



THE SELLER'S PLAYBOOK

A BETTER WAY TO SELL YOUR HOME

Real Estate | Staging | Design | Construction Knowledge

TEAM BASSETT REALTY LLC • SERVING EASTERN CONNECTICUT • 860-334-1693

ALL THINGS REAL ESTATE

SELLING A HOUSE IS MORE THAN PUTTING IT ON THE MLS

Anyone can put a house online. Selling it well takes preparation, presentation, pricing, marketing, negotiation, and knowing what buyers are actually looking at when they walk through the door.

That's where we do things a little differently.

We're a husband-and-wife real estate team with experience that goes far beyond buying and selling homes. Our background in construction, renovation, staging, design, and real estate allows us to look at your property from every angle.

**We don't just ask: What can we list it for?
We ask: What can we do to make buyers want it?**

OUR SELLING PHILOSOPHY

Every house has a story, strengths, quirks, and a buyer. Our job is to bring out the best in your property and position it correctly from the beginning.

✓ Pricing	✓ Condition	✓ Repairs
✓ Presentation	✓ Staging	✓ Photography
✓ Marketing	✓ Buyer perception	✓ Competition
✓ Timing	✓ Negotiation	

Sometimes a seller needs to do absolutely nothing. Sometimes a few small changes can completely change how buyers perceive a home. And sometimes spending money before selling simply doesn't make sense. **Knowing the difference matters.**

THE TEAM BASSETT DIFFERENCE

WE SEE HOUSES DIFFERENTLY.

We aren't just real estate agents. We have years of hands-on experience renovating, building, designing, staging, improving, buying, and selling homes.

THE SELLER

What matters most to you?

THE BUYER

What will buyers notice, love, question, or object to?

THE AGENT

How does your home compare with everything else for sale?

THE DESIGNER

How can we improve the way the house looks and feels?

THE CONTRACTOR

What actually needs attention - and what isn't worth spending money on?

THE INVESTOR

Where does spending money produce a return, and where doesn't it?

That combination is a huge part of how we approach selling real estate.

THE PLAYBOOK

FROM FIRST WALK-THROUGH TO MARKET

01 WALK THE PROPERTY

Before we talk strategy, we want to see the whole picture - the driveway, yard, entrance, layout, lighting, furniture, finishes, mechanicals, projects, strengths, and potential buyer concerns. Then we build the plan around your house.

02 KNOW YOUR NUMBERS

We study recent comparable sales, current competition, pending properties, location, lot, condition, improvements, layout, buyer demand, and current market conditions. Then we develop a pricing strategy designed to put your property in the strongest position possible.

03 DECIDE WHAT'S WORTH DOING

Before you start spending money, talk to us. You may not need the new kitchen, flooring, or every repair you've been staring at for years. We help sort improvements into **DO IT**, **MAYBE**, and **SKIP IT**.

04 PREPARE THE HOUSE

Preparation may include decluttering, cleaning, furniture placement, paint touch-ups, minor repairs, landscaping, exterior cleanup, lighting changes, removing distractions, and staging.

05 STAGE IT

Staging isn't about filling a house with trendy furniture. It's about helping buyers understand the space, notice the best features, and imagine themselves living there.

06 CREATE THE FIRST IMPRESSION

For most buyers, the first showing happens online. Your photos, description, property details, and presentation need to earn the in-person showing.

07 LAUNCH

There is a difference between simply listing a property and launching it. We want the preparation, staging, photography, information, pricing, marketing, and showing plan ready before we go live.

08 MARKET THE PROPERTY

Our strategy may include professional photography, MLS exposure, major real estate websites, social media, video, property storytelling, agent-to-agent marketing, open houses, and targeted marketing. Not every property should be marketed the same way.

09 MANAGE SHOWINGS & FEEDBACK

Once the house is live, we pay attention. Are buyers scheduling? What are they saying? Are they coming back? Are we getting offers? **The market talks. Our job is to listen.**

10 COMPARE THE WHOLE OFFER

The highest number isn't automatically the best offer. We help you evaluate price, financing, down payment, deposit, inspections, appraisal, closing date, concessions, contingencies, and overall buyer strength.

