



T  **ODAY**
REAL ESTATE

Seller's
GUIDE

**The complete guide for helping you take the
first steps towards selling your home.**



ABOUT US



Founded in 1985, TODAY Real Estate serves the entire Cape Cod, Martha's Vineyard, Greater Boston, North Shore, New Hampshire, and Maine real estate markets.

Our company has always been a local, family-run business behind the leadership and direction of Jim and Terri Machnik. In 2019, their sons Todd and Craig assumed ownership and operations of the company. Guided by their parents' values of hard work, service, and commitment to clients and the community, their shared vision will continue the TODAY Real Estate tradition.

Todd and Craig recognize this is the age of technology, which now dominates the real estate market. The family approach with an emphasis on web-based technology and a team of committed sales associates will guarantee future success for TODAY Real Estate and all those they serve.



MEET THE AGENT



Meet Nancy, your trusted real estate partner serving the clientele of MetroWest Boston and Cape Cod. With a wealth of experience in both traditional sales and the dynamic world of house flipping, Nancy offers a comprehensive suite of services tailored to your unique needs.

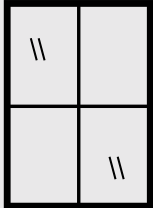
As an accomplished real estate investor, Nancy brings a hands-on approach to every transaction, ensuring a seamless experience from listing to closing. Her expertise extends beyond mere transactions; she provides a personalized, coaching-driven approach to help buyers pinpoint their ideal home and sellers maximize their property's value.

With a prestigious Circle of Honor designation and a specialization in Distinctive Homes, Nancy's track record speaks for itself. Her background as a Life Coach adds a valuable dimension to her services, guiding clients through one of life's most significant decisions with confidence and clarity. Let Nancy turn your real estate goals into reality, making the journey enjoyable, worry-free, and efficient every step of the way.

Nancy Cassano
www.NewHomeMa.com
nancyc@todayrealestate.com
508-954-3420

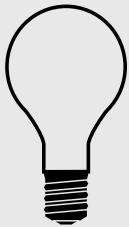
WHY WORK WITH US?

When you work with us, you work with a team that has your best interests at heart. We always say we aren't salespeople, we're project managers. Our only goal is to help you find the perfect property for you, embodying our team values every step of the way.



Transparency

We strive to make this process as clear as possible for you. Our goal is to tell you everything you need to know, as early as possible. We won't hide anything, pull any shady tricks or leave you to fend for yourself.



Knowledge

We are knowledge brokers. We stay tuned into local market trends, winning strategies, and we're always seeking more knowledge. Our team takes complex concepts and breaks them down into the information you actually need to know.



Partnership

Teamwork makes the dream work. It also makes real estate work. We're committed to discerning details, really listening, and standing in your corner every step of the way.



Family

We are a family even though our team might not all be related. We work hard, think hard, and laugh hard. Our definition of family extends to include all of our clients. Even after your transaction is complete!

CONNECT WITH ME ON SOCIAL MEDIA

 [nancycassanorealestate](#)

 [nancycassanorealestate](#)

OUR CLIENT SUCCESS TEAM

The client success team allows our agents to do what they do best: sell your house. Together, we have the tools, team, and expertise to ensure every transaction goes smoothly.



TRANSACTION COORDINATION TEAM

Makes sure all of the i's are dotted and t's crossed, on time, throughout your transaction.



MARKETING MANAGER

Helps every listing shine in person, print, & online.



DIRECTOR OF OPERATIONS

Handles all agent & staff training, coaching, and some agent support.



SALES MANAGER

Oversees the sales team and strategies to drive sales performance and customer satisfaction.



SELLER'S EXTRAORDINARY SERVICE GUARANTEE

As your Real Estate Professionals, we will:

1. Present an agency law pamphlet and explain agency relationship.
2. Help you determine the best asking price.
3. Identify areas in your home to address before listing, in order to maximize marketability.
4. Regularly communicate with you to keep you fully informed.
5. Extensively market your home in order to maximize the number of buyers who know about it, and send weekly social media reports to show your property's exposure and results. [See how it works here!](#)
6. Provide advice and negotiating assistance on all offers.
7. Analyze financial information as provided by the buyer and speak to potential buyer's lenders.
8. Attend all showings, inspections, and negotiate issues as they occur.
9. Monitor and communicate the status and satisfaction of contract contingencies.
10. Contact you and follow-up after closing to assure the satisfactory completion of all service details.



