



HADASSAH HOMES
REAL ESTATE & DESIGN, INC.

MASSACHUSETTS & DOMINICAN REPUBLIC

The Seller's *Guide*

A clear, strategic path to selling your
home — from our first conversation to
closing day.

PREPARED BY

HADASSAH HOMES REAL ESTATE & DESIGN

How a home sale unfolds

Six clear steps take you from listing to keys-in-hand. We guide you through every one.

1

FIND AN AGENT

Interview a few experienced local agents. Your agent advocates for you throughout the sale, so choose someone who knows the market and your neighborhoods intimately.

2

PREPARE YOUR HOME

Make improvements, stage, and prepare for showings. Commission professional photos, build a marketing plan, and deep-clean before the home goes live.

3

IMAGERY & MARKETING

Work with your agent and a photographer to capture your home at its best. Photos, price, and the property description are what persuade buyers to come see it.

4

REVIEW & NEGOTIATE OFFERS

Once an offer arrives, we can respond with a counteroffer. The process moves back and forth until you reach an agreement that works for you.

5

FINALIZE THE DEAL

The buyer revisits for a final walk-through days before closing. We ensure the home is presented in the same condition they agreed to purchase.

6

CLOSE

Closing can take a few days to a week. Once the transaction is complete, the buyer receives the keys and officially takes possession.

Why work with us

A SELLER'S AGENT WILL

- ✓ Advise you on maximizing your property's value
- ✓ Prepare or improve your home for market
- ✓ List your home on multiple listing services
- ✓ Market the home and organize open houses
- ✓ Help you evaluate your home's price and market value
- ✓ Explain the selling process and closing disclosure
- ✓ Coordinate the work of other professionals
- ✓ Negotiate with the buyer's agent and all parties
- ✓ Double-check all paperwork and deadlines

WHY CHOOSE US

EXPERIENCE

From first-time sellers and repeat clients to seasoned investors — over a decade of experience that makes a real difference.

LOCAL KNOWLEDGE

More than maps. We live and work in the communities we serve and understand what makes each neighborhood unique.

AVAILABILITY & COMMITMENT

Here when you need us — responsive, reliable, and always working in your best interest.

RELEVANT CERTIFICATIONS

Licensed Real Estate Broker (MA & RI)
SRS · ABR · CRS · CID · ASP®

The cost of selling

Understanding your expenses up front keeps the process clear and stress-free. Most costs are paid from your sale proceeds at closing.



CLOSING COSTS

Typically the largest expense a seller pays, taken from the sale proceeds at closing.

- Real estate commissions (negotiable; often around 5–6% of sale price), typically split between the agents
- Fees and taxes (often around 2–4% of sale price)
- Prorated property taxes up to the closing date
- Capital gains taxes, where applicable
- Transfer taxes



MORTGAGE PAYOFF

Pay off any remaining loan balance before ownership can transfer. A prepayment penalty may add a fee.



MOVING COSTS

When you sell, you'll move everything to your next home – budget for movers, a moving truck, packing supplies, storage, and transportation.



REPAIRS & IMPROVEMENTS

It's tempting to invest in value-adding projects before listing. Consult your agent on whether the cost will pay off.



STAGING & PHOTOGRAPHY

Hadassah Homes covers professional listing photography and floor plans. Optional staging, video, virtual tours, rental furniture, and other enhanced marketing services may vary depending on the property and listing strategy.

COSTS WE COVER Hadassah Homes covers several important listing and compliance expenses to help prepare your property for market.

- ✓ Professional listing photography
- ✓ Professional floor plans
- ✓ Water certificate
- ✓ Smoke certificate

A modern bedroom interior with a large window, a bed with a green blanket, and a wooden console table. The room is decorated with a green blanket, a wooden console table, and a large window. The text "SECTION ONE" is overlaid on the left side of the image.

