

SELLING YOUR HOME

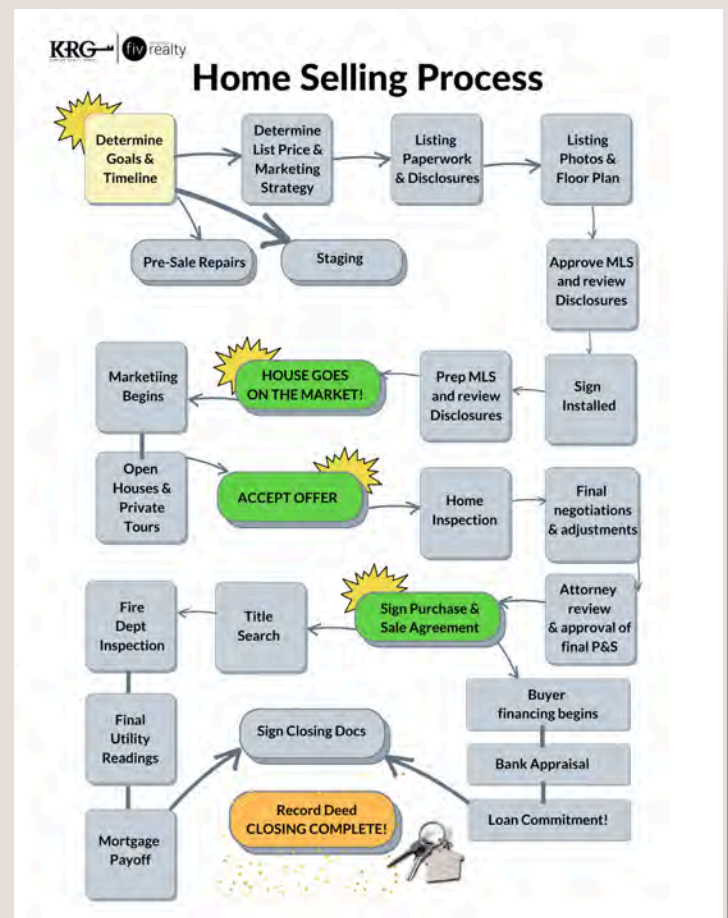


Things to Know

You can sell your home "as-is" or make some pre-sale improvements. We can discuss the pros and cons of each strategy.

Your goals, timeline, and unique situation will guide us in developing a strategic plan to maximize your sale price and minimize inconvenience.

Selling your home can be stressful and inconvenient. We are here to help make the process go as smoothly as possible.



What's included in the sale?

Unless specifically excluded, it is expected that the seller will leave **any items that are permanently affixed** and integral to the house.

EXAMPLES: lighting, flooring, custom window blinds, trees, plants, dishwasher, faucets, etc.

The refrigerator, washer, and dryer are NOT considered fixtures. They have to be specifically mentioned in the contract if they are staying.

Although attached, things like TV brackets, and car chargers usually do not stay.

Matching paint, siding, flooring, and other building materials that go with the house should be discussed and agreed upon prior to closing.



Marketing Your Home



Gather and compile details to share with prospective buyers about your home including improvements, disclosures, and utility information.

Below is a list of marketing tools and strategies we provide to showcase your home:

Social media posts and ads including stills and video media

Professional Photography

Videography

Floor Plans

Open Houses scheduled based on your chosen marketing strategy

Property flyers and sharable links to easily provide details to buyers

Yard sign

Full time professional staff and team of agents

Multiple Listing Service

Market and property specific activity tracking to gauge market response and discuss any recommended adjustments

Listing Services

Assessment of your goals and timeline.

Analyze relevant sales and discuss listing price strategies based on your goals.

Develop a marketing plan that includes various types of media to maximize exposure to potential buyers.

Assistance with recommending and arranging pre-sale preparations, such as staging, cleaning, and/or repairs.

Provide feedback on private showings and open houses.

Share insights on your home's activity compared to the overall market and adjustment strategies as needed.

Negotiate on your behalf to get the best terms and price possible, including home inspection issues.

Assist with arranging any negotiated repairs.

Coordinate bank appraisal.

Our administrator will keep you informed on next steps as the transaction progresses towards closing.

Our team is available to answer questions anytime before, during, and beyond your home sale.

Concierge Services



Staging: Full staging of an empty home or adding pieces to your current furnishings.

Pre and post sale cleaning.

Trash and dumpster services.

Construction services such as painting, landscaping, electrical, counters, roofing, and/or other needed improvements.

Design services such as paint color consultation, fixture selection, and/or rearranging existing furnishings.

Some concierge home services are eligible for no up front costs.

You can choose to pay for these services when your home sells, goes off the market, or 12 months from the date work is complete, whichever occurs first.