SELLER'S EXTRAORDINARY SERVICE GUARANTEE

As your Real Estate Professionals, we will:

1. Full MLS Exposure in 2 MLS's and Marketing
2. All Public Facing Real Estate Sites, Such As Zillow, Realtor, etc.
3. Coming Soon, Open House, Just Listed Campaign
4. Professional Photography and Videography
5. Targeted Facebook & Instagram Campaign
6. Enhance appeal with finishing touches before showing
7. Personalized Emails & Texts to Realtors & Sphere of Influence
8. Constant & Instant Communication (Group Text with Team)
9. Open Houses & Private Showings
10. Frequent Market Updates
11. Lockbox & For Sale Sign



CLIENT LOVE



C.RICHARD

I have to say that working with Nancy was a pleasure. Most of the time when I have worked with realtors in the past I feel like they are trying to make the sale for them. My wife and I felt that Nancy was authentic and real. We felt she truly had our interests at heart. Such a nice person, very down to earth. I would absolutely recommend her to anyone!

NEIL W.

Nancy was our buyer's agent during an extensive search for beachfront property on Cape Cod. She was terrific in all aspects of her work with us, friendly, responsive, determined to show us enough homes for us to pick carefully plus guiding us through the process of offers and finally purchasing the home. She continues to be available for questions even after the sale. We highly recommend her.

E. WILLIAMS

Nancy did an outstanding job helping me find my first home. She understood what I was looking for, sent many possibilities, and after working with her for a short amount of time, she found exactly the right house for me. She was quick to answer and was always available to answer questions. She had great communication skills and always was checking in. Nancy is a true professional and a valuable asset to her company.

CK MONIZ

Nancy helped us out by connecting us with a Bank Mortgage Broker, Real Estate Lawyer, Insurance Broker located in area surrounding our home purchase. We connected on a personal level as well as a professional level and would highly recommend her for your real estate needs.



THE SELLER'S ROADMAP



SELLING YOUR HOME

5 MOST IMPORTANT INGREDIENTS TO SELLING YOUR HOME

When you have the perfect blend of these ingredients, you have a recipe of success. If just one of them is out of line, it could take a longer time to sell, resulting in a lower the offer price.



Price

A property is only worth what another is willing to pay for it



Terms

The better the terms, the more potential buyers you reach



Location

Appraisers often say "Location, Location, Location!"



The Market

Current status of the market (Interest rates & competition)