SECTION ONE

Prepare Your *Home*

Investing time and effort up front to prepare your home for showings increases the likelihood of receiving strong offers soon after you list. Repairs, staging, and a thorough cleaning can help attract better offers, but preparation may also require time and money. We help you focus on the improvements most likely to strengthen your sale.

Steps to take before listing

01

DECLUTTER & DEEP CLEAN

Create a clean, spacious feel by removing personal items and giving every room a top-to-bottom clean. First impressions matter.

02

STAGE TO IMPRESS

Highlight your home's best features with thoughtful staging. Our interior-design expertise helps showcase your space to appeal to the widest pool of buyers.

03

MAKE MINOR REPAIRS

Fix leaky faucets, touch up paint, and replace burned-out bulbs. Small updates make a big difference in perceived value.

04

PRICE IT RIGHT

Using up-to-date market data, we'll help you set a competitive price that attracts buyers and maximizes your return.

Show your home at its best

Use these staging principles to highlight your home's strengths, soften its weaknesses, and appeal to the widest possible pool of buyers.



CURB APPEAL

Buyers form an opinion before they reach the door. Tidy the lawn, refresh the mulch, paint the front door, and add planters for a warm welcome.



CLEAN & FRESH

A spotless, neutral-smelling home reads as well cared for. Deep-clean every surface, eliminate odors, and keep the scent light and natural.



WALLS & FLOORS

Repair scuffs, patch nail holes, and repaint walls and ceilings in soft, neutral tones. Clean or refresh tired flooring so every room feels considered.



ADD GREENERY

A few well-placed plants and fresh stems bring life and color to staged rooms — without crowding the space.



AMP UP THE LIGHTING

Great lighting makes a home feel warm and welcoming. Raise bulb wattage, open every blind, and layer lamps for depth.



LOOK FOR INSPIRATION

Our interior-design expertise draws on current design trends to present your home in its most desirable light.

Professional photography

"Photos, videos, 3D tours, and floor plans justify your price — and make your listing picture-perfect."

An excellent presentation — with photos, video, 3D tours, and floor plans — is one of the most persuasive ways to justify your sales price to potential buyers. Professional images live on listing portals, real estate websites, social media, digital campaigns, and print materials, engaging buyers and generating real interest. The more visibility a property gets, the higher the likelihood of a quick sale.

Professional photographers know that clutter undermines the picture of the perfect home buyers carry in their heads. They declutter rooms and arrange furniture so a buyer can already picture themselves living their best life inside.

When your photographer arrives, they will walk the home and search for the details worth highlighting. Have the house ready before they arrive — they are often on a tight schedule and shouldn't spend their time tidying and rearranging rooms before the shoot.



What shapes your home's value

Understanding your local market and similar listings helps position your home to stand out and sell.

01

PRICING

Set the right price to attract serious buyers and maximize your return from day one.

02

LOCATION

Neighborhood appeal, schools, amenities, and future developments all influence value.

03

CONDITION

Well-maintained homes sell faster and often for more — repairs and staging matter.

04

MARKETING

Effective promotion gets your home in front of the right buyers quickly and broadly.

05

COMPETITION

Comparable active listings set buyer expectations — we position you to win against them.

IN SHORT

Price, place, and presentation — balanced with care.

Our proven marketing plan

With over a decade of service and real estate expertise, we know every home is unique — and deserves a tailored approach. Our plan is built on strategy, creativity, and local insight to give your property maximum visibility and attract serious buyers. We don't just list homes — we launch them.



SOCIAL MEDIA MARKETING

Targeted campaigns on Instagram, Facebook, and LinkedIn reach motivated buyers where they already spend their time.



PRINT MARKETING

Eye-catching brochures, postcards, flyers, and local publications showcase your property and build neighborhood buzz.



NETWORKING

Strong connections with local agents, community leaders, past clients, and referral partners maximize exposure and opportunity.

