

SELLER'S GUIDE



Stephen Oates - Associate Broker

As an experienced agent, Steve comes to the table with over a decade of experience and is always continuing to further educate himself and improve his craft.

Steve prides himself on his personal service and attention to his clients' every detail, which has lead him to a strong base of referral and repeat clients. Distinguished buyers and sellers entrust Steve to guide them through every step of the real estate process, and he ensures all objectives are being met with exceeded expectations.

Designations and Education:

- Graduate of the Real Estate Institute (GRI Designation)
- Member of the National Association of Realtors. (REALTOR™)
- Seller Representative Specialist Course completed (SRS)
- e-PRO Designation
- State of MA and NH Brokers License
- Real Estate Negotiation Expert Course

Memberships:

- National Association of Realtors™
- NH Association of Realtors™
- Seacoast Board of Realtors
- MA Association of Realtor™
- Greater Newburyport Board of Realtors™

Steve is passionate about giving back to the local community and has been actively involved in several local and National charities, including Big Brothers / Big Sisters, Rotary, Tough Mudder, The Bone Frog Challenge, and several road races. Steve resides on The Seacoast and loves living on in the area.



TESTIMONIALS

Steve was an amazing realtor. He's honest, trustworthy and extremely professional. Steve makes you feel like you are his only client, and he kept us well informed throughout the entire process. He sold our house in less than 24 hours!

- George & Britney (Seller)

Stephen was very helpful in listening to what I was looking for, and showing me all of my options. He would always be able to get me to look at possible houses as soon as possible. Was very knowledgeable, and made things so much easier for me! Would highly recommend to anyone looking for an excellent realtor!

- Fotini (First-Time Buyer)

We had the privilege of working with Stephen Oates when we listed our house. Without Stephen's calm personality and never give up attitude this emotional process would have been much more difficult. Thanks goodness we did because we are now living in our dream home. We are very appreciative of everything Stephen did for us and we'd highly recommend him to anyone who is looking to buy or sell a home.

- Randy & Sally (Seller/Buyer)

Stephen did a fantastic job. He had my home on every available site and was always very prompt getting feedback to me when my house was shown.

- Linda (Seller/Buyer)

Steve went far above and beyond his responsibilities in selling our house. I highly recommend him as a professional, courteous, knowledgeable and overall great realtor to work with.

- Donna (Seller/Buyer)

Steve Oates did an outstanding job! He went beyond the call of duty; he was diligent, professional, and comforting. We knew he was working hard for us, we can't say enough good things about him.

-Mindy (Seller/Buyer)

Steve is one of the nicest agents I've ever dealt with. He made the process of selling my home seem so easy. He answered all of my questions and took the time to make sure I was comfortable with the progress and the outcome of my sale.

- Elizabeth (Seller)



Stephen Oates | REALTOR®

Direct: 603-777-7908

Office: 603-610-8500

Email: steve@soates.com

Web: seacoast-homes.com

Address: 750 Lafayette Road,
Suite 201, Portsmouth, NH 03801

Each Office Is Independently Owned And Operated

NOTE: If you are currently under exclusive agency contract with a real estate broker, please disregard this mailing. It is not our intention to solicit clients of other real estate brokers.

Portfolio of Excellence



161 Thornton Street, Portsmouth, NH
\$1,155,000



6 Trimble Trail, Kensington, NH
\$650,000



7 Witham Farm Road, Greenland, NH
\$510,000



369 Wibird Street, Portsmouth, NH
\$627,300



6 Quail Ridge Road, Merrimac, MA
\$710,000



22 Grandview Drive, Dover, NH
\$656,000

MARKETING PLAN

Objective

My objective is to create the most exposure for your home in order to net you the highest return, with the fewest days on market.

Goals

- To acknowledge your needs and expectations and to exceed them.
- To earn your trust in my abilities to best represent you and your property.
- To provide a positive selling experience for you and your family.
- Your go-to REALTOR for all of your needs and feel confident in referring.







