

Home Seller GUIDE



Sue Menard

GUIDING YOU HOME

exp[®]
REALTY

LUXURY



Your home sale deserves more than a one-size-fits-all approach. It deserves a strategy built around your goals, your timeline, and the unique value of your home. This seller experience is designed for the modern market and centered fully on you, with personalized planning, thoughtful preparation, and expert guidance from start to finish.

Every step, from pricing and presentation to marketing, negotiation, and closing, is handled with care, precision, and purpose. I am here to serve as your advocate and trusted partner, helping you make informed decisions and work toward the results that matter most to you.

Sue -



A SUCCESSFUL SALE ISN'T

**a process,
it's a
partnership**



SUE MENARD
REALTOR®

STATS

TOTAL SALES AVG SALES \$

100+ **\$724K**

2025 Sales Years as Realtor

8.6 MIL **10**

508.317.7271 

suemenardrealestate 

@gmail.com

www.SouthShoreHaven.com 

Who You Hire Matters

The agent you hire will have a direct impact on both your experience and your outcome, especially when it comes to negotiation.

Selling a home involves far more than pricing and marketing. It requires the ability to navigate offers strategically, respond thoughtfully to buyer concerns, protect your position, and keep the transaction moving toward a successful closing.

As a trained negotiator, I bring advanced negotiation skills to the table along with the judgment to know when to push, when to hold firm, and how to advocate for your best interests every step of the way. In a market where details matter, strong representation can make all the difference.

Sue -

Successful Selling ROADMAP

1

LISTING CONSULTATION

Selecting the right listing agent is crucial, as their experience, sales record, and negotiation skills can vary significantly in real estate. Choose the agent who you connect best with and feel will negotiate firmly for your goals and values.

2

PREPARING YOUR HOME FOR SALE

This step involves a detailed consultation where we assess your home room by room, offering tailored recommendations to enhance its appeal & maximize its selling price.

3

PROFESSIONAL MEDIA, PHOTOGRAPHY & VIDEO

Professional photography is the cornerstone of our marketing strategy. With over 90% of buyers first encountering your home online, making a strong first impression is essential.

4

MARKETING LAUNCH + COMING SOON

My "Coming Soon" marketing offers an exclusive preview to potential buyers, allowing us to generate interest & build a list of prospective buyers before your home even hits the MLS.

5

LISTING LAUNCH & MARKETING PERIOD

During the marketing timeline, a tailored lifestyle story of your home will be created, ensuring your property is visible to buyers while maintaining momentum throughout the selling process. Accompanied showings are imperative for a successful first impression & to monitor who is visiting.

6

OFFER NEGOTIATIONS

Once we receive offers, negotiations begin. Successful negotiations require the ability to remain calm, confident, and strategic through resistance, competitive motivations, and uncertain outcomes. I guide this process while protecting your position, advocating for your best interests, and allowing the strongest possible outcome to take shape.

7

UNDER CONTRACT PERIOD + CONTINGENCIES

Throughout the under-contract phase, I oversee the many moving parts behind the scenes, carefully managing contingencies, resolving potential issues, and ensuring the transaction stays on track for a smooth closing.

8

FINAL TO-DO'S + CLOSING

As closing approaches, I help manage the final details by coordinating with attorneys, buyer's lender, and town departments, while assisting with utilities transfer, closing document review, moving plans, guide cleanout expectations and schedule buyer's final walk-through before closing.

9

SERVICE AFTER THE SALE & CLIENT FOR LIFE PROGRAM

My service continues well beyond the sale. I value lasting relationships and remain a trusted real estate resource for you, your family members & friends for years to come.



TAKE THE STRESS OUT OF

Sold

*WITH OUR MODERN APPROACH TO MARKETING
AND A STREAMLINED SYSTEM FOR
COMMUNICATION*

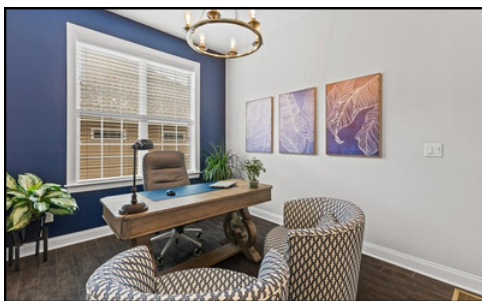


ROOM-BY-ROOM ANALYSIS

The old adage "You never get a second chance to make a first impression" is as true in real estate as it is in life. It's essential that your home is in pristine condition when it hits the market. Many sellers, and even some agents, take a wait-and-see approach, thinking they'll address issues like carpeting or painting if there aren't any immediate offers.

