



  
SELLING  
SINCE  
2007

# — GUIDE TO SELLING YOUR HOME

## LET'S WORK TOGETHER!

Buying or selling a home can be a stressful process if you don't have the right real estate agent. With over 19+ years of combined experience, you can rely on us to get you the best possible result, every time.

**ERIN DINSMOOR**

LICENSED REALTOR  
SERVICING NEW HAMPSHIRE AND MASSACHUSETTS

✉ [ERINDINSMOOR@KW.COM](mailto:ERINDINSMOOR@KW.COM)

📞 603.290.9924

❤️ [ERINDINSMOORREALTY.COM](http://ERINDINSMOORREALTY.COM)

**LUXELIVING**  
REAL ESTATE

powered by keller williams realty metropolitan

# BUYING OR SELLING *a home?*



Thank you very much for the opportunity to present the enclosed proposal to market--and sell--your property.

You will receive knowledgeable and professional service when you select me, and the Luxe Living Real Estate Team to represent you. And, with our office of over 375+ agents, you will have the utmost exposure to represent you in the sale of your home. In fact, Keller Williams Realty Metropolitan has one of the highest "listing and sold" ratios in the area within our core market towns.

When you decide to list with me, we will work together to create a pricing strategy to work hand in hand with the marketing, to get your home sold quickly and for the most money. We'll also work closely to review the terms of all offers, and help you navigate through the multiple offer process.

I hope that you find the enclosed information helpful in determining I am the most qualified to market your home.

Sincerely,

*Erin Dinsmoor*



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## CONTACT:

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OUR TEAM

# Your Experience is our Priority

### *Mission*

Working together to better each other and enhance our client's experience, while contributing to our local community.

### *Vision*

To Grow a Team with like-minded, driven, friendly agents who pool their strengths and resources to bring clients an enhanced experience. We believe our team's success stems from strong leadership, collaborative teamwork, a supportive environment, & pursuing a healthy work-life balance.

### *Values*

#### **Culture**

Our team is unique in that we choose to work with people who Inspire us! This has been a driving force since day one. Work shouldn't feel like work at all. We love what we do, and enjoy sharing our passion for real estate.

#### **Cooperation**

Fostering positive relationships within the real estate industry; this both benefits our clients and creates a win/win environment for all.

#### **Education**

Keeping Clients and Team Members informed on the latest real estate trends, data, & technology.

#### **Innovation**

Finding creative, out-of-the-box solutions which lead to successful outcomes.

#### **Integrity**

Conducting business in an ethical manner, in everything that we do.

# RESUME



## ***Accomplishments***

- *Luxe Living Real Estate*- 19+ years of combined real estate sales experience
- Over 750 Homes Sold
- 20+ Years Sales and Marketing Expertise
- Inspire Realty Group- Keller Williams Top Producer | New England- August 2021- \$10.9 Million
- Individual Top Sales Producer 2019
- President's Club 2019
- Top Sales Producer 2018

## ***Designations and Memberships***

- REALTOR License, New Hampshire
- REALTOR License, Massachusetts
- National Association of REALTORS
- New Hampshire Association of Realtors
- Greater Manchester & Nashua Board of REALTORS
- NEREN, New Hampshire MLS
- MAR- Massachusetts Association REALTORS
- Greater Manchester Chamber of Commerce

## ***Education***

- Graduate of Verani School of Real Estate
- Bachelor of Science | Communications Salem State University 2003

# Media Plan

*Each listing is unique, so each media plan is unique. A well-crafted Media Plan is key to showcasing your listing and bringing it to the attention of the most qualified & ready Buyers.*



## *Let's get social*

- Facebook, Instagram, LinkedIn, and Google are valuable platforms to promote Real Estate Listings
- We utilize Facebook and Instagram to display the most compelling features of your home, from architectural photos to walk through videos
- We leverage social media to highlight coming soon, just listed, property features, and open houses
- Create boosted ads to strategically target potential Buyers