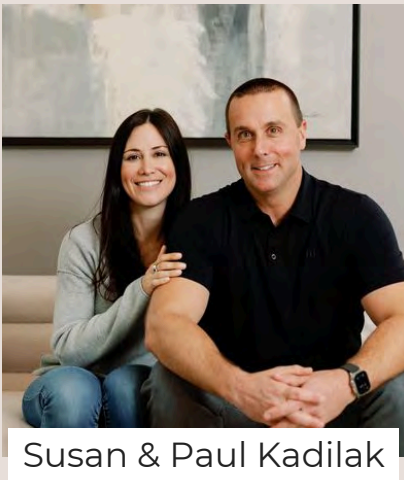
YOU & YOUR AGENT

✨*New* ✨ rules as of 2024...

Under the previous commission structure, home sellers typically hired a listing agent, who charged a fee and shared a portion with the buyer's agent. Under the new rules, sellers have to explicitly agree to offer compensation to buyer agents, rather than it being standard practice.

As a home seller, you have a wide range of options when it comes to selling your home. **Compensation is fully negotiable** and should be discussed with your agent.

You should ask your agent questions about whether or not it makes sense for you to offer a fee to a buyer broker up front. Even if you decide not to make a specific offer up front, you still may choose to agree to pay a fee later if a buyer requests it in their offer, and you are in agreement with all of the terms. You should also ask how an unrepresented buyer would be handled by your listing agent and what it means for you.



Susan & Paul Kadilak

Our broker

Susan Kadilak is the Head Broker for **Kadilak Realty Group** brokered by *Fiv Realty Co.*, licensed in Massachusetts and New Hampshire.

In addition to selling real estate since 2002, Susan and her husband, Paul Kadilak, are both licensed builders and founders of **Kadilak Homes** where they have bought, sold, renovated, and built hundreds of homes together in the Greater Boston area!

Kadilak Realty Group @ Fiv Realty Co.

3 Mountain Road, Floor 2

Burlington, MA 01803

Find us on social media!



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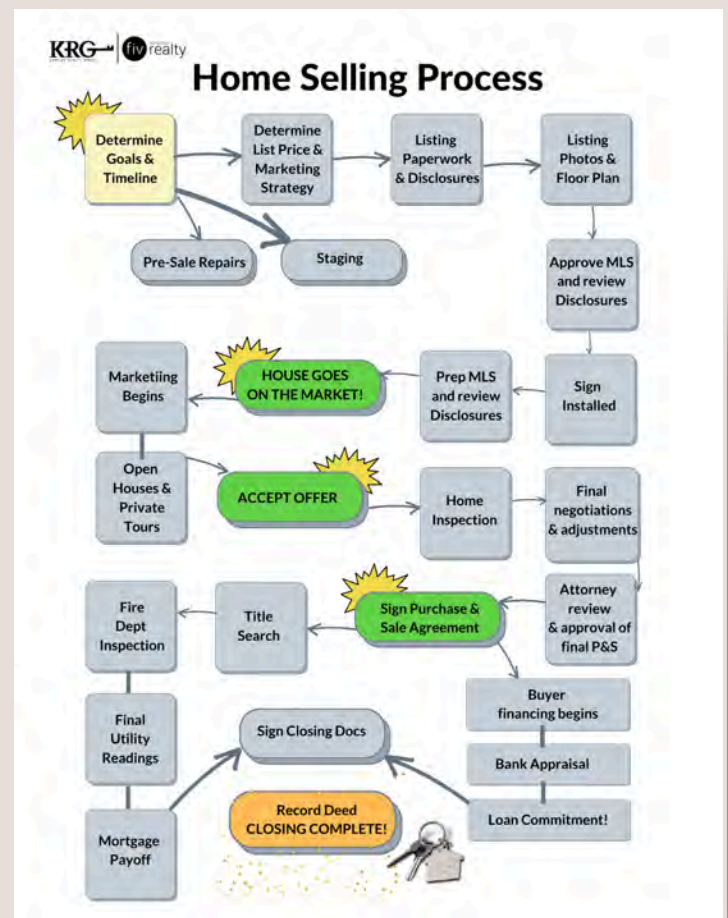


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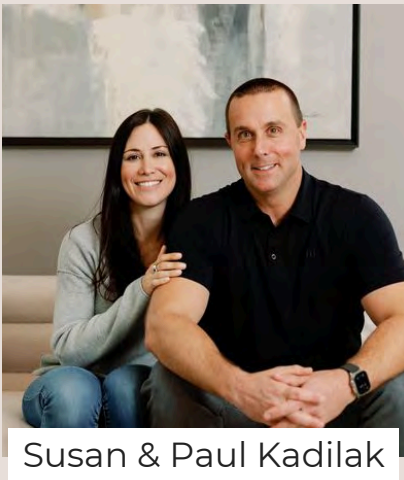
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