



LOCAL AGENTS, EXTRAORDINARY RESULTS

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# SELLING YOUR HOME

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Linda Lee – Top Producer -- Top 3%

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# Linda Lee

*Your Real Estate Agent*

📞 978-855-3029

📘 Linda Lee, Realtor-LAER Realty Partners

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📍 146 Main St.  
Athol, MA 01331



# Meet Linda Lee

## Business Philosophy

As a dedicated real estate agent, my business philosophy centers on providing a smooth, stress-free, and successful real estate experience for my clients. I strongly believe in a win/win approach, ensuring that both buyers and sellers walk away satisfied with the outcome of the transaction. My top priority is to actively listen to my clients' needs and preferences in order to tailor my services accordingly.

By leveraging my extensive knowledge, experience, and staying current with market considerations, I am committed to guiding clients through every step of the process, from property search to closing. I understand that buying or selling a home is a significant milestone, and my goal is to build lasting relationships based on trust, professionalism, and exceptional service. Together, we will create a seamless and memorable experience that exceeds your expectations.

## Background & Experience

I grew up in Athol, MA and graduated from Mount Wachusett Community College where I began working in the insurance industry. I then married my college sweetheart and we moved around the country for 20 years while he served his country as an Air Force Officer and we raised our family. Upon moving back home after his military retirement, I became a business entrepreneur and opened my own full-service florist and gift shop. I then found my passion for selling real estate and have been a consistent top producer each year; with hundreds of happy clients that I helped sell their home or buy their dream home. I've achieved a high level of recognition and reputation for providing exceptional service and exceptional results. Allow me the opportunity to service your real estate needs!



# Meet Linda Lee

***Licensed Realtor in  
Massachusetts and Florida***



## **Personal Information:**

- Raised in the North Quabbin Region
- Owned full-service florist and gift shop before starting real estate career.
- Consistent Top Producer at LAER Realty Partners.
- Listed in the top 10% of all Realtors (over 500) in North Central Massachusetts.
- Listed in the top 3% in Sales in MA for LAER Realty Partners for 2022, 2023, 2024

## **Recognition and Awards:**

- Over \$90 MILLION IN SALES! 10 Years experience
- 2024, 2023, 2022, 2021 LAER Realty Partners Top Producer Award
- 2021 North Central Massachusetts Sales Associate of the Year
- 2021 North Central Massachusetts Good Neighbor Award
- 2017, 2018, 2019, 2020, 2021, 2022 North Central Massachusetts Top Producer
- 2018, 2019, 2020 North Central Massachusetts Honor Society Recipient
- 2018 Nominee, North Central Massachusetts Realtor of the Year
- 2017, 2018, 2019, 2020, 2021 Hometown Realtors Top Producer

## **Education:**

- 1981-1983 Mt. Wachusett Community College, Associates of Science Degree

- 2016 Bay State Real Estate Academy Professional

## **Associations and Community Involvement**

- North Central Massachusetts Association of Realtors
- Committee Member, NCMAR Events Planning
- Committee Member, NCMAR Membership/Community Services
- Committee Member, NCMAR Top Producer/Awards
- Committee Member, NCMAR Scholarships
- 2018-Present, Director, North Quabbin Chamber of Commerce
- 2016-Present, Member, Greater Gardner Chamber of Commerce
- 1999-Present, Past President, Director, Athol Women's Club
- 2002-Present, Past President, Director, Athol Royalston Education Foundation
- 2008-Present, Member, Athol Rotary Club

# Meet Linda Lee

Whether you are a first-time home buyer, a seller thinking about either upsizing or downsizing or an investor looking to add to your portfolio, the real estate professional you choose to represent you is an important decision. I offer friendly, knowledgeable, and professional service. I specialize in assisting people who are relocating to MA, first-time home buyers, individuals and families that are dealing with estates, and those who are retiring and downsizing or relocating to another state. I am also a licensed Realtor in Florida. With my years of experience in the industry, and my strong negotiating abilities, I am confident that I can help you find the home of your dreams.