*When you partner with us, you're getting more than a sign in the yard —
you're getting a full-service commitment to results.*



SECTION TWO

House *Showings*

Showings give buyers the chance to connect emotionally with your home. To make the best impression, keep the space clean, decluttered, and neutral. We handle scheduling, share feedback after every visit, and make sure your home is always presented at its best.

Tips for a great showing

During showings, it's best for sellers to step out so buyers can freely explore and imagine themselves living there.

- ✓ Approve all showings when you can. A missed showing is a missed opportunity — flexibility pays off.
- ✓ Turn on all the lights, open the blinds, and play soft music for a warm, inviting entry.
- ✓ Make the kitchen immaculate. Put away pots, pans, and towels; remove stains and grease.
- ✓ Minimize evidence that a pet lives in the home, and keep the scent as natural as possible.
- ✓ Walk through as if you're the buyer. Does anything negative catch your eye or feel out of place?
- ✓ Secure your valuables. It creates a stress-free environment for everyone involved.
- ✓ Have important property details ready: the age of the home, roof, electrical wiring, HVAC systems, lot size, number of rooms, average monthly utilities, easements, restrictions, liens, and assessments.
- ✓ Consider removing extra furniture from a room — it instantly reads as more spacious.

The art of negotiation



We guide you through your real estate journey.

Strong negotiation is where a decade of experience pays off. When an offer arrives, we look beyond the headline number — weighing price against terms, contingencies, financing, and timing to understand the true strength of each buyer.

From there we craft a strategic response. A counteroffer can move back and forth until both sides reach an agreement that protects your bottom line. Throughout, our role is to keep you calm, informed, and in control.

HOW LONG CAN THIS GO ON?

Most negotiations resolve within a few days, though complex deals can take longer. We keep momentum steady and communication clear, so you always know exactly where things stand.

What to weigh in every offer

When offers arrive, we carefully review each one together, looking beyond the purchase price to consider timelines, financing, contingencies, buyer strength, and how each offer aligns with your goals.

1

OFFER PRICE, INCLUSIONS & EXCLUSIONS

We clarify what stays with the home, such as appliances and light fixtures, and what you plan to take. Everything is clearly documented to prevent confusion and help the transaction move smoothly from acceptance to closing.

2

SPEED OF SALE

Timing matters. Strategic pricing, expert marketing, and local insight help position your home to attract serious buyers quickly, reduce unnecessary days on market, and increase your negotiating leverage without compromising value.

3

BUYER'S SERIOUSNESS

Not all buyers are equally prepared. We identify serious, qualified buyers who are ready and able to move forward, reviewing their pre-approval, financing readiness, offer terms, and ability to complete the purchase.

4

FINANCIAL SECURITY

We carefully evaluate each offer for financial stability, pre-approval status, down-payment strength, financing terms, available funds, and contingency risks.

5

EMOTIONAL CONSIDERATION

Selling a home is not only a financial decision — it is also a personal one. Every home holds memories, milestones, and meaning. Whether you're downsizing, relocating, or saying goodbye to a family home, we guide you with empathy, patience, respect, and clarity.

Our goal is to help you choose an offer that not only looks good on paper, but also protects your financial future and minimizes the chance of delays or the transaction falling through.

Let's get things moving

The final steps matter as much as the first. We walk you through each one with clarity and peace of mind.

01

SELLER DISCLOSURE

A seller disclosure is a legal document outlining known property issues and past repairs. Providing complete, honest information builds buyer trust, helps prevent future legal complications, and keeps the transaction moving. We explain what must be disclosed and help ensure your documentation is complete.

02

HOME INSPECTION

Once the home is under contract, the buyer typically hires a licensed inspector to evaluate the property from roof to foundation. We help you prepare, explain potential concerns, recommend worthwhile repairs, and advocate for your interests throughout the inspection process.

