

SELLER HANDBOOK

Est. 2022



**STEVE
BREMIS
REALTY
GROUP**

BREMIS

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SELLING YOUR HOME WITH SUCCESS



INFORMATION

QUESTIONS



**About Your Personal
Realtor For Life**



**Your Personal
Marketing Plan**



**Multiple Listing
Service Contract**



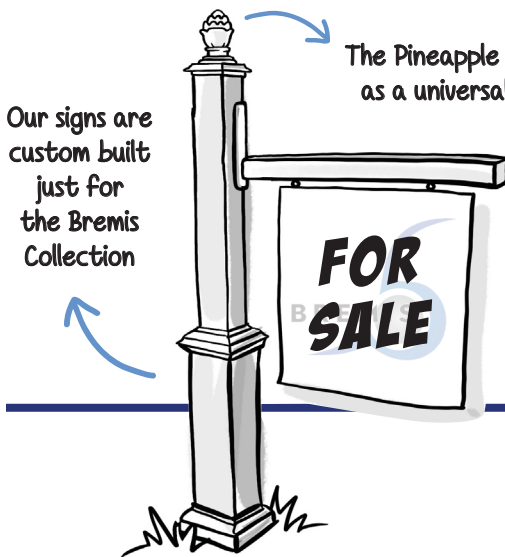
**Listing Options
including Pre-Listing
Possibilities**



**Pricing Strategies &
How to Correctly
Price Your Home**



**About Your
Current Home
Market Analysis**



The Pineapple is on every BC sign
as a universal welcome symbol

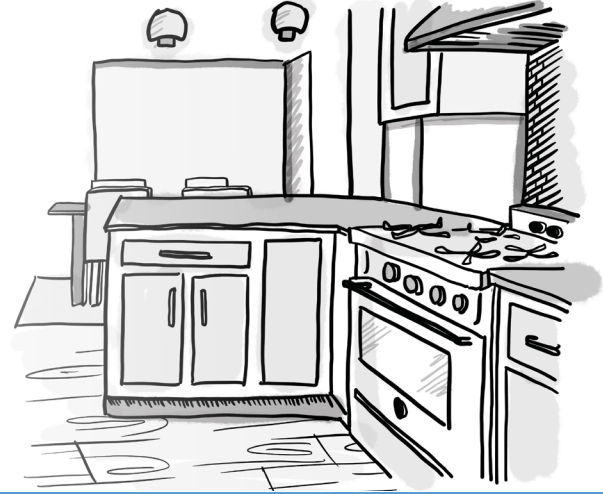
Our signs are
custom built
just for
the Bremis
Collection

And Extra Exclusive Marketing
for that special edge, uncovering hidden
expenses, preparing your home for sale &
other stuff they don't tell you!



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SELLING YOUR HOME WITH SUCCESS



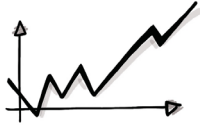
INFORMATION

QUESTIONS

- 1.** What are your needs, concerns, and expectations in hiring a real estate broker?
- 2.** If the sale of your home went perfectly, what would that look like to you? Tell me how I can give you service that will perfectly knock your socks off.
- 3.** What are your options? Are there different types of Exclusives? Can you sell your home on your own? What are the pluses and minuses of your options?
- 4.** What are the costs associated with the sale of your property?
- 5.** What does “By Referral Only” mean?
- 6.** How should you choose your agent? What type of services do you expect your agent to provide? What guarantees are offered?
- 7.** What strategies are there in pricing your home? How should your home be priced?

OUR LISTING PROPOSAL

THE BEST MARKETING IN THE BUSINESS



Market Snapshot tracks market details for your listing with frequent marketing updates



ONLY Qualified Pre-Approved Buyers



Seller Concierge
Constant Seller Follow-up from our in-house Listing Coordinator



Exclusive Social Media Marketing Coordinator on Facebook, Twitter, YouTube, Somerville Patch, Pinterest, Instagram and LinkedIn



PROVEN Exclusive Steve Bremis Team Marketing Strategies providing sellers consistently over 98% of their asking price



Virtual Seller Transaction Room, full access to contracts & paperwork during sale process with storage of all docs after the sale



Matteport 360° Virtual Tour professionally produced with **DRONE** overhead photography as an added bonus

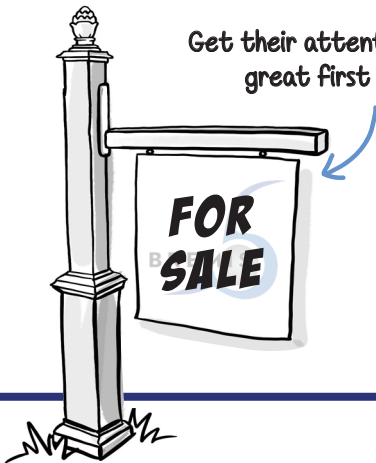


Unmatched local Buyer Customer Base as Somerville's most established family business for over 60 years!