I strongly advise against this strategy. Instead, we'll walk through your home room by room as I share recommendations and preparation tips to help you make the strongest possible impression.

The truth is, regardless of market conditions, failing to prepare your home can lead to fewer showings, reduced buyer interest, and, ultimately, a lower selling price.



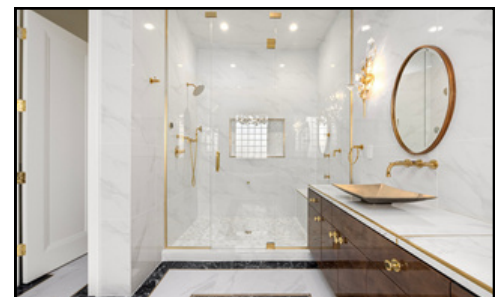
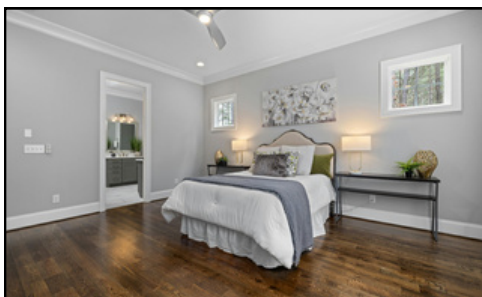
DECLUTTER



LESS IS MORE



BRIGHTEN



WHERE TO BEGIN

EXCLUSIVE SELLER SUPPORT:

OPTION 1: A complimentary 2 week rental 15 yard walk in dumpster. I'll arrange the delivery and pickup, and you simply fill it. Please note that certain items may involve additional disposal fees, which will be the homeowner's responsibility.

OPTION 2: A \$550 credit toward a cleanout removal company with the truck and the manpower to handle the heavy lifting for you. Several trusted partner companies are available.

ACCESS TO RESOURCE PARTNERS:

- Simple decluttering to complete clean-outs and packing for you
- Interior & Exterior Painting
- Flooring - Carpet, luxury vinyl, tile, engineered hardwood options & floor re-finishing
- Handyman - Replace light fixtures, hardware, bathroom mirrors & more.
- Landscaping - Refresh curb appeal
- Cleaning - Ensure your home shines

ROOM TO BREATHE, BOX BY BOX

Start with items you do not use daily such as excess decor, collections, & items that will free up space in your closets, cabinets, dressers & kids playroom. Make piles to Keep, Donate & Throw Out. Begin removing as much as possible from house, label boxes and store in garage or basement for the time being.



home prep CHEATSHEET

DO AS MANY TASKS AS POSSIBLE BEFORE THE PHOTOS/STAGING APPOINTMENT

EXTERIOR

- Powerwash porches and patios
- Paint front door for a nice fresh look
- Clear planting beds of weeds
- Trim lawn, bushes and trees
- Add fresh mulch/flowering plants to entry
- Update or clean exterior lights
- House number should be clearly visible
- Ensure all doors are functioning smoothly
- Clean & repair gutters

DEPERSONALIZE & DECLUTTER

- Paint bright colored walls a neutral color
- Remove decor from tops of kitchen cabinets
- Organize all bookshelves
- Clear tops of kitchen & bathroom countertops
- Clear tops of all furniture pieces
- Remove tablecloths, placemats, etc
- Remove small appliances from kitchen counters
- Remove toys off floor & put away in bins/baskets
- Remove silk plants & flower arrangements

REMOVE EXTRA FURNITURE

- Keep only essential furniture pieces
- Remove occasional tables/benches/etc
- If in season, arrange outdoor seating areas w/cushions & pillows

MAKE MINOR REPAIRS

- Repair cracked or stained bathroom caulk
- Repair holes or cracks in the wall
- Touch up paint where needed
- Clean or paint interior doors & baseboards
- Windows should be cleaned inside & out
- Tighten loose & repair leaky faucets
- Repair squeaky door hinges
- Replace light bulbs with soft white bulbs
- Have carpeting professionally cleaned
- Repair or remove old window blinds/curtains

