

My Home
Didn't
Sell
Now What?



STEPHANIE SAUNDERS
FOUNDATION BROKERAGE GROUP

REALTORS®



It's Time for a Fresh Approach

Let's be honest—what you tried before didn't work. If the old way had been the right way, your home would already be sold, right?

Now, it's time for a new strategy, a new agent, new marketing, new buyers—and most importantly, new possibilities.

Our mission is simple:

- ✓ Sell your home for the most money possible
- ✓ In the shortest amount of time
- ✓ With the best terms for you
- ✓ And the least inconvenience

Now, it's time for a new strategy, a new agent, new marketing, new buyers—and most importantly, new possibilities.



Why Your Home Didn't Sell & How We Can Fix It

Selling a home in today's market requires more than just listing it on the MLS. It demands a powerful, multi-phase marketing strategy that ensures maximum visibility and attracts the *right* buyers. That's exactly what our **SELLER MASTERY PROGRAM®** delivers.

Strategic Pre-Launch Marketing

Before your home even hits the MLS, we implement an aggressive 48 to 72 hour pre-market digital campaign to build buzz and anticipation. This positions your home as a must-see property, generating interest from potential buyers, their agents, and brokerages across the country—even internationally.

Customized Marketing for Your Unique Home

Every home has a story, and we tailor our marketing strategy to highlight its best features and showcase the lifestyle it offers. We leverage a blend of digital, social, and traditional marketing methods to ensure your home gets seen by the right buyers, in the right places.

✓ Targeted Digital Social Media Advertising

Facebook, Instagram, LinkedIn, Pinterest, X (Twitter), TikTok

✓ Google Search & Display Ads

Ensuring your home appears when buyers are searching

✓ Neighborhood Print Campaigns

Reaching potential local buyers

✓ HGTV-Style Video Home Tours

Professionally produced & optimized for online engagement

✓ YouTube SEO

Maximized visibility on the second-largest search engine

This multi-channel approach creates demand before your home is even officially on the market, generating a pipeline of motivated buyers.

Let's reposition your home for success with a smarter, more strategic marketing plan and get your home sold!



Maximum Exposure

More Buyers, More Showings, and Better Offers

Once your home hits the MLS, we don't just sit back and wait. We actively manage a high-impact online marketing campaign designed to get your home in front of the right buyers, in the right places, at the right time.

Using cutting-edge Search Engine Optimization (SEO) strategies, we continuously promote your home across the most powerful real estate syndication channels—including YouTube, Zillow, Trulia, Google, Realtor.com, and Yahoo. In fact, your home will be featured on over 450+ websites, ensuring it's seen more often by more buyers locally, nationally, and even internationally.

Here's why this matters:

 92% of homebuyers start their search online

(according to the National Association of Realtors)

 That's why we invest heavily in your home's online presence—because the more eyes on your home, the more showings, and the stronger the offers.

 When we market your home, we don't just list it—we launch it.



Before the Launch...

Professional Staging Consultation

Every listing includes a one-hour consultation with our in-house staging team. They'll walk through your home, room by room, and provide a customized punch list of key updates and adjustments to ensure your home looks market-ready and makes a lasting impression on the right buyers. 💡🏡

📸 No iPhone or Android photos here!

We connect you with top-tier professional photographers who specialize in real estate to ensure your home looks its absolute best—both online and in print. Stunning, high-quality photos and video are non-negotiable because they're what make buyers stop scrolling and say, "I need to see this home in person!" 🔥🏡

Professional Photography & Videography

Nationwide Reach for Local Buyers

Our connection to national referral networks expands our reach to buyers across the country. With a steady influx of homebuyers moving to Greater Boston for jobs, education, and military relocations, many buyers are actively searching from outside New England before they even arrive.

Through targeted marketing, we put your home in front of these relocating buyers early—so when they make their move, your home is already on their radar. 📍🏡



What You See Is Not Always What You Get

In today's digital-first real estate market, a buyer's first impression doesn't happen at the front door—it happens online. And when a home isn't properly prepped, staged, and professionally photographed, it can be the difference between multiple showings or none at all.

- Poor lighting? Rooms look dark and uninviting.
- Cluttered spaces? Buyers focus on the mess, not the home.
- Bad angles? Rooms appear smaller and less functional.
- Low-quality images? Buyers assume the home isn't worth seeing.

The result? A home that lingers on the market, attracts fewer buyers, and ultimately sells for less.

That's why we don't leave your home's presentation to chance. From strategic staging to high-end real estate photography, we ensure your home is captured at its very best—so buyers don't just see it, they fall in love with it before they even step inside.

**In real estate, what buyers see online
determines what you get at the closing table.**



What's in It for You?

