



SELLER INFO PACKET



**BERKSHIRE
HATHAWAY**
HOMESERVICES

NEW ENGLAND
PROPERTIES



Dear Future Clients,

Thank you so much for taking the time to get to know me! This packet will provide you important insight on selling a home as well as some information on who I am, how I operate, and what it's like to work with me.

If you have any additional questions, please don't hesitate to reach out. I look forward to working with you to accomplish your real estate goals! You can rest assured I will be there for you every step of the way.

- Alexis

WELCOME HOME



ABOUT ME

I was born & raised in Newington, CT where I was an early graduate of Newington High School with high honors. I then attended Southern New Hampshire University for Marketing & Finance. I went on to start my own marketing firm where I specialized in helping local businesses improve their digital marketing strategies to drive more traffic and online engagement to their brands. I discovered real estate a few years later, and realized what a powerful advantage my digital marketing strategies gave to my sellers versus the competition, and I quickly learned I had found my "forever" career. I set out to be the very best realtor I could be and help as many people as possible.

Being the best means more than doing what needs to be done to make a quick sale. It means handling things in a manner that is in the best interest of my clients at all times. Doing this has allowed me to forge long-term relationships and "clients for life". I am very proud of my **100% client satisfaction rating**. It has also led me to win prestigious awards and recognition, both locally and nationally, for my cutting edge techniques and unparalleled customer service.

Now with nearly a decade of experience under my belt, my approach is based on being proactive and pushing the information in front of the people who are looking for - it as opposed to what the majority of agents do which tends to be sit back and wait for the sale to happen. I am highly focused on being available, being in constant communication, and tackling any obstacles that may arise head-on. I pride myself in thinking outside of the box, and rolling up my sleeves to get the job done whenever the need arises. Stress when selling a home is inevitable but I hope to mitigate as much as I can by being prepared and forward-thinking the whole way though.

I currently reside in Glastonbury, CT and when I am not selling real estate I can usually be found spending time with my family, baking, home organizing or party planning.

TIMELINE FOR SELLING A HOME

01

Let's Meet

We will do a tour of your home together, taking key notes and capturing all that your home has to offer. I will share with you marketing strategies, procedures for selling and paperwork signing and a market prep checklist.

02

Market Prep

Time to prep your home for the market! First impressions are crucial. Staging, de-cluttering, painting, repairing and getting things 'show ready' will enable us to sell your home for the most amount.

03

Photoshoot

Professional photos are taken of your home and the lockbox goes on. Photos are then edited to ensure your home is presented in it's best possible light (no pun intended). Photos are usually received back within 48 hours.

04

We're Live!

Your home will hit the market and showings will begin. Showings can range from 15-45 minutes. The buyers and their licensed agent will be present at the showing. Interested buyers may come back for a second showing.

05

Review Offers

Review the offer(s) and negotiate terms that both you and the buyer agree to. Once the contract is fully executed, the deposit check is typically given to the listing agent's brokerage to be held in escrow until closing day.

06

Inspections

If buyers are conducting inspections, this is their time to shine! Sellers should **not** be present during buyer inspections. *(Please note if you have septic, the seller typically pays for pumping which is usually between \$200-300).*

07

Appraisal

If the buyer is financing their purchase, the bank will send out an appraiser to ensure the home is worth what they are paying for it to protect the bank's investment. This is typically a 15-20 minute appointment for which you do not need to be present. The results are given directly to the buyer/bank.

08

Clear to Close

If all terms are met, the lender will issue a "Clear to Close" at which time the attorneys will firm up a closing time. The buyer will do one last walkthrough (typically the day of closing or the day before) to be sure everything is as it should be before the closing. They will also confirm if any needed repairs have been made if applicable.

09

Closing!

All keys & garage door openers are over to the new buyer and the home is officially sold. Be sure to call your utility companies to transfer service out of your name as of the closing date. Water is transferred by the attorneys, Closings usually take place at the buyer's attorney's office and last 45 mins to 1 hour. Sellers have the option to pre-sign or attend the closing.

WHAT MY PAST CLIENTS HAVE TO SAY

I am extremely proud of my 100% client satisfaction rating and currently have 5-Star Reviews from ALL past clients, as well as a 100% list to sell ratio - this means I have sold every home I have ever listed! Below are testimonials from some of my past clients on their experience with me.

