



YOUR ULTIMATE GUIDE TO

SELLING YOUR HOME



Table of Contents

01 Choose Your Agent

- ✓ Meet for listing appointment
- ✓ Review credentials

02 Prepare Your Home for the Market

- ✓ Consider repairs
- ✓ Home prep checklist

03 Strategically Market Your Home

- ✓ Determine the price
- ✓ Professional photo & video
- ✓ Staging to sell
- ✓ Execute marketing plan

04 Show your Home

- ✓ Staging your Home
- ✓ Showing prep checklist

05 The Closing Process

- ✓ Go under contract
- ✓ Pre-closing checklist

01

Choose Your Agent

Choosing the real estate agent that you'll work alongside to buy your home is not a decision to take lightly.

Your agent should have a deep understanding of your goals, your market, and a track record for working diligently on behalf of you, their client.

Credentials, of course, are a plus- but what you can't see behind the numbers are the intangibles of always going the extra mile and genuinely caring deeply for clients.

I look forward to the opportunity of representing you and sharing this life milestone with you and your family.

-Meghan Reilly Ruivo





Meg Ruivo

REAL ESTATE AGENT

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ABOUT ME

After spending the majority of my life a South Shore and Rhode Island resident, I have a deep understanding of the local market and the needs of my clients. Whether you're looking to buy, sell, or invest in real estate, I'm here to help you achieve your goals.

I have a Bachelor's degree in International Business and Finance from Bryant University and I am a licensed Realtor in the states of Massachusetts and Rhode Island. My background in business and finance, combined with my in-depth knowledge of the local real estate market, allows me to provide my clients with the best possible experience.

CREDENTIALS

- Licensed Real Estate Agent, MA + RI
- Member of South Shore REALTORS®
- ABR®
- PSA®

What you can expect working with me

I'm Curious

I want to have a clear understanding of your goals, who you are, and what your home means to you.

I'm Committed

I bring my A-game to every transaction, and I'm committed to achieving the best possible outcome for my clients.

I'm Proactive

I'm always one step ahead, anticipating potential roadblocks and finding creative solutions to overcome them.

I'm Personal

I believe in building relationships with my clients and treating them like family, because in the end, that's what leads to the best possible results.

What Clients Are Saying



Meg was super helpful with her advice on staging my home to get it ready for selling! She had great tips that really made a difference and helped us to receive top dollar in our offers. I would recommend her to all my family and friends.

ELAINE D.

It's been a while since I purchased a new home, and Meg was the first realtor I've worked with who represented my best interests. Throughout the whole process I was never left wondering what to do next because Meg was with me every step of the way. She's knowledgeable and diligent, and her communication style is open and relaxed. She's approachable and always available by phone, text, or email. After seeing each potential new home, she made sure to brief me and summarize the situation, often pointing out things I should be aware of that could affect the price which I otherwise might have missed. When it came time to make an offer, she did a thorough analysis comparing similar homes in the area and helped me make the best offer decision. I would totally recommend working with Meg, she'll watch out for you.

BETSY B.



"...Once we had an accepted offer on our new home, Meghan continued to be there for us. She worked alongside our mortgage company, lawyer and other real estate agent who was handling the sale of our current home in another part of the state. Meghan was the glue that helped us keep all the pieces together. She was always professional, knowledgeable, and prompt in all her interactions with us and all parties involved. I truly felt that she was our partner and friend in the process. I often joked with Meghan that she was my only friend in Plymouth, because that is truly how I felt. She was always there to support us with questions or concerns we had along the way. We are so thankful for Meghan. We love our new home and we would recommend her to anyone looking for a new home!"

KIMBLY M.

02

Prepare for the Market

Consider Home Repairs

Buyers gravitate towards a turnkey home that's ready for them to move in. Overlooking necessary repairs and maintenance can be a major turn-off and potentially stall your sale.

Consider high level repairs and upgrades like decluttering and depersonalizing, adding a fresh coat of paint, pressure washing, or sprucing up the curb appeal.

Putting in the leg work now will not only boost the sale price of your home, it will keep the sales process moving quickly once a buyer shows interest.

Use the checklist provided on the next page and walk through your home, room by room, as if you are a buyer. Keep their perspective in mind as you make decisions on repairs.



Listing Preparation Checklist

Use this checklist to perform a walk through of your home, room by room as if you are a buyer. Check off what needs to be addressed, and then check off once you've completed the task. Consider hiring a home inspector to assess if anything needs to be repaired.