11 GET TO CLOSING

An accepted offer isn't the finish line. We stay involved through inspections, appraisal, financing, attorneys, deadlines, repairs, walkthroughs, and the unexpected - keeping everyone moving toward closing.

WHAT SHOULD YOU FIX BEFORE SELLING?

Before spending thousands getting your home ready, let us walk through it. We'd rather tell you **not** to spend money than watch you spend it somewhere buyers aren't going to value it.

SMART PRE-SALE IMPROVEMENTS

- ✓ Deep cleaning
- ✓ Fresh paint where needed
- ✓ Removing excess furniture
- ✓ Improving lighting
- ✓ Cleaning up landscaping
- ✓ Finishing obvious small repairs
- ✓ Making the entrance welcoming
- ✓ Styling key rooms

The goal isn't renovation for renovation's sake. The goal is return on investment.

10 THINGS NOT TO DO BEFORE SELLING

1. Renovate the entire house without talking to us first.
2. Automatically choose the agent who gives you the highest suggested list price.
3. Assume buyers will look past clutter or poor presentation.
4. Spend money fixing things buyers won't care about.
5. Ignore the exterior.
6. Underestimate photography.
7. Hide known problems.
8. Make major decisions based only on an online home-value estimate.
9. Evaluate offers based only on purchase price.
10. Wait until you're ready to list to call us.

WHAT IF MY HOUSE NEEDS WORK?

That's okay. Not every property needs to be completely updated before it sells. Sometimes the best strategy is cleaning and staging. Sometimes it's a few targeted repairs. Sometimes it's selling exactly as-is. And sometimes a property makes more sense as an investment or renovation opportunity.

We'll talk through the options and help you decide what makes the most sense for you, not us.

WHAT IF I NEED MORE THAN AN AGENT?

Real estate doesn't always come in a neat little package. You may be dealing with an estate, a house full of belongings, deferred maintenance, tenants, an unfinished project, a major move, years of accumulated stuff, or an inherited home.

Our background allows us to look at the entire situation - not just the transaction - and help create a plan.

THE TEAM BEHIND THE SIGN



GEORGE

A mechanic by trade, carpenter by experience, and someone who genuinely loves houses. George spent years working in home improvement, finish carpentry, millwork, renovations, and construction. He has an eye for how things are built, how they can be improved, and what possibilities others may overlook.

HEATHER

Real estate, design, staging, renovation planning, and figuring out what a house *could* be are right in Heather's wheelhouse. She loves walking into a property and immediately thinking about layout, presentation, improvements, marketing, and how buyers will experience the home.

Together, we combine real estate with hands-on experience that goes far beyond the transaction.

REAL ESTATE IS PART OF OUR FAMILY

Our boys have grown up around houses, projects, tools, real estate conversations, renovations, and plenty of trips to properties. They're learning the trades right alongside us - carpentry, building, fixing things, working with their hands, solving problems, and understanding the value of doing a job well.

**We don't want to be the right agents for everyone.
We want to be the right agents for you.**

YOUR SELLING GAME PLAN

PROPERTY

TARGET LIST DATE

**RECOMMENDED
PRICE RANGE**

TOP PRIORITY #1

TOP PRIORITY #2

TOP PRIORITY #3

BEFORE WE LIST

☐ Declutter ☐ Deep clean ☐ Landscaping ☐ Paint/touch-ups
☐ Repairs ☐ Staging ☐ Photography ☐ Other: _____

READY?

You don't have to have everything figured out before you call us.

Actually, we'd rather you didn't.

Call us before you clean everything out.

Before you renovate.

Before you spend the money.

Before you decide what the house needs.

We'll walk through it with you and make a plan.

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**WE DON'T JUST LIST HOUSES.
WE KNOW HOUSES.**

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