



real

Selling Guide



Jennifer Albert

MOVING DREAMS FORWARD

RESIDENTIAL | LAND REAL ESTATE EXPERT

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Licensing: RES.0820984

DEAR SELLER(S),

Hi, I'm Jennifer Albert, a dedicated Real Estate Agent with Real Brokerage based in Bloomfield, Connecticut. I'm passionate about helping clients navigate one of the biggest decisions of their lives—buying, selling, or investing in real estate. My expertise spans across Residential Real Estate and land transactions, and I proudly serve clients throughout the entire state.

Before diving into real estate, I spent over 30 years in the dental field, where I built a strong foundation in communication, organization, and customer care. I also pursued my entrepreneurial spirit by running a successful freelance photography business for more than a decade. These experiences shaped my ability to connect with people and pay attention to detail—skills that are invaluable in real estate.

Real estate has always been a part of my life. Growing up, I was inspired by my mom and uncle, who were both agents and business owners. My father, a career firefighter and building contractor, also played a significant role in fostering my interest in homes and construction. From an early age, I was immersed in the industry, and my passion for helping families find their perfect place only grew stronger over time.

One of the greatest joys of my work is educating and supporting families in achieving their homeownership goals. I'm incredibly proud to have been recognized in the Top 20% for Customer Satisfaction Nationwide by Rate My Agent—a testament to my commitment to putting my clients first and making their dreams a reality.

Whether you're a first-time buyer, seasoned investor, or looking to sell your property, I'm here to guide you every step of the way. Let's move your dreams forward, together!

JENNIFER ALBERT

Realtor® | Zillow Preferred Listing Specialist

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WHAT THEY SAY ABOUT ME!



Very knowledgeable and easy to reach and communicate

Jennifer is a true professional in all aspects. She took care of all the paperwork and marketing, and listings on major platforms. She communicated well with buyers and helped us decide which offer to choose out of the multiple offers we received. Also, she frequently went the extra mile by reaching out to landers and contractors, and guided other (less-experienced) agent throughout the process. Would definitely recommend Jennifer to friends and family.



Forever Grateful

We truly don't have the words to capture our gratitude for Jennifer's help. As first time home buyers we were nervous and excited for the process. Jennifer was beyond patient, resourceful and helpful throughout. We learned so much and had fun too! She was always responsive and helped us get answers to the many questions we had. We now know first hand the value in a great agent in providing a seamless home buying experience. Thank you from our family to Jennifer for helping us get our dream home!



A Dependable Agent

Jennifer was a responsive and knowledgeable agent that made the home buying process much more enjoyable. It was a pleasure to have Jennifer with us through out the process. She kept an open line of communication through each step in the process which allowed us to close on our home. We would highly recommend her services.



There for you every step of the way.

Selling or buying a home can be stressful, complicated and overwhelming. But having the right realtor should lessen those effects during the process. Jen is that realtor. Her expertise, passion to perform, and quick responsiveness to texts or calls really took a significant amount of burden off of my already heavy shoulders. An added bonus was the entire Rovi team to make the entire transaction smooth from start to finish. A one stop shop. I plan on using Jen and her team in the future. Thanks everyone!

verified by





real

Real (Nasdaq: REAX) is a real estate experience company working to make life's most complex transaction simple. The award-winning company combines essential real estate, lending, and closing services with powerful technology to deliver a single seamless end-to-end consumer experience, guided by trusted agents. With a presence throughout the U.S. and Canada, Real supports its growing population of agents who use its digital brokerage platform and tight-knit professional community to power their own forward-thinking businesses.

**WORK
HARD.**
Be Kind



real



real

Inc.

Best Workplaces
Award Winner



mission

The real estate experience company.

We develop and use technology to create a better consumer experience with agents at its center.

vision

Our vision is a world in which home buying and selling is a simple and enjoyable experience for everyone.

At Real, we combine the expertise of a trusted agent with the simplicity of technology and integrated services into an experience that's easier from beginning to end.

Work hard. Be kind.

Kindness is a superpower and the fuel that keeps us growing. We stand together in service of our vision and each other.

"We" are bigger than "me".

Together, we move further and faster toward groundbreaking change in how people buy and sell homes.

Tech x Humanity

The technology we build serves a bigger purpose — to make the entire real estate experience better for agents and consumers.

We promise you

**A simplified experience for
life's most complex
transaction.**

Real offers a single, unified
solution that combines every
touchpoint in a transaction into
one seamless experience.