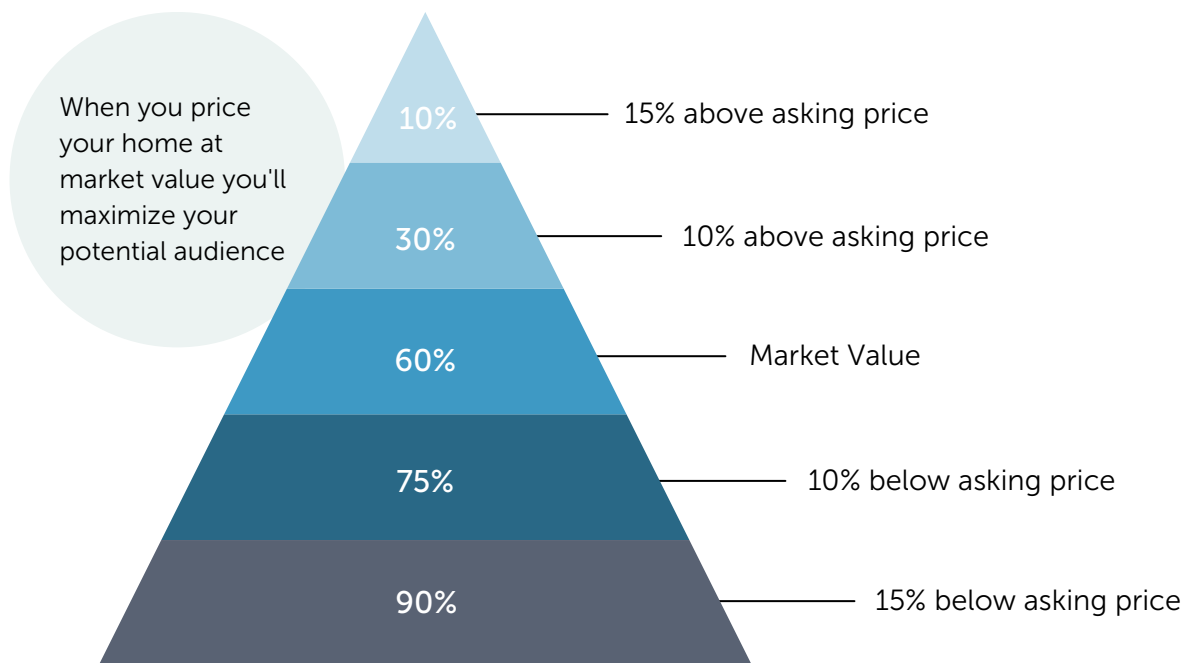


Condition

The upkeep and how it shows is crucial to obtain highest value

TIME ON MARKET

It is important to take advantage of the momentum of being fresh on the market by pricing your home right the first time. Trust your Realtor® to run a Competitive Market Analysis to define a pricing strategy that works for your timeline while also maximizing what our current market has to offer for your home.

