



## LISTING LEVERAGE

PROVIDING OUR SELLERS WITH AN  
ADVANTAGE IN TODAY'S MARKET



# THE SELLING PROCESS YOUR ROADMAP TO RESULTS



YOUR HOME, YOUR PLAN, YOUR NEXT CHAPTER

# UNDERSTANDING YOUR GOALS

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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**

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# 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.



**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.

Our team is 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

# JOAN CAFFREY

Joan is deeply rooted in the Newport community. She brings a refreshing perspective to the real estate industry. Having spent 11 years prior to real estate as a professional in the mortgage lending industry, she comes equipped with unparalleled knowledge for guiding clients seamlessly through the complexities of real estate transactions.

Joan hones her skills in real estate by providing top-notch service to those seeking expert guidance in buying and selling homes. In addition, Joan really enjoys working in Aquidneck Island's competitive leasing market to help tenants and landlords succeed.

Shaped by her upbringing in a military family, she appreciates the importance and integrity of finding the perfect home while navigating the challenges and nuances of relocation for you.

Beyond the business, Joan draws inspiration from the simple joys of quality time and creating lasting memories with her family. She harbors a dedicated passion for cooking and capturing the Rhode Island coastline, surfers, and waves through photography.

Residing in Newport for over 25 years Joan's real estate licenses cover the entirety of RI and CT. When collaborating with Joan, rest assured that your experience will be characterized by the warmth of a genuine welcome and the success of a hospitable real estate partnership!



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# WHAT MY CLIENTS SAY

**“I HAVE BEEN IN THIS INDUSTRY FOR 30 YEARS, AND  
YOU STAND OUT AS ONE OF THE VERY BEST!”**



“I can not speak more highly of my experience with Joan. I originally reached out to list my unit for rent and due to the nature of market decided to list it for sale instead. Joan provided me very detailed facts and inputs on both the rental and sellers market to allow me to make an educated decision on the direction I wanted to move forward with. I am deployed, on an 8 hour time difference from Joan, and was deployed for the duration of the listing and closing process. Joan provided me with incredibly detailed updates throughout the process and went above and beyond her job as my realtor to assist in bringing contractors and maintenance personnel by and even did the final walkthrough with my current tenant prior to his move out and closing on the sale - I would highly recommend Joan's services to anyone looking to buy, sell or rent.”

“Joan reached out to us as during the Summer as the housing market was setting a record pace. Joan met with us to review the market analysis, pricing averages and estimates in our neighborhood. She provided professional presentation materials with supporting facts and data to back the figures. Joan was understanding to our emotional ties to our home and community and provided the reassurance to make the decision to list. To be honest, Joan was the only agent we would trust to list our home. Joan was a mutual partner and interested stakeholder in the selling process. She involved us in the selling strategy, and we noted prompt release to the MLS. Joan scheduled 13 private showings the first day of viewing and an open house the following day. She was personally present for all entries into our home and had command and understanding of the home's details and features. Joan personally followed up with all interested parties & presented us with 8 offers all over asking price within two days of the showings. Her previous experience in the mortgage lending field was invaluable to us and our home was under contract within 5 days of the listing date. She continued her commitment & dedication throughout the pending timeframe, following through on all actions kept us informed every step of the way. We successfully closed on our scheduled closing day & received all expected funds for the transaction. I confidently recommend Joan Caffrey as an honest realtor and dependable Partner.”

“Can't thank Joan enough for all of her hard work - from counsel with regard to our options of renting vs selling, your research and data collection and offering your valued opinion, finding a phenomenal stager, multiple open houses, runs to the property to check on it after variety of weather conditions to save me from making trips to RI, to securing an awesome buyer at a terrific price point - you are setting the bar in your marketplace at quite a hurdle for your competitors - impressive!”