Our Approach

- Team Leadership
- Admin Support
- Zillow Trusted
- Professional Services

Selling Team

- Lead Generation & Conversion
- Market Analysis
- Supply & Demand Analysis
- Listing Consultation
- Negotiation Offers

Buying Team

- Lead Generation & Conversion
- Buyer Consultation
- Buyer Showings
- Market Analysis
- Negotiating offers
- Buyer Representation

Client Care & Closing Team

- Handle Incoming Calls
- Implement Marketing Checklist
- Fiver Star Seller Service
- Five Star Buyer Service
- Attend to all details from contract
to closing

Before Listing Your Home

Listing Strategy

1. Aspirational Pricing

- Pros:
 - Positions home in a premium price range.
 - Attracts high-end buyers who see potential value.
- Cons:
 - Limited market exposure—only about 10% of potential buyers.
 - Longer time on market; perceived value may drop over time.
 - Buyers may have leverage in negotiations.
 - Appraisal issues may arise due to overvaluation.

2. Fair Market Value (FMV) Pricing

- Pros:
 - Broad market exposure, reaching 50%+ of potential buyers.
 - Realistic pricing, reducing the risk of appraisal issues.
- Cons:
 - Generally attracts fewer offers compared to event pricing.
 - Fewer offers can reduce flexibility in selecting ideal terms.

3. Event Pricing

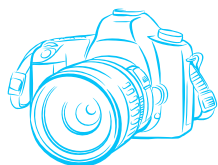
- Pros:
 - Full market exposure, often generating multiple offers.
 - Property may sell at or above FMV, as perceived value is high.
 - Seller has greater leverage with multiple offers and quicker sale time.
 - No appraisal issues, as the price aligns with market demand.
- Cons:
 - Requires competitive pricing to attract immediate attention.

What Buyers Value

When it comes to browsing online listings, certain features stand out as particularly valuable to prospective buyers. I utilize a comprehensive three-pronged strategy encompassing Traditional, Digital, and Social Media Marketing, precisely targeting what buyers value most in their home search. Let's break down the data:

PHOTO 87%

The adage "a picture is worth a thousand words" rings true in the world of real estate.



That's why we go above and beyond to capture high-quality photos that showcase every aspect of our properties in exquisite detail.

DETAILED PROPERTY INFO



85%

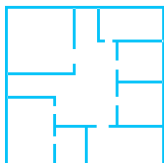
Buyers crave detailed information about the homes they're interested in.

That's why each listing comes with detailed property descriptions that highlight key features, amenities, and unique selling points.

FLOOR PLANS

Floor plans offer a visual representation of a property's layout, helping buyers understand its flow and spatial configuration.

52%



With me, you can envision yourself living in your new home before you even step through the door.

VIRTUAL TOURS

These interactive experiences can offer a more in-depth understanding of a home's layout and design.

46%



Experience the future of home shopping with immersive virtual tours.

AGENT CONTACT INFO

Buyers appreciate easy access to agent contact information, enabling them to reach out for inquiries, schedule showings, and receive personalized assistance throughout the buying process.

42%



I believe in the power of personalized service. That's why each of our listings includes easy access to our team of experienced agents.

RECENTLY SOLD INFO

41%



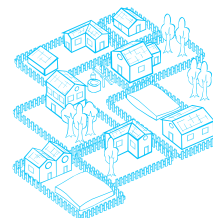
Knowledge of recently sold properties in the area can help buyers gauge market trends and property values, empowering them to make informed decisions about their purchases.

You'll have a clear understanding of the market dynamics at your fingertips.

NEIGHBORHOOD INFO

33%

Beyond the property itself, buyers are interested in learning about the surrounding neighborhood, including amenities, schools, transportation options, and community vibes.



From nearby amenities and schools to transportation options and community vibes, we'll help you get to know the neighborhood like a local.

INTERACTIVE MAPS

37%



Interactive maps that highlight nearby amenities, schools, parks, and other points of interest can provide valuable context for buyers evaluating a property's location.