Rachel S. - Glastonbury, CT



"Alexis is an amazing realtor. She is a Go-Getter in every sense of the term. She's available for showings and questions at all times of day, night, weekends, holidays, you name it. She'll advocate and fight for you the whole time along the way to make the process as easy and as beneficial for you as possible. My fiancé and I loved working with her. She helped us through the home buying process as we were first time buyers and had no clue what we were doing. She was patient, helpful, trust worthy, and she got us the exact right home for us I'll 100% be working with her in the future for any home buying or selling needs. She's the absolute best."

Daniel Z. - Newington, CT



Alexis is, by far, the best real estate agent I've ever worked with... multiple transactions over lots of years. She is beyond dependable, accessible, extraordinarily conscientious, smart as can be. If that's not enough she is an internet wiz - she makes things happen instantaneously. Alexis found a way to rent to a person whose credit was very poor and whom I, initially, rejected. She served both parties fairly and closed a deal that was fair for all. I have already recommended her several times."

Katie & Fred C. - Old Lyme, CT



"Alexis was an absolute joy to work with! She was stellar at communication with us, and worked so hard to make it an easy and enjoyable experience to sell our house! I will be recommending her to everyone I know! Her level of dedication to her work is top notch, and stands out above all the rest!"

Robert A. - Glastonbury, CT



Working with Alexis was such a great experience! Not only was she able to get 50K over the asking price, she made the entire process much less stressful than it would have been otherwise. One reference point of her superior marketing skills would be my neighbor's house (virtually identical) which was listed for sale within 30 days of mine going live ended up selling for a whopping 39K less. That's despite it having central air, (which my house did not) as well as more square feet. This price delta was due solely to each Agent's performance and capabilities. Alexis earns my strongest recommendation and will be an asset to anyone looking for a stellar Real Estate Agent!

Briana M. - New Britain, CT



"Working with Alexis was a dream; in fact, I hesitate to call it "working" at all. She felt like a friend almost immediately. She responded to our questions with warmth, patience, and clarity. She filled us in with whatever information we would need to make informed decisions, and then stepped back to let us think. She happily represented those decisions to the seller once they were made (even if we went slightly against her judgment). I firmly believe that the strong, united front she presented for us helped us to get the home we really wanted at a wonderful price, and I'm grateful. She was our cheerleader from beginning to end!"

Katie & Fred C. - Old Lyme, CT



"Alexis was an absolute joy to work with! She was stellar at communication with us, and worked so hard to make it an easy and enjoyable experience to sell our house! I will be recommending her to everyone I know! Her level of dedication to her work is top notch, and stands out above all the rest!"

Marco & Ashley C. - Berlin, CT



"Prior to Alexis my wife and I had 2 previous realtors over the course of a couple years. Let's just say they were terrible. Alexis was the gem we needed in buying our first home. She was attentive, responsive, and easy to speak with regarding everything and anything. Alexis' calm nature made the most stressful time in a new home buyers life less stressful. She explained all the ins and outs in detail which helped me learn and understand the process. Alexis' negotiating skills were put to the test regarding the roof on my home and she was able to get the full amount! Her skills as a realtor are unmatched. I 100% will be referring her to other friends or family and use her again the any process of selling and or buying future property. If you're not going with Alexis you're doing it wrong."

Staci G. - Killingworth, CT



My boyfriend and I have had the pleasure of working with Alexis over the last 4+ months. Alexis is a hustler. She is passionate and works very hard to make sure her clients needs are met. Time and again, Alexis did that little bit extra that made us feel valued and appreciated: She bought us lunch after a long day of showings, she filled out paperwork to help us make an offer on our dream home at 10pm (because that was when we finally made our decision) and she even personally delivered a beautiful plant, card and balloon when she heard that I was under the weather. Alexis' work effort certainly stands above the crowd. She has advocated for us at every turn and I would absolutely recommend anyone looking to sell, rent, or buy a home to work with her."

