



SELLER'S *Guide*

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**BEST OF BOSTON LIVING GROUP  
CENTURY 21 NE**

With a combined 30+ years of experience, we have established ourselves as leading experts in the residential real estate industry. In both hot markets and/or markets experiencing near record numbers in decreased residential sales, we have used our dynamic, professional attitude and broad experience with knowledge in construction and of mortgage financing, negotiating skills and legal matters to become known as some of the best in the industry. Our expertise, integrity and professionalism have gained the confidence of our buyers and sellers in today's real estate market. Our vast knowledge of the multifaceted market and closet attention to detail complements our collaborations with clients. Inspired by our exceptional degree of service we have been a consecutive top producer successfully helping hundreds of clients. We have the unique ability to assist English, Spanish, Portuguese, and Swedish-speaking clients. We are also able to assist in finding law offices and loan officers who speak these languages. Our large network and desire to provide the best service allows us to establish and maintain a lifetime relationship with our clients.

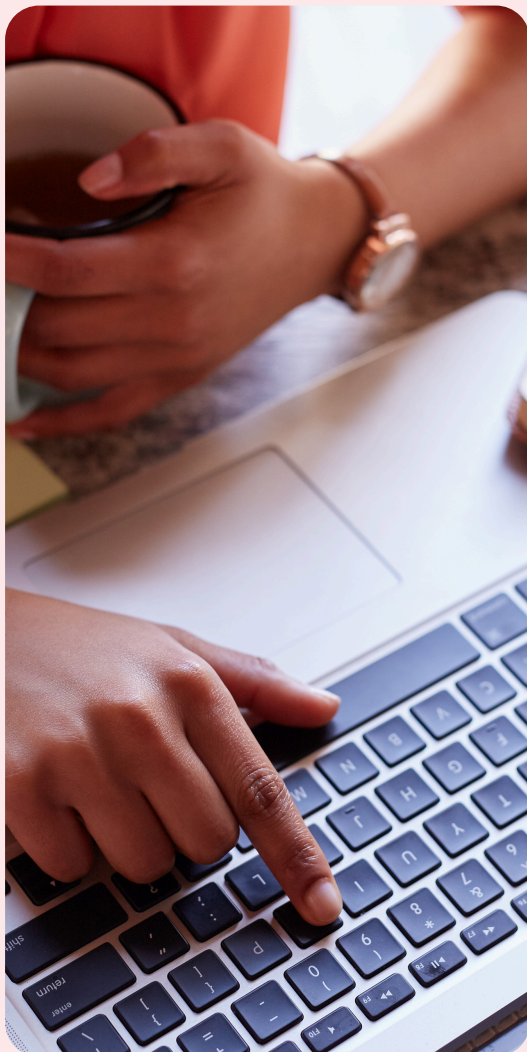


# ABOUT OUR OFFICE



## LOCALLY OWNED

We have been a leader in residential sales in our market area since 1981, and we have helped 1000's of people buy or sell homes in Massachusetts. We are fully trained and equipped to help you in believe in giving back to the communities we serve.



## A POWERFUL WEB PRESENCE WITH YOUR LISTING ON 170+ WEBSITES

A grid of logos for various real estate and technology websites. The logos are arranged in four rows and four columns. The first row includes Century 21 (century21.com), Century 21 Global, Century 21 Commercial, and Century 21 Fine Homes & Estates. The second row includes Homes.com and realtor.com. The third row includes Land.com (44 SITES), ListHub (10+ SITES), and listglobally (94 SITES). The fourth row includes Mansion Global, ADWERX, JamesEdition, and duPont Registry. The fifth row includes Robb Report, officespace.com, REAL-Buzz Global Real Estate Network, and Keyboom! PRO. The sixth row includes BACK AT YOU!, LUXURY REAL ESTATE, LDCRE, and zeta. The seventh row includes CRETECH, CIMLS, zumper, and RPR.

CENTURY 21 century21.com	CENTURY 21 Global	CENTURY 21 COMMERCIAL.	CENTURY 21 FINE HOMES & ESTATES.
Homes.com		realtor.com®	
Land.com 44 SITES	ListHub 10+ SITES	listglobally 94 SITES	
MANSION GLOBAL	ADWERX™	JamesEdition <i>The World's Luxury Marketplace</i>	duPont REGISTRY
Robb Report	officespace .com	REAL-Buzz Global Real Estate Network <i>powered by intellicast</i>	Keyboom! PRO
BACK AT YOU!	LUXURY REAL ESTATE	LDCRE	zeta
CRETECH	CIMLS	zumper	RPR

# Home Seller's ROADMAP

Follow this high level road map to help you sell your home!