GENERAL

TO DO DONE

- | | | |
|--------------------------|--------------------------|-------------------|
| ☐ | ☐ | Light fixtures |
| ☐ | ☐ | Light bulbs |
| ☐ | ☐ | Carpets |
| ☐ | ☐ | Windows |
| ☐ | ☐ | Cabinets |
| ☐ | ☐ | Sinks and faucets |
| ☐ | ☐ | Paint |

TO DO DONE

- | | | |
|--------------------------|--------------------------|--------------------------|
| ☐ | ☐ | HVAC |
| ☐ | ☐ | Flooring |
| ☐ | ☐ | Doors and trim |
| ☐ | ☐ | Wallpaper |
| ☐ | ☐ | Hardware |
| ☐ | ☐ | Carbon monoxide detector |
| ☐ | ☐ | Smoke detector |

KITCHEN

TO DO DONE

- | | | |
|--------------------------|--------------------------|---|
| ☐ | ☐ | Clean counters and declutter |
| ☐ | ☐ | Clean backsplash |
| ☐ | ☐ | Clean appliances (Inside & out) |
| ☐ | ☐ | Organize drawers, cabinets and pantries |
| ☐ | ☐ | Clean floors |
| ☐ | ☐ | Clean sink and disposal |

BATHROOMS

TO DO DONE

- | | | |
|--------------------------|--------------------------|---|
| ☐ | ☐ | Dust and clean all surfaces |
| ☐ | ☐ | Declutter countertops and drawers |
| ☐ | ☐ | Fold towels |
| ☐ | ☐ | Tidy cabinets and remove unnecessary toiletries |
| ☐ | ☐ | Clean or replace shower curtains |
| ☐ | ☐ | Clean moldy areas |

LIVING & DINING

TO DO DONE

- | | | |
|--------------------------|--------------------------|--|
| ☐ | ☐ | Remove clutter & personal items |
| ☐ | ☐ | Stage with pillows and throws |
| ☐ | ☐ | Dust and clean all surfaces and fixtures |
| ☐ | ☐ | Keep all tables clear and decluttered |

EXTERIOR

TO DO DONE

- | | | |
|--------------------------|--------------------------|------------------------------------|
| ☐ | ☐ | Pressure wash concrete or driveway |
| ☐ | ☐ | Clean or repaint doors |
| ☐ | ☐ | Repaint trim |
| ☐ | ☐ | Wash windows |
| ☐ | ☐ | Sweep walkways & patios |
| ☐ | ☐ | Trim hedges |

BEDROOMS

TO DO DONE

- | | | |
|--------------------------|--------------------------|-------------------------------------|
| ☐ | ☐ | Remove clutter & personal items |
| ☐ | ☐ | Clean out and organize closets |
| ☐ | ☐ | Repair any damage in walls |
| ☐ | ☐ | Keep closets closed during showings |
| ☐ | ☐ | Make beds before any showings |

"Buyers decide in the first 8 seconds of seeing a home if they're interested in buying it. Get out of your car, walk in their shoes and *see what they see within the first 8 seconds.*"

BARBARA CORCORAN

03

Strategic Marketing

Pricing Your Home

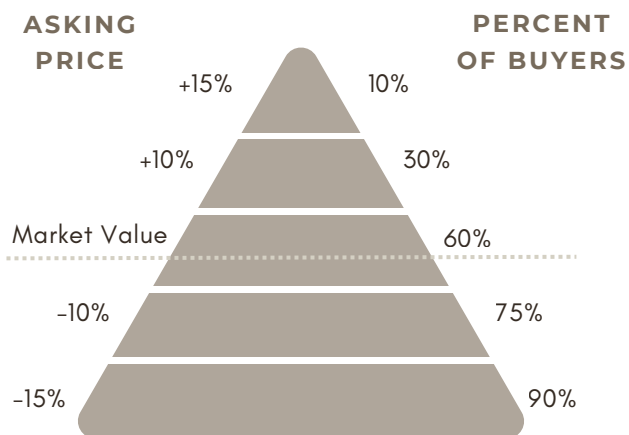
Here's something that may surprise you...

Properties that are priced right from the beginning typically sell for more in the end.

If you price your home too high, the home will stay on the market longer. The longer a home stays on the market, the less it will be shown.

A property attracts the most interest when it is first listed, so it is crucial to price it correctly initially.

It's important to thoroughly evaluate the market to determine the market value of your home.