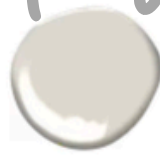
ORGANIZE CLOSETS & STORAGE

- Pack up all "out of season" clothing
 - Donate or discard unused items
 - Pare down shoes to only a few pairs
 - Neatly stack hats & purses on shelves
 - Floor should be clear of clutter
 - Swap mismatched hangers for matching
 - Use matching baskets for small items
 - Tidy the pantry & discard outdated food items
 - Ensure lighting is present in all closets
- Buyers think stuffed closets equal lack of closet space! Be sure your closets allow "room to breathe"*

Fresh Interior Walls



Classic Gray
OC-23



Pale Oak
OC-20



Balboa Mist
OC-27



Barren Plain
2111-60



Collingwood
OC-28



Moonshine
2140-60



Silver Fox
2108-50



Rockport Gray
HC-105



Storm
AF-700



Muslin
OC-12



Cedar Key
OC-16



Wind's Breath
OC-24



Shaker Beige
HC-45



Manchester Tan
HC-81



Grant Beige
HC-83



Lenox Tan
HC-44



Bleeker Beige
HC-80



Pashmina
AF-100

A soft, natural light fills a living room. On the left, a large window with a wooden frame looks out onto a blurred outdoor scene. In the center, a vase on a windowsill holds several thin branches with delicate white blossoms. To the right, a wooden bookshelf is filled with books. In the foreground, a light-colored sofa is adorned with a brown cushion and a white blanket. A wooden coffee table in front of the sofa holds a stack of books, a small brown bowl, and a white ceramic pitcher.

I GIVE YOUR HOME AS MUCH VISIBILITY
AS POSSIBLE USING A VARIETY OF TOOLS
TO ENSURE YOUR HOME IS SEEN BY

thousands
of potential
buyers.



STAGING

EXISTING STAGING

Existing staging involves rearranging your current furniture to achieve optimal placement and flow within the home. This is the most basic level of staging, enhancing the home's appeal with the items already in place, ensuring that each room feels balanced, spacious, and inviting without the need for new furniture or décor.

PHYSICAL STAGING

This hands-on approach transforms empty or lived-in spaces into inviting, stylish environments, helping buyers envision themselves in the home.

By selecting the right furniture, art, and accessories, physical staging highlights the property's best features, reducing time on the market and increasing sale prices. While it requires an investment in rental items and professional services, the boost in presentation and buyer interest can lead to a quicker, more profitable sale.

VIRTUAL STAGING

Virtual staging is a digital technique that highlights a property's potential by creating realistic, furnished interior images without the need for physical furniture or décor.

73%

staged homes spend an average of 73% less time on the market

91%

of Buyers Agents stated that staging had a positive effect on the Buyer's perceived value of the home

gaining competitive ADVANTAGE

Every home has a value *range* and how much you are able to capture of that value range will be determined by how well your home performs in these 4 areas:

PREPARATION

As the real estate market continues to stabilize, home preparation will play an increasingly critical role in attracting buyers and achieving top dollar. In a strong Seller's market, properties can often sell despite needing some work. However, as inventory levels rise and buyers gain more options, their expectations for a home's condition will be higher.

Home preparation includes key updates such as cosmetic repairs, painting over taste-specific wall colors, replacing worn-out or damaged flooring, and addressing any minor maintenance issues. Ensuring your property is in its best possible shape will make all the difference in standing out and securing the best offers.

PRESENTATION

Presentation is the second most important factor when selling your home. While preparation focuses on the condition of the property itself, presentation is all about how the home makes buyers feel during their tour. This includes creating an inviting atmosphere by ensuring the home is free of clutter, immaculately clean, and well-lit with all the lights on and curtains open. The right scent, a welcoming ambiance, and attention to small details can create a lasting impression that helps buyers envision themselves living in the space. When a home is presented well, it stands out and often drives stronger offers.

PRICING

The better the preparation and presentation, the higher the listing price can be. A well-prepared, beautifully presented home not only attracts more buyers but also supports a higher asking price. This is why we are so adamant about ensuring your home is prepared and presented in the best way possible. When these elements are done right, we can confidently position your home at its optimal value.

