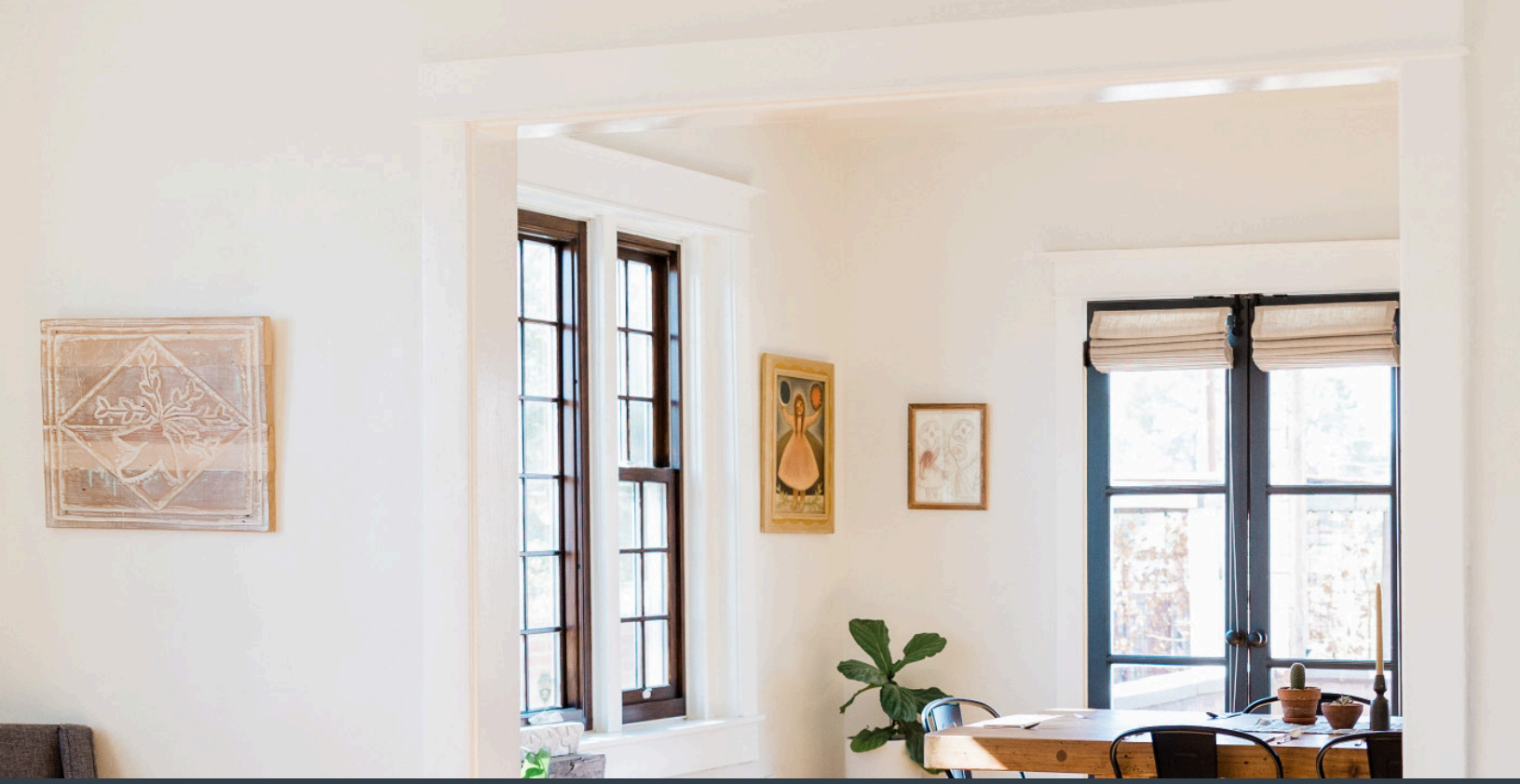


Your Next Chapter

Your guide to selling your home

HOWARD HANNA
REAL ESTATE SERVICES

portside
REAL ESTATE GROUP



WELCOME TO YOUR HOME SELLING JOURNEY



I hope this letter finds you in great spirits. I am thrilled to extend a warm welcome to you as you embark on the exciting journey selling your home and starting a new chapter. As your dedicated real estate agent, I am here to guide you every step of the way, ensuring that this process is as smooth and enjoyable as possible.

Selling a home is a significant milestone, and I am honored to be a part of this important chapter in your life. Whether you're a first-time seller or a seasoned property owner, my commitment is to make this experience tailored to your needs and preferences. Together, we will navigate the real estate market, to find a buyer that will cherish your home as much as you do.