I am a top-performing realtor based in North Central MA, and I am proud to be ranked in the top 10% of all realtors in the region. Additionally, I am honored to be among the top 3% of realtors in sales at LAER Realty Partners. I have many resources available to me to be able to offer my clients a high level of customer service and first-rate client experience. One of my strengths is my strong network relationships that allow me to help my clients find homes in many different states, including Florida. I understand the challenges that come with moving to a new location, and I work tirelessly to ensure a smooth transition for all my clients.

In addition to my real estate work, I am an active member of the community. I serve on the Board of Directors for the North Quabbin Chamber of Commerce, and I have served as past president of the Athol Women's Club as well as the Athol Royalston Education Foundation. These experiences have allowed me to build strong relationships with people and businesses in the area, and I am passionate about giving back to the community that has given me so much. If you're looking for a dedicated and experienced realtor who can help you find your dream home, please don't hesitate to reach out to me. I would be honored to assist you in any way that I can.

**Results That Will Move You!**

# What clients say about me...

Linda Lee is professional and very knowledgeable. I trust her and her opinion. Our home sold in 21 days. During that time, we had 3 open houses and multiple showings. She willingly devoted so much time and attention to us that we might have been her only client. I would recommend Linda to anyone selling their property. -- **Becky Fiandaca**

Linda was exceptional to work with. She is professional, hardworking, and caring. She was diligent about showing our property, taking the time and care to attend everything. From all the showings to the inspections, on evenings, weekends and holidays! Her experience and knowledge made everything go smoothly. She took care of everything she did for us from beginning to end. I highly recommend her; you will not be disappointed.

-- **Margaret Bousquet**

Not just your average realtor. Linda was so helpful through our house sale, she was able to make us feel like we were in good hands. She has an excellent feel for the market and was very helpful with pre-marketing suggestions. -- **Laura Welch**

I highly recommend Linda to anyone looking to buy or sell as house. Definitely an agent willing to go the extra mile to ensure that transactions go as smoothly as possible. Always available to answer questions or address any concerns. I'm not one who enjoys the real estate process at all; from past experience I dreaded the thought of listing but with Linda for once I actually enjoyed it. -- **Ben Ledoux**

Linda was a pleasure to work with and made the home buying experience as easy as it could be! She is very responsive and kept us up to date throughout the whole process. Thank you so much for getting us into the perfect home! -- **Kati Laford**



From the beginning I was impressed with Linda Lee. I called her at 11:00 one morning and she met me 2 hours later at my house. Although I owned an older home with few upgrades, she was very positive saying it had character. She said it created a sense of nostalgia. Instead of negatives she saw positives. Linda is exceptionally hard-working, providing many open houses and utilizing many of her contacts. She never saw problems, only opportunities and when issues occurred, she had solutions. When offers on my house were few, she remained calm and knew things would work out. She was always prompt in her communications with me and allowed me to make decisions without any pressure from her. In summary, I would highly recommend Linda to be your realtor. She works hard, is honest in all her dealings and a consummate professional. -- **Bonnie Stewart**



WHAT IT MEANS TO HIRE A LION

# NUMBER ONE IN...

- 01 Market Share
- 02 Agent Productivity
- 03 Brand Name Awareness
- 04 Advertising
- 05 Lead Generation
- 06 Professional Education
- 07 The Minds of Buyers and Sellers



## OUR PARTNERSHIP

*I wish to be your partner for all of your real estate needs. As your partner, I will spend time identifying your wants and needs while educating you about today's real estate market.*

*If you are selling your home, I will work with you to put together a detailed marketing plan so that we can price properly and market to the right buyers.*

*As a buyer, I will investigate communities and provide you with everything you need to make a great buying decision.*

***My clients are like family and our relationship will last beyond the closing table.***



## OUR POWER

***We have 800 of the most experienced agents in both New England and Florida.***

*LAER agents are considered lions in the real estate world because we are aggressive negotiators, and our brand is the king of the real estate jungle.*

*There's a very good chance that one of my fellow lions will bring a buyer for your home.*



# #1 INDEPENDENT REAL ESTATE FIRM

LAER Realty Partners is the largest independent real estate firm in New England.

- RISMedia Power Broker – Top 500 in the US
- Real Trends – Top 100 Independent in the US



*More than 4,000 families a year work with LAER agents to buy or sell their homes.*



# #ROAR

*"We are the ROAR  
that opens more doors."*

**30,000**

Transactions Closed  
since 2014!

