

tricia farin
REALTOR®

real



SELLER'S GUIDE

SMART MOVES START HERE





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OUR COMPANY

Why Choose Real Broker CT, LLC

We are One Real

**One Culture.
One Network.
One Real.**

We are one united community. We accept and respect everyone—every employee, agent, and client—regardless of color, race, religion, sex, sexual orientation, or any other characteristic that makes them unique.

Through integrity and respect, we embrace the mindset that 'we' are bigger than 'me. Only by coming together as one can we all succeed.

We learn together. We grow together. We thrive together.

Our vision is to create a world where buying and selling homes is a simple, seamless, and enjoyable experience for everyone.

Work hard. Be kind.

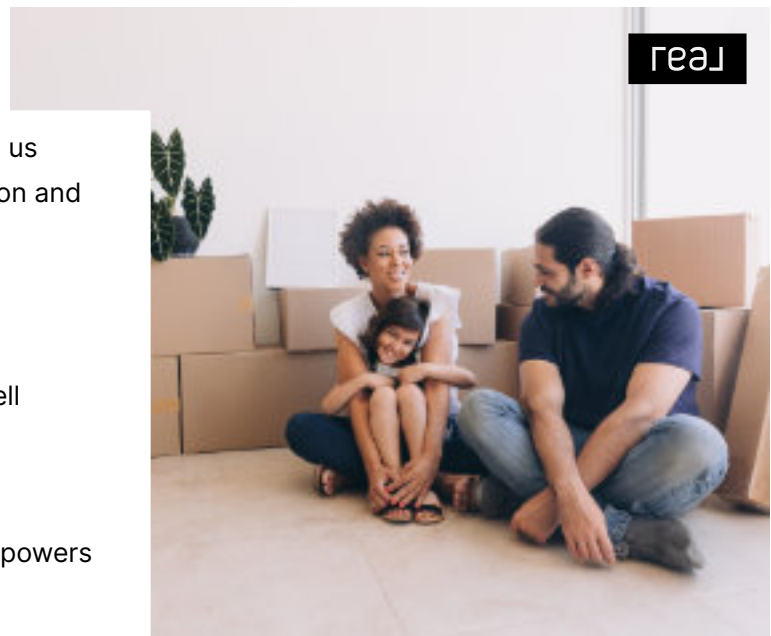
Kindness is a superpower and the fuel that keeps us growing. We stand together in service of our vision and each other.

'We' are Bigger than 'Me'

Together, we move further and faster toward groundbreaking change in how people buy and sell homes.

Tech x Humanity

Tech for a better experience – our technology empowers agents & simplifies the process for everyone.



50

US States + DC
And 4 Canadian Provinces

26,000+

Licensed Real Estate
Agents Across the
Company

\$49B

Value of Homes Sold in the
Last 12 months (Q4/2024)

REAX

Publicly traded company on
Nasdaq since 2021

MEET YOUR AGENT

Smart Moves Start Here



TRICIA FARIN, ABR, AHWD, RSPS

Real Estate Sales Professional

My passion for excellence, organized communication, over-the-top customer service and my ability to keep the human-side of the experience at the forefront is what elevates the real estate experience my buyers and sellers. My extensive marketing background and continued education in the real estate industry, provides a strategic competitive edge for my clients.



RESULTS

I love to sell real estate and it shows.

5

5-Star
Google Rating

152

150+ Successful
Transactions since 2018

20

20 Years
Professional Marketer

HOME SELLER'S ROADMAP

Meet with Tricia



There is no commitment required on your part for the initial meeting.

Analyze the Market



I will prepare a comparative market analysis to review the sales of like properties.

Establish Strategic Pricing



We compare your home's condition to the properties in the CMA to determine a price.

Offers & Negotiations



I will present all offers and help assess the quality of each offer and negotiate the terms on your behalf.

Showings & Open Houses



I will work within your schedule to book open houses, coordinate all private appointments and provide feedback from all showings.

Live to Market



You are officially on the market and live on the MLS and consumer real estate sites.

Inspection



While the buyer and buyer's agent attend the inspection, I will review repair/credit requests with you and recommend next steps.

Appraisal



I meet with the appraiser to highlight the extraordinary features of the house and provide a packet with closed comps, property field card and feature sheet.

Final Details



Once the buyer receives their mortgage commitment, I will identify final steps needed to prepare for closing.

Staging Consultation



During the walk-through of your property, I will make recommendations on how we can utilize your current furnishings to optimize space and highlight features.

Prepare Your Home to List



Create a "honey-do" list of the items that need to be addressed, including decluttering, depersonalizing, deep cleaning, etc.

