



## Selling a Home in Greater Boston

The Greater Boston area is one of the most desirable and competitive real estate markets in the world, but no matter what the market is like, we understand that selling a home can be a particularly overwhelming experience. From preparing your home for sale, setting a sales price to understanding offers there is a lot to learn.

That is why we have created this Seller's Guide — to set you on the right course to selling home in the shortest amount of time for the most money!

# Steps to Selling Your Home

## 01 Meet and Strategize

At the first meeting, we will walk through your home, ask questions and take notes necessary for us to prepare a comparative market analysis (CMA) to determine your home's value. We will recommend any improvements or staging that we think could help sell your home quicker and for more money based on our expertise. We will discuss your listing timeline, review our go-to market timelines and Compass exclusive programs such as Compass Concierge to aid in preparing your home for sale, or the Compass Bridge Loan to help facilitate the purchase of a new home.

## 02 Pricing Analysis & Strategy

Our team will prepare an in depth comparative market analysis to determine the most probable current market value of your home. We will walk through various pricing scenarios, timelines and goals to make sure our strategy aligns with your needs. We will also prepare and review our listing agreement with you.

## 03 Listing Prep

Either independently or utilizing the assistance of the Compass Concierge program your home will be prepared for the spotlight. We will schedule professional photography dates and begin putting together our marketing materials to get ready to showcase your home in its best light.

## 04 Listing Launch

Depending on our predetermined timeline and strategy, we can feature your home as a Compass Coming Soon or Compass Private Exclusive listing before hitting the open market on MLS to test pricing strategies and generate and gauge market interest before we hit the open market. Once we are all fully ready to launch your listing, we will publish on MLS.

## 05 Offer Review & Acceptance

The offer you receive is not just about the dollar signs on the offer price. We will review various contingencies that may have financial impact on your bottom line. If you receive multiple offers, we will create a spreadsheet to compare all offers and talk through any contingencies and dates. We will negotiate any offers on your behalf to make sure you're not leaving anything on the table. After the offer is accepted you will engage a real estate attorney to help you with the contractual phase. We can provide some trusted references if you do not have one.



## 06 Home Inspection

If the offer you accept has a home inspection contingency we will accompany the buyer, buyer's agent and home inspector during the home inspection and will work with you to negotiate any repairs they may request as a result of the inspection. The home inspection typically occurs within a week of offer acceptance.

## 07 Purchase & Sale Agreement

Your attorney will provide a draft purchase and sales agreement contract to the buyers attorney. Your attorney will review any changes with you. Once the buyer signs and puts down a deposit (typically 5% of the purchase price, minus the buyers initial deposit), you will sign. The purchase & sales agreement typically happens 10-14 days after offer acceptance.

## 08 Appraisal

We will meet with an appraiser who is hired on behalf of the buyer's lender at your property. The appraiser will give an independent estimate of value of the property based on their research and expertise to ensure that the sales price is in line with market value.

## 09 Final Walk-Through

A final walk-through of the property is performed just prior to closing. The walk-through confirms that no damage has been done to the home since the time of the inspection, that the major systems and appliances are in working order, and any inspection items have been addressed.

## 10 Closing

# Key Terms



## **Appraisal**

Assessment of the property's market value, typically done for the purpose of obtaining a mortgage

## **Closing Costs**

Expenses incidental to a sale of real estate, such as loan fees, appraisal fees, title insurance and escrow fees

## **Contingency**

Certain criteria that have to be met in order to finalize the sale

## **Debt-To-Income Ratio**

The percentage of an individual's monthly gross income relative to the amount of debt owed

## **Earnest Money Deposit (EMD)**

A good faith deposit buyers make with an offer to show that they are serious about buying the property. In exchange, the seller agrees to stop marketing the property

## **Escrow Payment**

A portion of a mortgage payment held in trust by the lender for taxes and hazard insurance

## **Inspection**

An expert conducts a formal review of the property to find issues that need to be repaired. A typical home inspection will examine the major systems of the house including foundation, plumbing, electrical, HVAC, siding, roof, etc.