Donna M. - Stratford, CT



"I spent 6 months working with Alexis to sell my home and find my forever home. Selling was a challenge because my home was in need of total updating. She was always professional and was quick to respond to every situation that arose. Her negotiation skills were great and she fought for me every step of the way. Several times when I was unsure how to proceed or if I was feeling anxious she put things into perspective for me and made me see the big picture. Alexis made a very stressful situation pleasant and took care of every detail without skipping a beat. Even when she was on vacation she made sure that I was able to see the home that I loved and put an offer on it. She is wise beyond her years and I would highly recommend her to anyone who is looking to buy, sell or both. She is the best!! Thanks to her I am now living in my beautiful new home. Thanks Alexis!!"

Joshua I. - Wethersfield, CT



"Working with Alexis is like making a new friend right in the midst of one of the most frantic and stressful processes of your life. I felt supported, in good hands, and also in charge of my own destiny - there was no pressure to jump into something if I had any doubts at all."

Ashley L. - Newington, CT



"Alexis has been the best realtor I have ever worked with. She takes the time to give her honest feedback and explain every step of the process. She breaks everything down so I can understand and make educated decisions. I will never use any other realtor other than Alexis!"

Samantha & Anthony N. - Newington, CT



"Alexis is just simply the best!!! She was always 6 steps ahead of us, always on top of everything. She puts in so much hard work, and always has a smile on her face. She is always up front with everything and made the entire process as painless and seamless as possible. She is truly professional and truly goes above and beyond. I would recommend her to anyone and everyone until I'm blue in the face!!! I can't say enough about her. We love her and appreciate everything she has done for us."

James S. - Manchester, CT



This was my first time selling a house and boy was I nervous. Alexis made everything so easy and seamless, and she was there for all my annoying questions and needs. I feel very fortunate because this process could have been a total nightmare with the wrong person. Alexis was the RIGHT person. She was very confident throughout the whole process and made sure I was comfortable every step of the way. All in all I was surprised how smooth everything was and how quickly I was able to sell. Alexis is definitely the best. I highly recommend her services, you won't regret it.

MY 50+ POINT MARKETING PLAN

This comprehensive marketing plan is a result of constantly researching, evolving, and improving as technology and the market change. Digital advertisements that target buyers where they are looking and present the information in a manner that is how buyers would like to see it, backed by my strategy and expertise, result in tens of thousands of buyers are able to witness your home information.

This is a tactic that only 1% of realtors in the country are able to do effectively, and I am one of the only CT REALTORS that implements these strategies. I do this for each and every listing, and I don't charge a penny to my sellers to do it. All points in this marketing plan are covered at my cost.

I am always striving to stay ahead of the curve, offer the most to my clients, and to make each and every client's transaction as stress-free and pleasant as possible. I combine unparalleled customer service with cutting-edge techniques, and the subtle art of going above and beyond for a one-of-a-kind client experience. It is for this reason all past clients have rated my service 5 out of 5 stars and trust me with referrals for their families, friends, and neighbors.

Pre-Listing

- Comprehensive Prepare Your Home Checklist
- Pre-Listing consultation and checklist of any required changes to prepare your home for the market and address any issues or imperfections before presenting the home to buyers
- List of Reputable Vendors for any Work Required
- Digital measurements taken and added to Multiple Listing Service
- In-depth analysis and expert advice on pricing strategy for optimal results.
- Complementary basic staging consultation to make your home look its nest ad attract buyers (optional full staging available at an extra charge).
- Professional photography with digital enhancements as needed to make your home look its very best to potential buyers.
- Lockbox to secure the home and make it accessible to other professional realtors and their clients
- Coming soon listing and advertising, if applicable