My plan to sell your property:

Here are some step by step actions I will take to market and sell your property.

1. Staging your home for sale! When appropriate, I will connect you with a Certified Home Staging Specialist for a free (to you) consultation to educate you on how to prepare your home for pictures and showings.
2. Your Own Property Website. This website will be created just for your property and shared with agents, consumers, real estate sites, and social media.
3. High Quality Photos. Pictures are worth a 1000 words. That's why I hire a professional photographer to photograph your home.
4. Visual Tour or Video. The internet likes video for optimal online performance.
5. Coming Soon & Just Listed - shared with all local Real Estate Board Agents.
6. Upload your property and supporting documents into the MLS (Multiple Listing Service).

DEDICATION THAT MOVES YOU™

1. Syndicate your listing to multiple real estate sites, such as Realtor.com, Zillow.com, Trulia.com, Homes.com, Boston.com, Seacoast-Homes.com, and many more.
2. Social Media Campaign. I take full advantage of the strength and usability of social media and I feature your listings to Facebook, Twitter, Instagram, and Youtube. You will be able to share these with family and friends.    
3. Just Listed Post Cards. I will make sure everyone in your neighborhood knows your home is for sale.
4. Hold an Open House. My open house will be broadcast online to potential buyers as well as other agents. My typical Open House times are Saturday or Sunday 11-1, and is within the first few days to a week of the listing going live.
5. Post a for sale sign with a personalized rider with my direct call/text number.
6. Old fashioned emailing and dialing. Reaching out to any agent who I think may be able to bring us a buyer.
7. Updates! I am continuously looking for ways to best represent your property and improve visibility.



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- Britney & George



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kw COASTAL AND
LAKES & MOUNTAINS
KELLERWILLIAMS REALTY

Phase 1: Information Gathering and House Prep

- Seller filled out pre-appointment questionnaire
- Seller to fill out Utility Information Sheet
- Seller provided property update list (when applicable)
- Consult with client on house prep and repair items
- Schedule home staging consultation (when applicable)
- Seller prep home for pictures (schedule timeline)

Phase 2: Create Content & Launching to Market

- Schedule professional photographer and video
- Order sale sign install for property
- Market Coming Soon flyer to Facebook, KW Agent, & RE Board
- Create personal property website (see sample)
- Seller notify me of sign arrival - I'll add name and Coming Soon riders
- Complete listing with new pics and video, activate on MLS
- Market property website to my website, youtube, social media, multiple Facebook sites
- Boost website and open house, on Facebook and social media sites.
- Share with client for clients personal page and sharing with friends. (Like my business page)
- Send a minimum of 50/100 Just Listed postcards to local neighbors / neighborhoods
- Check syndicated sites and enhance where needed. realtor.com, Zillow, homes.com, HGTV's Front Door, hotpads.com Yahoo RE, etc.
- Call / email other local agents with potential clients looking in the area.
- Ongoing social media campaign & client and agent follow up.



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Seller Side Sales Process

- 1 **Your Home is Under Agreement** – CONGRATS! Contract is signed.
- 2 **Home Inspection** – By Buyer (seller not home for this). Buyer & Buyers Agent present. (Inspection period on contract). 10-12 Days
- 3 Buyer presents an official written response of **items they may like fixed or repaired**. Seller has 5 days to respond. 5 Days
- 4 **NEGOTIATION if needed.**
- 5 After buyer and seller **mutually agree** to any items (if any) following home inspection or a closing credit (if any).
- 6 Buyer provides us with the **Title Company/Attorney** that will do all documents and settlement preparation for closing.
- 7 NOW you begin **preparation for moving**, movers, Call to discontinue utilities. 5-7 Days
- 8 **Schedule buyer walk through**, occurs when seller is out and house is empty - typically within 24 hours or right before closing time. 2-24 Hours
- 9 **CLOSING** sit down or remote signing with closing title company and pass papers –preparation of taxes, fuel etc. happens- title company will coordinate exchange of funds. Keys are exchange...CLOSED. 30-45 Days



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