RE/MAX RESULTS
FITZPATRICK TEAM

LISTING LEVERAGE

PROVIDING OUR SELLERS WITH AN
ADVANTAGE IN TODAY'S MARKET

RE/MAX

THE SELLING PROCESS
YOUR ROADMAP TO RESULTS



YOUR HOME, YOUR PLAN, YOUR NEXT CHAPTER

UNDERSTANDING YOUR GOALS

Whether this is an emotional move or a calculated investment, our priority is to learn what matters most to **you.**

WORKING TOGETHER TOWARDS SUCCESS

COLLABORATION & COMMUNICATION



YOUR PREFERENCES

- How do you prefer to communicate?
- What is your ideal timeline for listing?
- What are the ideal days/times for open houses?
- How much notice would you prefer for showings?
- Would you like buyers to take their shoes off?
- Will any pets be home during showings?
- Do you have a security system/audio or video recording inside the home?
- Is there anything unique or specific that we should know about your property?

GIVING BACK TO OUR NEIGHBORS

At REMAX Results, our commitment extends far beyond real estate - we are deeply invested in the communities we serve. We believe that success is best measured not only by results, but by the impact we make along the way.

From organizing local charity events to supporting a wide range of philanthropic initiatives, community involvement is at the heart of everything we do. We are especially proud to support Children's Miracle Network Hospitals, with a portion of every commission donated directly to benefit local facilities like Hasbro Children's Hospital programming.

By combining market expertise with purpose-driven service, our agents strive to not only guide our clients through life's biggest transitions, but also to uplift the neighborhoods we call home. At REMAX Results, we believe in doing well by doing good — and we're honored to make a difference, one home and one family at a time.







Children's Miracle Network Hospitals®

A portion of all REMAX Results sales is donated to Children's Miracle Network Hospitals.

COMMUNITY FOCUSED, RESULTS DRIVEN

REMAX Results is a full-service real estate brokerage rooted in community values and driven by exceptional results. We believe real estate is more than a transaction — it's a pivotal life moment — and we're honored to guide our clients through it with integrity, insight, and unwavering dedication.

As one of the top offices in the state for 2025, our proven success reflects not only our deep market knowledge and strategic expertise, but also the lasting relationships we've built across Rhode Island, Massachusetts, and Connecticut.

We are committed to delivering a seamless, personalized experience at every stage — combining the power of a global brand with a distinctly local touch. We don't just help people move — we help them move forward with confidence.



ABOUT ME

CAROLINE COOPER LEITAO

Caroline became a licensed agent in 2013 and is a lifelong REMAX agent. She works with sellers and buyers statewide, of residential and commercial real estate, and handles leasing as well.

Caroline is dedicated to meeting her client's needs, loves connecting with fellow members of the community, and welcoming and paving the way for newcomers. She will listen, answer your questions, advise you and guide you through the real estate process to make it as seamless and positive as possible.

Caroline lived in Newport for about 12 years, until she moved with her family to her hometown of East Greenwich in 2021. They enjoy skiing, traveling, boating and spending time at the beach.

With our professional expertise and grit, The Fitzpatrick Team closed out 2025 with 163 sales and 278 rentals, totaling over $112 million in volume. This placed us as #1 REMAX Team in Rhode Island and #3 team across all brands. *According to MLS 2025 data.



401-477-9744 | caroline@resultswithremax.com

WHAT MY CLIENTS SAY

“ATTENTIVE, ORGANIZED, PROFESSIONAL, COMPREHENSIVE AND EXCEPTIONAL”



"Trying to sell a house on your own in this market is crazy. You need an agent who can find the connection between the right buyer and your house. Caroline got someone who loved our house, smoothed out all the negotiations and made the whole experience painless. She went above and beyond getting the whole deal through. You spend a lot of time with an agent so it was important to have someone professional, enthusiastic and generally pleasant to deal with. Could not have done it without her." - Chris H.

