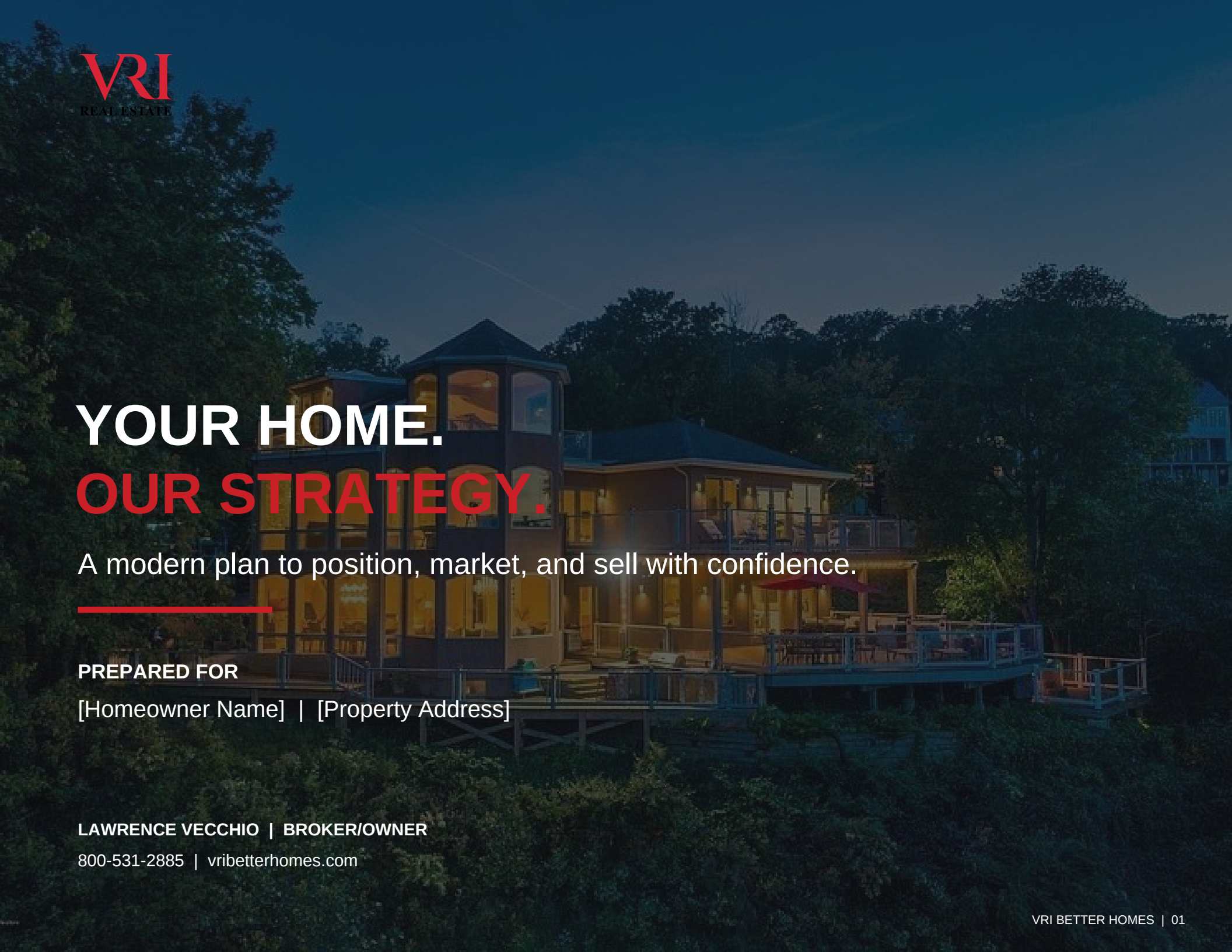


The background of the entire page is a photograph of a large, modern, multi-story house at night. The house has a prominent central tower with a conical roof and large glass windows that are illuminated from within, showing a warm interior. It features a large, wrap-around deck with glass railings. The house is surrounded by dense trees, and the sky is a deep twilight blue.

YOUR HOME. OUR STRATEGY.

A modern plan to position, market, and sell with confidence.

PREPARED FOR

[Homeowner Name] | [Property Address]

LAWRENCE VECCHIO | BROKER/OWNER

800-531-2885 | vribetterhomes.com

A Proven Partner for Your Sale

45+

Years of real estate experience

Hands-on leadership, local market knowledge, and thousands of transactions inform every recommendation.

Experience. Innovation. Results.

Traditional service strengthened by digital marketing and a broad real estate network.

1

Strategic guidance

A clear plan from preparation and pricing through closing.

3

Personal accountability

Direct communication, practical advice, and steady follow-through.

2

Hyper-local reach

HomesIn.com connects your property to town-focused buyers.

4

Complete support

Marketing, showings, negotiation, inspections, and transaction coordination.

The Seller's Advantage

Every activity is designed around four outcomes that matter to a successful sale.

01**POSITION**

Present the home at its best and create a compelling value story.

02**REACH**

Put the property in front of local, regional, and online buyers.

03**CONVERT**

Turn attention into showings, feedback, and qualified offers.

04**PROTECT**

Manage terms, timelines, inspections, and closing details carefully.

THE RIGHT STRATEGY CREATES LEVERAGE BEFORE NEGOTIATIONS EVEN BEGIN.

Price for Attention - Not Just Activity

The market sets the range. Our strategy earns attention.