HIGH-IMPACT MARKETING

Our powerful, creative, and innovative multi-phase marketing strategy ensures your home gets maximum exposure to the right buyers—fast.

MARKET PREPARATION

We identify high-ROI updates and staging strategies to ensure your home makes the best possible impression—both online and in person.

TRANSACTION MANAGEMENT

From contract to closing, we meticulously handle every detail, ensuring a smooth, stress-free process so you don't have to worry.

ASSERTIVE NEGOTIATIONS

We strategically and confidently negotiate on your behalf to secure the highest possible price and the best terms for your home.

EQUITY PROTECTION

We treat your money like it's our own, working diligently to maximize your net proceeds and protect your financial interests.

EDUCATION & GUIDANCE

We walk you through every step—marketing, disclosures, contracts, negotiations, and closing—so you feel empowered, informed, and in control.

Let's talk about getting your home SOLD the right way!



Should I Stage My Home?

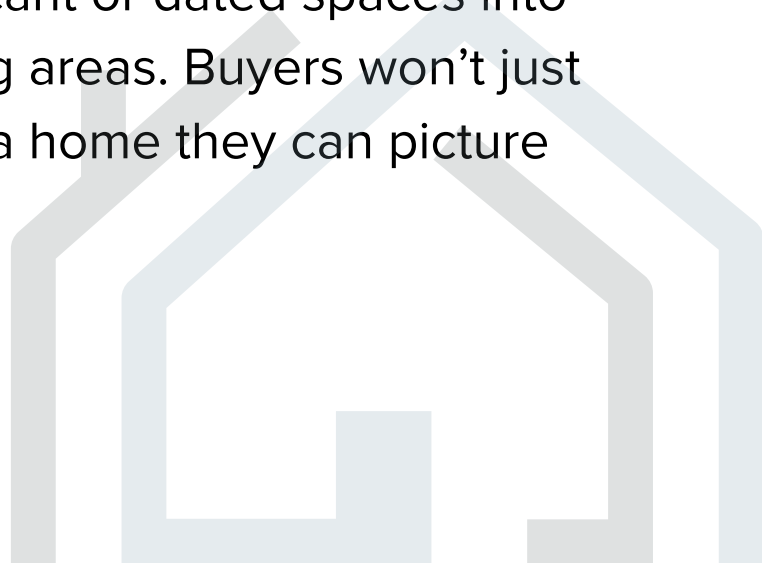
Staging Costs Less Than A Price Reduction

It's a proven fact—staged homes sell faster and for a higher price.

According to the 2023 National Association of Realtors, 44% of buyers' agents reported that **staging increased a home's financial offer by 1-5%**. That's a huge return on investment, often costing far less than a price reduction. And almost half of sellers' agents (48%) reported that **home staging decreased a property's time on the market**.

Our professional staging team first helps you understand what of your furniture can be used, if there are supplements needed, they have an entire warehouse of stylish furniture and décor ready to transform vacant or dated spaces into warm, inviting, and on-trend living areas. Buyers won't just see a house—they'll experience a home they can picture themselves living in.

**Let's make your home
the one buyers can't resist!**



Hear What Our Clients Say

Who you hire matters. And what matters to us is making sure you receive the exceptional service, professionalism, and results you deserve. Buying or selling a home is one of the biggest financial moves you'll ever make—we're here to guide you through every step.

It's easy for us to tell you about our proven success and the results we deliver. But when our clients share their experiences, it speaks louder than anything we could say. So don't just take our word for it—hear it from the people who matter most: our clients.

"She was all in and made the most out of our investment. She sold our house in five days with 14 offers and well above the asking price!"

— Lisa D.

"From the moment I met Stephanie she was professional, enthusiastic, and compassionate. Selling my house was going to be emotionally difficult because I lost my husband and was now facing this new transition, but Stephanie treated me with such empathy and love that goes beyond just the kindness of strangers. She made each step along the way seamless, and was great at communicating the process. From the initial showings to closing, Stephanie was available 24/7 and really made the house-selling process as easy as it could be. She's truly a gem, a go-getter, and sold my house in seven days!"

— GJ

Read More Client Reviews

www.SellYourHouseWithSteph.com/testimonials



Top 5 Reasons Your Home Didn't Sell

**If It Was One Of These Reasons or Something Else
Wouldnt You Want To Know?**

1. Your Photos Were Not Good
2. You Hired The Wrong Agent
3. Your Home Has No Curb Appeal
4. You Didn't take The Time To Declutter Properly
5. It Was All About The Price

Stephanie Saunders

REALTOR® NH & MA

978.641.1114

www.SellYourHouseWithSteph.com

Sellyourhousewithsteph@gmail.com



STEPHANIE SAUNDERS
FOUNDATION BROKERAGE GROUP

REALTORS®