In the coming weeks, we will work closely to prepare your home for market, from my initial walkthrough, to any projects, or staging that needs to be done to a detailed marketing strategy. I'll be there from getting you to the closing table.

Thank you for choosing me as your real estate partner. I am confident that, together, we will sell your home and find the perfect home that meets your unique desires and requirements. If there is anything specific on your mind or if you'd like to discuss your preferences further, please don't hesitate to reach out.

Once again, welcome to your home selling journey! I am excited to embark on this adventure with you and look forward to helping you find a place where wonderful memories will be made.

Best Regards,



Kevin Thibodeau
kevinthibodeau@portsidereg.com
REALTOR®, Portside Real Estate Group



Your Selling Timeline

1 PREPARATION

2 MARKETING

3 OFFER

4 CONTRACTS

5 CLOSING



#1 Preparation

The first step in selling your home is getting it ready for the market! I will be on hand, providing suggestions on areas to declutter, and to make minor repairs. I will be able to recommend and help coordinate local vendors for your needs.

HOW TO PREPARE YOUR PROPERTY FOR THE MARKET

I will help you identify how to make your home shine. Here is a list of what that might include:

- Mow lawn, trim shrubs, mulch beds, and add flowers
- Apply fresh paint to the front door
- Hire a professional to complete major repairs and upgrades
- Clean or replace soiled or worn carpeting
- Remove personal items
  Declutter all spaces, even closets and cabinets
- Paint wall in a neutral color
- Arrange furniture according to a specific function for each space
- Hire a professional to deep clean



HOME PREPARATION CHECKLIST

Use this checklist to perform a walk through of your home, room by room, as if you are a buyer. Circle what needs to be addressed and then check off once you have completed the task.

GENERAL

- [ ] Light fixtures
- [ ] Light bulbs
- [ ] Worn/stained carpeting
- [ ] Window glass
- [ ] Cabinets
- [ ] Sinks and faucets
- [ ] Paint walls
- [ ] HVAC
- [ ] Flooring
- [ ] Doors and trim
- [ ] Wallpaper
- [ ] Flooring
- [ ] Carbon monoxide detector
- [ ] Smoke detector

BATHROOMS

- [ ] Dust and clean all surfaces
- [ ] Declutter countertops and drawers
- [ ] Fold towels
- [ ] Tidy cabinets and remove unnecessary toiletries
- [ ] Clean or replace shower curtains
- [ ] Clean moldy areas

LIVING & DINING

- [ ] Remove clutter & personal items
- [ ] Stage with pillows and throws
- [ ] Dust and clean all surfaces and fixtures
- [ ] Keep all tables clear and decluttered

KITCHEN

- [ ] Clean counters and declutter
- [ ] Clean tile grout
- [ ] Clean appliances (Inside & out)
- [ ] Organize drawers, cabinets and pantries
- [ ] Clean floors
- [ ] Clean sink and disposal

BEDROOMS

- [ ] Remove clutter & personal items
- [ ] Clean out and organize closets
- [ ] Repair any damage in walls
- [ ] Keep closets closed during showings
- [ ] Make beds before any showings



#1 Preparation

PRICING STRATEGY

The longer a home stays on the market, the less it will be shown. Setting the right price from the start based on comparable homes in your area and current market conditions will set your home up for success when entering the market.



SETTING THE PRICE

AS THE SELLER you want top dollar

THE BUYER wants a “good deal”

We need to strike a balance and “Find the sweet spot”

ESTABLISHIING MARKET VALUE:

Less Important:

- What the seller paid
- Value the seller spent on improvements

More Important:

- What the buyer is willing to pay
- The value determined by market forces

Buyers will do a market assessment similar to this one to determine value.



#1 Preparation

COMMISSIONS

In regards to commissions, my fee as your listing agent is fixed, and at a set percentage. The buyer's agency compensation on the other hand is variable, and may change depending on the agent or what you as the seller is looking to offer direct to the buyer's agent with in the purchase and sale agreement.

LISTING AGENT → _____ %

BUYER AGENT ⇢ _____ %

I'll walk you through the numbers, and together we will determine the appropriate buyer's agency commission to offer and how to use that in our marketing strategy.



#2 Marketing

Finding the right buyers for your home, by using a multi-channel marketing plan to tell your home's unique story.

PRE-MARKET

- Professional Photography + Videography
- How to Prep Your Home
- A secure lock box is installed
- A Yard sign is placed
- Off-market/coming soon status is privately shared with the Portside agent network
- Live in the MLS





#2 Marketing

YOUR HOME GETS SEEN

Find the right buyers for your home, by using a multi-channel marketing plan to tell your home's unique story.