Listing Your Home

DIGITAL PRESENCE: LOCATION, REACH, AND RESULTS

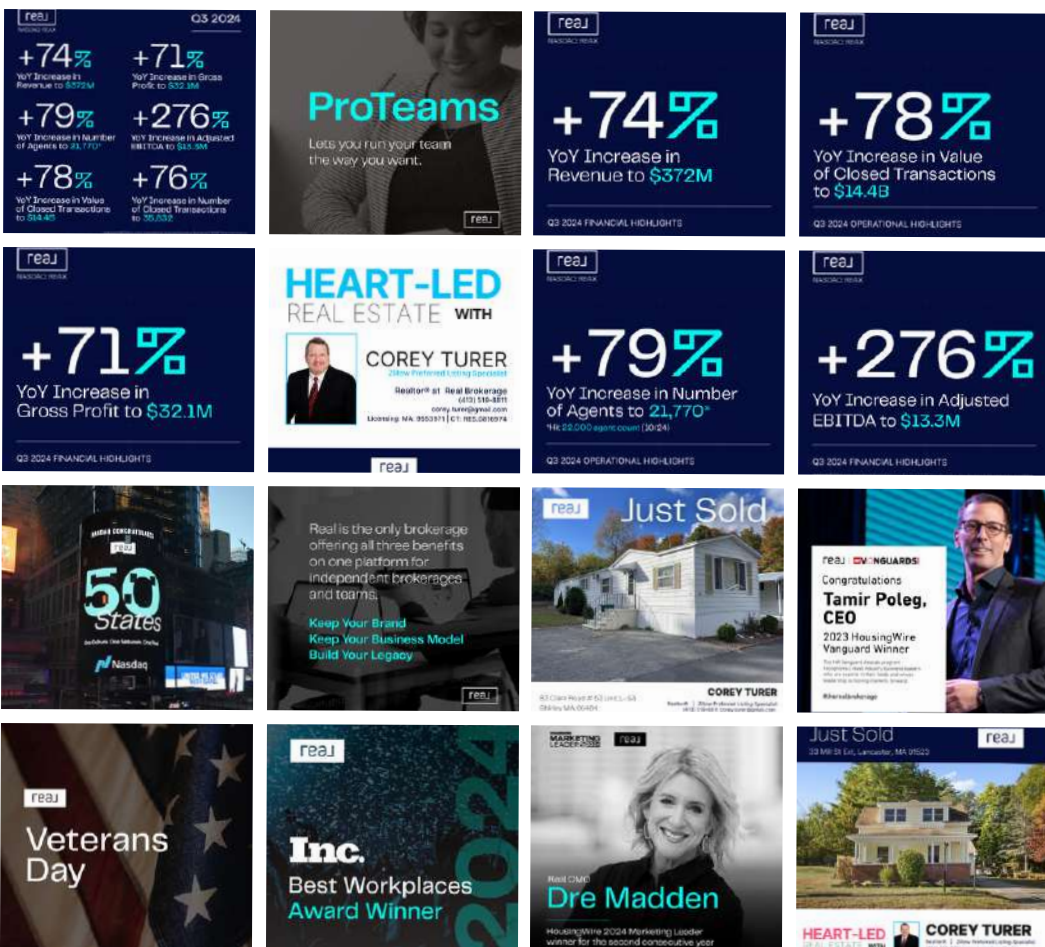
In real estate, location matters—but so does exposure. That's why our listings feature prominently on the most visited real estate websites, ensuring your property gets the attention it deserves.

We focus on powerful communication and targeted digital exposure, sharing your listing across major platforms to reach the right buyers quickly and effectively.



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**It's Not Just Marketing –
It's About Reaching the
Right Buyers.**



COMING SOON,
JUST LISTED,
JUST SOLD

Social Media MARKETING



Capture
Attention: Keep
Your Network in
the Know from
Start to Sold"

Buyer-Focused Ads:

Tailored to connect directly with your target audience.