## **Pre-Approved**

Advanced approval from a bank or other lending institution for a home mortgage

## **Pre-Qualified**

Potential buyers provide an overall financial picture and mortgage brokers provide an estimate of what level of loan you will likely be pre-approved for

## **Lien Search**

A background check on the property and the seller to ensure there are no outstanding debts or claims upon the property

## **Title Insurance**

Insurance to protect the buyer and lender against losses arising from disputes over the ownership of a property

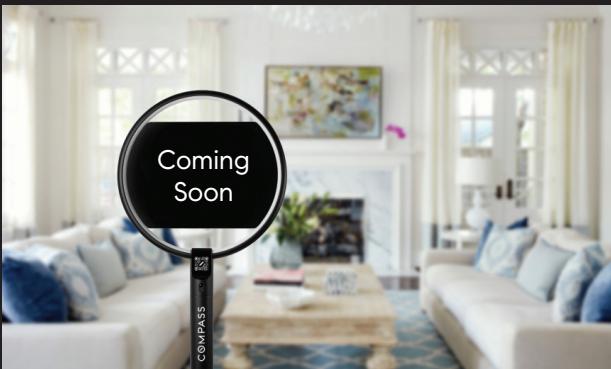
# Compass Tools to Help Sell Your Home

Developed entirely in-house, all of our technology is designed to sell your home faster and at a higher price point.



## 01 Concierge

The hassle-free way to sell your home for a higher price with fewer days on the market. Quickly and easily maximize the value potential of your greatest asset. From staging to roofing and everything in between, Compass Concierge transforms your home with no upfront costs, no interest and no hidden fees.



## 02 Coming Soon

A proven pre-selling strategy. Drive buyer interest and buzz with Compass Coming Soon, which affords prospective buyers a glimpse of your home before it officially comes on the market.