03

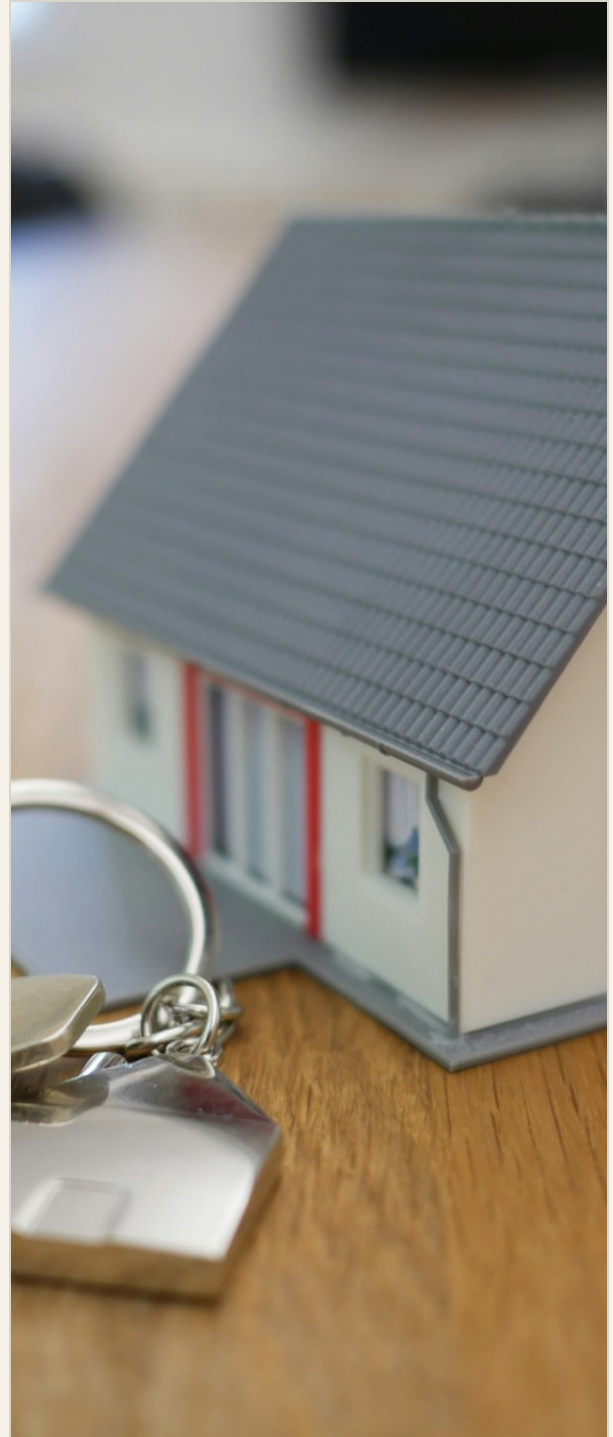
LENDER APPRAISAL

The buyer's lender orders an appraisal to determine the home's fair market value and confirm the loan amount aligns with the property's worth. We support it with relevant comparable sales and details about your home's improvements and upgrades. If the appraisal comes in low, we review your options and, when appropriate, help address inaccuracies or renegotiate to protect the transaction.

One last look

Buyers may request a final walk-through within a business day of closing — the last chance to confirm everything is in order.

- ☐ Clean the home and remove all your possessions — it should be spotless for the walk-through.
- ☐ Confirm that every appliance works as expected. Addressing problems beforehand may prevent repair disputes or unexpected costs after closing.
- ☐ Leave owner's manuals and warranties together in one place, and provide printed copies when appropriate.
- ☐ Inspect the backyard and exterior as closely as you inspect the interior.
- ☐ Share contacts for contractors and maintenance companies you've used.
- ☐ The day before settlement, close window coverings and lock all entry doors.



Schedule your move

BEFORE THE SALE

If you're in a position to move before listing, this is the easiest way to prepare for market. Moving out first gives you time to paint, replace flooring, complete repairs and upgrades, deep-clean, and stage the home — making showings far easier.