DIGITAL MARKETING

My digital marketing footprint strategically reaches buyers

LEADINGRE NETWORK

37% of Portside's buyers come from out of state. LeadingRE positions your home in front of thousands of other buyers.

MULTI-AGENCY NETWORKING

Each month, Portside hosts a number of events within the brokerage community.

WEBSITE + EMAIL MARKETING

Portside's website will feature your home when it is listed. Along with numerous email marketing promotions.

DIGITAL MARKETING YEARLY USERS

780,000+

DIGITAL MARKETING MONTHLY USERS

65,000

TRANSACTIONS FOUND IN OUR INTERNAL NETWORK

40%

As your agents I will be marketing your property across multiple marketing channels to ensure the maximum amount of buyers see your home.



#2 Marketing

SHOWING CHECKLIST

- [ ] Create a welcoming entrance by sweeping the porch, cleaning the door, and adding a mat or wreath.
- [ ] Remove personal items, documents excess furniture, and clutter to create an inviting atmosphere.
- [ ] Ensure there are no unpleasant odors; however don't overdo it with air fresheners. Open the windows for fresh air ahead of time.
- [ ] Turn on lights and open curtains to invite natural light.
- [ ] Close toilet seats and shower curtains. Put out fresh, crisp linens.
- [ ] Arrange furniture to create a sense of space and flow in each room.
- [ ] Arrange for pets to be taken out of the house during showings and tidy up any pet-related messes.
- [ ] Add fresh flowers or a bowl of fruit to add a welcoming touch.
- [ ] Use staging strategies to showcase your home's best features.
- [ ] Set the thermostat to a comfortable temperature well before guests arrive.



Once you receive an offer to purchase your property, it is imperative that you review it carefully. The offer tells you the price the buyer is willing to pay and under what terms. A strong offer can be close to exactly, over the list price, depending on the market. As your agent, I'll be here to advise on how to evaluate offers and write counteroffers, and serve as a point of communication with the buyers agent.

WHEN REVIEWING CONSIDER:

- Price, Timeline, Closing Expenses
- Contingencies:
  - Financials
  - Appraisal
  - Inspection
- Discuss the strengths and drawbacks of the offer(s)
- Determine how to respond:
  - Accept with no changes + sign
  - Reject the offer entirely
  - Counteroffer

NEGOTIATION OF TERMS

- Negotiation of terms
- A real estate counteroffer is prepared and conveyed stating that the seller has accepted the buyer's offer subject to particular changes to the offer:
  - Higher price
  - Altered closing date
  - Buyer concessions
  - Modified home sale contingency time frame
  - Refusal to pay for buyer closing costs or home warranty
  - Excluding personal property
- The contract's terms are negotiated as needed



#4 Contract

Your home is under contract! As your agent, I'll monitor the timeline and work with the buyer's agent to make sure all contract contingencies are met, keep you updated throughout the buyer's due diligence, and schedule the final walkthrough on your way to the closing table.

PREPARE FOR CLOSING:

- Initiate the mortgage payoff process with your lender
- Arrange for utilities to end service on the closing day
- Move out and remove all belongings excluding "property" listed in the purchase and sale agreement
- Complete agreed-upon repairs
- Clean property





#5 Closing

You will transfer the property to the buyer, fully pay off any mortgages, and receive your sale proceeds. If you're using the proceeds for a new home purchase shortly thereafter, it is important that you closing runs smoothly. I will be with you at the closing table to answer any questions.

WHAT YOU NEED FOR CLOSING

- Photo ID
- All property keys and security codes
- Documentation of transferable warranties and service providers

