



Seller's Guide

What to Expect When Listing Your Property

**ATTRIDGE
GROUP**

Redefining Real Estate and
Connecting the Community



FROM START TO SOLD,
ALL THE DETAILS YOU
NEED TO SUCCESSFULLY
LIST AND PREPARE
YOUR HOME TO SELL.



WELCOME

Home is where the heart is

That may sound corny, but your home is more than just a physical space. It is where you've created countless memories, shared moments with loved ones, and where you feel most comfortable.

I too have been through this process with my own family. I have also helped over 600 sellers and buyers through a very detailed and comprehensive process while remembering the core principle that the importance of your home as a primary asset is just as important as the intrinsic value that it possesses.

JACK ATTRIDGE

Realtor, Senior Associate
William Raveis Real Estate

EXPERIENCE MATTERS

Never before has experience mattered as much as it does now. The ultra-sensitive market and balance of supply and demand requires a confident advisor to provide not only the ultimate return of your asset but also the experience to handle the myriad of tasks and challenges that present themselves through the home sale process.



37+ Years

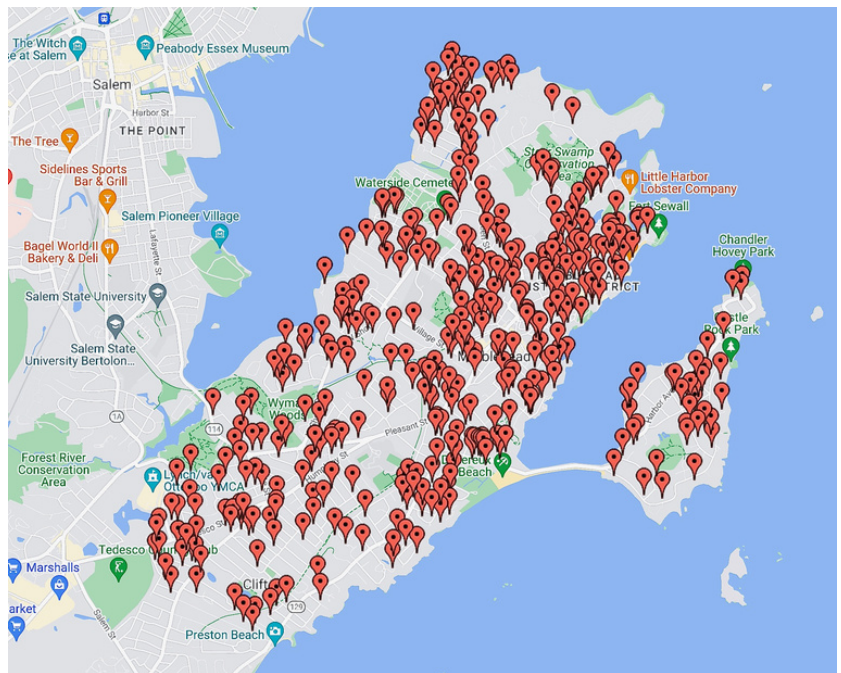


700+ Sold



1

#1 Agent 2024 and
5 of last 6 years in
Marblehead



TEAMWORK

When it comes to buying or selling a property, having a real estate team on your side is a game-changer and my team is different from the rest.

As the only licensed agent on the team, I oversee the entire client experience. While handling the critical tasks which come into play when working with our sellers and interacting with buyers and agents, I rely on my team to shine in their supporting roles.

Lexi Carr is our Operations Manager. Lexi manages the countless details during pre-listing, on market and pre-closing. She works closely with our active clients from start to finish.

Cindy Schieffer is our Social Media Manager. Cindy oversees our social media channels, with over 30,000 followers, which are critical in marketing our listings and sharing local content in our hometown.



LEXI

CINDY

SELLING PROCESS

Our team will work with you every step of the way...



SELLING YOUR HOUSE IS STRESSFUL...

Our experience proves that in most cases, selling your home is a glorious start to a new chapter in your life. Our job is to smartly deliver you to your goal with an “A TEAM” of vendors, resources and proven strategies. The finish line is when you have made it through the process with great success and both of our goals are achieved.

With the best tools in local marketing and a streamlined team based system, we limit the stress while focusing on the end result.



We will set up a group text chain, which will serve as the most efficient means of communication.