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# *Ten steps to* SELLING A HOME

- 01 FIND A GREAT AGENT
- 02 ESTABLISH A PRICE
- 03 PREPARE YOUR HOME
- 04 MARKETING
- 05 LISTING
- 06 SHOWINGS
- 07 OFFERS & NEGOTIATIONS
- 08 UNDER CONTRACT
- 09 FINAL DETAILS
- 10 CLOSING

# FINDING *a Great agent* 01

Finding a real estate agent that you trust and feel comfortable with is as hard as finding the right house to call a home. A purchase of this magnitude is a huge life decision and you want to make sure that your real estate agent is as invested in this sale as you are.



## INDUSTRY KNOWLEDGE

Look for an agent with access to a wide variety of resources that are not readily available to the public. They can help you determine the best price and time to sell.

## SMART NEGOTIATING

An agent with the right experience will help you negotiate the best price for your home.

## PROFESSIONAL EXPERIENCE

A good agent should undergo annual training and compliance to ensure that they are up to date on any changes in legal or administrative paperwork.

## CUSTOMER SERVICE

A good agent should be dedicated to helping you answer any questions that arise from this process.

# ESTABLISH *a Price* 02

## LISTING PRICE

Setting a reasonable listing price is one of the most important aspects in the entire home selling process. If you list too high, you might not get any offers and it can take you a while to sell your home. Alternatively, if you price too low, you might be missing out on a greater return on your investment.



## WHAT DETERMINES THE PRICE?

You have two options in order to price your home for sale:

1. You can engage with a third party home appraiser, who will perform an analysis on your home and the neighbourhood.
2. You can get your real estate agent to perform an analysis on other homes for sale in the area.





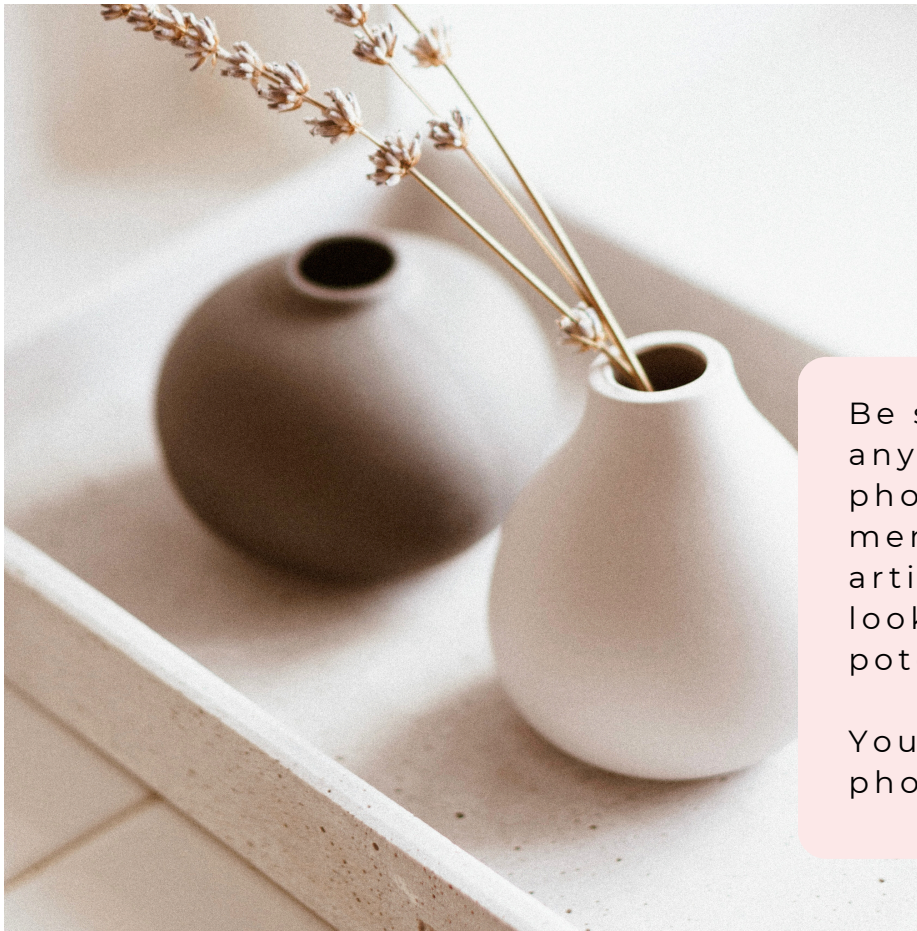
# PREPARE

# *your Home*

# 03

## HOME STAGING TIPS

- The way you style your home can be a make it or break it point for a potential buyer. They have to be able to picture themselves living in your space, so be mindful of what you leave visible to viewers.
- You can hire or rent professional props and decorators to help stage your home.
- Consider getting professional photos taken as these determine the first impression the potential buyer will have of your house.