PROMOTION

Promotion is the final driving factor behind the eventual sale price of a home. No two Realtors will promote your property in the same way, and many rely on the MLS to do the heavy lifting for their marketing efforts. However, this is not the case with my strategy. I use the MLS as one leg of a comprehensive, multi-faceted approach that ensures your home gets maximum exposure across various platforms. The undeniable truth is that the more eyes on your home, the higher the potential sales price. That said, we can bring 1,000 buyers to tour your home, but if it's poorly prepared or overpriced, it won't sell. Proper preparation and realistic pricing are essential for turning that exposure into a successful sale.

marketing designed to COMMAND ATTENTION

MARKET EXPOSURE

HOMES.COM PremierAgent Placement at top of your town's listings. Inquiries directed to me personally for immediate response. AI Driven Buyer Targeting.

EXP LUXURY NETWORK (IF APPLICABLE)

Global marketing in 26 countries & 90,000 international network of agents. Showcased in elite publications that reach qualified luxury buyers worldwide including: Robb Report, JamesEdition, Wall Street Journal, Barron's, Haven, Market Watch & more.

CUSTOM WEBSITE

Exclusive property website built. QR code directing to property custom website for maximum exposure.

PROFESSIONAL AGENT NETWORK & NEIGHBOR INVITES

Email, phone calls, & texts to extensive agent network. Post card campaign designed, database emails, neighborhood mailing & calls.

SHOW-STOPPING VISUALS

Professional photography with local award-winning photographer. Video & Aerial video/shots that make buyers stop scrolling & start calling. Photorealistic Renderings & Floorplans.

DUAL MLS STRATEGY

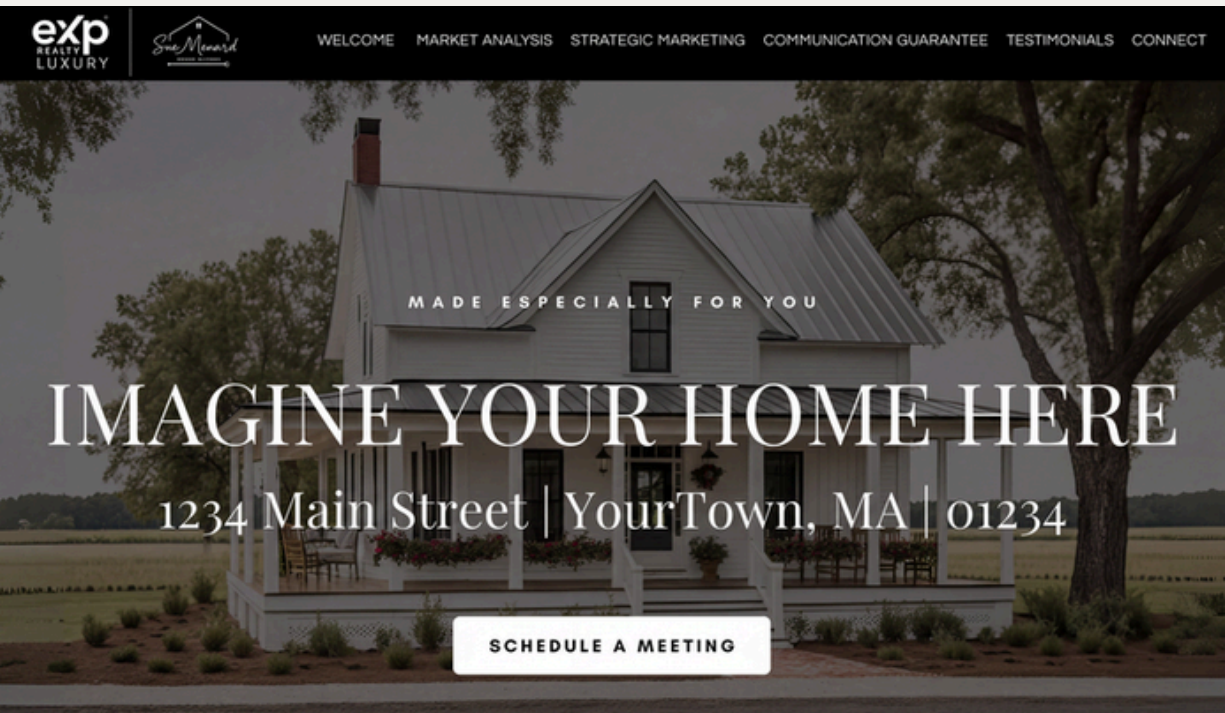
Cape Cod & the Islands MLS and Pinergy MLS (Plymouth County). Exposure syndicating to thousands of national websites.