**SOLD**





## WHY WORK WITH A REALTOR®?

- 1 **Complex, ever-changing real estate regulations.**

*Buying or selling a home is not like purchasing a plane ticket.*

Every home is different, and laws change every year and vary from state to state. Generally speaking, people purchase a new home every 7-10 years, and a lot can—and usually does—change between transactions.

REALTORS® are immersed in real estate, and they must stay current with all the updates in regulations, laws, contracts, and practices. Once you retain your REALTOR®, they put that knowledge to work for you.



## WHY WORK WITH A REALTOR®?

### ② Help to find the right home, beyond square footage and baths

Browsing online is a terrific way to start a home search—in fact, almost 90 percent of people start their home search online. But when it's time to buy, knowing all the pros and cons of a property can help you make the right decision.

**REALTORS® live and breathe real estate, and they can share information about a home that you wouldn't otherwise know.**

Your REALTOR® can go beyond the aesthetics and tell you important details about the homes you're considering.



## WHY WORK WITH A REALTOR®?

### 3 Pricing and selling a home.

There are lots of sites where you can view price estimates for your home before you list it for sale, but you take a risk using them.

In some markets, online estimates can be off by as much as 35 percent, and they often rely on tax records and data that are extremely outdated.

**REALTORS® know the local market**, have access to the freshest sales data, and can price your house in line with the market to maximize your earnings.



## WHY WORK WITH A REALTOR®?

### 4 Contracts and negotiations.

Finding the right home is the fun part.

Then the real work begins. Today's contracts can be 20 pages long—not to mention addendums and riders.

REALTORS® can help you navigate these complex documents and craft an attractive offer that makes sense for you.

Plus, when it comes to negotiations, **your REALTOR® is your advocate** and can bring an objective voice to a very subjective situation.



## WHY WORK WITH A REALTOR®?

### ⑤ Following a code of ethics.

**When you work with a REALTOR®, you're partnering with a professional who operates according to a strict code of ethics.**

In place for over 100 years, the REALTOR® Code of Ethics ensures that consumers who work with a REALTOR® are treated professionally and ethically in all transaction-related matters.

# THERE'S A LOT TO DO



Prepare pre-listing packet and deliver  
Prepare comparative market analysis  
Study and analyze market data  
Drive by comparable properties  
Prepare personalized marketing program  
Travel to appointment  
Appointment time  
Complete listing data and contracts  
Input listing in multiple listing database  
Input and launch marketing plan  
Install sign, lockbox, take photos, measure property  
Create marketing ads and home brochure  
Design and prepare "Just Listed" postcards  
Prepare visual tour and post to all major sites  
Prepare mailing labels and process "Coming Soon postcards  
Prepare mailing labels and process "Just Listed" postcards  
Contact top agents with new listing information