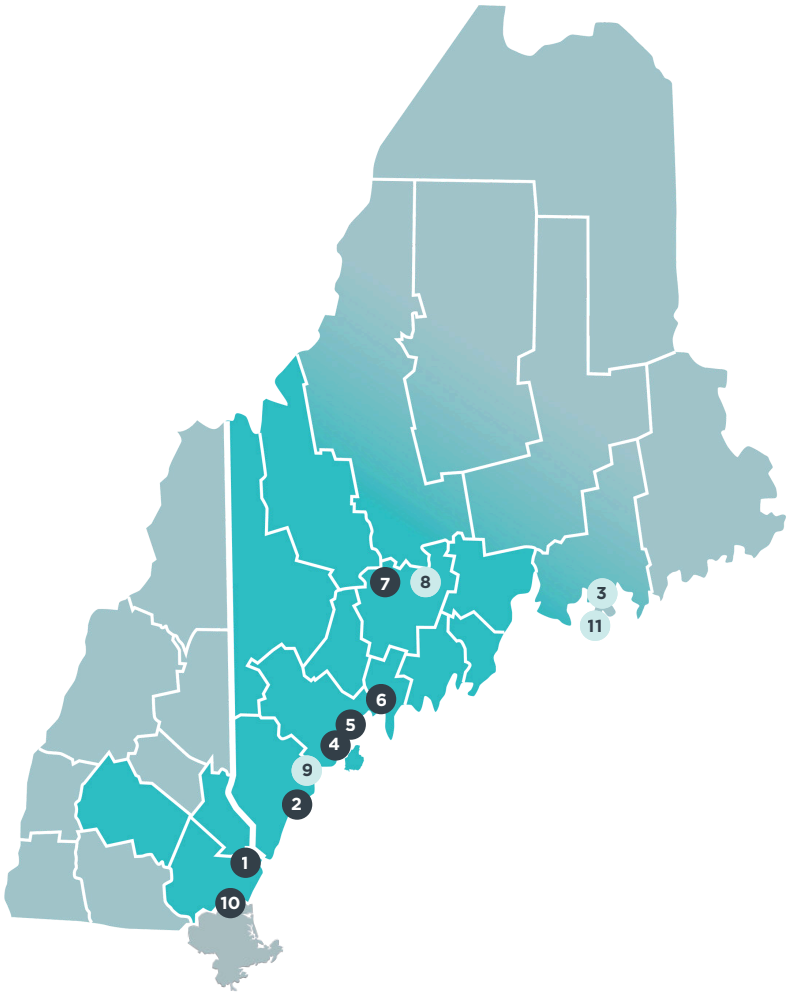


ESTIMATED EXPENSES

- Existing Mortgage Payoff: The remaining principal, interest, and applicable prepayment penalties on your current mortgage are paid at the sale of your property.
- Home Equity Loans: If you borrowed against the equity in your property, you will pay it off at the sale of your property.
- Seller Expenses: Title insurance, recording fees, prorated taxes, and any real estate agent commission are deducted from any proceeds you receive from the sale of your property.
- Buyer Expenses: The offer may ask you to pay some or all of the buyer's closing cost.
- Moving Expenses: Truck rental, movers, packing supplies, etc.

WHERE WE SERVE

Our offices are located up and down the coast of Maine and New Hampshire. We have locations from Seacoast New Hampshire to Bar Harbor, Maine, and everything in between. Portside agents also have the ability to provide real estate assistance outside of the local area through our expanded network with Leading Real Estate companies of the World



OUR OFFICES

1. 89 Foundry Place, Portsmouth
2. 149 Port Road, Kennebunk
3. 43 Cottage Street, Bar Harbor
4. 59 Baxter Boulevard, Portland
5. 417 US Route One, Falmouth
6. 59 Pleasant Street, Brunswick
7. 221 Main Street, Belgrade Lakes
8. 88 Main Street, #209, Waterville
9. 4 Scott Dyer Road, Cape Elizabeth
10. 6 Chestnut Street, #20, Amesbury
11. 3 Summit Road, Northeast Harbor



THE PORTSIDE DIFFERENCE

Founded in 2012, Portside Real Estate Group is a locally and woman-owned, residential real estate agency with offices throughout Coastal Maine & New Hampshire. Our mission is to bring a more personalized approach to the home buying and selling process – and we're committed to the communities we serve.

Our agency and agents regularly donate a portion of our commissions to help make Maine a great place to live. "Portside Gives Back" is much more than a catchphrase, it's a social responsibility hallmark of our homegrown real estate group. Our founder and agents are dedicated to the place we call home.

#1

INDIE BROKERAGE

#2

AGENCY IN MAINE

1.1B

PORTSIDE VOLUME

150+

AGENTS COVERING 16 COUNTIES

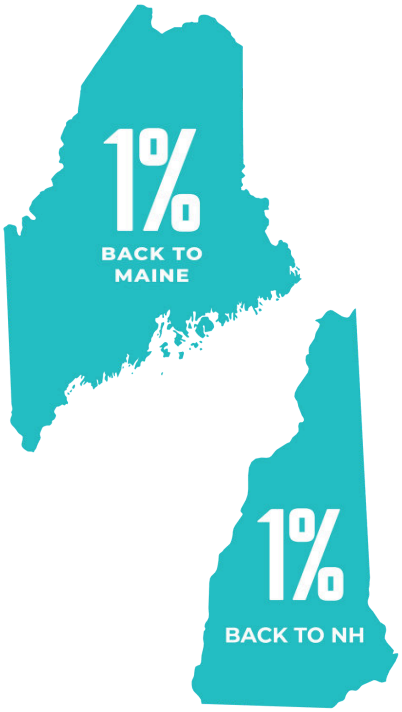


1% BACK TO MAINE + NEW HAMPSHIRE

INVESTING IN OUR TOMORROW

At Portside Real Estate Group, we happily donate 1% of top line revenue to local, community-based non-profits. That means by choosing to work with us, you will help make a difference in our communities!

