

North Shore Home Seller Guide

A practical plan for preparing, pricing, marketing, and selling a North Shore Massachusetts property.

1. Start with your goals

Your timing, next move, financial priorities, and tolerance for preparation shape the right strategy.

- Choose an ideal selling and closing window.
- Identify repairs or improvements worth evaluating.
- Gather property documents, permits, warranties, and utility details.

2. Understand market value

An online estimate cannot fully account for condition, location, updates, competition, and current buyer demand.

- Review recent comparable sales and active competition.
- Consider how buyers will compare your home.
- Set a pricing strategy based on evidence, not guesswork.

3. Prepare the property

Thoughtful preparation can improve presentation without requiring a full renovation.

- Declutter and simplify each room.
- Address obvious maintenance items.
- Plan photography, access, pets, valuables, and showing logistics.

4. Launch strong marketing

Clear positioning and professional presentation help the right buyers understand the property.

- Use accurate, benefit-focused listing copy.
- Coordinate photography and digital promotion.
- Make showing instructions simple and consistent.

5. Compare offers carefully

The strongest offer is not always the one with the highest headline price.

- Review financing, deposits, contingencies, timing, and requested credits.
- Understand appraisal and inspection exposure.
- Keep communication and deadlines organized through closing.

Ready to plan your North Shore move?

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