Feel free to contact us with any questions or concerns.

LISTING CONSULTATION

This is where we make a plan together. As your agent, I'm going to be asking you questions about your goals for selling your home and any questions or concerns you may have related to your sale. Please take a moment to think about those things before our consultation so that we can ensure we make the best use of our time together and address the most important issues.

I'll also be preparing materials for your review, including an overview of our marketing campaign, an explanation of social strategy and a comparative market analysis to show you what is selling (and not selling) in your market area.



SLD	131 Humphrey St
SLD	245 Humphrey St
SLD	25 Green St
SLD	11Rear Selman Street
SLD	81 West Shore Drive
SLD	5 Leslie Cove
SLD	5 Abbot Ct
SLD	41 Robert Rd
SLD	55 Lee St
SLD	22 Arrowhead
SLD	27 Schooner Ridge
SLD	9 Beacon Hill Rd
SLD	49 Harbor Avenue
SLD	5 Harbor View
SLD	8R Naugus Avenue
SLD	47 ORCHARD STREET
SLD	16 Edgemere Rd
SLD	346 Ocean Avenue
SLD	18 Orne Street

A few things to think about before we meet...

What is your moving timeline?

What do you hope to net from your home sale?

What concerns do you have about listing or buying?

*Write these things down before we meet so we can
talk through all the details!*



PROFESSIONAL PHOTOS

Ever heard that old saying: "You never get a second chance to make a first impression"?

Well, it's true! In real estate, that first impression can be the difference between selling your house and having it sit on the market.

When it comes to real estate photography and video, the first impression is not just about the home—it's about the potential buyers' initial perception of how they would feel living in that home. We are all about first impressions!



Shocking Truths...



homes listed with professional photography sell 32% faster.



The average ROI on professional real estate photography is 826%.



68% of consumers say that great photos made them want to visit the home.

ONLINE DEBUT

SOCIAL MEDIA

"All Marblehead" began in 2009, during the infancy of Social Media. As newsprint was fading and online real estate advertising was emerging, we built a platform to both share our real estate listings and data, alongside local information that celebrates the special place where we live.

I could not have imagined the success that this platform has produced on both fronts, especially as the prominent real estate source for Marblehead.

Your home deserves nothing but the best representation and this acts as our "front door" when sharing yours!



Followers - 12.6k
Monthly Reach - 40k



Followers - 20.6K
Monthly Reach - 240K

WHERE WE SHARE

Inter Office Social Channels
Local Realtor Social Channels
Demographic Paid Advertisements
Geographic Paid Advertisements

SOCIAL MEDIA RESULTS

All Marblehead
Published by Jack Attridge · 2d ·

NEW LISTING 🏡 105 Beacon Street, Marblehead, MA
This desirable, spacious colonial with copious sunlight on a 1-acre private lot, surrounded by evergreen and flowering trees beckons the discerning buyer. The high ceiling, marble-floor opens to a generous living room with fireplace and windows on both sides, a large dining room with glass French doors to deck and yard, and a mud room with bath. Front and back stairways lead to four sunny bedrooms, a laun... See more



Post Impressions ⓘ
10,785

Post reach ⓘ
10,509

Engagement ⓘ
4,780

All Marblehead
Published by Jack Attridge · April 9 at 8:17 PM ·

NEW LISTING 🏡 10 Hillside Ave., Marblehead
This Redd's Pond Neighborhood Townhouse offers all the conveniences of single-family living with an open floor plan, 3 bedrooms, 2.5 baths, home office and garage! The welcoming entrance brings you into the granite and stainless appointed kitchen which opens to the sunken family room with fireplace and adjacent deck. Just off the kitchen is another fireplace in the living room which flows into the formal dining room, all with bea... See more