# 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.

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

# 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.

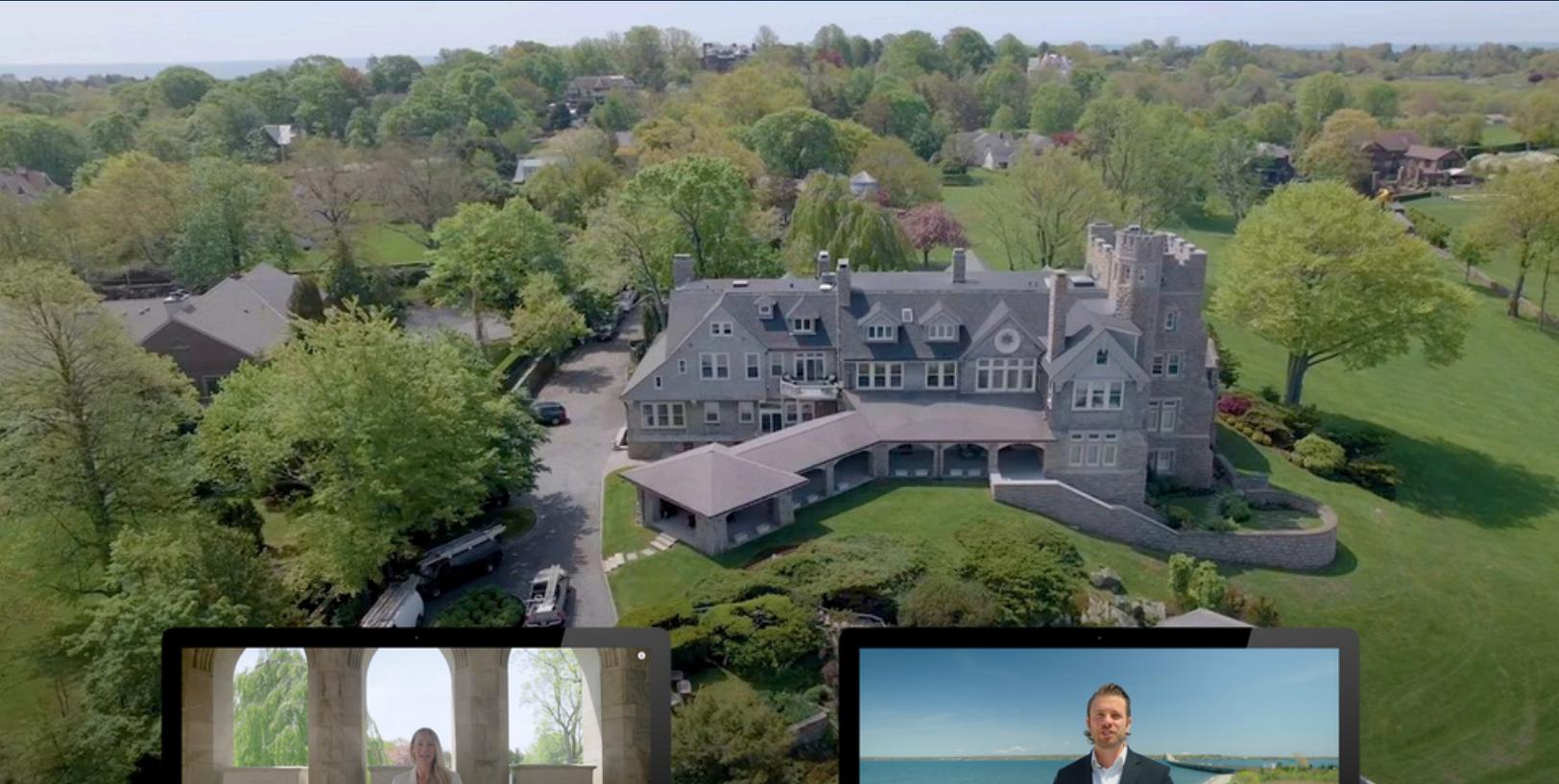
We work relentlessly for our clients, and our track record of success is a testament to the work we put in. The time, energy, and investment we bring to every listing are unmatched - and we are always focused on delivering exceptional results.