Listing agreement and property disclosures are signed



Sign Documents

Pre-Marketing / Coming Soon



Create anticipation and excitement before listing goes live.

Prepare Listing



Take photos, videos, write copy and develop marketing materials.

Closing Day



The buyer will do a walk-through of the property before signing final documents. Make sure home is broom clean and all your personal belongings have been removed.



PREPARATION

Helping you through the process of selling your home



TAKE STOCK

We'll take a good look around to determine where your current home needs improvement. Some fixes are mainly cosmetic and you may be able to handle them on your own. Other problems are more significant and may require replacement and/or hiring home maintenance professionals.

CLEAR OUT & CLEAN UP

Once we've taken stock of it all, tackle what matters most. This initial investment of time and money can help generate a faster sale at a higher price. You want home buyers to imagine your house as their own, so clear out the clutter. You'll also want to clean everything, from the baseboards to the ceilings and every spot in between.

UPDATE & UPKEEP

Impress house hunters with simple, yet visually appealing updates. Inside, consider swapping out old light fixtures, painting dark wall lighter, and replacing dingy carpets. Outside, keep up with your yard work, trim bushes and trees, keep the grass cut of the driveway shoveled, and tend to plants and flowers. All of this will lead to a great first impression.

LET'S SELL

Your house is now in showing condition and we can proudly list it. You can take a step back, while we employ our marketing system, including open houses, social media, and print marketing to reach your future buyer.

STAGING

Setting the stage for a successful sale



TIPS FOR SHOWING YOUR HOME

- If you've painted in neutral tones, add touches of color with accessories.
- Place fresh flowers where they'll stand out.
- Open all doors and windows beforehand to circulate fresh air.
- Pick up toys, remove clutter, ensure beds are made, put clothes away.
- Floors should be clean, carpets and rugs vacuumed.
- Trash and recycling bins should be tidy and odor-free.
- The kitchen and bathrooms should sparkle.
- If possible, bake cookies or put a pan of cinnamon in the oven to create a warm and inviting aroma.
- Ideally, pets should be unseen. Pet areas should be clean and odor-free. Not everyone may share your love of animals, and some may be allergic to them.
- Remove all cash, jewelry, and small valuable from view.
- Remove all medications from view.
- Do not leave keys, passwords or access codes in view.

*Don't forget, I am a
certified home stager, too!*



CERTIFIED
HOME
STAGER



MARKETING

Getting the word out



PHOTOS & VIDEOS

Beautiful professional photos and vide are proven to increase interest. My photography partners will make your home look its best.

SOCIAL & DIGITAL MARKETING

Most new home searches begin on the Internet, and many start with social media. My social media presence, coupled with my extensive email network will ensure more buyers view your home.

PRINT MARKETING

A well-crafted, professional brochure can help answer questions a buyer may have. It will also highlight the home's features and any nearby amenities.

OPEN HOUSE

I will help you find the right balance between public open houses and private showings - your comfort comes first.

SELLING

We've received an offer, or multiple offers, now what?

YOU ACCEPT

If you accept the offer and it is unconditional, congratulations, you've sold your home. If you accept the offer and it has conditions, the buyer's agent will work with their clients to satisfy and waive conditions by the condition(s) expiry date.

YOU REJECT

If you reject the offer, it's up to the buyers to decide what they want to do next – they can submit a new Offer to Purchase or look elsewhere.

YOU COUNTER

If you want to make a counter offer, we will discuss the terms with which you were unhappy (price, possession date, inclusions, etc.), then provide a counter offer with the terms you want.

MULTIPLE OFFERS

A multiple offer situation is when two or more buyers submit an Offer to Purchase on your property, within the same time period. It's your decision how to proceed when this happens. I will help you to understand your options and to advise and guide you through this.