"We had a wonderful experience working with Caroline Leitao with the Fitzpatrick Team. She quickly understood our needs for a new home and our timeline for purchasing a new house, (she also assisted us in selling our previous house). We never felt rushed working with her and we were able to take our time to find the right home for our growing family. Caroline was responsive, helpful, and friendly. She kept the complicated details clear and easy to understand. She was a joy to work with and we highly recommend working with her for your next real estate purchase or sale." - Sarah A.

"We met Caroline in 2017 when looking for a second home in Newport. She was extremely knowledgeable about the area and the current market. We found a great home with her and we continued with her as our rental listing agent. 5 years later we were ready to sell and Caroline got us a great offer within a week of it going on the market. She is super responsive and we highly recommend her!" - Jim M.


HOME

PARTNERING FOR SUCCESS

SIX STEPS TO SELLING YOUR HOME

PRICING & TIMELINE



PRE-LISTING PREP



MARKETING STRATEGY



SHOWINGS & OPEN HOUSES



NAVIGATING OFFERS



CLOSING & MOVING



PRICING YOUR HOME

One of the most important decisions we'll make together is how to price your home. Strategic pricing isn't just about attracting attention - it's about generating the right interest from qualified buyers early on, which ultimately maximizes your return. Homes that are priced appropriately tend to sell faster, receive stronger offers, and avoid extended time on the market that can lead to reductions and diminished negotiating power.

We take an analytical, data-driven approach when pricing properties. By evaluating recent comparable sales, current market trends, active competition, and your home's unique features, we'll position your property to stand out. Our goal is to establish a price point that reflects fair market value, builds momentum from day one, and gives you confidence as we move toward a successful sale.

While it can be tempting to "test the market" and see what happens, overpricing often leads to unintended consequences. Properties that sit too long without activity can become stigmatized, prompting buyers to wonder what's wrong or assume there's room for negotiation. This can result in fewer showings, lower offers, and ultimately a weaker negotiating position. In many cases, overpriced homes end up selling for less than if they had been priced correctly from the start. By aligning with market realities and buyer expectations, we give your home the best chance to sell quickly, competitively, and on your terms.

ESTABLISHING YOUR HOME'S VALUE

The **SELLER** determines the price. The **BUYER** determines the value.

Your home's debut on the market is one of the most important moments in the entire selling process. It's your best chance to capture attention, generate interest, and create a sense of urgency among serious buyers.

That's why pricing isn't just a number - it's a strategy.

$	$$	$$$
UNDERPRICED	**MARKET VALUE**	**OVERPRICED**
Decreases your future buying power	Better chance of a bidding war	May need a price drop, which can raise red flags
Leaves money on the table by undervaluing	More likely to get an offer at or above list price	Likely to sit on the market longer
Buyer may assume something is wrong	Likely to sell quickly	High price tag may deter buyers



PRE-LISTING PREPARATIONS

CLEANING AND SERVICING. We recommend hiring a deep cleaning service before the home comes to market. Short money upfront can go a long way and having your home's mechanical systems serviced now could prevent future issues discovered during a home inspection.

CONSIDER REPAIRS. It never hurts to identify and repair issues ahead of time, such as leaky faucets, drywall repairs, peeling paint, ceiling stains, bathroom caulking, etc. We have a contractor that I can connect you with for any property repairs you want to explore.

KITCHEN AND BATHROOMS. Clear off countertops. Leave your canisters and little else. Maximize the available counter space. These rooms should be gleaming. If unsightly, have the tub re-caulked and remove mineral deposits from the shower walls. Clean the stove, microwave, and refrigerator.

PAINT. Paint goes a long way and is a simple, straightforward way to enhance your home. If needed, investing in paint projects before listing can help cover old blemishes, lighten the appearance of the home, and create higher value perceptions.

LANDSCAPE. The first thing a buyer sees is your front yard; first impressions go a long way and curb appeal matters. Mow the lawn, mulch the beds, plant the flowers, and invest in the exterior appearance of your property.