# THERE'S A LOT TO DO



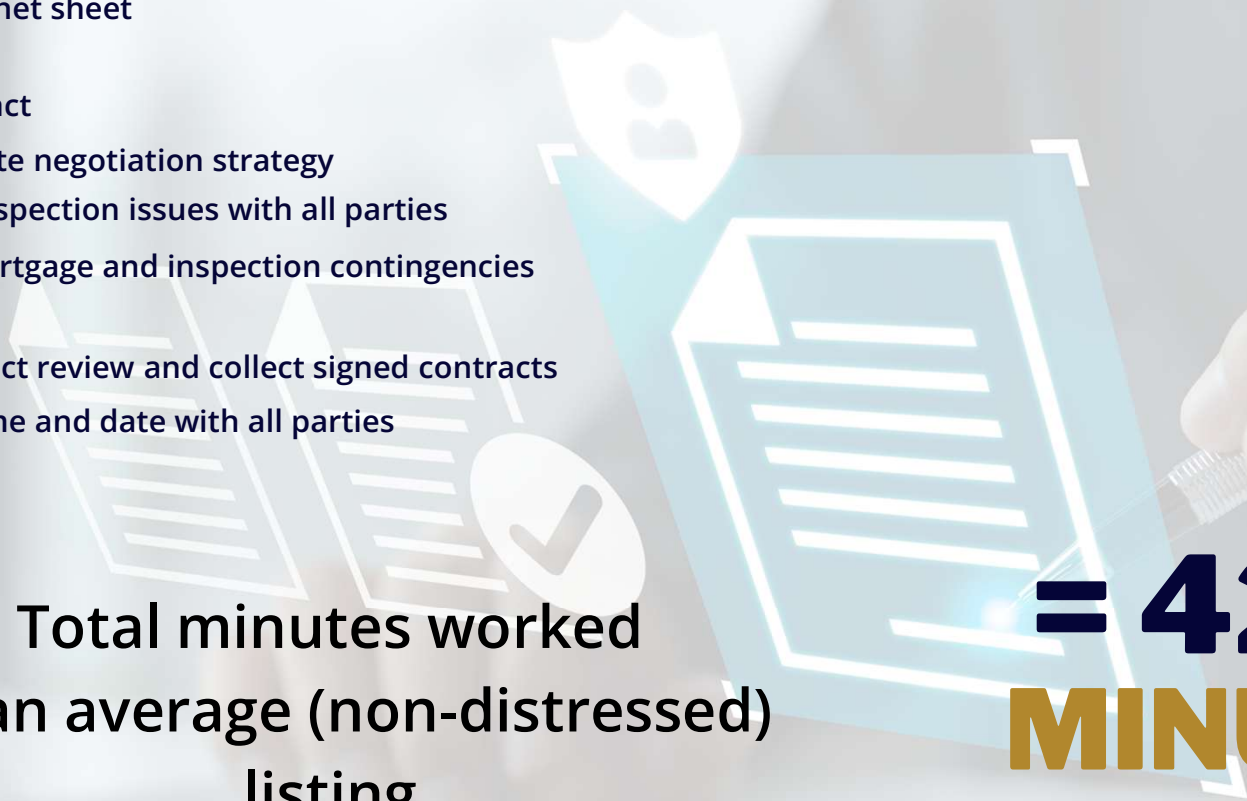
Change out brochures regularly  
Research mortgage information  
Prepare and set up co-op instruction and log  
Place and proof weekly online ads  
Prepare and launch Adwerx campaign  
Prepare monthly ad campaigns  
Proof ad and process corrections  
Prepare and deliver showing package  
Marketing/staging walking homes tour  
Reprint and restock flyers  
Check signs and property weekly  
Notify neighbors of open houses  
Research market area weekly for new inventory  
Research land variances on acreage lot size  
Feedback from showing (averages 5 attempts per showing)  
Prepare and log feedback responses  
Update social networking sites weekly with property info  
Prepare Sellers' weekly report  
Call Sellers weekly with update

# THERE'S A LOT TO DO

Additional consulting calls with Seller  
Reverse prospect for buyers weekly in MLS  
Set up showing appointments for cooperating agents  
Launch marketing plan for an open house  
Hold open house  
Follow up with open house guests (prepare and mail cards)  
Set up agent luncheon if showing slow down  
Design agent luncheon flyer  
Host luncheon  
Prepare comparative market analysis for 30-day research  
If needed, re-appraise property condition  
Get bids for repair work as needed  
Review bids, present to Seller  
Meet workers as needed  
Remake and reissue flyers  
Tour competitive properties and compare pricing  
Review offers



# THERE'S A LOT TO DO



- Prepare Seller's net sheet
- Present offers
- Negotiate contract
- Review and create negotiation strategy
- Discuss home inspection issues with all parties
- Follow up on mortgage and inspection contingencies
- Finalize offer
- Complete contract review and collect signed contracts
- Verify closing time and date with all parties

Total minutes worked  
on an average (non-distressed)  
listing

**= 4200**  
**MINUTES**

**LAER**

**vs**



**THE COMPETITION**





# SIGN CALLS

When an inquiry comes into the office on your home **it goes directly to me and my team** since we are the most qualified to answer any questions for potential buyers.



# AT SOME FIRMS

Those important inquiries go to any agent who answers the phone resulting in several concerns:

- How qualified is that agent?
- Does that agent have another listing they would rather sell?

**You will never have these concerns at LAER!**



# WE CONTROL THE DESTINY

**This property transaction is controlled by you and me.**

At other firms, the manager decides where the property will be marketed and how often it will be showcased in advertising.