We review recent sales, competing listings, current buyer behavior, property condition, and location. The goal is to enter the market where buyers see value and feel urgency.

MARKET EVIDENCE

BUYER RESPONSE

SELLER GOALS

LAUNCH TIMING

Our pricing conversation

01

Understand your priorities

Timing, proceeds, flexibility, and move plans.

02

Study the competition

Active, pending, expired, and recently sold properties.

03

Recommend a launch range

A market-supported position designed to attract buyers.

04

Measure and adjust

Monitor traffic, feedback, and offers against agreed milestones.

Make the First Impression Count

1 Walk-through consultation

Prioritize the improvements most likely to support buyer confidence.

2 Home staging support

Showcase function, scale, and lifestyle through 1stImpressionHomes.com.

3 Professional photography

Bright, polished images designed for online discovery and print.

4 Property storytelling

Clear copy, feature highlights, and a dedicated property presentation.

5 Showing readiness

Simple routines for access, lighting, comfort, and presentation.

6 Launch checklist

Confirm disclosures, media, signage, online details, and showing instructions.

BUYERS OFTEN DECIDE HOW THEY FEEL ABOUT A HOME BEFORE THEY READ THE DETAILS.

A Multi-Channel Marketing Launch

Your listing is supported by coordinated media, distribution, and follow-up - not a single upload.

1 CREATE

Professional photos • persuasive description • brochures • property website

2 DISTRIBUTE

MLS • VRIRealEstate.com • Zillow • Realtor.com • Trulia • Homes.com

3 AMPLIFY

Facebook • Instagram • YouTube • Google PPC • local sharing

4 TARGET

HomesIn.com • HomesInNewJersey.com • HomesInTheUS.com • niche property networks

5 CONVERT

Showing coordination • buyer-agent outreach • feedback • offer strategy

One story. Multiple audiences. Consistent follow-through.

Exclusive Digital Reach



Your property reaches buyers beyond the MLS.

VRI's online network supports broad exposure and targeted discovery. Town-based and lifestyle-focused websites help connect a listing with buyers searching by location and property type.

● [HomesIn.com](#)

● [HomesInTheUS.com](#)

● [WaterfrontHomesInYourTown.com](#)

● [AdultHomesUS.com](#)

● [VacationHomesInYourTown.com](#)

● [HomesInNewJersey.com](#)

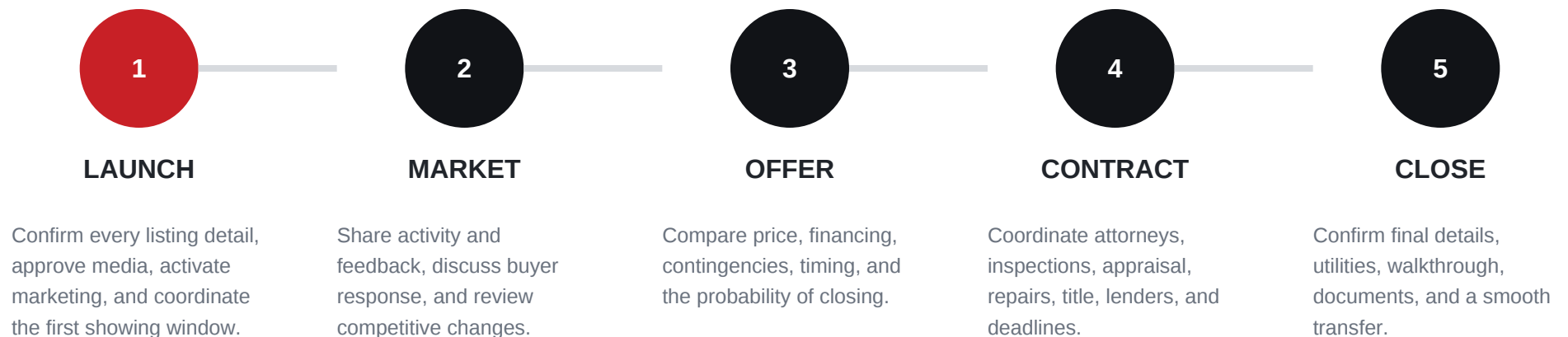
● [HomesOfDistinction.com](#)

● [HistoricHomesInYourTown.com](#)

● [USHorseFarms.com](#)

● [NewHomesInYourTown.com](#)

Clear Communication from Launch to Closing



You always know what is happening, what it means, and what comes next.

Protect the Deal - and Your Priorities

Offer analysis

Look beyond price to financing strength, contingencies, credits, appraisal risk, and closing timeline.

Appraisal readiness

Provide relevant property information and comparable-sale context where appropriate.

Negotiation strategy

Respond with a plan based on leverage, alternatives, and your preferred outcome.

Deadline management

Track contractual milestones and coordinate the professionals involved.

Inspection guidance

Organize issues, evaluate requests, and keep the transaction moving

Closing preparation

Confirm the final walkthrough, documents, keys, utilities, and transfer

THE BEST OFFER IS THE ONE THAT BEST BALANCES NET PROCEEDS, TERMS, AND CERTAINTY.

LET'S PREPARE YOUR HOME FOR A STRONG MARKET LAUNCH

- 1 Confirm goals, timing, and property details
- 2 Complete pricing and competitive-market review
- 3 Agree on preparation and launch plan
- 4 Approve marketing and activate the listing

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HomesIn.com

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