1% Back to Maine and New Hampshire focus on the next generation, Maine and New Hampshire's youth. Supporting and addressing systemic problems including generational poverty, substance abuse, and limited access to medical care, education, and food. Portside is committed to giving one percent of gross revenue to our future.



OUR IMPACT

$1,250,000+

RAISED FOR LOCAL NON-PROFITS

63+

GRANTS FUNDED

LEARN MORE HERE!

PAST BENEFICIARIES

thrive new england

Wayfinder SCHOOLS™

Youth Connection

Telling Room

MYC



CULTIVATING COMMUNITY

THE LOCKER PROJECT
FEEDING THE FUTURE

Housing Resources for Youth

Indigo ARTS ALLIANCE

BOYS & GIRLS CLUBS OF SOUTHERN MAINE

THE ECOLOGY SCHOOL

STUDENTS · EMPOWERED · TO · END · DEPENDENCY
S.E.E.D.
-EST. 2020-

Coastal Kids Preschool

CAMP SUSAN CURTIS
Where Maine Children Grow

MAINELY TEETH
Dental Clinic

PORTLAND PARKS CONSERVANCY

White Pine Programs

Big Brothers Big Sisters OF SOUTHERN MAINE

PORTLAND HOUSING AUTHORITY

Safe Families *for* Children

LEARNINGWORKS

FARMS FOR FOOD EQUITY

Maine Intercultural Communication Consultants

the summer camp

YLJ YOUTH LED JUSTICE

YOUR HOME GIVES BACK

NOTES

GLOSSARY OF TERMS

APPRAISAL
An informed estimate of a home's value, generally done by an independent, professional licensed appraiser and typically required and ordered by the buyers lender in conjunction with the mortgage application.

BACKUP OFFER
If a buyer wants a home already under contract, they may request to be "next in line" by submitting a backup offer. Backup offers must still be negotiated with any fees – like earnest money – paid.

CLOSING
The last step of the selling process is also called the settlement. You sign all the necessary documents to finalize the sale and transfer ownership to the buyer.

CLOSING COSTS
Also known as settlement costs, these are the costs incurred when getting a mortgage or buying a home. They might include attorney fees, preparation and title search fees, discount points, appraisal fees, title insurance and credit report charges.

COMP/COMPARABLES
These are recently sold properties similar to the home that you are selling, with approximately the same size, location, and amenities. They help an appraiser determine a property's fair market value.

INSPECTION
A visual and mechanical examination of a home to identify defects and assess the home's condition performed by a licensed individual.

PURCHASE + SALE AGREEMENT
A purchase agreement is a contract between a buyer and seller stating the terms of the home sale. It may stipulate conditions like sale price, what appliances will stay in the home and when the buyer will move in.

CONTINGENCIES
Conditions in a sales contract that must be satisfied before the home sale can occur. Some common contingencies: the appraised value must support the sales price, the house must pass inspection, and the borrower must be approved for a loan.

DEED
A document that legally transfers ownership of real estate.

DUE DILIGENCE
Due diligence is the period of time when a buyer examines a home's condition and contract terms before becoming legally obligated to purchase. Due diligence is their time to discover and consider any financial risk associated with investing in a home.

EARNEST MONEY DEPOSIT (EMD)
Earnest money is part of the buyer's down payment paid before closing to show you are serious about purchasing a home. It is also known as a good faith deposit.

ESCALATION CLAUSE
An escalation clause, or "escalator," is a section in a real estate contract that states that a prospective buyer is willing to raise their offer on a home should the seller receive a higher competing offer. The clause will state how much more the buyer is willing to pay than the highest offer and their spending limit. Essentially, escalation clauses offer buyers protection if other potential buyers outbid them.

UNDERWRITING
The lender reviews submitted documents to verify the borrower's finances and other factors related to the home, such as the title search and appraisal, then decides to approve or deny the loan.



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HOWARD HANNA REAL ESTATE SERVICES | portside REAL ESTATE GROUP

Leading REAL ESTATE COMPANIES OF THE WORLD®