AT MARKET VALUE

- + Buyers and agents will recognize a fair price
- + No appraisal issues
- + Home will appear on more relevant buyer searches



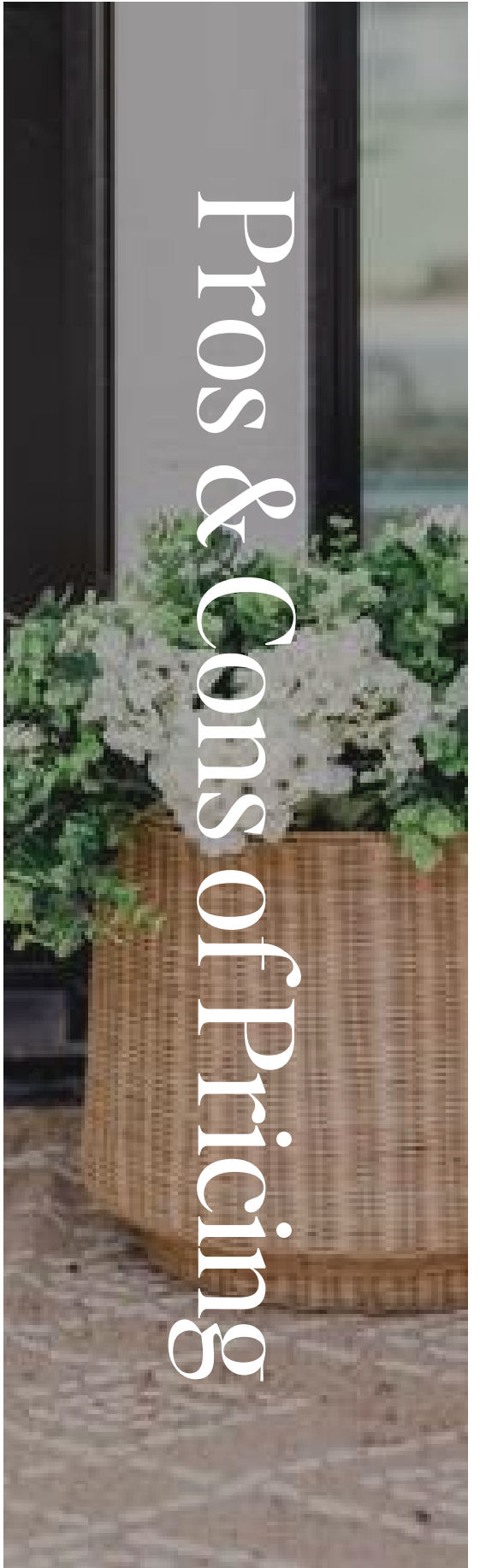
BELOW MARKET VALUE

- + The home will receive high interest and a quick sale
- + Multiple offer scenario, which may include offers higher than asking price
- Risk of having to sell at a lower price



OVER MARKET VALUE

- It could take longer to sell
- The longer it's on the market, the less favorable it appears to prospects
- The home may not appraise by the buyer's lender. Back to negotiations!



Pros & Cons of Pricing



What's the big deal about listing photos & videos?



The photos of your home directly influence whether or not a potential buyer will schedule a showing of your home or not. It is crucial that we take high quality, attractive photos and videos showcasing the best qualities and features of your home.



Because of this, we work with the top real estate photographers and videographers in the area to capture your home in the very best light at no cost to you.

The photos to the left are examples from previous listings of mine.

What's Included in my Marketing Plan

- Displayed on brokerage website
- Displayed on personal website
- Social media marketing campaigns
- Virtual tours
- Exclusive sneak peeks
- Open houses
- Broker previews
- Digital and Print Flyers
- Postcards
- Professional photography (Drone + photos)
- Professional videography
- Yard sign captures
- Notify surrounding neighbors

Modern Agent Marketing Strategy

Insta-Showcases

Your home's story deserves to be told. Through captivating Instagram posts, I highlight unique features and offer behind-the-scenes tours, creating a personal connection with potential buyers.

SEO Driven Strategies

Behind the scenes, I employ SEO strategies to boost your listing's online presence, ensuring it ranks highly on search engines and reaches potential buyers before they even know they're looking.

Hollywood-Level Home Tours

Think of this as your home's movie debut. I produce high-quality, cinematic videos that tell the unique story of your property, engaging potential buyers emotionally and visually.

Viral Visuals & Engaging Copy

Every post, video, and listing is crafted with the aim to go viral. From stunning visuals to storytelling copy that captures the heart and imagination, I make your home the main character in its own story.