## *Digital Strategy*

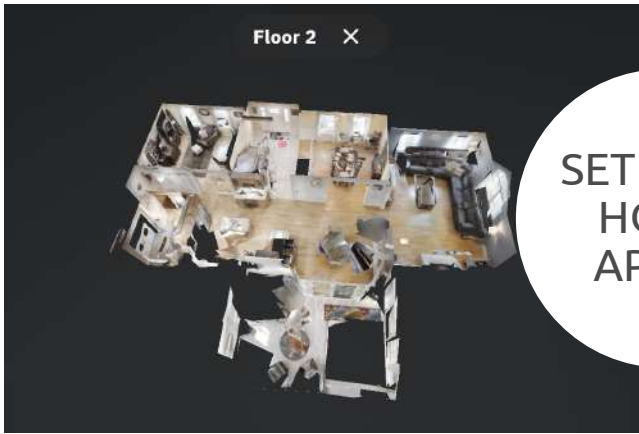
- We work with a professional videographer who creates "scroll stopping" 360 Degree Mattaport Tours, Video and Photos
- The day a home is listed is strategic. We offer "delayed" showings through the MLS, which in turn creates a buzz around your Listing. Then, a targeted announcement is sent to our database, as well as 500+ agents in our Local Board of Realtors
- We craft a dedicated website for your property to support highly targeted marketing efforts

## *Physical*

- We create a QR Code leading to a PDF with of all your homes details. This includes all the necessary information for potential Buyers to make an offer.
- We place your sign *before* your listing is live to generate a buzz and build excitement.
- A direct mail postcard is sent to the surrounding area and similar neighborhoods, as well as our extensive database.

*Click to Follow*





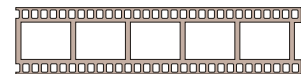
SET YOUR HOME APART

# VISUAL MARKETING & 360° MATTAPORT TOURS

The first showing is actually Online! Your Property's Photos and Videos need to make an Impression to ensure Buyers Book a Showing. We will advise you on photoshoot prep, and then stage your home so it looks **picture-perfect**. A professional photographer utilizes advanced equipment to capture interior, exterior, and even aerial photos of your home.

## "Walk Through and Dollhouse Tours"

Online Walk through Tours are vitally important as they enable potential buyers to "walk through" your property virtually both inside and out. Buyers have been known to even even make an offer after viewing this tour.



A Professional Videographer will create video content that's posted online, and shared to every real estate website including Zillow, Realtor.com, and Keller Williams.



SET YOUR  
HOME  
APART



## CRAFT A STORY WITH STAGING

We offer our clients both Staging Consultations that provide you a “suggestion list”, as well as working with a Home Stager who will bring in furniture, art and more to give your property a polished look.

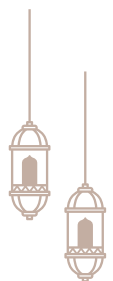
Is your house vacant? No problem! We also offer Virtual Staging, so buyers can visualize the best placement for furniture, and how exquisite the room can look! You only get one chance to make a first impression!

*Virtual Staging is often used to craft a story in the mind of the Buyer, and help them imagine your home in different ways.*

Lighting adjustments

Virtually Added Furniture

Adding decorative objects



# WE HAVE *connections*

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Over the years, we have built relationships with many vendors who specialize in helping to ease the transition of selling your home. Preparation is key, and we will work with you to decide what needs to be completed prior to listing, in order to bring you the most money.

- Landscapers
- Painters
- Junk Removal
- Plumbers
- Septic Inspectors
- Home Stagers
- Water Testing



*Minor updates made by current homeowners can have a huge impact on the selling price of their homes. That's why we have made connections and can direct our buyers to qualified contractors to fit their home's unique needs.*

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# Pre-Marketing & Launching the Listing

These activities typically take place in a one or two week period prior to putting your home on the market, however we are prepared to at whatever pace, faster or slower, is comfortable for you.