**At LAER all decisions are made at the agent-client level.**

# MARKETING CENTER

The LAER Marketing Team creates a unique marketing bundle on EVERY new list new listing

This bundle includes social media announcements, and multi-page brochures designed to attract clients to our listings.





# PROFESSIONAL PHOTOGRAPHY

Of course, the marketing on your home is only as good as the photos.

That's why all of my listings include professional photography and, when needed, drone video and images.

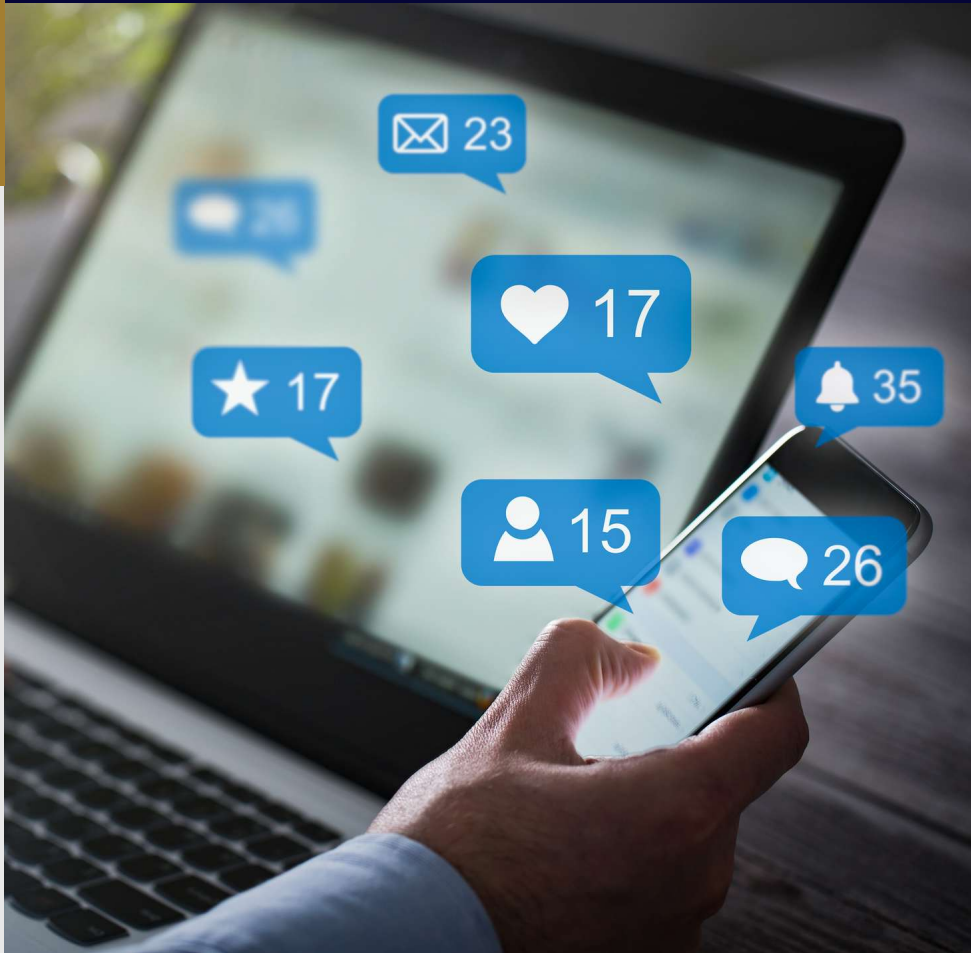


# WE SYNDICATE

|    |                            |    |                             |
|----|----------------------------|----|-----------------------------|
| 01 | REALTOR.com                | 10 | Homes.com                   |
| 02 | Zillow                     | 11 | Google                      |
| 03 | Trulia                     | 12 | Facebook                    |
| 04 | RPR                        | 13 | Homefind                    |
| 05 | HotPads.com                | 14 | Instagram                   |
| 06 | New York Times Real Estate | 15 | TheHouseHuntersHandbook.com |
| 07 | Yahoo! Real Estate         | 16 | VAST                        |
| 08 | TheRealEstateBook.com      | 17 | SuburbanRealEstateNews.com  |
| 09 | Wall Street Journal        | 18 | Telegram.com                |