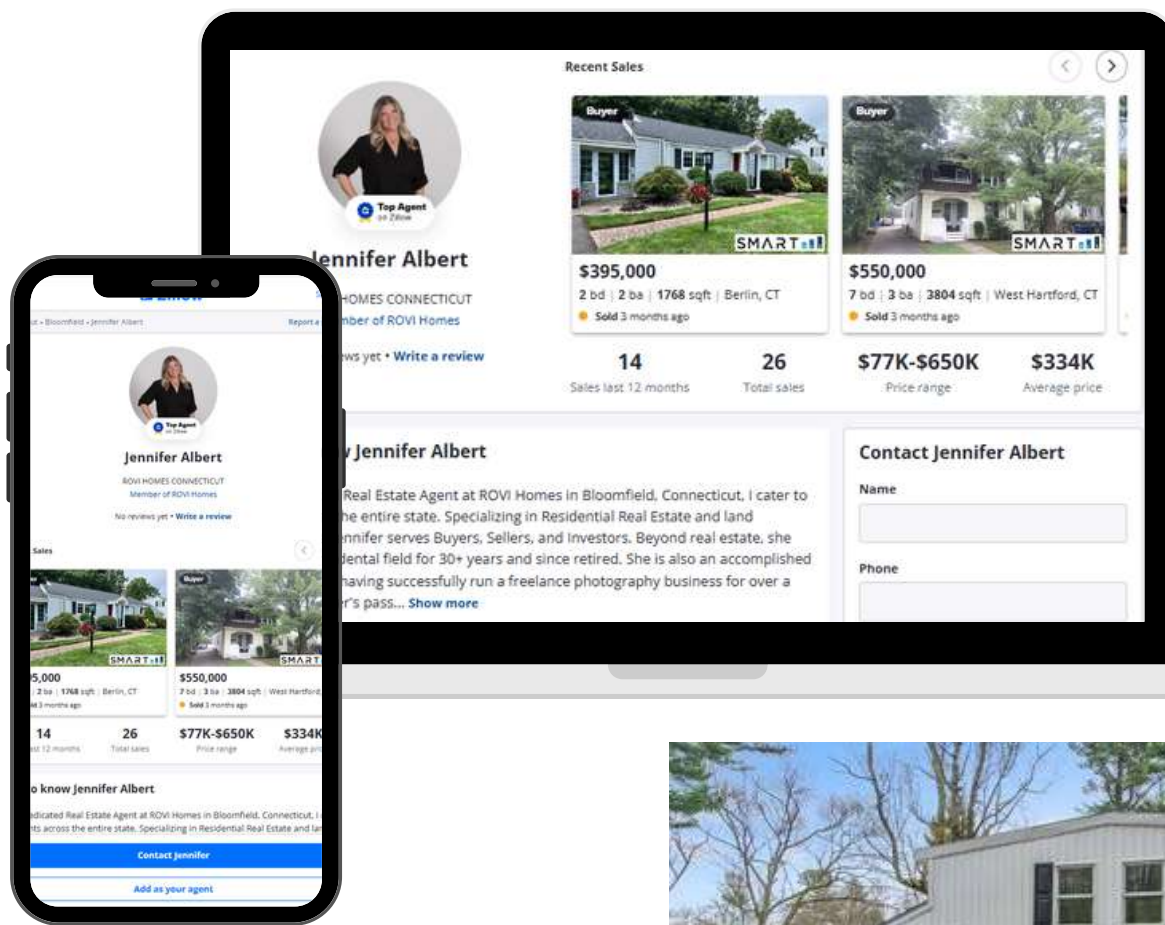
Targeted Campaigns:

Precision marketing that puts your listings in front of the right people.

Social Media Reach:

Engaging content that grows your audience and visibility.

MAGAZINE GRADE PHOTOGRAPHY PROFESSIONAL VIDEOGRAPHER



After Listing Your Home

Showings

A few tips to help your home showings go as smoothly as possible

FLEXIBLE

Be as flexible and accommodating to the buyers schedule as possible. We want to avoid having missed opportunities if at all possible. A missed viewing could be your buyer.

INFORMED

Make sure everyone in the home is informed when showings are to happen so they can keep their spaces clean.

DAILY CLEANING

Keep up with daily messes. Wipe down kitchen and bathroom counters before leaving for the day.

ODORS

Avoid strong-smelling foods: Keep your meal prep as neutral and simple as possible.

FURRY FRIENDS

Keep pet areas clean. Clean up after your pets immediately and wash their bedding regularly. Hide pet food or litter. Not everyone is a pet person and it may hinder a potential buyers ability to picture themselves living in your home.

NATURAL LIGHT

Open blinds and curtains and let in as much natural light as possible. Leave lights on before you leave for a showing.

TRASH

Empty trash cans to avoid any odors. Try to empty trash cans nightly so that the home is fresh when you leave for the day.

TEMPERATURE

Keep the room temperature comfortable. This demonstrates to buyers that the HVAC is working properly.

PERSONALS

Make sure you place all valuables and prescriptions out of site and in a safe place.

VACATE

Having a seller present can make buyers feel awkward. We want to make the buyers feel at home and stay awhile.

Offers

Price is just one of many considerations when deciding which offer is best for your home. Here are some of the other factors that matter



CONTINGENCIES

The fewer contingencies on an offer the better. Shorter time periods are also valuable.



ALL CASH BUYER

A cash offer is usually more appealing than a finance offer as the seller doesn't need to worry about the bank approving the loan.



PRE-APPROVAL

Assures home sellers that the buyer can get the loan they need.



LOAN TYPE

A conventional loan is often the least complicated. This is an appealing choice for sellers. An FHA loan can cause delays because they require certain repairs and approvals.



CLOSING TIMELINE

You might need to close quickly to move on to the next adventure, or you might need to extend closing to allow time for the next home to be ready. Choosing the offer with the closing time that fits your needs will be most attractive to you.



CLOSING COSTS

Sometimes an offer comes in high, but the buyer asks you to pay a percentage of the buyer's closing costs.