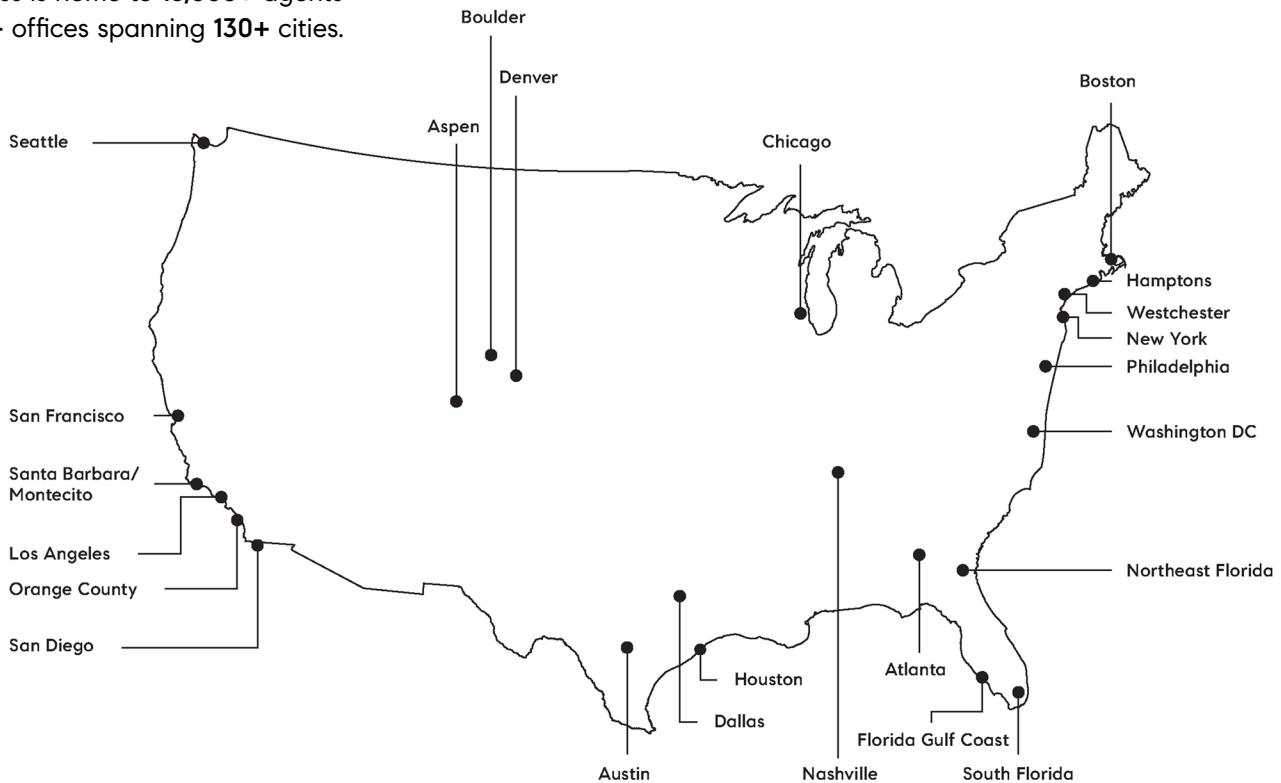
## 03 Private Exclusives

A non-consumer searchable pre-marketing status for Compass Listings, similar to an "office exclusive." Despite being non-consumer searchable, Compass agents can share these listings with clients without accumulating days on market.

**What do you get when you combine these tools with your agent's expertise? A swift and seamless selling experience.**

## Where we are

Compass is home to **15,000+** agents in **300+** offices spanning **130+** cities.



## Intelligent technology

Our products are each developed to simplify your sale at every turn.

### Network tool

This tool analyzes your property across 350+ parameters, then identifies the brokers most likely to represent your buyer and establishes contact within minutes.

### Insights tool

Assess the impact of marketing initiatives and view traffic to your listing page using this custom data dashboard — from anywhere, at any time.

### Competitive Market Analysis tool

By evaluating your home against similar properties, this tool accurately assesses its market value to arrive at a competitive asking price.

## Global reach

**7 million**

Weekly audience across all company and agent social media channels

**1.7 million+**

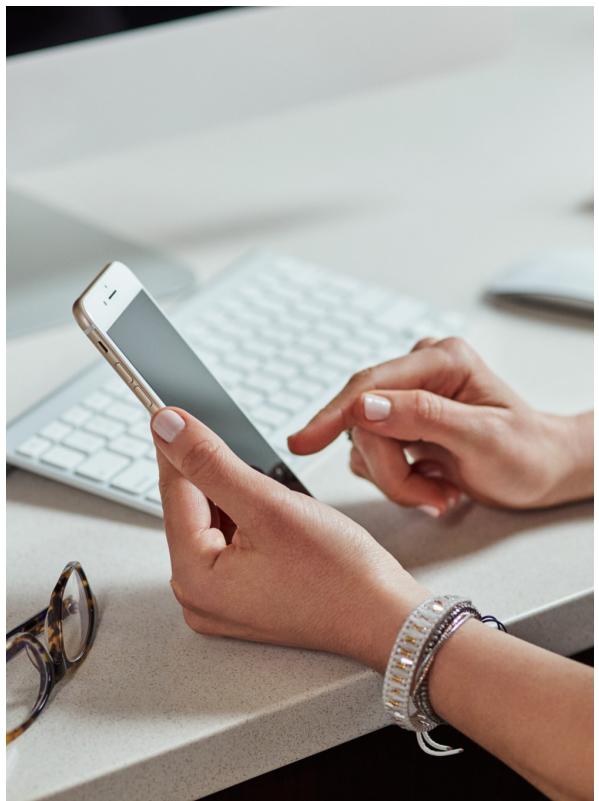
Unique international users on [Compass.com](#) per year

**51**

Countries to which Compass syndicates listings

**78**

International real estate syndication portals



# Your home. Our mission.



## Our platform

Developed entirely in-house, all of our technology is designed to sell your home faster and at a higher price point. We can track comparable properties, view your listing's traffic, gauge marketing performance — all at a moment's notice.