In addition to [www.LAERRealty.com](http://www.LAERRealty.com), our supply of listing inventory is all featured on the following sites:

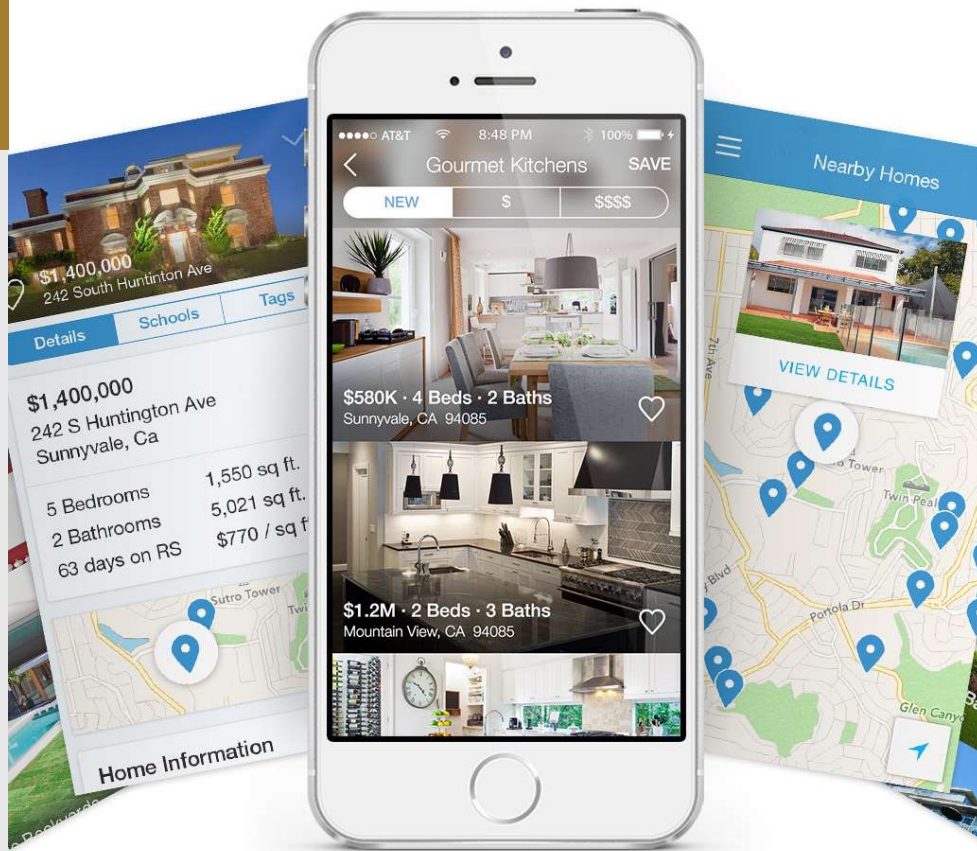
We syndicate our listings which means your listing will be found on virtually any real estate site that feeds listing inventory!



# SOCIAL MARKETING

No strategy is complete without a complete social media marketing strategy. My team and I will incorporate a plan that includes marketing your home heavily online, including all the major social sites, as well as the hundreds of IDX sites where your listing will be automatically syndicated.

**Millions of people around the world will know your home is for sale as soon as we bring your property to market.**



# REALSCOUT APP

- Notification as soon as listings hit the market
- Side-by-side listing comparison
- Buyer count based on price for accurate pricing



# EXPERTS IN GREEN LIVING

Recognizing that many consumers are seeking homes with sustainable features, in **2019 LAER Realty** was one of the first firms in the country to hire a Chief Sustainability Officer.

If your home has sustainable features make sure to ask us about our Pearl Certification feature.

**Homes with sustainable features often return as much as a 5% premium, if marketed properly.**



# LAER U

Nothing contributes to success more than professional education.

**Through LAER University I have access to hundreds of courses 24/7.**



# 5 STEPS TO PRICING RIGHT

There's a fair amount of psychology—and strategy—that goes into determining a home's asking price.

We will work closely with you to determine a price range that is based on an analysis of all properties that are similar to yours in the market - we examine the currently active properties, the solds, under agreements, and expireds. All of these categories will help us shape and determine a pricing strategy for your home. In addition to these comparable properties, there are other factors that come into play such as the time of year, market conditions, and the amount of unsold inventory on the market.