BUYER LETTER

If you care about the future of your home, a buyer letter could assure you that you're selling to someone who will love the home and your neighbors as much as you did.



REPAIR REQUESTS

If the home needs some repairs, but you don't have the time or money to do them, a buyer who is willing to do them for you might be what you need.



OFFER PRICE

Of course price matters too! If a high offer will cost you more in closing costs, repairs or other factors—then it probably won't be the better offer.

NEGOTIATIONS

AFTER AN OFFER IS SUBMITTED

WE CAN:

Accept the offer

Decline the offer

If the offer isn't close enough to your expectation and there is no need to further negotiate.

Counter-offer

A counter-offer is when you offer different terms to the buyer.

THE BUYER CAN THEN:

Accept the counter-offer

Decline the counter-offer

Counter the the offer

You can negotiate back and forth as many times as needed until you can reach an agreement or someone chooses to walk away.

OFFER IS ACCEPTED

You will sign the purchase agreement and you are now officially under contract! This period of time is called the contingency period.

Now inspections, appraisals, or anything else built into your purchase agreement will take place.

home INSPECTIONS

WHAT IS INCLUDED

Roof & Components

Exterior & Siding

Basement

Foundation

Crawlspace

Structure

Heating & Cooling

Plumbing

Electrical

Attic & Insulation

Doors

Windows & Lighting

Appliances (limited)

Attached Garages

Garage Doors

Grading & Drainage

All Stairs



FAQ

Costs

- No cost to the seller.
- The buyer arranges and pays for the inspection, selecting an inspector of their choice.

Possible Outcomes

Inspection results are often a major factor in sales falling through. Common issues found include:

- **Foundation, Electrical, Plumbing, Pests**
- **Structural issues, Mold, Radon**

These potential problems can impact the sale, so quick resolution is critical.

Upon Completion of Inspection

After the inspection, the buyer has three main options:

1. Accept the property as-is
2. Request renegotiation for repairs or credits
3. Cancel the contract

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Home Appraisal

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Appraisal Requirement for Loan Buyers

If the buyer is using a loan, the lender will require an appraisal to confirm the home's value matches or exceeds the loan amount. Ideally, the appraisal will come in at or **above the sale price to keep the process on track.**

A qualified agent can help highlight your property's value to the appraiser using proven strategies before the assessment.

Appraisal and Negotiation Options

Appraisal Comes in At or Above Sale Price

- Outcome: You're all set! Closing can move forward without delay.

Appraisal Comes in Below Sale Price

In this scenario, the following options are possible:

1. Renegotiate the Sale Price

- Adjust the price to match the appraisal, which could save the sale and keep the buyer engaged.

2. Negotiate for the Buyer to Cover the Difference

- The buyer may choose to pay the difference between the sale price and the appraisal out of pocket.

3. Cancel the Contract

- If both parties can't reach an agreement, the contract may be terminated.

4. Consider an All-Cash Offer

- Explore alternative buyers, especially cash buyers, as they won't be subject to the same appraisal contingencies.

Each option can keep the sale on track or open up new buyer opportunities, depending on your priorities and the market conditions.

CLOSING THE SALE

what to expect

Closing is the final step in transferring ownership of your property. This is where funds, documents, and property keys change hands.

1. Transfer of Funds

Funds will be allocated to cover:

- Mortgage and Liens: Paying off your mortgage company and any other lien holders
- Property Taxes: Paying any outstanding local government taxes
- Service Providers: Payments to third-party services used during the sale
- Real Estate Commissions: Distribution of commission to real estate agents
- Seller Proceeds: Any remaining proceeds are disbursed to you

2. Transfer of Documents

Key documents include:

- Deed to the Property
- Certificate of Title and Bill of Sale
- Settlement Statement (HUD-1)
- Repair Receipts (if applicable)

3. Transfer of Property

This involves:

- Deed Recording: Third-party recording at the county courthouse
- Post-Closing Agreements: Rental back agreements if you stay temporarily after closing
- Transfer of Possession: Keys, garage openers, security devices, and any home manuals

Ownership officially transfers once the signed deed is recorded.