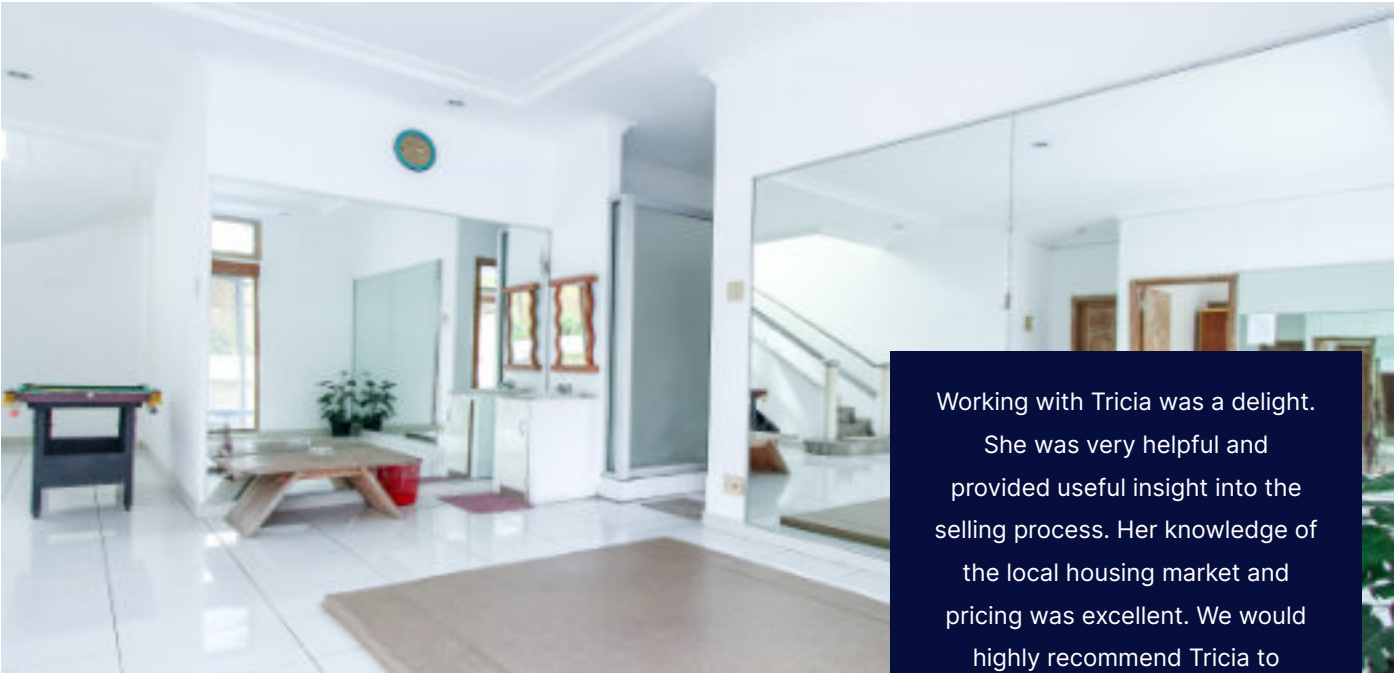
You've sold your home. So, now what?

You'll need to:

- Hire a lawyer to go over all legal documents with you, discuss title transfer, closing costs and disbursements, mortgage payout (if applicable), and have you sign the documents to transfer the property's title to the buyer after they advance the purchase funds
- Arrange for your mail to be forwarded to your new address
- Arrange for your utilities to be disconnected (electricity, gas, cable, etc.)
- Hire a moving company or truck
- Continue to maintain the home, cut the grass, shovel the sidewalks, and continue paying your home insurance coverage.

TESTIMONIALS

What my happy clients are saying...



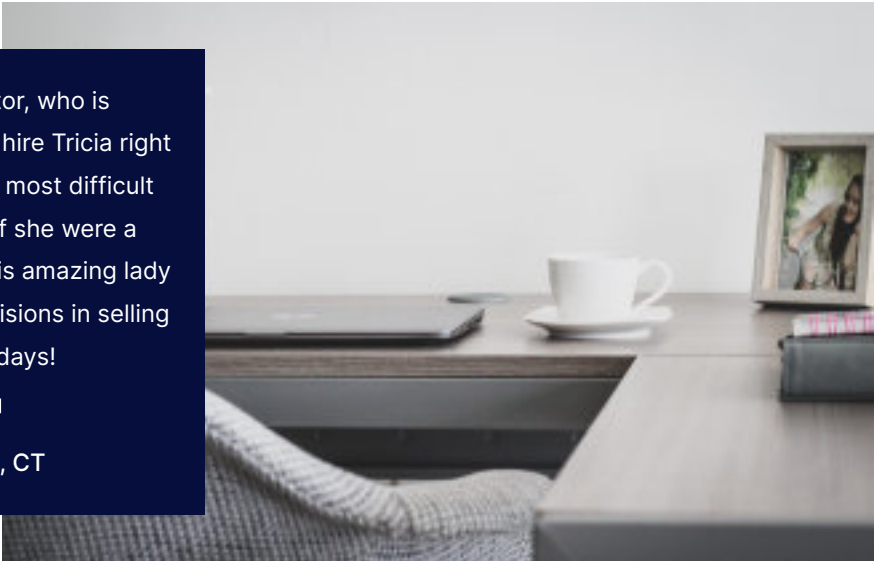
Working with Tricia was a delight. She was very helpful and provided useful insight into the selling process. Her knowledge of the local housing market and pricing was excellent. We would highly recommend Tricia to anyone who is either buying or selling a home.