LESS IS MORE! Less clutter is the best clutter. We want buyers to envision themselves in the space. Less furniture tends to help a room feel larger. Clearing things out now will also make moving a much easier process when your home is sold.

PROFESSIONAL SERVICE PROVIDERS

We have a trusted network of professional service providers who can assist with just about anything you might need - interior or exterior painting, deep cleaning, lawn care, junk removal, minor repairs, staging, and even full-service moving.

No matter the task, we have someone reliable to connect you with who understands the urgency and importance of preparing a home for sale.

Our goal is to make this process as smooth and stress-free as possible, and that starts with having the right resources in place. Let us know how we can help and where you'd like to begin - we'll tackle it together.

SCAN FOR A LIST OF TRUSTED VENDORS

MARKETING TO MAXIMIZE EXPOSURE

At REMAX Results, we pride ourselves on delivering an elevated, property-specific marketing strategy that is curated for each listing to maximize exposure and deliver the highest possible return. In today's digital world, positioning your home in front of the right buyer pool is essential - and that is our top priority.

Every listing benefits from our dedicated in-house marketing team and a comprehensive, tailored approach that goes well beyond the standard. From high-quality photography, to professional video content, print materials and targeted direct mail, to heavily promoted open houses and private events, we ensure your home is showcased with the attention and investment it deserves.

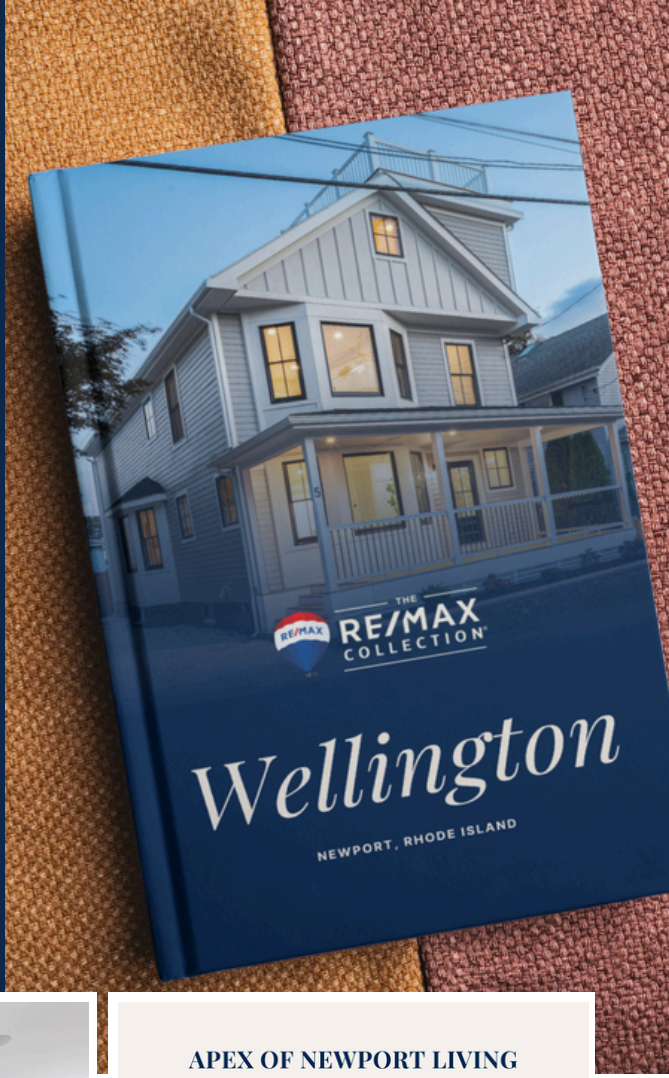
Our goal is establishing digital presence using targeted social media campaigns and online advertising to create meaningful visibility and a sense of urgency that drives competitive interest.

We don't just list homes; we tell their story through thoughtful marketing designed to resonate with qualified buyers.