# STEPS TO PRICING **RIGHT**

## ① **Appeal to the Herd Mentality**

Given the high stakes of real estate, a buyer doesn't want to be the only one interested in a house.

By pricing your property on the lower end of the value range it is possible to stimulate interest amongst more than one buyer and create a herd mentality.

**Additionally, this is a good option if you are under the gun to sell quickly.**

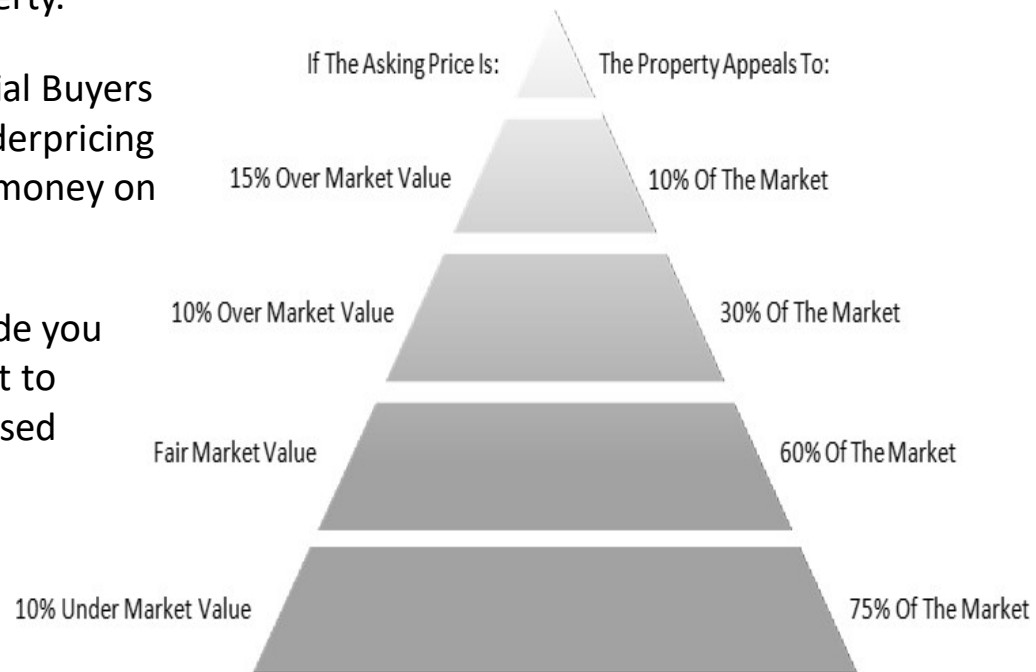


## STRATEGIC PRICING

All buyers are naturally attracted to a good value. The list price for your property in relation to the market value will have a direct impact on the number of interested buyers that come to see your property.

Over-pricing can discourage potential Buyers from viewing your home, while Underpricing can potentially cause you to leave money on the table.

Our Strategic Pricing model will guide you to position your home in the market to attract the highest possible offer based on current conditions and Has helped our sellers net up to **6% more** money when selling their home.