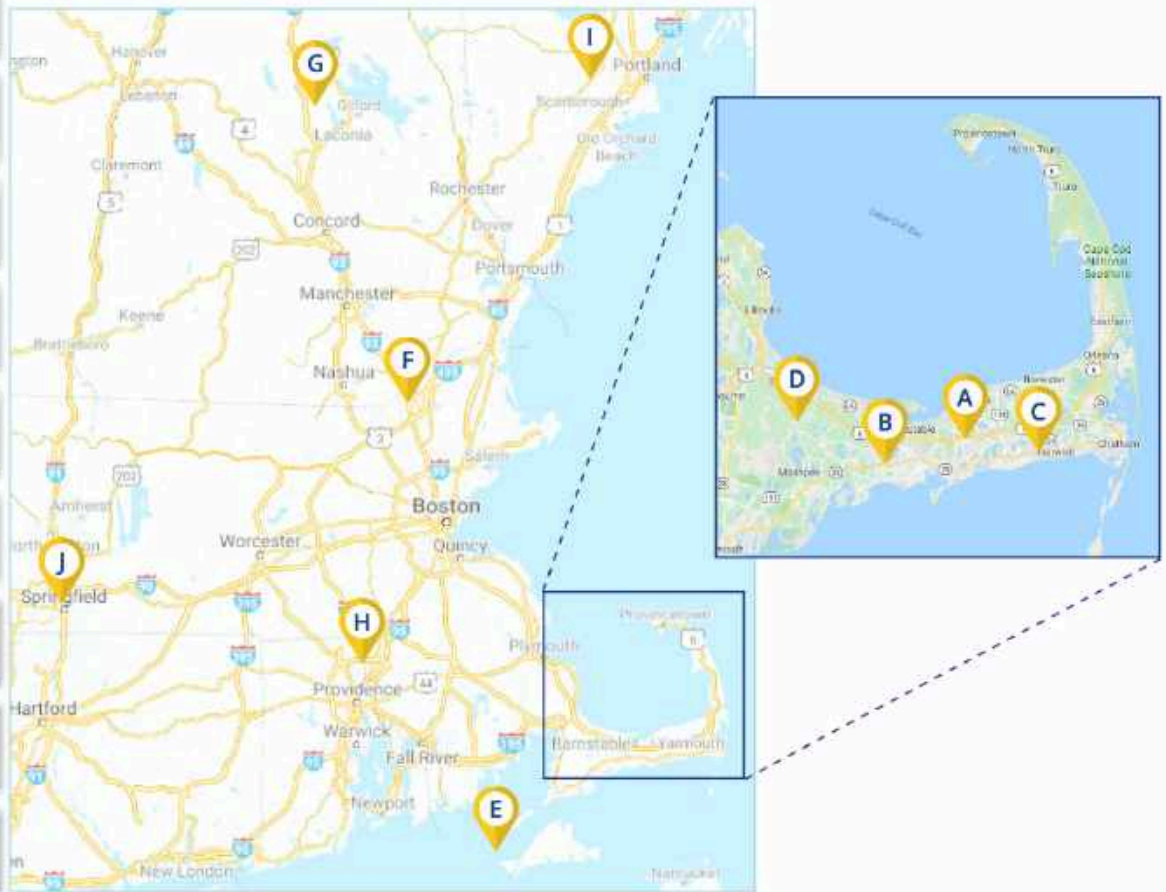


WE SERVE

Massachusetts, New Hampshire, Maine

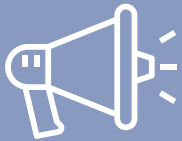
-  **A** **South Yarmouth, MA**
508.398.0600
-  **B** **Centerville, MA**
508.790.2300
-  **C** **Harwich, MA**
508.430.8288
-  **D** **Sandwich, MA**
508.888.8008
-  **E** **Martha's Vineyard, MA**
508.693.6866
-  **F** **Georgetown, MA**
978.223.2377
-  **G** **Gilford, NH**
603.230.2430
-  **H** **Norton, MA**
508.440.6100
-  **I** **Portland, ME**
207.204.8285
-  **J** **Springfield, MA**
413.519.5246

Company Information Ten Convenient Locations

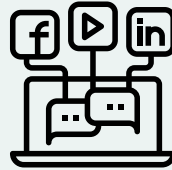


OUR MARKETING PLAN

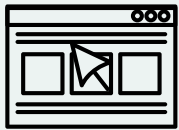
With a combination of traditional and digital marketing, we've refined our winning strategy for selling your listing quickly.



Premium placement on Zillow, Trulia, Hotpads, & more



Targeted social media marketing



Your home's own website with a strategic domain & direct-contact options for buyers



Professional photos of home



Traditional "for sale" sign



List and market your home on MLSPIN



Drone photos of your property (if needed)



Rotating featured listing on our site



ADWERX Re-target marketing



Open houses

TRADITIONAL MARKETING

You just can't go wrong with what's tried-and-true! Tangible, visible, offline reminders that your property is available keeps you top-of-mind with potential buyers throughout your community.



Open
HOUSE

4 BEDROOMS
3 BATHROOMS
FINISHED BASEMENT
INGROUND POOL
ABOVE GRADE 3,500 SQFT

275 ELIOT ST., NATICK, MA 01760

OPEN HOUSE HOURS:
11AM-5PM 9/22-9/23

\$1,729,000.00

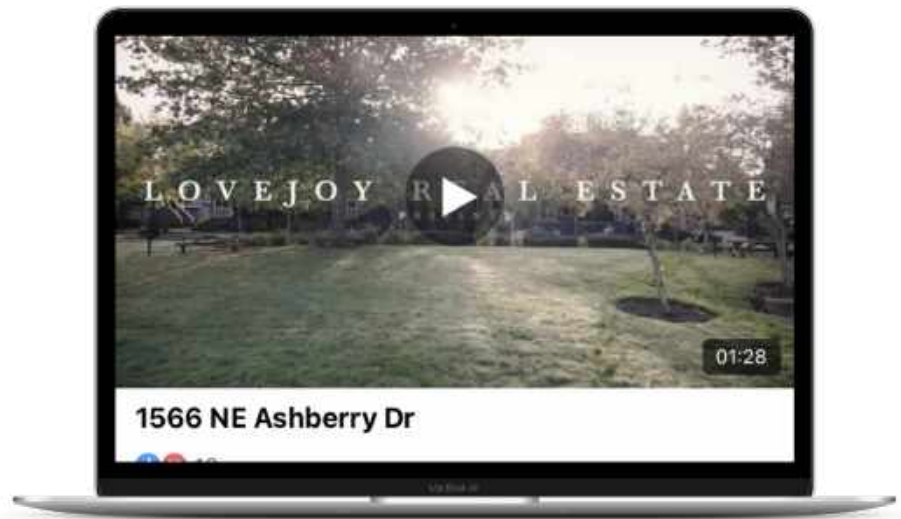
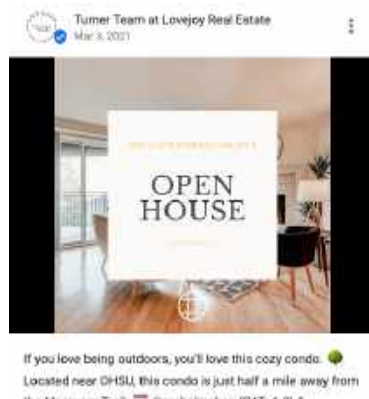
TODAY
REAL ESTATE
NANCY CASSANO
REAL ESTATE AGENT