We work relentlessly for our clients, and our track record of success is a testament to the work we put in. The time, energy, and investment we bring to every listing are unmatched - and we are always focused on delivering exceptional results.

QUALITY CONTENT

Our marketing approach is centered around the story of your home. We believe every property has its own character, and we work to capture that through elevated content and thoughtful presentation. We create high-impact marketing materials that resonate across digital and print platforms. Each campaign is crafted to showcase your home's value, highlight its standout features, and connect with the right audience - both emotionally and visually.























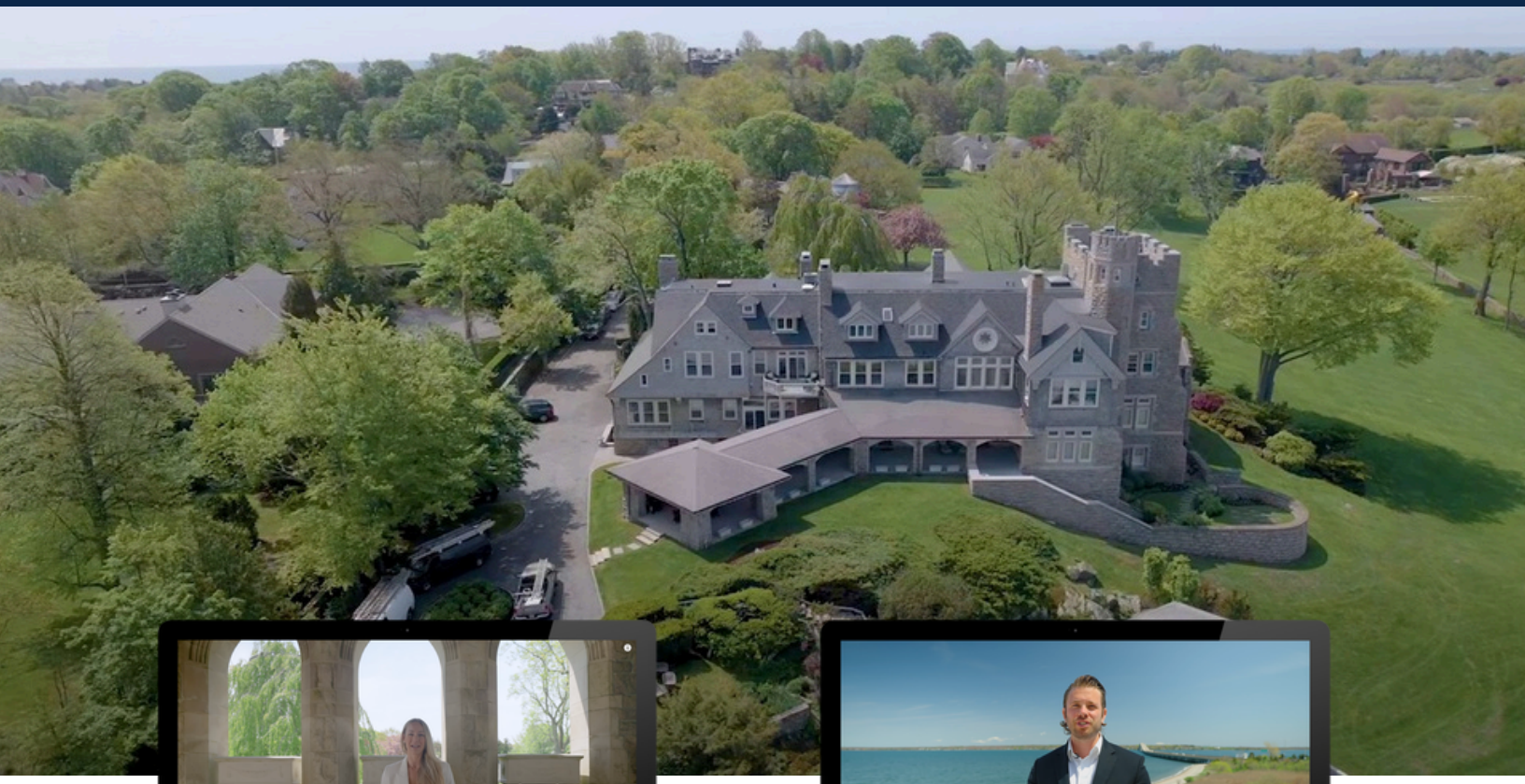