## Our community

Locally, we're counted among the top five brokerages in every one of our core markets; meanwhile, our national presence and uniquely collaborative culture present agents with unlimited co-brokering and referral opportunities.

## Our marketing

The 150+ members of our in-house marketing and advertising agency ensure that every home we represent is portrayed in its finest light across every platform — from eye-catching billboards and installations to stunning print materials and digital campaigns.

## By the numbers

**#1**

Office in Boston in 2018

**6**

Offices in Back Bay, Cambridge, Chestnut Hill, Hingham, Wellesley and Weston

**400+**

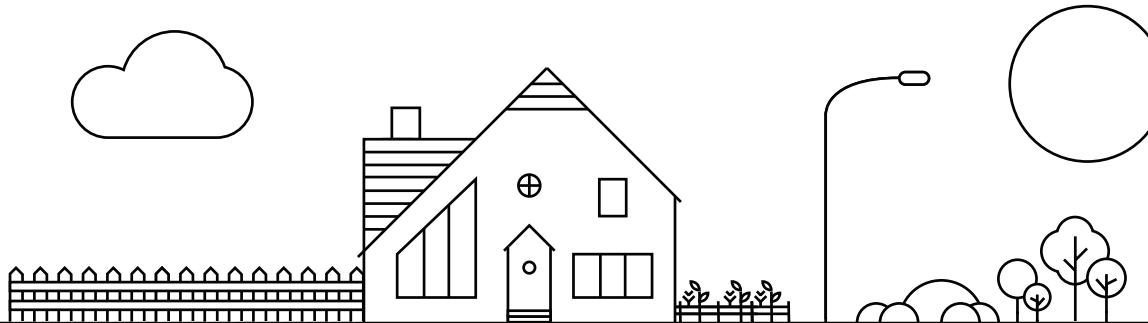
Top agents servicing the Greater Boston region

**\$1.9 billion**

Total sales volume in Greater Boston in 2018

# Listing Preparation: Decluttering

Any essential items used daily may remain, but anything beyond those items should be stored away. The more you can feasibly store away the better. Packing away any less used items will also help prepare you for your move! The key is less is more. We want to depersonalize your home enough to allow buyers to envision their lives and belongings in the space.



## Kitchen

Clear off/declutter kitchen countertops and open shelving as much as possible. Before photos, showings and open houses, consider storing or packing items such as:

- Toasters
- Coffeemakers
- Knives
- Cooking utensils
- Kitchen towels
- Oven mitts
- Dish drying racks
- Sponges

## Bathrooms

Clear off/declutter bathroom countertops and open shelving as much as possible. Before photos, showings and open houses:

- Display matching bath towels. Fold as if they were displayed in a hotel.
- Display a clean bathroom rug, if you use one. Try flipping it over if you can, or if it's dirty feel free to store away.
- Remove any toiletries you don't use on a daily basis.
- Consider donating any old or unwanted towels to local pet shelters to thin your collection

## **Living Room**

Clear off/declutter side tables, coffee tables and open shelving as much as possible. Before photos, showings and open houses:

- Organize any books on shelves
- Store away any extra games
- Remove or thin out collections or knick knacks

## **Bedrooms**

Clear off/declutter side tables, tops of dressers and open shelving as much as possible. Before photos, showings and open houses:

- Make your bed
- Organize your closet(s) - best if you can thin your wardrobe and shoes down so buyers can see inside more easily. Take out off-season items (you'll have to pack anyway so why not start now!), donate unwanted items to charity.

## **Dining Room**

Remove as many items as possible from table tops. Displaying a few items is OK, as long as you thin it out.

- If you have a bar, built-in or china cabinet, cull down any dishware, bottles and/or knick knacks.