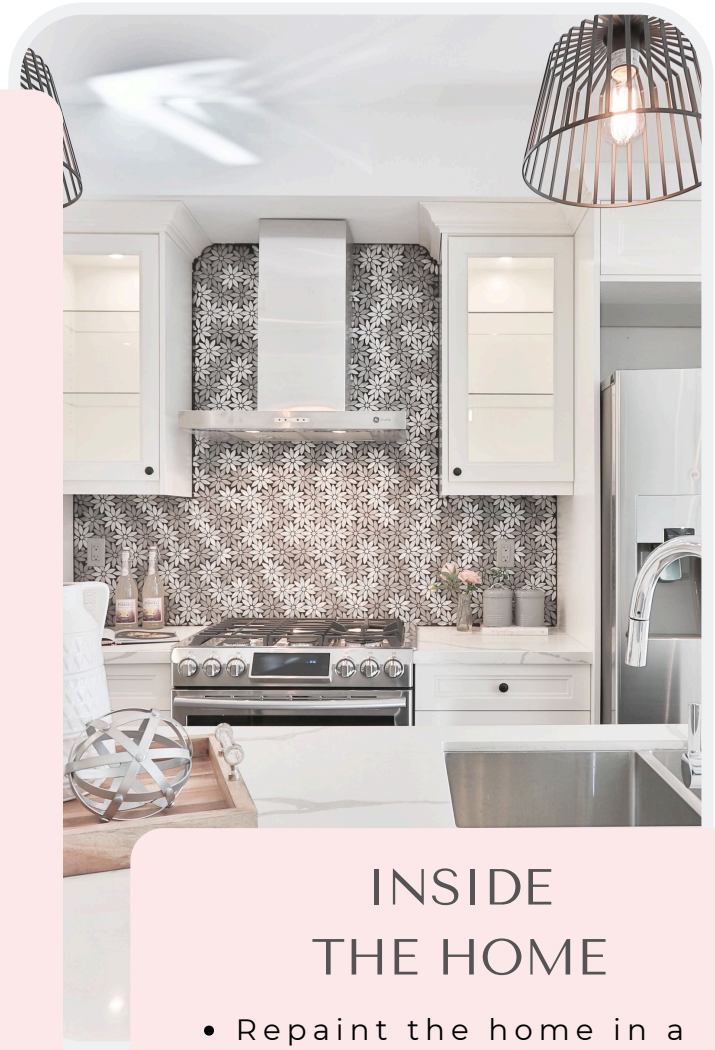
Be sure to put away any personal photographs, memorabilia, and artifacts as it will look like clutter to a potential buyer.

You can replace photos with wall art.

# PREPARING *Checklist*

## OUTSIDE THE HOME

- Take care of the landscaping (i.e.: cut the grass, water the flowers, trim the trees and bushes)
- Remove weeds
- Repaint or re-stain any porches, entry ways, and doorways
- Fill in any cracks in the driveway, sidewalks and foundation
- Clean out the gutters of any leaves or twigs
- Test all lighting fixtures and motion sensors



## INSIDE THE HOME

- Repaint the home in a neutral color (preferably whit, gray or tan)
- Remove and replace any personal artifacts
- Find arrangements for pets and children, and remove toys and clutter from main spaces
- Be sure the home smells fresh
- Make sure that walkways are clear

Make sure that the photos you use to market your home are bright, clear, and capture all angles.

Buyers will feel more comfortable with more photos.



## MARKETING TIPS

- Do not list on one site only, be sure to list your house on several different platforms
- Be detailed in your description
- Keep your calendar as flexible as possible! You don't want to miss out on any opportunities!