—
Craig Emmons | Monroe, CT

Tricia was our dear friend first- then our realtor. She was very professional and took her responsibilities of the sale of our home above her relationship with us prior. We had a very complicated and specific property to sell and she did not let that dampen her efforts. She didn't tell us what we wanted to hear, but rather what we needed to hear. After we moved out and to the other side of the country Tricia went above and beyond to check in on our home and be sure it was kept safe and sound. She made the closing process very easy, stepping in and assuming responsibilities that really didn't fall on her shoulders. Despite the fact she had never been on the sellers end of a VA offer, she handled it as if she had years of experience! Tricia is not just a great friend, but a talented realtor!

—
Bethany Johnson | Southbury, CT






If you are looking for an amazing realtor, who is professional, friendly, courteous, and kind, hire Tricia right away! She helped me through one of the most difficult times of my life with ease and calm, as if she were a member of my family. I will never forget this amazing lady and her ability to guide me to the right decisions in selling my home for top dollar in only 3 days!

Shirley Lenhard | Sandy Hook, CT

We were excited to work with Tricia from the beginning because of her experience, strong marketing background and positivity. She helped us both sell our current home, as well as find a new one for our growing family. Along the way, we became more and more appreciative of her as she stepped in on several occasions to assist us with our very high energy dog, while the house was being shown, connected us with the assistance we needed with a damaged tree in our yard, pivoted from one market to another when a job opportunity fell through and our house search changed locations, kept us on track with regular communications letting us know everything that was happening with potential buyers and homes we'd expressed an interest in, suggested mortgage brokers, lawyers, inspectors, and movers to help us connect with trusted experts, and helped us navigate changes to our closing when our family was affected by COVID. We have two small children and buying and selling was stressful, but Tricia was amazing through the entire process! Our home sold quickly, we were very happy with the sale price, and even happier to find a new home within our budget that we absolutely love! I would highly recommend Tricia to anyone searching for a new home or looking to sell their current home. She is a great partner and was accessible anytime we needed her.

Karissa Peckham | Newtown, CT



Tricia was very thorough, professional and so helpful in navigating the whole process. She was available when I needed her. She provided a detailed spreadsheet showing me updates on all viewings. She took care of everything, as I live overseas. She regularly checked on my home which, was vacant to ensure all was in order. The sale process was complicated due to the pandemic, but Tricia was creative and resourceful and when the buyer ran into some issues, Tricia went over and above what was necessary to ensure a successful sale. Tricia was a real pleasure to work with and I wholeheartedly would recommend her to anyone who is looking to sell their home.

Irene Nolan | Sandy Hook, CT

Look no further than Tricia Farin for your realty needs. She appreciated our house which gave us the confidence to time our marketing strategy for the best outcome. She kept us updated throughout the whole process, and she adhered to Covid-19 protocols to ensure a safe environment for everyone. It's a win, win with Tricia Farin!



Eliza & Rob Hoffman | Newtown, CT



FAQS

Your questions, my answers



HOW LONG WILL IT TAKE TO SELL MY HOME?

Depending on market conditions and other factors, the process can really vary. When a home is priced correctly and is nicely updated, it is possible to have offers within a few days. Homes that present challenges for buyers may take longer.

WHAT IS THE BEST TIME OF YEAR TO SELL?

Traditionally, spring and early summer are considered the best times to sell because buyers are more active and homes tend to show better with natural light and curb appeal in full bloom. However, the best time to sell also depends on your personal goals and the local market. Inventory, interest rates, and buyer demand all play a role. A well-prepared home priced right can sell successfully in any season—and I'll help you time your sale for the best possible outcome.

HOW DO I KNOW WHAT MY HOME IS WORTH?

I will provide a comprehensive Comparable Market Analysis (CMA), which is a comparison of similar properties actively listed, recently sold and those that didn't sell. The CMA makes it easier to understand market value and helps us to set a price that will be attractive to the market and meet your financial goals.

WHAT COSTS SHOULD I EXPECT WHEN SELLING MY HOME?

Typical costs include agent commissions, attorney fees, conveyance taxes, potential repairs or staging, and possibly a portion of closing costs. I'll walk you through all the numbers so there are no surprises and you know exactly what to expect.

WHAT HAPPENS IF MY HOME DOESN'T SELL RIGHT AWAY?

If a home isn't getting interest, we review feedback, pricing, photos, and marketing. Sometimes a simple tweak—like adjusting the price or improving staging—can make a big difference. I stay proactive and responsive to market signals so your listing doesn't go stale.

READY TO SELL?



GET IN TOUCH TODAY.

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real