SOCIAL MEDIA BLASTS

Content created to attract your ideal buyer profile. Long form video, reels and designer style photos. Paid social marketing.

OPEN HOUSE(S)

Broker Open Event (if applicable). Opening Weekend & More Neighbors' Open



CUSTOM WEBSITE

Increased Visibility: A dedicated platform for your listing, ensuring it stands out from other properties and is easily accessible to buyers. It can be shared across social media, email, etc.

Control Over Presentation: You have full control over how your home is presented, including image size, quality, and layout, showcasing it in the best possible light.

Centralized Information: All important details about the home—photos, videos, floor plans, virtual tours, pricing, and contact information are available in one convenient place.

Professional Image: A custom website sets a high standard of professionalism, showing that you're serious about selling your property & offering a more polished experience than a typical MLS listing.

Exclusive Access: Control who sees your listing by limiting access through a password or special invitation, creating a sense of exclusivity for interested buyers.

Memorable Custom Web Address: Assign a unique and easy-to-remember web address for buyers to find your home online, enhancing its visibility and making it easy to share.

Analytics and Tracking: Monitor the performance of your website with detailed analytics, such as visitor count, most popular pages, and traffic sources, allowing you to refine your marketing strategies.

Retargeting Opportunities: Install tracking pixels on your website to retarget visitors as they browse other websites, keeping your listing top of mind and encouraging future engagement.

PRICING YOUR HOME TO SELL



Do you know what happens to homes that are overpriced?

Nothing. Absolutely nothing happens. No showings, no offers, no action.

Pricing is a science and the most crucial element when going to market.

You can have the most beautiful home, on the perfect homesite, with impeccable staging but if the pricing is wrong, you're going nowhere.

As pricing experts, we are trained to evaluate and recommend the most accurate pricing for all types of properties.

We'll help you find the sweet spot. The absolute top of market pricing for your home without going over.

impact of price

ON VISIBILITY



FACTORS THAT WILL DETERMINE THE PRICE

- Comparable Sales in Nearby Areas
- Property Condition
- Upgrades & Special Features
- Showings Preparedness
- Market Conditions
- Interest Rates & Affordability
- Marketing Reach
- Flexible Terms

FACTORS THAT DO NOT DETERMINE THE PRICE

- Your Original Purchase Price
- Comparable Sales in Unique Markets
- Investment in Home Maintenance
- Cost of Premium Upgraded Features
- The 'Value' of Your Solar Panel
- Your Personal Financial Goals for the Sale
- How Much You 'Need' To Get Out Of The Sale

SHOWINGS

made simple

1

SHOWING IS REQUESTED

ShowingTime (scheduling platform) makes it simple for licensed Buyer's Agents to request a showing. The platform also creates activity reports & pricing benchmark reports for market positioning and analysis.

2

SHOWING REQUEST IS SENT TO ME

I will notify you of all showings requests confirming the day & time is convenient for you. If you require advance notice, that will be noted.

3

ACCOMPANY EVERY SHOWING

I pride myself in personally meeting buyers/agents at every showing. Your home is under my care during the showing. I will secure the home & notify you when leaving.

4

LOCKBOX FOR UNFORSEEN SITUATIONS

A lockbox with a key attached to the door handle would only be used due to a schedule conflict and only when it has been approved by you.

5

SHOWING TAKES PLACE

During the showing, I highlight all the special features of the home. I also use the opportunity to engage with prospective buyers and get a feel to how they are connecting to the home.

6

BUYER FEEDBACK REQUESTED

Once the showing is complete, feedback will be requested several times via ShowingTime app. However, please note feedback from agents is typically received 30% of the time. I will always share any feedback I have promptly after each showing.

The market speaks LOUDLY

WHAT DOES IT MEAN WHEN...

