



# FROM LISTED TO SOLD

HOME SELLING GUIDE



CYNDI ARPIN

BROKER | CA REAL ESTATE  
AND DESIGN

# ABOUT MY BROKERAGE

CA REAL ESTATE  
AND DESIGN



CA Real Estate and Design is a local company that puts a big emphasis on exceptional customer service. We believe the boutique real-estate experience is better with personal touches and quick response times.

## **The CA Real Estate and Design advantage:**

Bringing 17 years of industry mastery, we are experts in new construction, marketing and negotiations. Our commitment to professional service sets us apart.



## MY ACHIEVEMENTS

CYNDI ARPIN

Since 2005, I have earned the reputation of being one of the top producing agents in the South Shore area.

- Top 5% real estate agent in Massachusetts

# WHAT MY CLIENTS SAY

5 STARS ON ZILLOW



This is our third time working with Cyndi and won't be the last! She recently worked with us in selling our starter home and made the process such a breeze, since we were on a time crunch with selling and buying. Cyndi worked so hard helping us search for our forever home and we can't thank her enough. She's amazing at what she does and would highly recommend working with her. Thanks again Cyndi!!



**Ashley Holmes**

Cyndi was amazing from the beginning to the end!!! Phone call's, email, text messages all responded right the way!! No questions without an answer!!! She helped us do the right choice!! During the inspection she took the ownership and showed us things we'll never look for!! If you need a professional to find your new home Cyndi is the one you looking for!!! Thank you Cyndi for all you did to us !!!!



**The Winck Family**

I have had the pleasure of working with Cyndi on a number of occasions. She recently assisted us with the listing of our home and the purchase of a new one. She was both knowledgeable and professional throughout the entire process. Her instincts with regard to best presentation and marketing were spot on, helping us to sell our house quickly in a challenging market. She kept us well informed throughout the process, keeping us abreast of activity with our property and changes in the environment. During negotiations on both sides of the deal, Cyndi was outstanding, always advocating for our best interests. She is a master of her craft, and we are grateful to have had her in our corner.



**Laura Brown**

# SELLING ROADMAP

## HOME SELLING PROCESS



1

### INTERVIEW

You'll want to list with an agent. Interview as many realtors as you need to until you find the best fit.

2

### PRE-LISTING

We will review local comparable homes to help you decide how much you want to list your home for.

3

### PREPARE HOME

Fix any little things and make sure the house is clean and tidy for photos and marketing your home.

6

### OFFERS

As we get offers, we'll go through each one to see which one is best.

5

### SHOWINGS

We will show your home to interested buyers as well as an open house.

4

### LIST HOME

Time to officially put your house on the market and attract buyers.

7

### UNDER CONTRACT

The buyer gets the house inspected, appraised, and other necessary steps to facilitate the deal on their end.

8

### PACK UP

Make sure you move all of your personal belongings out of the home.

9

### CLOSING

Gather required documents for closing today, receive a clear to close from the closing attorney and hand off the keys at the closing table.

# COMMON QUESTIONS

## FAQ'S



### **Q:** HOW LONG WILL IT TAKE TO SELL MY HOME?

**A:** While every home is unique, on average, homes in our area sell in 10-30 days. We'll strategize to get you the best outcome in the fastest time.

### **Q:** HOW WILL WE COMMUNICATE?

**A:** Communication is crucial. You can expect regular updates via your preferred method, whether that is phone, email, or in-person meetings.

### **Q:** SHOULD I STAGE MY HOME, AND IF SO, HOW?

**A:** Staging boosts your home's appeal. I offer expert advice on furniture arrangement and rental suggestions.

### **Q:** HOW DO YOU HANDLE OPEN HOUSES?

**A:** Open houses enhance visibility. I'll showcase your home, provide brochures, and gather visitor feedback.

### **Q:** HOW CAN I BEST PREPARE MY HOME FOR SHOWINGS?

**A:** First impressions matter. I'll provide tips on decluttering, cleaning, and minor touch-ups to make your home stand out to potential buyers.



# WHY CHOOSE ME?

I'LL GIVE YOU 5 REASONS



1

Born and raised in the area, I have intricate knowledge of local market dynamics, neighborhood nuances, and community highlights that can add value to your home.

2

Over the past decade, I've successfully closed over 500 property deals with satisfied clients, exceeding market average sale prices and decreasing days on the market.

3

My approach is tailored to each client. I take the time to understand your specific needs, preferences, and timelines to offer the best selling experience.

4

Leveraging the latest digital marketing strategies and tools, from 3D virtual tours to targeted social media campaigns, I ensure maximum visibility and engagement.

5

Transparent Communication: With regular updates, feedback from showings, and an open line for any questions, I prioritize keeping you in the loop every step of the way.



**CYNDI  
ARPIN**  
LUXURY BROKER

**C: 508.802.0469**

[CYNDI@CAREALESTATEANDDESIGN.COM](mailto:CYNDI@CAREALESTATEANDDESIGN.COM)

**CA REAL ESTATE AND DESIGN**  
PO BOX 116  
HALIFAX, MA 02338