AWARD-WINNING PHOTOGRAPHY
BY PROFESSIONAL PARTNERS

CINEMATIC VIDEOGRAPHY
TELLING YOUR PROPERTY'S STORY







PROPERTY TOURS FOR ONLINE BUYERS PUBLISHED TO YOUTUBE

INVESTMENT IN PROFESSIONAL VIDEO AND HIGH RES CONTENT

PLUS ALL VIDEO IS OPTIMIZED FOR BOTH DESKTOP AND MOBILE VIEWING



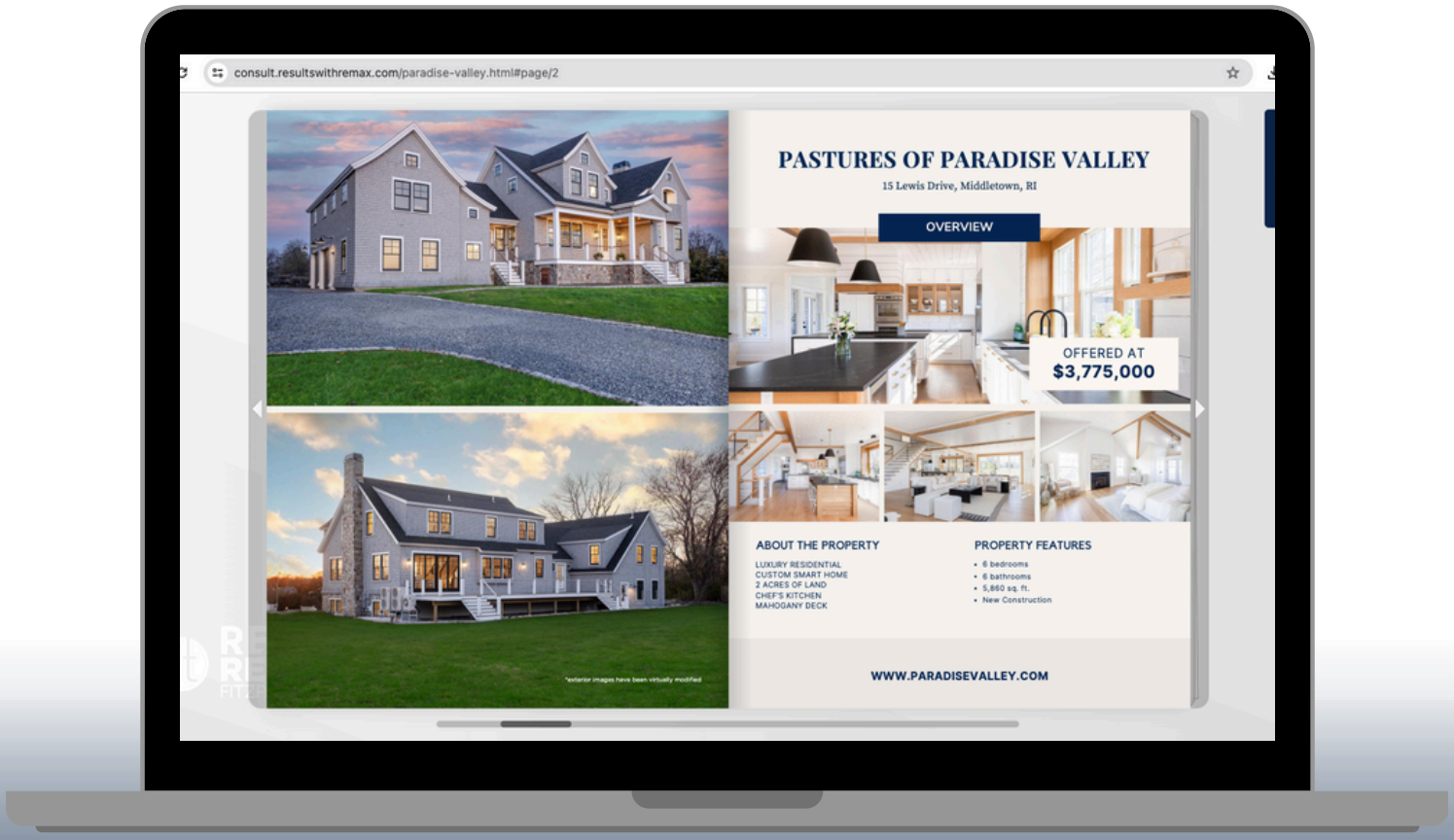
RE/MAX

Backed by the power of the #1 name in real estate, your home benefits from unmatched brand recognition, global reach, and a network of the most trusted agents in the industry.



REMAX.COM: #1 Real Estate Franchisor Site[1]

Over 100 Million Visits



YOUR HOME. EVERYWHERE.

In today's digital world, first impressions are made online. The moment your home is listed with us, it's syndicated across hundreds of real estate