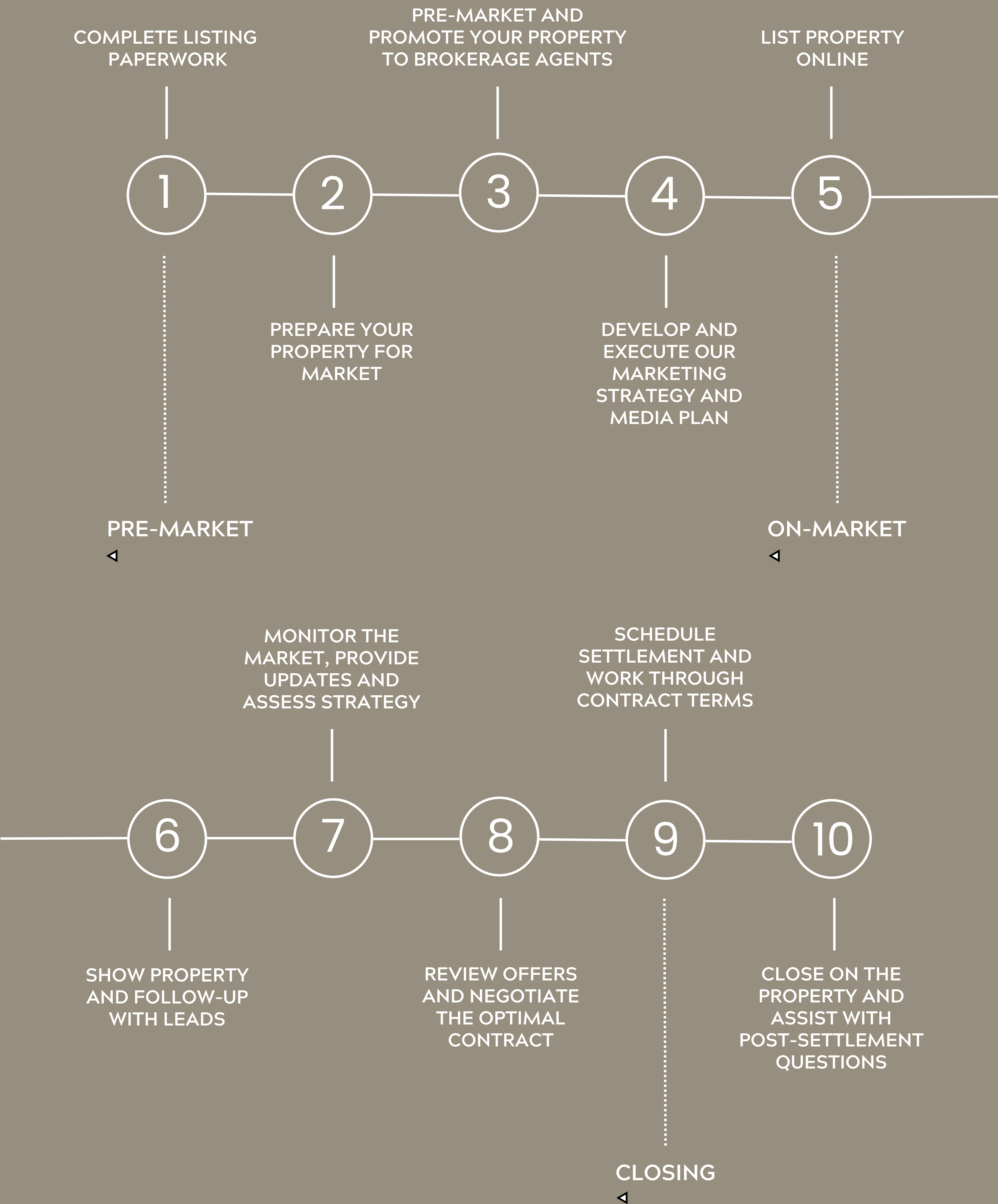
Before we put your home on the market, we'll create a customized sales strategy that will include:

1. Market Analysis
2. Pricing & Marketing Strategy
3. Transaction Timeline

Know Your Timeline, Stress Less

What can you expect when you list your home with us? Knowing ahead of time helps eliminate the guesswork and stress, leaving you free to organize the rest of your move.