OUR REACH

1k+

SUBSCRIBERS +
FOLLOWERS

1k+

EMAIL
SUBSCRIBERS

15k+

MONTHLY
IMPRESSIONS

1k+

MONTHLY
ENGAGEMENTS

The Sale of 73 Harold Street

KEY STRATEGIES

- **Content Creation:** Developed a series of high-quality, engaging posts featuring professional photos and videos of the property, including drone footage to highlight the home's architecture and surrounding landscape.
- **Targeted Advertising:** Utilized paid advertising with demographic and interest-based targeting to reach potential buyers who matched the profile of likely interested parties.
- **Production:** Produced a high-definition, walkthrough video of the property, showcasing key selling points and lifestyle elements associated with the home's location.
- **Distribution:** Shared the video on YouTube, Instagram, and Facebook, and embedded it in the online listing and email marketing campaigns.
- **Custom Email Blasts:** Sent targeted email campaigns to a curated list of potential buyers and real estate agents, highlighting the property's features, the listing video, and open house dates.
- **Follow-Up Sequences:** Implemented a series of follow-up emails to keep subscribers engaged, providing additional information about the property and the community.

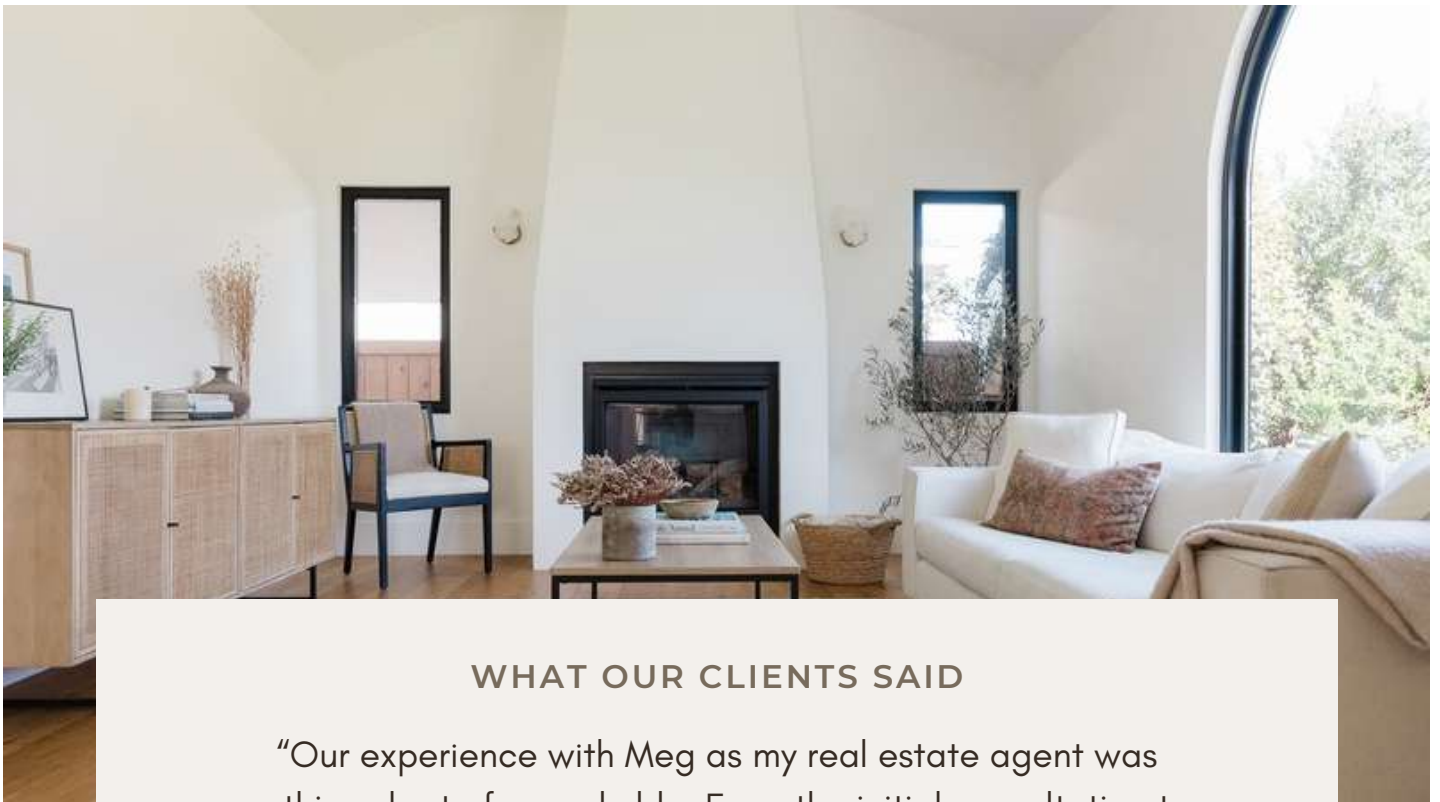
SAMPLE ASSETS



The Sale of 73 Harold Street

RESULTS

- The social media campaign reached over 12,000 targeted users, with a 10% engagement rate on ads and organic posts.
- The digital approach generated 25+ high-quality leads, significantly more than the initial traditional listing period.
- 73 Harold Street sold within 30 days of implementing the modern marketing strategy, at 89% of the asking price.
- The sellers were thrilled with the quick sale and the seamless, innovative marketing process.