- Tour your home with you in order to gain a full understanding of all the intricacies, facts and features
- Review in detail the Launch Plan which includes listing launch dates and necessary steps in order to meet deadlines
- Collect pertinent data from public records, utility companies and property management company if applicable
- Oversee and participate as needed in physical preparation (staging/improvements) so that we can maximize your home's value. (Cost of outside contracts to be borne by Seller.)
- Place a For Sale Sign on property within 1 day of Listing going live in the MLS
- Announce the listing a "Coming Soon" at Keller Williams Metropolitan weekly meeting and via email to all agents at KW Metropolitan offices
- Have a professional floor plan drawn for use in Marketing Materials
- Arrange for and Execute a "Matterport" 3D Virtual Reality Tour
- Arrange for an Facilitate Professional Photography and Video
- Write copy for Print Advertising, Brochures and Internet Marketing Website
- Develop a Social Media Marketing Campaign including a "Guess the Price" or "New Listing" Ad for Facebook.
- Create and Produce a Full Size Glossy Brochure (samples included)
- Discuss the Scheduling and Logistics of Showings, notification and feedback as it best works for you.
- Review the current market data with you to arrive at a list price

# Pre-Marketing & Launching the Listing

- Input property with copy, photography, videography, video tours and floor plans into multiple databases including MLS (Multiple Listing Service), Realtor.com, Zillow and KWLS and enhance where necessary
- Send Draft of MLS Listing for Seller Review and Approval
- Build and Launch Individual Property Website (see QR code sheet)
- Enter Public Open House into appropriate website affiliates
- Email/Mail “New Listing” to our clients and database contacts
- Email “New Listing” to entire GMNBR (Greater Manchester Nashua Board of Realtors) Database
- Post your listing on various Realtor Facebook Groups including Southern New Hampshire and Seacoast, reaching thousands of NH Realtors.
- Call Local Agents to Announce your Listing, and see if they may have a Buyer. Relationships matter.

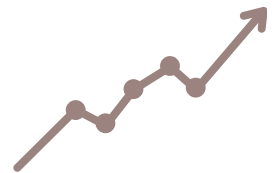


*A strong online presence is one of our specialties. Our brand well-known, recognized, and respected. We also have the reach and capacity to ensure that your listing is presented to qualified Buyers.*

Email Marketing

Social Media Campaigns

Extensive Reach to Realtors & Buyers



# On-Market Activities

- Coordinate and Conduct Private Showings with Cooperating Agents and their Clients
- Answer all property inquiries--emails, phone calls, sign calls-- in a timely manner (usually within 15 minutes)
- Schedule, Post and Conduct Public Open Houses (live or virtual) if you choose
- Reverse prospecting campaign to agents with clients whose property search parameters match your listing
- Gather and Communicate Agent and Buyer Feedback
- Prepare and Provide a regular Market Watch including pricing updates and pertinent activity/sales data via email or phone calls
- Provide a bi-monthly report of online activity for your property from various real estate websites.

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*Erin went above and beyond from day one. From the listing, to the open houses, and especially to all the running around that came after the offer was accepted, she was super efficient, highly knowledgeable and she made everything as easy as possible. She is a superb and extremely talented realtor and an all around lovely, friendly person. It was an absolute pleasure having her as my realtor to sell my property, and I could not be happier with the experience. I highly, highly recommend Erin!*

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# Negotiating the Purchase and Sales

This critical step is where our honed negotiation skills come into play, culminating in a contract containing price and terms that best fit your needs. We also have a multiple offer system ensuring the terms and conditions of each offer is clear, should you receive multiple offers.