Slow or No Showings? Here's Why and How to Fix It

If showings are slower than expected, buyers may not be responding well to the home's online presentation. Common factors include:

- **Improper Preparation & Staging:** Clutter, poor décor, or visible wear can turn buyers away.
- **Pricing Miss:** When the price is 10% too high for what the listing presents, buyers may bypass it.

Solutions:

- *Reevaluate Presentation:* Review each room for anything too personalized or showing signs of wear.
 - *Audit Listing Photos:* Ensure images highlight the home's strengths and avoid emphasizing flaws.
 - *Consider a Price Adjustment:* A reduction of at least 3-5% can re-engage the buyer pool and boost visibility.
-

Steady Showings but No Offers? Here's Why and How to Fix It

If your home is getting showings but no offers, buyers may feel the property doesn't meet expectations. Common reasons include:

- **Mismatch Between Online & In-Person:** If virtual staging was used, the home might not appear as appealing in real life.
- **Poor Showing Experience:** Dim lighting, clutter, personal belongings, or unpleasant odors can deter buyers.
- **Overpricing:** If buyers are interested enough to visit but leave unimpressed, the home's perceived value may not align with its asking price.

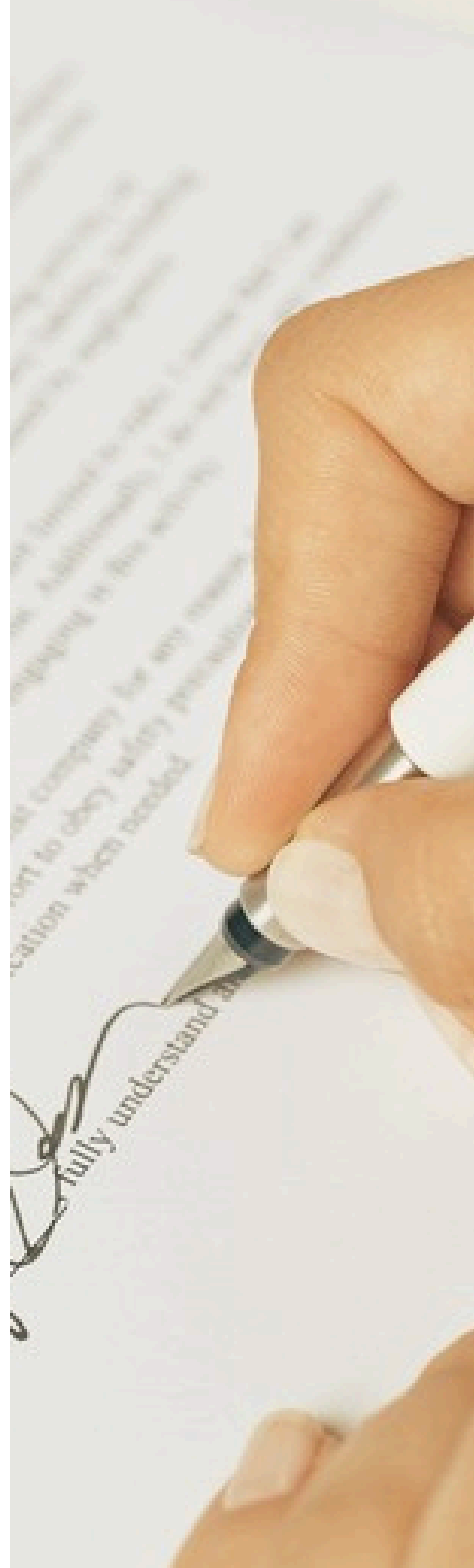
Solutions:

- *Use In-Person Staging:* Consider professional staging to better showcase the home's potential.
- *Enhance the Showing Experience:* Ensure all lights are on, clutter is minimized, and the home is clean and inviting.
- *Address Property Condition:* Make necessary repairs or cosmetic improvements.
- *Adjust the Price:* A reduction of 5% or more can help align the home's value with buyer expectations.

NEGOTIATING AN OFFER

When reviewing offers, most sellers focus first on the sale price. While price is certainly important, it is only one part of the negotiation. There are several other terms that can directly affect your timing, risk, and bottom line, which is why we will review the full list of key negotiation points before deciding which offer is truly the strongest.