# Listing

# 05



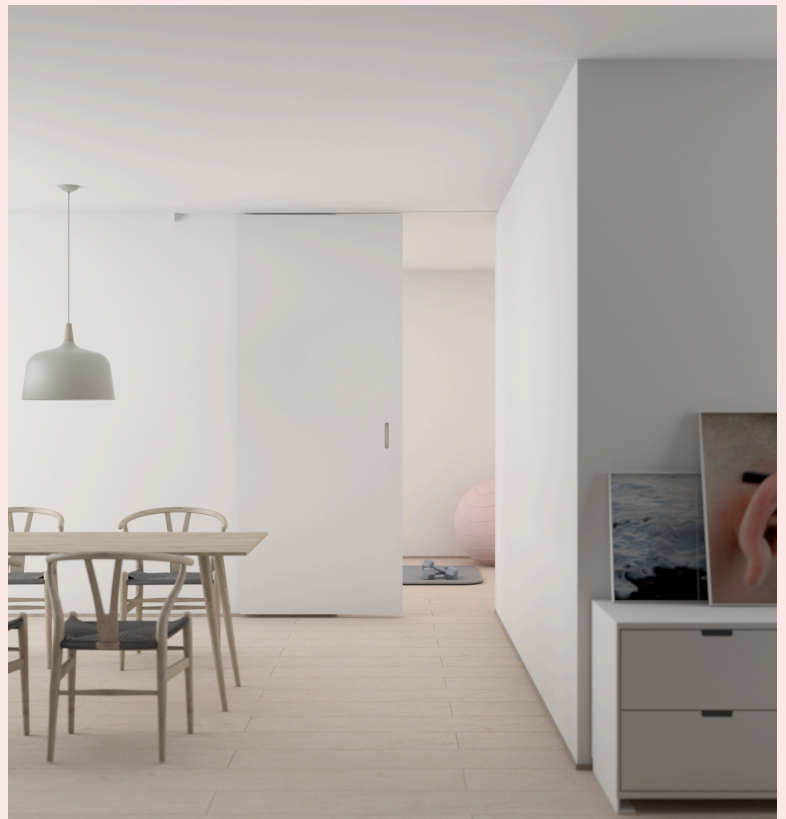
Congratulations! You have officially listed your home for sale.

Our real estate agents will use their network to ensure that your listing is as visible as possible, and reaches the appropriate audience.

If you want, we can supply a sign for your front yard to let passerby's know of your intentions to sell.

Make sure your photos and descriptions are clear, attractive, and relevant.

These are the first impressions of your home to a potential buyer.



# Showings

For the first few weeks/ weekends, make sure that your calendar is flexible for showings. This will help provide potential buyers a greater number of viewing options.

Private viewings as well as open house viewings will be set up during the first few weeks of listing your home.

You should make arrangements for pets and children during viewing times, to help make the viewing experience as pleasant and distraction free as possible.



# SHOWING *Checklist*

## IF YOU ONLY HAVE FIFTEEN MINUTES

- Make the beds and fluff pillows
- Throw away any garbage
- Empty out garbage cans and take out the trash
- Clean the countertops and put away dishes
- Declutter the home, remove any toys
- Turn on all indoor and outdoor lights



## IF YOU HAVE MORE THAN AN HOUR

- Complete the above list (15 minute list)
- Vacuum, sweep and mop the floors
- Wipe all major appliances, glass, and mirrors
- Fold or hang up visible clothing nicely
- Dust any visible or reachable areas



# OFFERS *and Negotiations* 07

At this time, you will be able to accept the offer, negotiate and make a counter-offer, or reject the offer. If you receive multiple offers, your real estate agent will help you negotiate with the buyers to find a price that you are happy with.

Ensure that the process is transparent, and all information provided to the buyers is accurate and up to date.



# Under Contract



The offer will officially become binding once the buyer and the seller both agree to the terms in the contract (which includes the price).

Some things that need to occur before the closing process can commence:

1. Home inspection
2. Title search
3. Final walkthrough with the buyer

# FINAL *Details*

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Be prepared for obstacles and hiccups! They happen during this phase, but that doesn't mean the sale is over.

At this time you can start packing and moving into your new place!



## *Closing*

Closing is the final step in your home selling process.

During the closing phase of the sale, you can expect the following:

1. The deed to the house will be delivered to the purchaser.
2. The ownership is transferred to the purchaser.
3. Any other documents including financing, insurance, and legal documents are exchanged.
4. The negotiated purchase price is paid and any other fees (i.e. commissions) are paid.

Congratulations! You've sold your home!

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# CUSTOMER Testimonials



”  
Annelie is one of the hardest working realtors out there! We purchased our first home with her nearly a decade ago and she was so patient and helpful during our first purchase. Fast forward to this year and we sold that home and bought our forever home, all with Annelie. She helped us search for the new house that would fit all of our needs and she sold our first house in just a matter of days, far well over asking! MICHELLE & DAN

”  
Annelie and Manrique are the perfect pair! The two of them are a wealth of knowledge. Their knowledge and expertise coupled with their network of connections makes them a step above the rest. They are always available to answer questions and give guidance every step of the way  
SAMANTHA



”  
.Manrique and the entire team that works with him were very professional and were great to work with. Amazing home buying experience I would give them my highest recommendations.  
GABRIELA



**ANNELIE SIROIS**  
**MANRIQUE ALVARENGA**  
REALTORS

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