WHAT OUR CLIENTS SAID

"Our experience with Meg as my real estate agent was nothing short of remarkable. From the initial consultation to the final closing, her knowledge, patience, and dedication were evident. Meg took the time to understand our needs and preferences, making the home buying and selling process seamless and stress-free."



Staged to Sell

Staging goes beyond mere aesthetics. It's about creating an experience that allows buyers to envision their lives unfolding within the walls of your home.

In a market where first impressions are everything, a well-staged home stands out, inviting and compelling.

Data from the International Association of Home Staging Professionals reveals that staged homes not only sell three to 30 times faster than non-staged ones,

but they also fetch higher prices – often 20% more than expected.

And the best part? The investment in staging usually costs less than the first price drop you might have to make if your home lingers on the market.

It's a smart, strategic move with proven results.

83%

83% of buyers' agents said that staging a home made it easier for buyers to visualize the property as their future home.

NATIONAL ASSOCIATION OF REALTORS

73%

Professionally staged homes spend 73% less time on the market compared to homes that haven't been staged.

REAL ESTATE STAGING ASSOCIATION

04

Showing Your Home



It's showing time! Together we'll set parameters on the hours and days we plan to host showings.

Homes show best when the homeowner is not present. If this is not possible, we will work together to create the best experience for the buyer that also fits your lifestyle.

I will provide you with an electronic lockbox to store a set of house keys. Any time this lockbox is opened, I am notified. That means no one is accessing your home without my knowledge.

After each showing I will share any feedback I received from the potential buyers.

Before each showing, follow the checklist on the next page to create the best atmosphere possible for potential buyers.

Showing Prep Checklist



- Create a welcoming entrance by sweeping the porch, cleaning the door, and adding a mat or wreath.
- Remove personal items, documents excess furniture, and clutter to create an inviting atmosphere.
- Ensure there are no unpleasant odors; however don't overdo it with air fresheners. Open the windows for fresh air ahead of time.
- Turn on lights and open curtains to invite natural light.
- Close toilet seats and shower curtains. Put out fresh, crisp linens.
- Arrange furniture to create a sense of space and flow in each room.
- Arrange for pets to be taken out of the house during showings, and tidy up any pet-related messes.
- Add fresh flowers or a bowl of fruit to add a welcoming touch.
- Use staging strategies to showcase your home's best features.
- Set the thermostat to a comfortable temperature well before guests arrive.

05

The Closing Process

This process begins once we accept an offer on the home. Here are the major milestones to expect:

Escrow: The buyer typically places an earnest money deposit into an escrow account as a sign of good faith. Escrow is a neutral third-party account that holds funds until the transaction is completed.

Buyer's Due Diligence: The buyer conducts inspections, appraisals, and any other necessary investigations to ensure the property's condition and value align with their expectations.

Loan Approval and Appraisal: The buyer's lender evaluates the property's value to determine if the buyer qualifies for a mortgage. An appraisal ensures the property's value matches or exceeds the agreed-upon purchase price. Depending on the contract, meeting these approvals may be contingencies of the sale.

Final Walkthrough: Just before closing, the buyer usually conducts a final walkthrough to ensure the property is in the agreed-upon condition.

Closing Day: The buyer signs the mortgage documents, pays closing costs, receives keys and takes possession of the property. You receive the proceeds from the sale.



Why Offering Buyer Agent Compensation is a Smart Move



Expands your property's visibility

Offering a commission makes your listing more appealing to real estate agents, leading to increased showings and opportunities for offers.

Encourages smooth transactions

Offering compensation fosters cooperation between agents, leading to smoother negotiations and a more efficient sale process.

Positively impacts sale outcomes

Properties offering agent compensation often sell quicker and at better prices due to heightened exposure and agent motivation.

Signals a professional approach

This strategy demonstrates a commitment to a fair and efficient selling process, setting a positive tone for the transaction.



Next Steps

Getting started is simple. Once we have agreed on a price and have some documents signed I can get your listing on the market in as little as 48 hours.

Getting your home sold is a huge deal and I am honored to be considered to get the job done.

-Meghan Reilly Ruivo

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