

## WHEN YOU CHOOSE US TO HELP SELL YOUR PROPERTY—

NEWCASTLE  
REALTY

*This is what you can expect...*

- We will inspect your property and become familiar with your timeline and goals.
- We will conduct research and prepare a comparative marketing analysis with estimated selling price and suggested marketing strategy.
- We will explain all paperwork and answer your questions before signing.
- We will offer to arrange a consultation with a professional home staging expert, to see if there are any recommended changes that will help the property sell faster or at a higher price.
- We will have a professional photographer (Tier 1 listings excepted) shoot the inside and outside of your property, to include drone-based stills and video, if appropriate.
- Our entire staff of brokers will visit your property as a group, so they are familiar with it, can offer their feedback, and begin promoting the offering to buyers they are working with.
- Your property will be entered into the statewide Multiple Listing Service, where it will begin populating various aggregator sites (Realtor.com, Zillow.com, Redfin.com, etc.) and start attracting attention from self-searchers and more brokers working with buyers.
- Your property will be featured in our popular office and window displays.
- It will appear on our award-winning website MyNewcastle.com, and if suitable may become one of three featured “slider” properties on our home page.
- We will write a blog about your property, which will be sent to our internal distribution list and helps drive traffic to the listing of your property on our website.
- We will create a Facebook post featuring the property, which also helps drive traffic to the listing details on our website.
- Any video we produce will be uploaded to our YouTube and Vimeo channels which appear in search results and drive traffic to where the listing appears on our website.
- If suitable for our Luxury Homes program, the listing will be uploaded to the LuxuryHomes.com portal and immediately exposed to their audience of buyers.
- If appropriate, we will prepare a 4-panel digital and print brochure featuring the property, to be distributed in mailings and to prospects, cooperating brokers, and displayed in our office.
- We will prepare print ads to appear in the Lincoln County News, Boothbay Register, Wiscasset Newspaper, Down East magazine, Maine Home+Design magazine, and the Maine Real Estate Book, plus other online sites.

*With all of the above in motion, your broker will conduct showings, monitor and adjust marketing, regularly discuss your property internally, and provide updates to you about activity and feedback—until a buyer is found. As the owner of Newcastle Realty, I remain personally committed to the overall satisfaction of each client, and to supporting our broker staff as they work to assist you efficiently and effectively.*

Sincerely,



Dennis Hilton, President