FOR MORE DETAILS PLEASE CONTACT:
NANCYC@TODAYREALESTATE.COM
508.954.3420
WWW.NEWHOMEMA.COM



DIGITAL MARKETING

We know that traditional marketing is only part of the puzzle, so we lean into that fact. Our comprehensive print, digital, and in-person marketing strategies allow us to be fast and flexible when it comes to marketing your home effectively.

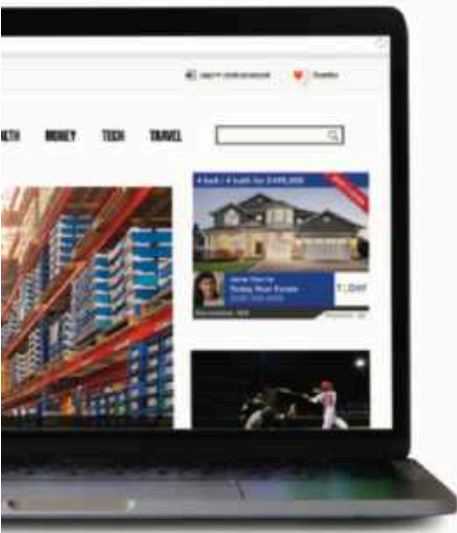


DIGITAL MARKETING

93% of Home Buyers Shop Online

Our marketing software uses anonymous online data to identify and target local potential homebuyers. Ads featuring your property will be displayed to the right audience thousands of times on premium websites covering 96% of the web, as well as Facebook and Instagram.

[See how it works! Click Here!](#)



Your ad will be displayed on websites such as:

- ✓ New York Times
- ✓ ESPN
- ✓ YouTube
- ✓ Washington Post
- ✓ CNN
- ✓ Forbes
- ✓ Realtor.com
- ✓ Yahoo!
- ✓ USA Today

...and more!

Potential homebuyers are identified by:

- ✓ **Behavior:** people who have searched for homes, used mortgage calculators, searched for moving companies, and more
- ✓ **Geography:** people who are located within a 15-mile radius of your property

After potential buyers view your listing, ads for your home will then accompany them wherever they go on the web and social media.

* National Association of REALTORS® 2019 Profile of Home Buyers and Sellers

** All wordmarks are the property of the respective owners. Adwerx, Inc. is not endorsed by or affiliated with the wordmark owners.

DIGITAL MARKETING

Your home will be featured on its own dedicated property website, which includes a custom domain. The website will be optimized for all devices, and the high definition image galleries will make your home's web presence distinctive and eye-catching.





28 CENTRE ST, NATICK MA



SOLD FOR
\$970,000

3 BEDROOMS
2 BATHROOMS
FINISHED BASEMENT
HARDWOOD FLOORS
1,833 SQFT

This renovated home boasts meticulous design and exceptional detail, highlighted by a custom kitchen with stainless steel appliances and an expansive quartz island. Featuring chic shiplap accents and hardwood floors, the spacious layout seamlessly flows to a large Trex deck with a screened gazebo, perfect for entertaining. With remodeled bathrooms and ample storage throughout, this one-of-a-kind residence promises both luxury and functionality.