AFTER THE SALE

In this scenario, sellers complete the sale and rent the home back from the new owners for up to 60 days. The arrangement is built into the sale contract, with rent and terms negotiated between both parties.

THINGS TO DO BEFORE MOVING

- ☐ Confirm that your closing is still on track.
- ☐ Contact regular service providers to cancel their services.
- ☐ Stop auto-delivery unless it's still needed.

- ☐ Cancel your existing homeowner's insurance.
- ☐ Arrange to disconnect satellite or cable TV.
- ☐ File a change-of-address notice at the post office.

Congratulations — you made it

Closing day is when buyer and seller fulfill every agreement in the sales contract and ownership transfers from you to the buyer.

WHAT TO EXPECT

Both parties sign the final ownership and insurance paperwork. Once everything is signed and funds are disbursed, the buyer officially becomes the new owner.

Closing typically occurs four to six weeks after the purchase and sale agreement is signed. During that window, an escrow agent holds the buyer's funds until all contingencies — inspection, appraisal, and financing — are met.

WHAT TO BRING

- ☐ Government-issued photo ID
- ☐ All keys, access codes, and garage remotes
- ☐ Security-system information
- ☐ The disclosure statement
- ☐ Proof of homeowners insurance, when required
- ☐ A cashier's check, when required

Frequently asked questions

Q What is the fastest way to sell my house?

Price it correctly from day one, present it well with professional photography and staging, and make it easy to show. A well-prepared, fairly priced home consistently sells faster — and for more — than one that lingers.

Q What should I do first when selling?

Start with a conversation. We'll review your goals and timeline, walk your home together, and prepare a comparative market analysis so you know exactly what it's worth before any decisions are made.

Q How much do you charge to sell my home?

Real estate commissions are negotiable and depend on the services and terms of the listing agreement. We review the commission structure and estimated selling costs with you in writing before your home is listed, so you understand the numbers up front.

Q How long does it take to sell?

It varies based on the market, season, pricing, location, and the home's condition. A well-prepared, appropriately priced property in good condition may go under contract within two to three weeks, with closing commonly taking another four to six weeks. Every property and transaction is different, so we establish expectations using current local market conditions.

Q Do I need to make repairs before listing?

Not always. Some improvements add real value; others won't return their cost. We'll tour your home and recommend only the updates worth making before you spend a dollar.

Meet a few happy clients

“

They are practical, intelligent, and affordable. They have a vision and an eye for detail. Using this company not only saved my client on staging and correcting minor repairs but also netted my client 30 percent more on sale price by the way the house was staged. I highly recommend Divine Design by Hadassah.”

ISAAC C. MCDANIEL

Google Review

“

Esther and her family saved me when it was time to get my house in shape for an Open House. They buzzed through my house and cleaned everything, with a smile too, and at a very reasonable price.”

JUDY JOHNSON

Google Review

“

It is quite easy to recommend Esther and Divine Design by Hadassah for their professionalism, coordination, creativity, and commitment to stay within the budget they provided on a recent total rehab of a condominium project. Their work exceeded my expectations, and as an absentee owner, all the work was completed within the projected time frame.”

WILLIAM GELLER

Google Review

*Some reviews reference our former interior-design brand.
Individual experiences and results may vary.*

Giving Back to *Our Community*

At Hadassah Homes Real Estate & Design, we believe homeownership is about more than buying a property. It is about building stronger communities and creating opportunities for future generations.

As part of our commitment to our mission to *Educate, Empower, and Elevate*, a portion of every successful transaction is donated to support local nonprofit organizations and community initiatives. We are honored to partner with our clients in making a positive impact and helping provide resources to individuals and families in need.

When you work with Hadassah Homes, you are not only investing in your future. You are also helping us invest in the communities we proudly serve.

*Together, we can create lasting
change, one home at a time.*



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