Here is a general timeline of what you can expect throughout the sales process:



The Importance of Pricing Your Home Accurately

A home that is priced accurately when it first hits the market will attract more buyers and increase the perceived value of the property.

Conversely, pricing a home too high can minimize interest in the first few weeks, forcing you to drop the price down the road. This decreases the perceived value of your home and can cost you thousands of dollars and added time on the market.

We consider available inventory, recent sales, and the present state of the market to develop your comparative market analysis so that your home is priced correctly from the start. This is why we consistently sell homes at the top of the market and for top dollar compared to other DC brokerages.

Our Marketing Process

In real estate, first impressions are crucial. Your home will get the most exposure when it is new to the market. Our goal at this critical juncture is to help buyers make an immediate, emotional connection to your property.

This is why we created our unique marketing process. Staging, beautiful photography, and design-driven marketing materials will make the difference between a listing that captivates the market and one that languishes on the sidelines.





The Importance of Staging

A staged home will help potential buyers better imagine their own lives in your property. Statistics show that staged homes sell for more money in less time than homes that aren't staged, with non-staged homes selling in 145 days and professionally staged homes in 29 days or less nationwide. We will stage your home in order to help potential buyers make this important emotional connection more quickly and intuitively.

The Importance of Beautiful Photography

Once your home is staged, we work with our preferred photographer to capture the best elements of your property, both inside and out. We strive to portray each home as grounded, airy, naturally lit, and with a hint at how life would feel there. These photos are then incorporated into an online virtual tour that can have a dramatic, lasting impact.





The Importance of Videography

We invest in professional videography for the homes we list. We use the video footage to market the property across various platforms, including Instagram, Facebook and YouTube.

Video allows buyers an additional (and enticing) touch point to help them fall in love with your home.

Market Your Home for Maximum Exposure

We now exist in a digital age, and as such our marketing efforts have expanded. In addition to the traditional digital platforms such as the MLS and Zillow, we also market our listings on Instagram, Facebook and Youtube.





The Importance of Design-Driven Marketing Materials

Design continues to build an emotional connection with potential buyers, before the in-person tour and after. Our marketing materials will be the first thing that draws a potential buyer in and the last thing they look at when making their final decision.

Our in-house team of graphic designers, marketers, and advertising professionals will create elegantly branded marketing materials that attract buyers to your home and leave a lasting impression.

Team Talent Supporting You Behind The Scenes

We invest in an exceptional support staff. This means we have more time and resources available to advise you and guide you through the homebuying process.

Our transaction managers and agent services assistants are all part of your dedicated team working behind the scenes with your agent to ensure a smooth path to settlement.





Negotiate to Maximize Value

The price of a home isn't fixed. The value a buyer perceives can be influenced through the sales and marketing process. Once we've found a buyer, we work hard to negotiate on your behalf.

Peace of Mind, the Ultimate Benefit

We offer you these market advantages for one reason above all others: to bring you peace of mind at this important milestone in your life.

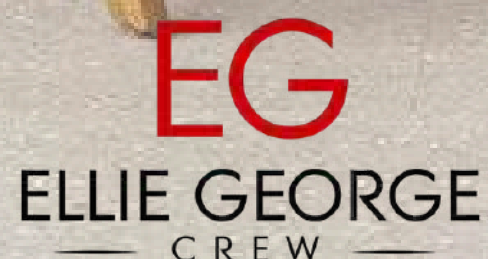
The sale of your home will mark the end of one phase of your life and the beginning of another. As your real estate team, we aim to make this transition as seamless as possible.





Thank You For The Opportunity
To Earn Your Business

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