platforms - including Zillow, Realtor.com, Redfin, and more - ensuring unmatched visibility to active buyers nationwide.

We complement this reach with a refined digital marketing strategy, featuring professional photography, video, social media campaigns, and targeted email outreach. Our goal is to generate interest, spark momentum, and position your home for a successful sale.

LAUNCHING YOUR HOME
THE LISTING IS NOW LIVE!

We are ready to install the for sale sign, publish your listing on the MLS, and launch a full-scale marketing campaign to create strong early momentum.

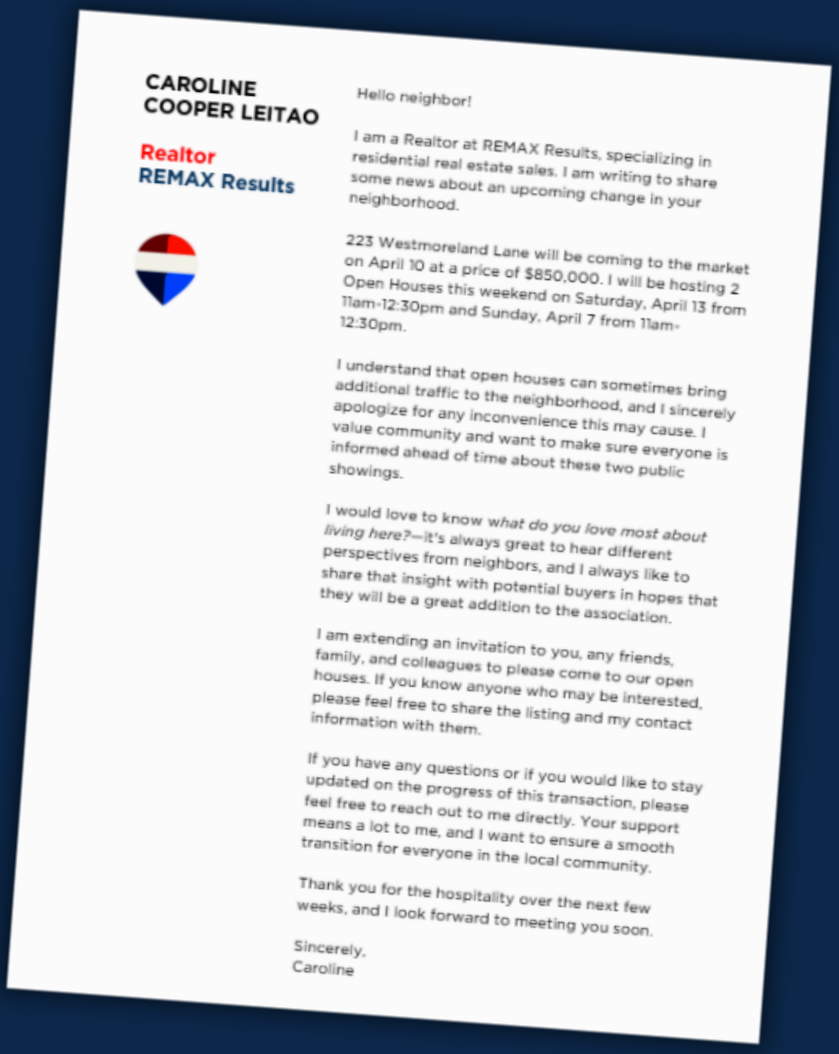
This is accomplished by online syndication, direct mail campaigns, social media promotion, email outreach, and targeted contact with buyers and agents.

