



Your Seller's Guide

Your roadmap to a confident, well-priced sale
in Massachusetts and Rhode Island

clearrealestatesolutions.co · (857) 788-7850

PROPERTY. INVESTMENT. RESULTS.

1. The Selling Process

A clear path from listing to closed so you always know what's next.

- **Initial consultation** — we walk your property, talk timeline, and set real expectations before anything hits the market.
- **Pricing strategy** — built on live comps and current market conditions, not guesswork or wishful thinking.
- **Prep and staging** — targeted fixes and presentation moves that actually move the price, not busywork.
- **Listing and marketing** — professional photography, MLS, and a targeted campaign built around your property type.
- **Offers to closing** — review, negotiation, and paperwork coordinated start to finish.

2. Pricing Strategy 101

Getting the number right the first time is what sells a home fast and at top dollar.

- **Comparable sales** — we price against what's actually closing in your market right now, not stale data.
- **Days-on-market risk** — overpricing costs you leverage the longer a listing sits — we price to sell, not to sit.
- **Pricing bands** — in competitive markets, strategic pricing can generate multiple offers and drive the price up.

3. Marketing That Sells

Getting your property in front of the right buyers, fast.

- **MLS and syndication** — your listing reaches over 100 buyer-searched sites the moment it goes live.
- **Professional photography** — and, when it fits the property, 3D walkthroughs so serious buyers self-select in.
- **Targeted campaigns** — digital and direct outreach matched to the buyer profile most likely to close.

4. Closing with Confidence

What to expect from accepted offer to keys handed over.

- **Inspection** — how we negotiate repairs or credits if issues surface, without losing the deal.
- **Appraisal** — what happens if it comes in under contract price, and how we handle it.
- **Final walkthrough and closing day** — signing, funding, and handoff — we're with you through the entire appointment.

Ready When You Are

Whether you're actively listing or just weighing your options, a 15-minute call will tell you exactly where you stand. Call (857) 788-7850 or book a free consultation directly at clearrealestatesolutions.co.