**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**

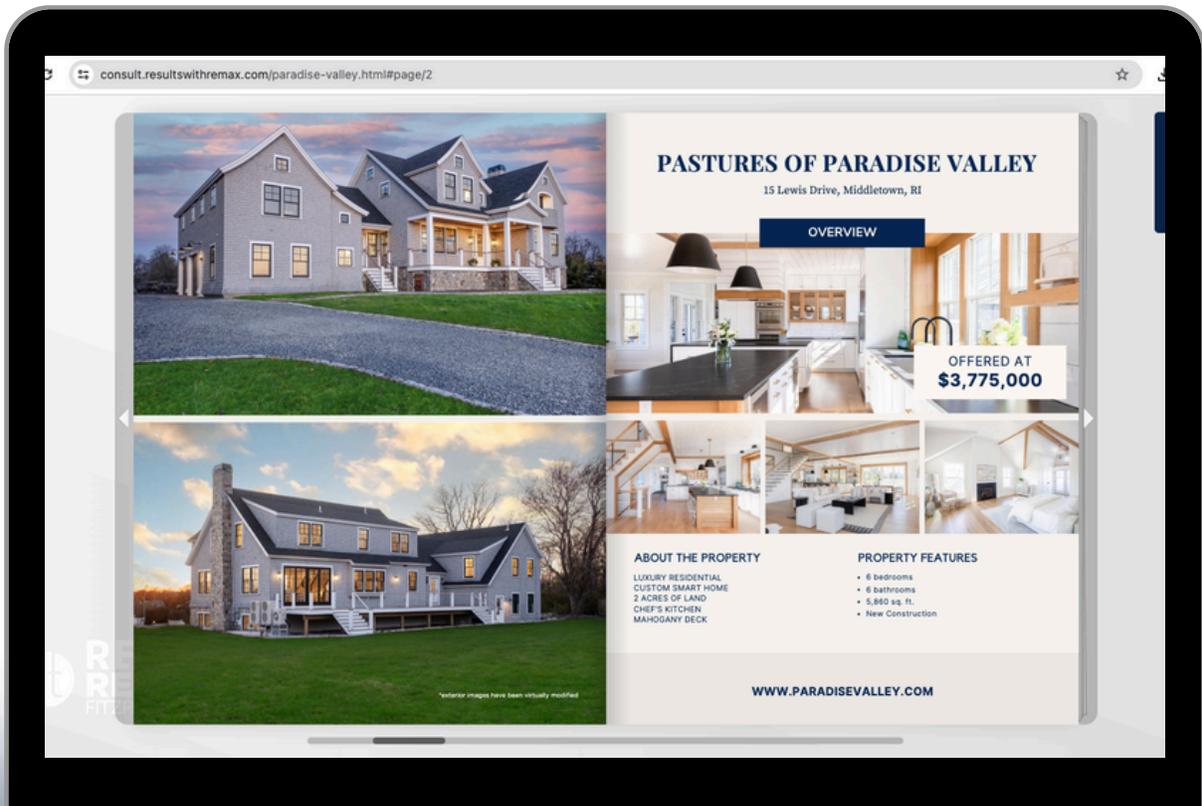




Backed by the power of the #1 name in real estate, your home benefits from unmatched brand recognition, global reach, and a network of the most trusted agents in the industry.



REMAX.COM: #1 Real Estate Franchisor Site'  
**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.

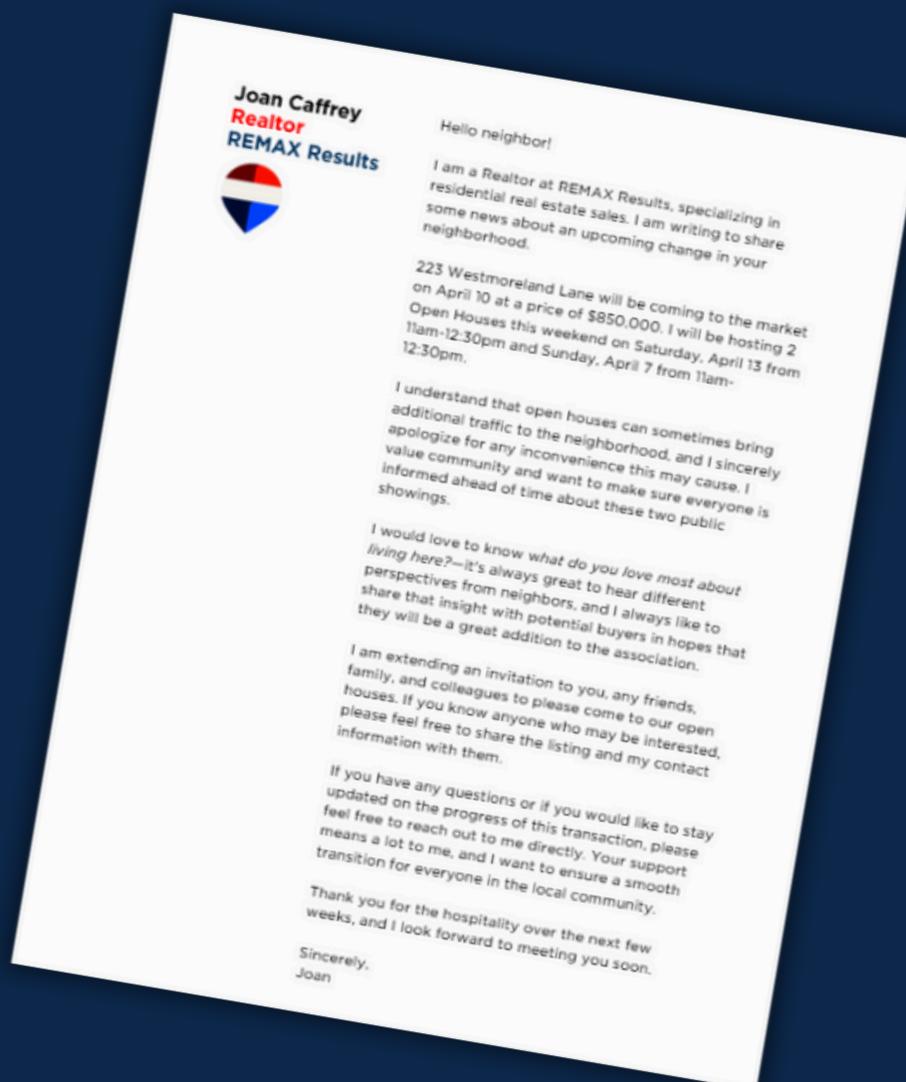
Our goal is to drive qualified interest from day one. We'll track feedback, monitor activity, and adjust our strategy as needed to stay ahead of the market.

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.



# 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 your home is a big decision, and choosing the right team makes all the difference. With our in-house marketing expertise, 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!

*-Joan Caffrey*

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# RELOCATION SUPPORT

As part of the RE/MAX 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)