- *PRICE BEING OFFERED*
- *EARNEST MONEY DEPOSIT AMOUNTS*
- *HOME SALE OF BUYER'S HOME (IS IT ON THE MARKET, UNDER AGREEMENT, DOES THEIR BUYER HAVE ANY CONTINGENCIES & WHAT ARE THEY, CLOSING DATE FLEXIBILITY)*
- *CONTINUE TO SHOW & RIGHT OF FIRST REFUSAL*
- *BUYER BROKER COMPENSATION*
- *PURCHASE & SALE AGREEMENT SIGNING DATE*
- *INCLUSIONS AND EXCLUSIONS OF PERSONAL ITEMS*
- *APPLIANCES REQUESTED TO CONVEY*
- *LOAN TERMS & UNDERWRITING STRENGTH*
- *APPRAISAL CONTINGENCY & GAP INSURANCE*
- *MORTGAGE COMMITMENT DATE*
- *CLOSING DATE FLEXIBILITY*
- *INSPECTION CONTINGENCY TIMEFRAME*
- *OCCUPANCY AGREEMENT*
- *USE & OCCUPANCY AGREEMENT (RENT BACK)*
- *ESCALATION CLAUSE AGREEMENT*
- *SOLAR PANEL RELEASE AGREEMENT*
- *HOA TRANSFER FEES*
- *COMMUNITY TRANSFER FEES*





BUYER AGENT *compensation*

The Buyer who ultimately makes an offer on your property will likely be represented by a licensed agent. When a Buyer chooses a real estate agent to represent them, they will also determine the amount of compensation that will be due for the Buyer Agent's services. The Buyer Agent compensation is between the buyer and the Buyer Agent and may be paid in a number of different ways including:

SELLER PAID TOTAL BUYER AGENT COMP

In most cases, even today, the Buyer Agent compensation is reflected as a cost paid by the Seller. However, this is negotiable, and you have the option to decide the amount you'd like to pay, if any.

SELLER CAN NEGOTIATE

Some Sellers can choose to pay nothing at all, a portion of the Buyer Agent compensation, or a flat amount. Depending on the full terms of an offer, sellers have the choice to decide accordingly.

BUYER PAYS TOTAL COMPENSATION

You may also opt to have the Buyer pay the entire compensation amount for their Buyer Agent. It is important to remember that any amount the Buyer must pay directly could have an effect on the amount they are able to offer on your property.

IT'S NEGOTIABLE - CASE BY CASE BASIS

You may also choose to advertise your property with the Buyer Agent compensation being negotiable. Meaning that the amount you are willing to pay would be factored in to the overall offer.



GUIDING YOU TO CLOSING

DEADLINES & DETAILS: Once the Purchase and Sale Agreement is fully executed, the sale enters a critical phase. If the contract includes contingencies, each one must be addressed on time and in accordance with the contract to keep the transaction moving smoothly toward closing day. My role during this stage is to serve as the central point of contact between the attorneys, lender, Buyer's Agent, contractors and any vendors involved, ensuring communication stays clear, deadlines are met, and every detail is handled properly.

NEXT STEPS & FINAL TO-DO'S: During this phase is when the logistics of your move begin to come together. Packing, securing movers and transferring utilities will be finalized. Three to five days before closing you'll receive your final Closing Disclosure. I'll guide you through each step so you remain organized, prepared, and on track all the way to the closing table.



CLOSING DAY

This is it. The big day you've been waiting for!

Your belongings are packed into the moving truck, the house is spotless, and you've said your goodbyes to the home filled with so many memories.

The buyer will do a final walk-through, usually the evening before or the morning of closing, to ensure the home is in the same condition as when they made the offer. Any repairs made after the inspection, will be inspected to ensure completion.

The closing typically takes place at the closing attorney's office. Day/time will be confirmed about 1 week prior. You may even sign closing documents ahead of time and not attend an actual closing.

Remember to bring your government issued ID at the time of signing. As the seller, you'll sign a deed to transfer ownership to the buyer.

After the buyer signs their documents, the closing attorney will file with the Registry of Deeds. Once it is on record, and the funds are received, the closing is complete. You will arrange instructions with your attorney to receive your proceeds.

Celebration time. Cheers to a successful closing!


READY TO LIST?

Text or Call for a Confidential
Home Value Consultation
508.317.7271



SUE MENARD

REAL ESTATE ADVISOR

 508.317.7271

 suemenardrealestate@gmail.com

 www.SouthShoreHaven.com