Post Impressions ⓘ
35,908

Post reach ⓘ
28,451

Engagement ⓘ
6,795



NEW LISTING 🏡
9 Beach Street
Marblehead

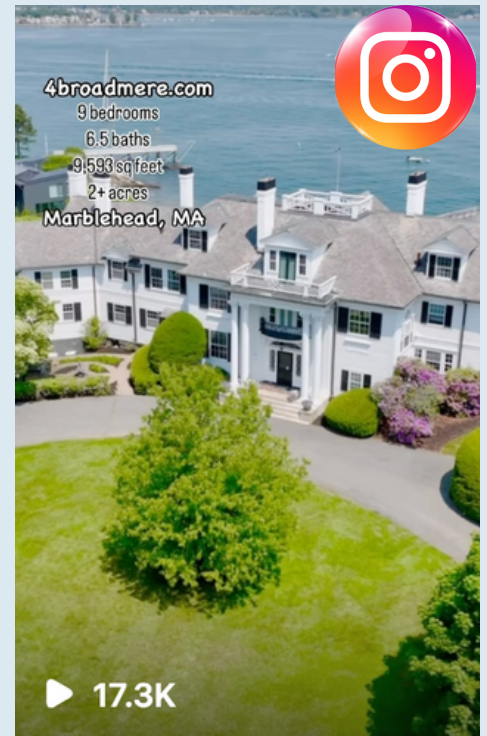
▶ 14.7K



5 HARDING LANE
MARBLEHEAD, MA 01945

\$725,000
3 beds 1 bath

▶ 15K



4broadmere.com
9 bedrooms
6.5 baths
9,593 sq feet
2+ acres
Marblehead, MA

▶ 17.3K

CUSTOM WEBSITE



Let's go back to first impressions...

I've already touched upon the incredible benefits of professional photography. Our custom property websites allow us to share our images through the digital footprint of a custom website to showcase your home.

An example of the website is the listing above. **This property had over 1,500 visits in the first 24 hours** of being published. With a hyper-local focus, we are able to present your home in the format that is most flattering to the property with no distractions such as "zestimates" on Zillow or ancillary marketing that is found on most every other website.

TESTIMONIALS

Jack Attridge helped us sell our family home that we had lived in for over 20 years. Jack treated us with kindness and compassion. He understood how selling the house was hard for our family and helped us through it. I would recommend Jack not only because he knows and loves Marblehead but also because he is honest and caring.

Julie P, Marblehead

Jack and his team were fantastic. From the beginning Jack had a clear plan that worked. His market insights were critical and helped us at the correct time. Everything just seems to run smoothly, as sellers we hardly had to do anything. Thanks Jack!

Blake C., Marblehead

Jack exceeded my expectations which were high to begin with.

Hugh B., Marblehead

Jack has brokered two of our Marblehead properties previously. His friendly approach, skilled ability to work with all family members, strong local respect and relationships, real estate knowledge and experience all contributed to our decision to use Jack. Hands down, we would not have chosen any other broker.

The entire team was awesome! Both professional and personal. They certainly went the extra mile to execute this property sale.

Ann G., Harpswell, ME



JACK ATTRIDGE

Senior Associate

PROFILE

As a 13th generation Marbleheader, I grew-up working in my family's businesses for people who not only were driven to excellence in business but also with an undeniable love of Marblehead and who took every opportunity to help their fellow townspeople.

Blessed even further, after getting involved in a business that is so very intertwined in the community, I am able to work with local families as a trusted advisor, assisting them with such a significant investment and personal asset. Being able to help others while being involved in our amazing town is a story that I would not change for anything.

Of the utmost importance in my business is leveraging the goals and strengths of my clients to maximize their asset for the best possible return. My team and I use the best tools to present and expose our listings. The most important component is my direct involvement at every step in the process and satisfaction at the end of the process where our clients successfully reach their goals.

CONTACT

781.883.3200 – direct
Jack@TheAttridgeGroup.com – email
www.AllMarblehead.com – website
Instagram – AllMarblehead
Facebook – All Marblehead

WORK EXPERIENCE

William Raveis Real Estate

2007 - Present

Consistent top producing agent and founding member of the Raveis Marblehead office. #1 Agent in Marblehead - 4 of last 5 years *MLS

Carlson Real Estate

1986 - 2007

From rookie to top producing agent

COMMUNITY SERVICE

Marblehead Town Moderator

2022 - Present

Marblehead Rotary Club

1994 – Present

MHS Interact Advisor 2005 - Present

Past President 2003 – 2004 and 2006 – 2007

Paul Harris Fellow Award x 2

Presidential Citation

Marblehead Museum

2004 – 2020 (President 2014 – 2020)

Managed restructuring of the Museum and fundraising of over \$500,000 during presidency.

Goldthwait Reservation

1996 – 2008 (President 5 years)

Oversaw reconstruction of Marblehead's Salt Marsh including fundraising.