YOUR COSTS

Typical seller costs include:

- Mortgage Balance and Any Applicable Penalties
- Claims or Assessments Against the Property
- Real Estate Agent Commission
- Title Insurance
- Home Warranty (if applicable)

WHAT TO BRING

- Government Photo ID
- House and Spare Keys
- Garage Door Openers and Mailbox Keys

AFTER CLOSING

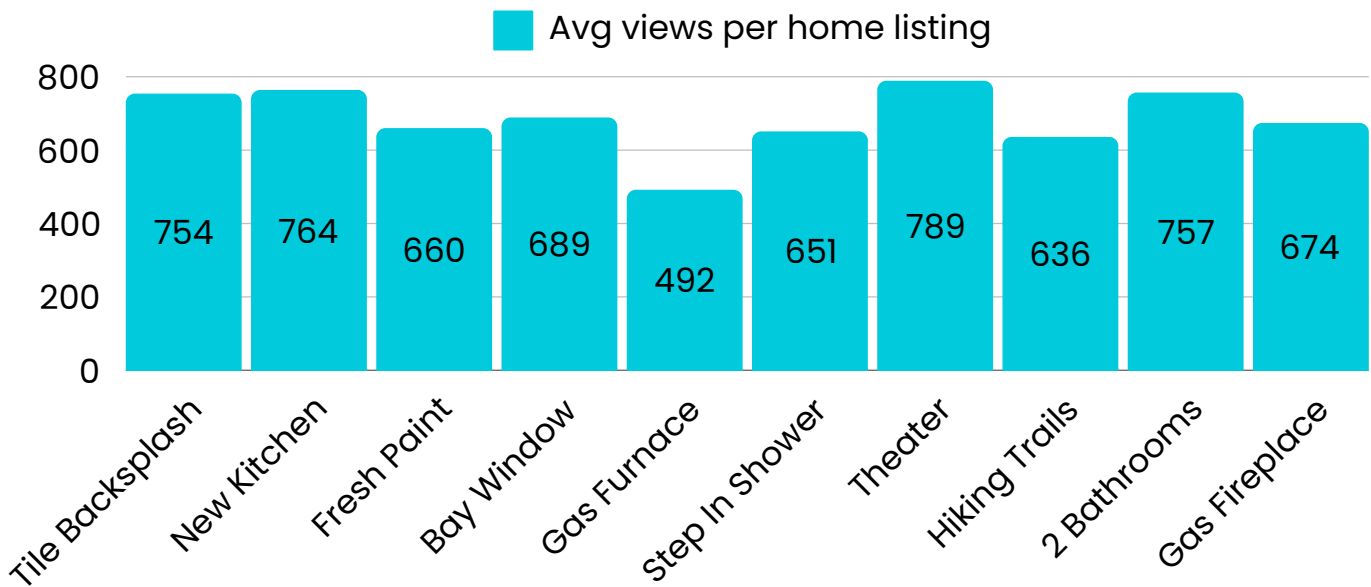
Keep these for tax purposes:

- Closing Documents
- Home Improvement Receipts

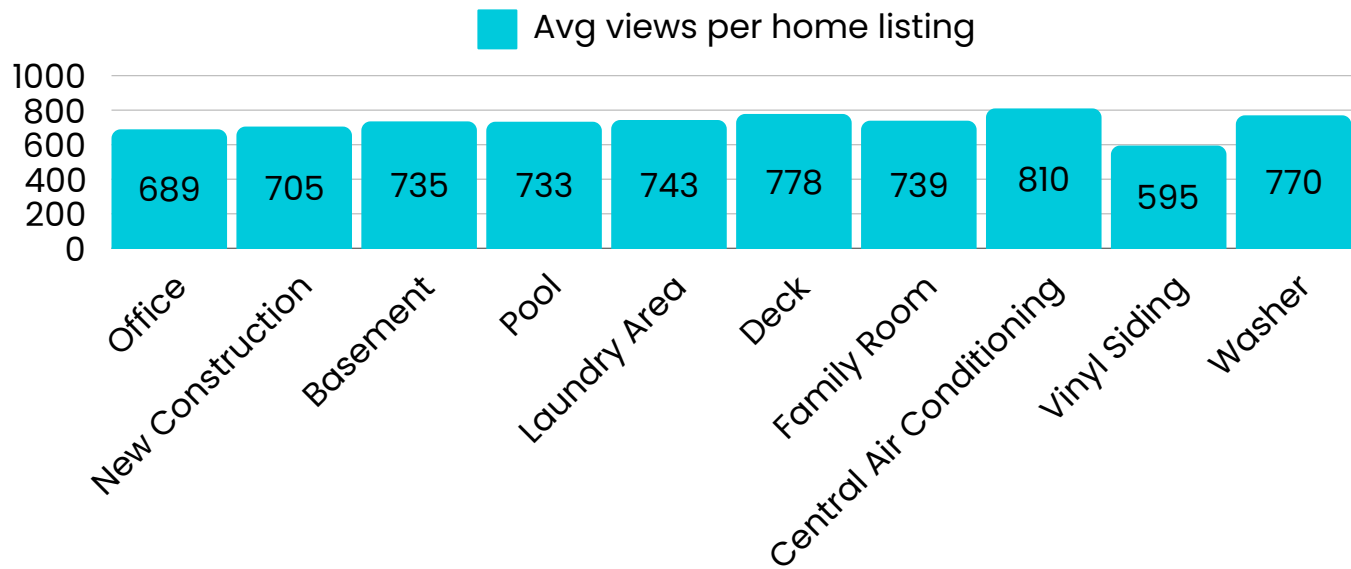
Top 10 features and design trends in Connecticut that add value