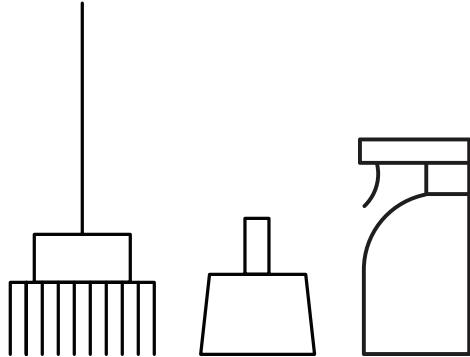
## **Throughout Your Home**

Ensure all hallways are as unobstructed as possible. Consider moving bookshelves console or other tables that may give an illusion of a space feeling smaller.

- Remove all photos with yourselves or family/friends. If you have other artwork to replace any hanging pieces, hang something else in its place.
- Remove any tissue boxes. We don't want buyers concerned about illness.

# Listing Preparation: Deep Cleaning

A cleaning of any visible surfaces is preferred. We want to provide buyers with a feeling of *clean and new beginnings*.



## Walls and Throughout

- Remove any visible scuff marks - Soft Scrub with Bleach or Mr. Clean Magic Eraser work well for this (used gently, spot tested in an inconspicuous spot). Inspect baseboards and corners where scuffs are often found, especially areas that are touchable or kickable.
- Dust baseboards
- Dust fan blades
- Dust light fixtures. If there is visible debris or dust inside of light fixture shades, remove shade and clean inside.
- Clean floors and ensure no water rings, set in stains or marks are visible.
- Clean windows and window sill trim. If dirty from the outside, many double paned windows can swing in to clean the outside.
- Dust and wipe down light switches and door knobs that may have finger smudges or stains on them from use over time.

## Bathrooms

- Clean any visible soap scum in showers and tubs
- Clean any mold around where shower and tub meet (you may re-caulk if needed)
- Quick wipe down of sink, counter, fixtures and any spots on mirrors before each buyer facing showing

## Bedrooms

- Dust windows and side tables, any touchable surfaces

## Kitchen

- Clean inside and fronts of appliances
- Clean fronts of kitchen cabinets and drawer or door pulls. If any visible crumbs in drawers or cabinets, wipe clean.

## Laundry Areas

- Dust tops of washer/dryer
- Wipe down outside of machine

## Outdoors

- Pick up any loose trash that may blow into your yard

# Listing Preparation: Maintenance

We will address any specific maintenance needs with you during walk-through appointments, but in general here are the "little things" that matter that homeowners can do themselves fairly easily.

## Interiors

- Ensure all attached light fixtures work, replace bulbs. It's best to keep the same hue of lighting consistent throughout (bright white, soft white, etc.)
- Fasten anything that may have become loose over time (drawer pulls, door knobs, handles, electrical outlet covers, light switches, etc.)
- If applicable, spackle, touch up paint any cracks or visible holes. Keep in mind that sometimes paint touch ups can look worse than before unless an entire wall section is painted, especially with brighter/darker colors.
- Re-caulk around shower/tub area, if needed.
- Change air filters if you have a central HVAC system.

## Outdoors

- If weather permits, little touches like a potted plant at entryways or on decks/patios brighten up the space and provide a warm welcome to prospective buyers.
- Have yard and landscaping as neat/tidy as possible and pick up any loose trash.

# About Mission Realty Advisors

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In 2013 team leader Eric Johnson founded Mission Realty Advisors with the goal of making his client's real estate transactions transparent, seamless, stress-free and fun. In 2019 the Mission Realty Advisors team joined Compass in order to elevate our offerings by providing clients with best in class technology, tools and resources.

Our team of experienced real estate professionals is dedicated to customer service - we are engaged, responsive and thorough throughout each transaction, providing resources, information and advice to our clients along the way. We are a team of skilled negotiators, creative marketers and market experts. We know our stuff and take pride in our jobs. We live and breathe the nitty gritty of real estate so you don't have to. Our clients become friends, and friends become clients, because each transaction is handled with the same care and diligence as we would handle our own. Whether you're an investor, seller, first time homebuyer or renter you can count on our team to be at your service. We're in it for the long haul, and it shows.

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