Rey Moulton Person of the Year

2018

Humbled and honored to have received this award presented by the Marblehead Chamber of Commerce.

Marblehead Municipal Involvement

Capital Planning Committee, Member and Chairman, Website Dev. Committee, Co-Chairman, Regionalization Committee, Fireworks Committee, Chief Shellfish Constable, MHDproud Covid Workgroup

GETTING YOUR HOME READY TO LIST

Handyman:

Rick Gayne, Brokedown Palace - (978) 290-2768
Marblehead Hometown Handyman - (978) 594-3644

Painter:

Andrew Dixey, DZ Painting - (781) 223-5542
Gustavo's Painting - (857) 445-5852
Yoc Painting - (978) 305-0362

Appliance Service:

Marblehead Appliance Service - (781) 631-9700

Plumbing/Heating/AC:

McKay Plumbing and Heating - (781) 512-4121

Electrician:

John Teheen - (781) 838-0963
Jolt Electric: (978) 740-5658

Window Cleaning:

FISH Window Cleaning (781) 728-9075

GETTING YOUR HOME READY TO SHOW

We will notify you in advance of any requests to see your property. Often there are requests for same day showings, so we recommend trying to keep your house organized and tidy. We will arrive 15 minutes prior to appointment time to turn on lights and open up the house.

Here are a few suggestions for preparing your home for showings:

1. Dust and sweep the kitchen, bathrooms and entryway. Give the baseboards and window sills a quick once over. Wiping down the furniture, TV screens and computer monitors can help make each room shine.
2. All countertops in the kitchen and bath should be clean and clear. Remove clutter as well as small appliances and knick-knacks. Consider setting out some fresh towels.
3. All the beds in the home should be made. Consider updating bedding with something fresh and neutral if necessary. Same for throw pillows – if they are looking a little tired, some new ones will go a long way.
4. Remove garbage and pet supplies. All garbage cans need to be empty. Have a special area designated for your kitty or puppy food, litter box, toys, etc.
5. Run the vacuum over carpets and rugs to fluff them up. Focus your efforts on the entryway and living room.
6. Let the sunshine in. A dark home is gloomy. Turn on the lights (if you are home before the showing), open drapes and blinds to brighten the rooms, and be sure your windows are clean. In keeping with the theme of light, we recommend that you make sure that all light fixtures work and have ample wattage as we typically turn every light on for each showing.
7. Load the dishwasher and washer and dryer. Clear all dishes off the counters and out of the sink by loading the dishwasher, but do not start the cycle if it will be running during the showing. Clothes should be picked up and either placed in a hamper or loaded into the washer and dryer.
8. Consider some flowers and plants to make your home more inviting and the smell of freshly baked cookies is always a winner!
9. Please plan on leaving your home for showings. If you happen to see the buyer, do not talk about the house. You may tell the buyer you love your neighborhood, but if they want specifics about the house, ask them to contact me or their agent.

BEFORE PURCHASE & SALE

ATTORNEY:

Andrew Christensen - (978) 210-9071

Jeff Shribman - (978) 745-7600

Matt Wolverton - (781) 631-8830

PACKING/ORGANIZING:

Make Peace With Organizing (Rachel) - (857) 205-4072

To Do Ta Done (Mona) - (978) 337-2364

MOVERS/HAULERS:

Marblehead Movers - (781) 241-3100

Cruger Trucking/Moving - (781) 631-3016

Kennedy Property Services - (781) 241-8421

DONATIONS:

Magic Hat Thrift Shop - <https://magichatthriftshop.com>

Lifebridge Thrift Store (Furniture, larger house items)

<https://lifebridgenorthshore.org/locations/lifebridge-thrift-shop>

PRIOR TO CLOSING UTILITIES & SERVICES

Electric and Water and Sewer utilities will be transferred into the buyer's name when the final bills are requested, as part of the closing.

We will handle this for you.

For other services, such as home heating fuel (gas, oil, propane), phone, cable, internet, home alarm monitoring and landscapers, you will need to coordinate the closing of these accounts directly with the providers.

Lastly...

Don't forget to contact the Marblehead Post Office with your new address! (800) 275-8777

Always feel free to reach out to me with any questions or concerns... (781) 883-3200