- Review the Purchase and Sales Agreements as they come into me. I always confirm with the other agent it has been received. I then review, create a bullet pointed summary and send to you clearly labeled--making it easy to keep track of all offers.
- Offers are presented to you the Seller as they come in. This is the law.
- When reviewing offers we can do so over the phone using an online spreadsheet to compare. Or, I'm happy to come to your home, with all offers printed, to review in person.
- Verify the Buyers have a Pre Approval, and that they are in fact financially qualified to purchase your home.
- Review, in depth, every detail of each agreement with you. I make recommendations, strategize, particularly in the context of what might be customary and what is favorable or not favorable to you.
- Formulate and prepare a counter offer when necessary to present to the Buyer's Agent
- Negotiate on your behalf, until you and the buyer reach agreement

# Managing the Transaction

At this point of the transaction our team's communication skills and attention to detail are vital to bringing you the results you are looking for--the sale of your property--as seamlessly as possible.

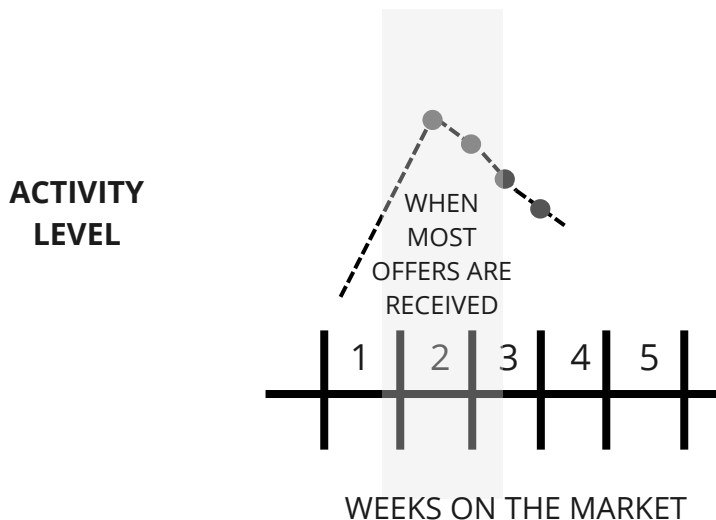
- Circulate Executed Purchase and Sales Agreement for signatures and to all parties including agents, lenders and transaction coordinators
- Monika will send you our "Next Steps" email outlining what happens now through closing date
- Introduce you to Michelle Rouillard, our Transaction Coordinator Extraordinaire
- Michelle ensures that all compliance for your file is met
- Facilitate and attend your Home Inspection
- Accompany appraiser (if mortgage is being obtained) and provide them with any data being requested
- Negotiate any items that arise from the home inspection, prepare and circulate for signatures the necessary addendums
- Collect and deposit any additional funds into escrow
- Obtain fuel readings and calculate proration for reimbursement to you
- Schedule and attend the final walk-through prior to closing
- Prepare closing package and attend closing with all the necessary documents, checks and keys
- Celebrate!

Pricing your property competitively will generate the most activity from the market.

A Property Generates the most interest when it first hits the market. The number of showings is greatest during this time.

Listing too high and dropping the price later, ultimately nets you less than if you started at the market value price. Many homes that start too high end up selling below market value.

We will work together to find the right price range for your property, where it will generate the most activity and an offer-- or multiple!



## BEDFORD MARKET SUMMARY

14  
 ACTIVE  
 LISTINGS

\$1.01K  
 MEDIAN PRICE  
 MAY 2022

26 DAYS  
 TIME ON  
 MARKET  
 APRIL 2022

23  
 SOLD  
 LISTINGS  
 APRIL 2022

# LET'S TAKE THE *next step*

## LET'S WORK TOGETHER!



We would love the opportunity to earn your business!

When you choose Erin Dinsmoor and her team you will receive:

- Excellent Service and Support
- A winning marketing plan
- Local Market Knowledge
- The resources of Keller Williams Realty Metropolitan and Luxe Living Real Estate

*I look forward to working together.*

*~ Erin Dinsmoor*



### CONTACT:

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