Our goal is to drive qualified interest from day one. We'll track feedback, monitor activity, and adjust our strategy as needed to stay ahead of the market.

Together, we'll coordinate showings, Open Houses, and ensure your home is positioned properly.

HI NEIGHBOR!
DO YOU KNOW OUR BUYER?

Community involvement plays an important role in the home selling process. Sending a thoughtful neighborhood letter is our way of keeping neighbors informed, extending a courtesy, and fostering a sense of collaboration. By sharing details about upcoming open houses and market activity, we create a positive atmosphere - and may even attract buyers from within the neighborhood itself.



CAROLINE COOPER LEITAO

Realtor
REMAX Results

Hello neighbor!

I am a Realtor at REMAX Results, specializing in residential real estate sales. I am writing to share some news about an upcoming change in your neighborhood.

223 Westmoreland Lane will be coming to the market on April 10 at a price of $850,000. I will be hosting 2 Open Houses this weekend on Saturday, April 13 from 11am-12:30pm and Sunday, April 7 from 11am-12:30pm.

I understand that open houses can sometimes bring additional traffic to the neighborhood, and I sincerely apologize for any inconvenience this may cause. I value community and want to make sure everyone is informed ahead of time about these two public showings.

I would love to know *what do you love most about living here?*—it's always great to hear different perspectives from neighbors, and I always like to share that insight with potential buyers in hopes that they will be a great addition to the association.

I am extending an invitation to you, any friends, family, and colleagues to please come to our open houses. If you know anyone who may be interested, please feel free to share the listing and my contact information with them.

If you have any questions or if you would like to stay updated on the progress of this transaction, please feel free to reach out to me directly. Your support means a lot to me, and I want to ensure a smooth transition for everyone in the local community.

Thank you for the hospitality over the next few weeks, and I look forward to meeting you soon.

Sincerely,
Caroline



SHOWING EXPECTATIONS

First impressions make a lasting impact, especially when it comes to selling your home.

A clean, well-lit, and comfortably temperate space sets the tone and immediately puts buyers at ease.

Paying attention to small sensory details - like lighting, temperature, scent, and background music - can create an immediate connection and leave a positive, lasting impression.

These thoughtful touches help buyers feel at home the moment they walk in, which can make all the difference.



OPEN HOUSES

For open houses specifically, we don't just ***have*** them, we ***host*** them.

Our open houses are an experience, whether it's a summertime BBQ that turns into a neighborhood block party or a luxury event that reflects the caliber of a high-end listing.

We will work together to discuss the most effective way to host an open house at your home.

We invest in creating a memorable atmosphere and have partnered with local businesses like restaurants, bakeries, florists, and even ice cream trucks to make our events stand out.

This approach means more activity, more foot traffic, more competition, and ultimately, the most exposure for your property.

NAVIGATING AND NEGOTIATING YOUR OFFERS

- **REVIEW.** We'll evaluate all offers based on price, terms, contingencies, and buyer strength.
- **COMMUNICATE.** We'll engage with each agent to understand their flexibility and strengthen our position.
- **ADVISE.** You'll get a clear summary, and our recommendation based on the goals we have discussed.
- **NEGOTIATE.** We'll respond strategically — whether that's countering, requesting best and final, or accepting a qualified bid.
- **CONTRACT TO CLOSING.** We'll guide you through inspections, appraisal, and financing to ensure a smooth path to the closing table.