The median list price is \$399,900 in Connecticut. Compare the list price of different home features to see which ones will help you sell for more.

MOST VALUABLE



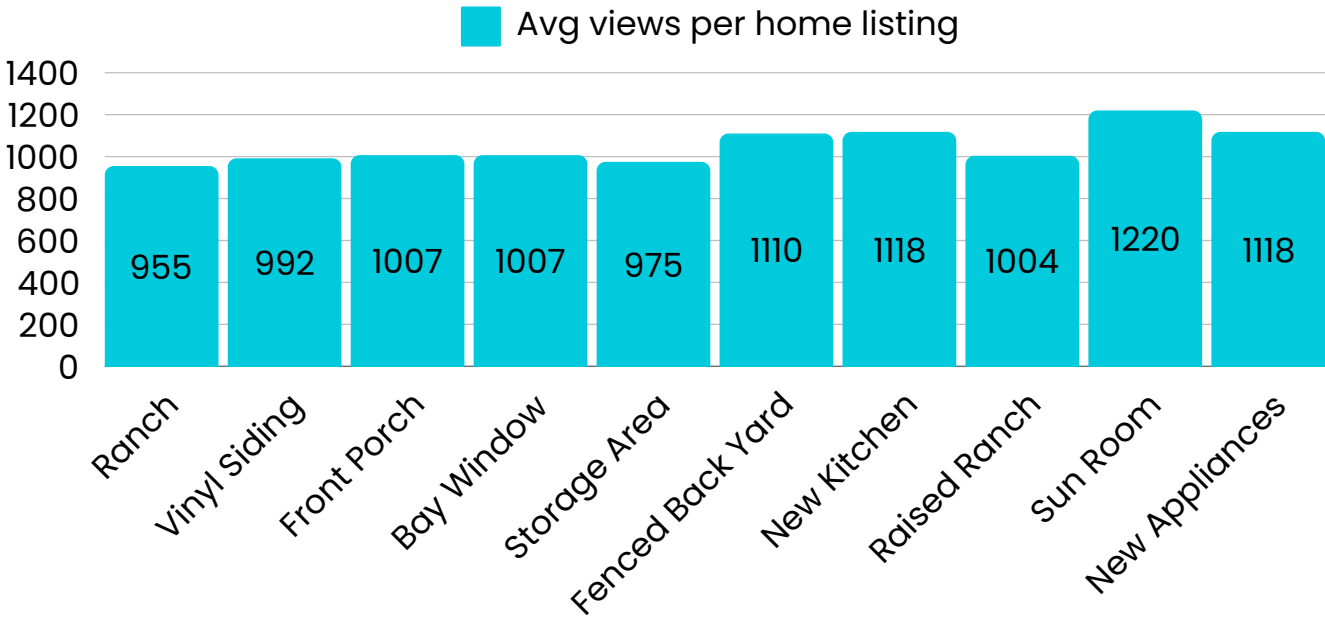
MOST POPULAR



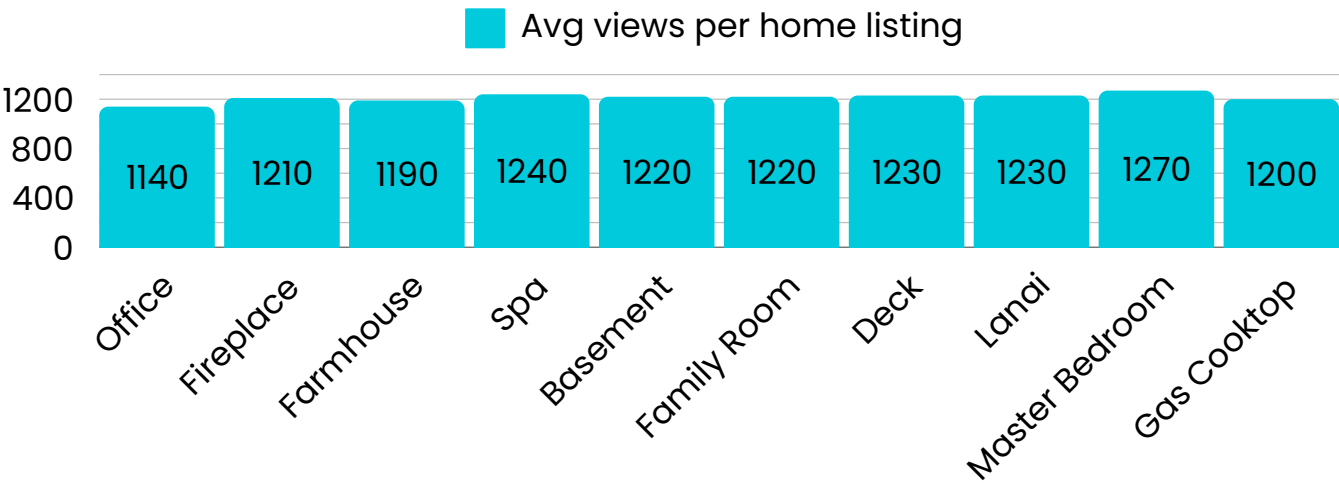
Top 10 features and design trends in Massachusetts that add value

The median list price is \$620,000 in Massachusetts. Compare the list price of different home features to see which ones will help you sell for more.

MOST VALUABLE



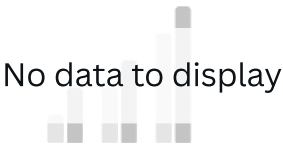
MOST POPULAR



Facts and Figures

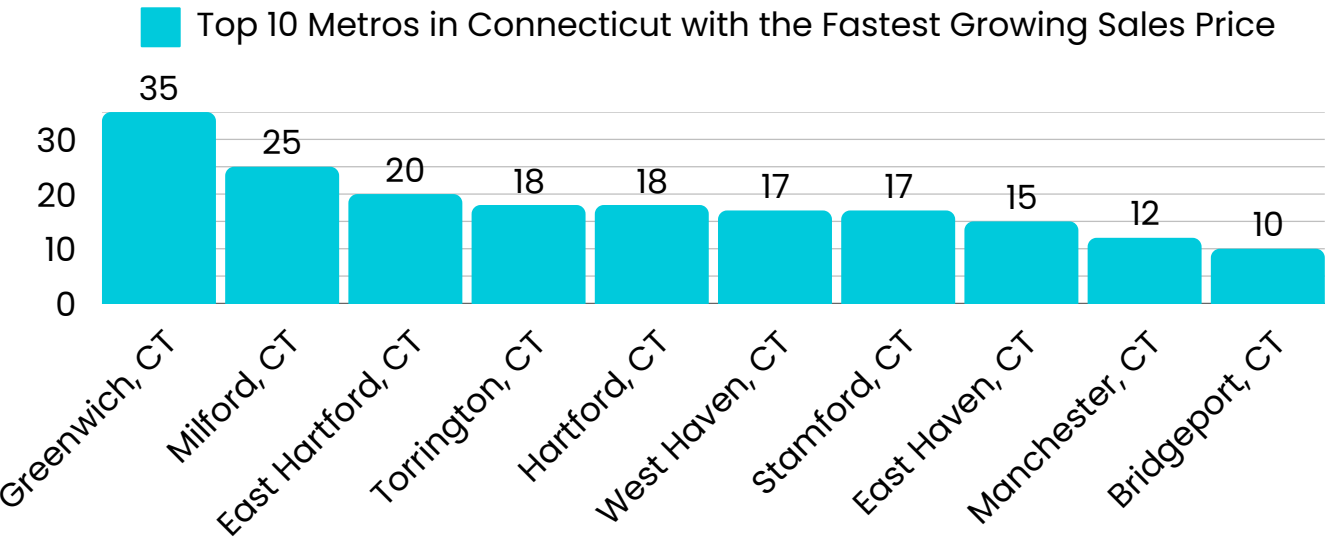
Massachusetts Housing Market Overview

In October 2024, home prices in Massachusetts were up 3.3% compared to last year, selling for a median price of \$630,900. On average, the number of homes sold was up 9.4% year over year and there were 5,665 homes sold in October this year, up 5,177 homes sold in October last year. The median days on the market was 22 days, up 2 year over year.



Connecticut Housing Market Overview

In October 2024, home prices in Connecticut were up 5.3% compared to last year, selling for a median price of \$418,100. On average, the number of homes sold was up 0.6% year over year and there were 3,277 homes sold in October this year, up 3,259 homes sold in October last year. The median days on the market was 39 days, up 4 year over year.



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