MY 50+ POINT MARKETING PLAN

Listing is Active

- Complimentary Appointment Concierge Services - appointments sent to you via email, text, or call to for confirm or deny (we always strive to allow as many showings as possible as each showing means another opportunity to sell your home).
- If home is vacant and appointments are automatically confirmed, you will receive an FYI via text, email, or call (your preference) to keep you in the loop.
- Feedback requested from showing agent 3 times after each showing and sent to you directly upon receipt. (Please note that while we do our due diligence to contact the agent multiple times and get you as much feedback as we possible, some agents may neglect to complete the feedback).
- Weekly report on our marketing efforts and results
- Inform you of any market changes, sales trends, absorption rates, or any other factors that may affect the marketability of your home.
- Provide you with marketing materials to share with your neighbors connections, and on your personal social media pages.
- The quality of marketing materials representing your home have a huge impact on how it will be received in the marketplace. To position your home in the best light we provide:
 - Professional photographer to capture high-quality interior and exterior images.
 - High-definition video slideshow .
 - High-quality full color printed brochure featuring your home
 - Custom property website featuring
 - Printable brochures
 - Photo Gallery
 - Property Map
 - Reports for Out of Town Buyers showing nearby amenities, school scores and distance
 - Community information, city demographics and a contact button to capture potential buyer information to follow up with
 - Nationally-recognized and highly visible Berkshire Hathaway lawn sign with a customized rider with my photo and direct contact information.
 - Search Engine Optimization by digital marketing specialist for maximum online exposure
 - All marketing materials cell phone compatible (91% of buyers use their cell phones in their home search according to the National Association of Realtors).
 - Online mortgage calculator to help buyers determine if they can afford to purchase your property.

MY 50+ POINT MARKETING PLAN

Listing is Active Ctd.

- Marketing to real estate agents via my personal network, the Berkshire Hathaway
- Marketing through my own social media lead generation network with thousands of buyers actively seeking homes in your area.
- ****Boost paid advertisements featuring**
 - Online syndication that includes: Multiple Listing Service, Zillow, Trulia, realtor.com and various other third party websites that buyers search for homes which have the criteria that matches your home.
 - Paid ads through Adwerx (Adwerx technology identifies and analyzes consumer behavior to target potential buyers looking in your area, even if they are hundreds of miles away).
 - Instagram posts and paid advertising to target the millennial market.
 - Constant analysis of online traffic data to tweak your campaign to increase data and conversion rates.
 - Immediate follow-up with any and all inquiries made online or via any of the other channels of marketing with a call, text, or video text message.
 - Target market potential buyers to determine who is most likely willing to pay the highest price both locally and out of the area.
- Through our massive online and social media campaigns, we access thousands of buyers directly. But, we also take the time to engage the real estate community:
 - Cooperate with and engage ALL professional realtors and brokers in the state of Connecticut with the Smart MLS
 - E-flyers sent out to local and out of area agents with text feature that brings them directly to your home's website.
 - Email "just listed" flyer with your home's website to thousands of local affiliates and partners in our database.
 - Send property specific information to our buyers agent network who receive hundreds of inquiries per month.
 - Contact agents to request feedback (up to 3 times) for feedback, which we then forward to you.
 - Perform a reverse prospecting search to identify prospective buyers in the multiple listing service.
- Send direct mail and email flyers about your home to our database of clients to keep your home top of mind
- Mass mail high-resolution, soft touch matte deluxe marketing postcards to your neighborhood with a "Pick Your Neighbor" letter attached and text feature.
- High-Resolution full color printed brochures and packets on your home to display, and best present your home during showings.

MY 50+ POINT MARKETING PLAN

Listing is Active Ctd.

While all of this activity is happening, I'm also working hard behind the scenes to make sure your home gets the most exposure so that it sells at the best price in a timely manner. I gather all of the information necessary to ensure a smooth transaction. To that end, I:

- Immediately send responses to buyer leads via text and email.
- Improve the marketing of any under-performing marketing campaigns by analyzing and viewing the results of said campaigns
- Price property correctly the first time to widen the window of buyer showings.
- Reassess pricing if online traffic is not converting to showings, or showings are not converting to offers.
- Answer any questions that may arise throughout the transaction

Listing is Under Contract

Once the sale of your home is under deposit we stay proactive, not reactive, to make sure the process goes smoothly & efficiently by:

- Verification with agent and lender to ensure buyer is properly qualified, ready, and able to purchase your home before accepting the offer.
- Preparation and instructions on each step of the process, and what to expect next so you are prepared and informed.
- Text message and email reminders to you about deadlines, appointments, contingencies, disclosures, inspections, appraisals, signing of documents, buyer final walk through and final closing documents.
- Constant communication with cooperating agent and lender to give accurate feedback to seller about the status of loan and escrow, and to ensure that every step is taken to keep appointments and meet deadlines.



NEXT STEPS



Thank you!

I would love to provide the same five-star experience that I am known for.

It is never too early to start the process, and I am always available to chat virtually or in-person. I can't wait to get to work for you!



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