CLOSING DAY

- **UTILITIES.** Be sure to cancel or transfer services effective on the closing date.
- **MOVE OUT.** The home should be broom-swept clean and free of all personal belongings. We are happy to connect you with a qualified moving company if needed.
- **SIGN PAPERWORK.** You'll sign closing documents, and once the deed is recorded, the sale is official.
- **TRANSFER OF POSSESSION.** We'll provide all keys, garage openers, and access items to the buyer.
- **PROCEEDS.** Funds are typically received via wire transfer or check the same day of the closing.



THANK YOU!

Thank you for taking the time to learn more about us and how we can help you achieve your real estate goals. Selling a house is a big decision, and choosing the right team makes all the difference.

With our strategic exposure, and unwavering commitment to your success, we go above and beyond to deliver exceptional results.

When you work with us, you're not just getting an agent, you're gaining a full-service team dedicated to making your experience seamless and successful.

We appreciate your consideration and look forward to the opportunity to work with you!

-Caroline Leitao

401-477-9744 | caroline@resultswithremax.com



RELOCATION SUPPORT

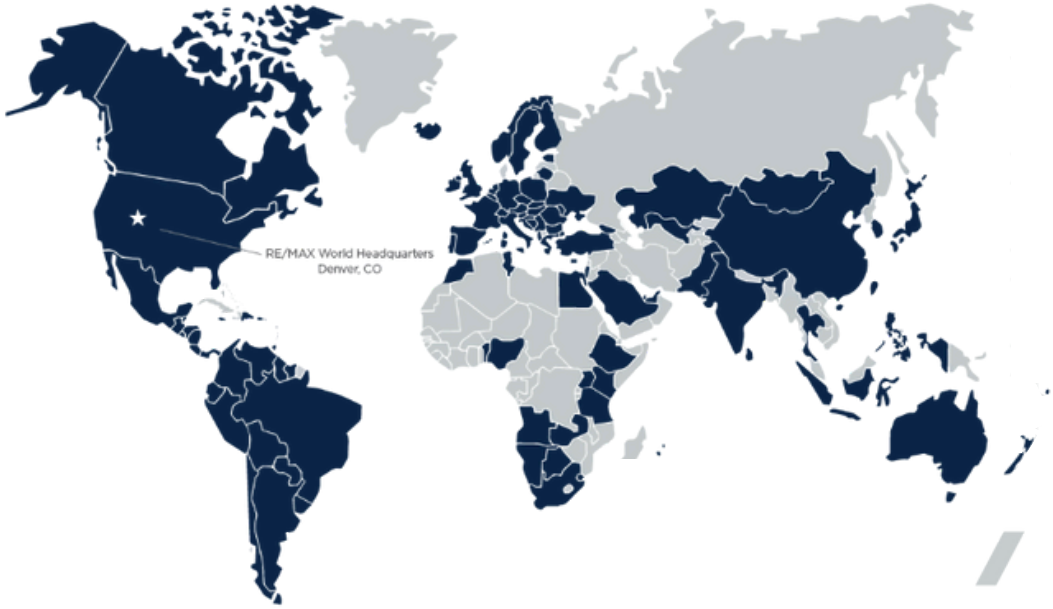
As part of the REMAX global network, we are connected to thousands of top-performing real estate professionals across the world. Whether you're moving across town or across the globe, we can connect you with a trusted agent that we personally know, respect, and trust. Our referral partnerships are strong, and built on real relationships. Wherever life takes you, we have someone great on the other end to help.

THE POWER OF RE/MAX

9,000+
Offices Worldwide
(As of year-end 2023)

140,000+
Agents Worldwide
(As of year-end 2023)

OVER 110
Countries & Territories
(As of year-end 2023)



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