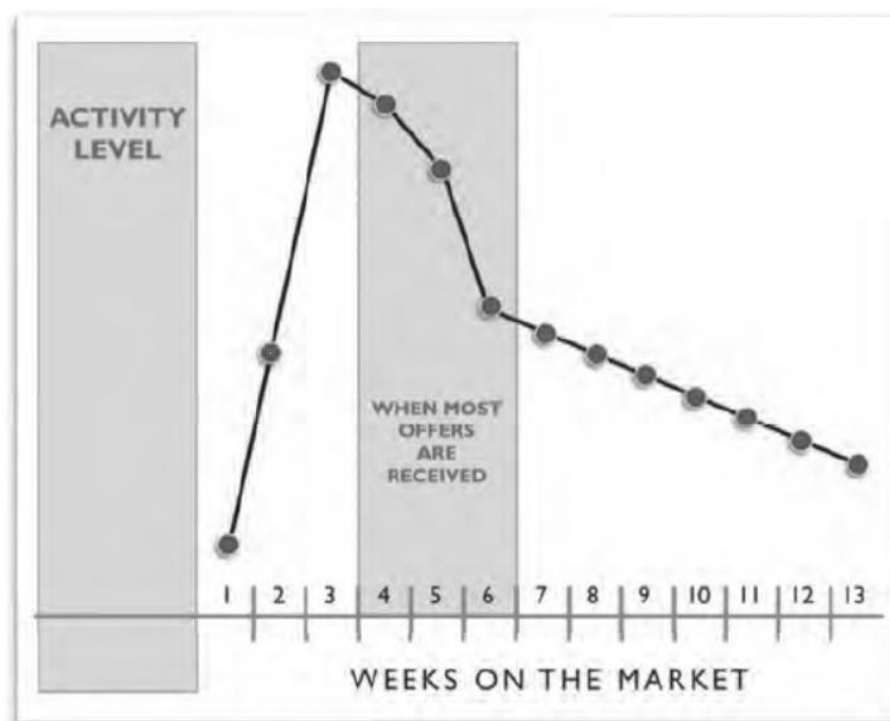
## STRATEGIC PRICING

The #1 mistake sellers make is thinking, "I will list at a high price and if it doesn't sell, I can simply lower the price later."

As you can see from this chart, buyer activity peaks in week 3, yet most overpriced sellers don't reduce their prices until week 5 or 6, effectively missing the peak of buyer activity.

Pricing properly the first time enables you to maximize exposure and increase your chances of attracting the highest possible offer during the peak activity period.

Overpricing is a critical mistake that costs homeowners valuable time and money.





# STEPS TO PRICING RIGHT

## ② Price for Real Estate Searches

Most buyers tell their agent they want a three-bedroom home in a certain neighborhood under \$500K (or some other dollar amount).

Their real estate agent may then set up an automated buyer search in their local database for properties under \$500K. But, if a home is listed at \$510K, that buyer will miss it.

**So, if your list price is higher out of the gates you may miss a segment of buyers.**



# STEPS TO PRICING RIGHT

## ③ Don't Get Creative with Price

Sometimes, sellers want to get creative with their asking price. By selecting an unusual starting price, like \$787,224.32, buyers take notice, and not necessarily in a good way.

Such an oddly specific figure calls attention to itself for no good reason, like a house painted purple with pink polka dots.

Instead of focusing on whether they might be interested in the home, **the buyer focuses on why the pricing is so unusual.**



## STEPS TO PRICING **RIGHT**

### ④ Contingency Plan

Sometimes, sellers have high expectations about their property's appeal, and they want to ask top dollar for it, even if their agent doesn't believe they'll get it. Or, perhaps another agent they talked to planted a high price tag in their mind.

Whatever the reason, before the "For Sale" sign goes up, it's always a good idea to work out a contingency plan together, in case the property doesn't go for the desired price.

**By having everything on the table from the get-go, we'll have a plan B, so there are no unpleasant surprises down the road.**



# STEPS TO PRICING **RIGHT**

## **5** Ongoing Discussion

Ultimately, listen carefully to your agent's pricing strategy. It's their job to know what works and doesn't. As with any strategy, be prepared to have an ongoing discussion about pricing with your real estate agent.

Pricing a home isn't a "set-and-forget" procedure. A lot of factors can come into play when selling or buying a home, and not all of them can be anticipated.

**If you can be flexible and react quickly to changing market conditions or new information, you're more likely to get the best price with the least aggravation.**



## QUESTIONS TO ASK AGENTS

- ✓ How many homes does your agency sell a year?
- ✓ What's your market share?
- ✓ Are the agents at your firm REALTORS®?
- ✓ Does your firm have a social media marketing plan for this property?
- ✓ Who handles the calls that come in on my listing? Will they all go to the listing agent?
- ✓ What kind of ongoing training does the firm have to keep agents on top of the best marketing and negotiating strategies?

# OUR COMMITMENT

**We are committed to making your move happen smoothly and quickly by striving to provide the best service possible!**

We believe the purchase or sale of your home should be a positive, profitable and enjoyable experience. Applying our time, knowledge, marketing, and negotiating skills will help maximize your profits and assure you world class real estate service.

We want each of our clients to share their success stories with others! If you won't enthusiastically recommend our services to a loved one or close friend we haven't done our job!



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# Thank You

## Linda Lee

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