Top 200 Agents and Broker Mailing Customization & Professional Graphic Design on all Mailers

Get their attention & create a great first impression!



Weekly Seller follow up reports from **realtor.com** & **zillow.com** tracking online activity and feedback

The Steve Bremis Team is **NUMBER ONE IN SOMERVILLE** again for 2019 in all categories... Most Units Sold/30 Total Sales... \$25.8M Highest Sales Volume... Highest Average Sales Price \$859,663.



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BREMIS / SBRG

The Comprehensive Online Listing *Promoting your home like no one else in the industry!*

This is what makes us shine, stand out if you will... what separates the men from the boys so to speak... where the rubber hits the road. You get the idea! Please read on.

No one spends more or does more to market your home. Here's what we do and why we're the best. ***It's the Bremis/ SBRG way!***

PROFESSIONAL PHOTOGRAPHS:

We don't take our own photographs and we literally know all the angles. Having taken my own photos for over 30 years, I know literally the best angles to accent the best features of your home, kitchen and living areas so they absolutely look picture perfect on line. Interior, exterior and overhead...we have you covered. Included.

SKY DRONE OVERHEAD PHOTOS:

It's a new world! We can now show potential buyers an overhead perspective of your property as well as how your home is situated near major points of interest with overhead aerial photos. Included

PROFESSIONAL FLOOR PLANS:

Buyer are more sophisticated these days and want to know more. MLS will only accept certain formats for floor plans from approved companies. Bremis/ SBRG includes floor plans with every listing (as long as your home is accessible). This helps buyers know if room sizes can fit their lifestyle. The bottom line, with all the information we provide, our buyers are more serious because they know more about the property. Included

VIDEO:

Guess you could say, it's kind of a rage these days! Bremis/ SBRG takes your photos and sets it all to music as we take your buyers on a video tour of your home. Also, Included!

THE ULTIMATE 360 MATTERPORT VIRTUAL TOUR:

COVID may have changed how we do business forever. This virtual tour is the best in the business. From different vantage points in each room you can literally look up, look down and left to right. Developed from military technology, this virtual tour is unmatched. Included.



CUSTOMIZED VICTORIAN POST SIGNS:

Customized Victorian Post Signs... some agents think we're totally crazy. My response... 'We just want to be the best!'. Bremis/ SBRG spends literally hundreds of dollars on EACH sign and we have them custom built for us from out of California. These Victorian signs have intricate detailing with fancy trims... our Bremis Collection signs even have a Pineapple as a universal welcome symbol. Bremis wants your home to stand out in a classy way that attracts buyers attention! We spare no expense to give you the best. Included!

ONLY BREMIS, EXCLUSIVE BUYER LEADS:

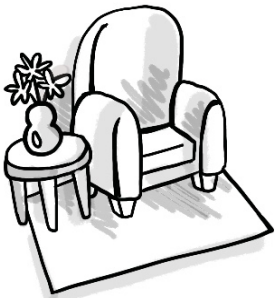
100%, we bought 'em! Bremis/ SBRG bought 100% of the Buyer Leads for Somerville and Cambridge. No kidding! I've been in the business forty years and have been known to take chances. Honestly, it's why I'm still here and can perform at such a high level. So, when the executives of Zillow and Realtor.com formed this new company, I was in...and in 100%. Bremis/ SBRG contracted with Housegather and Residential.com for the Exclusive Rights to ALL of their Somerville and Cambridge buyer leads. Oh, and then there's the fact that Bremis has been a household name in Somerville for over 65 years, that's a lot of buyers! Bremis has you covered 100%! Included.

YOUR OWN PERSONAL LISTING CONCIERGE:

We definitely think your special. Bremis/ SBRG is very serious about service. I've heard people complain that after they list their property, they never hear from their agent. That situation stops here! You will have your own Listing Concierge who will contact you twice a week. Your concierge organizes all your listing activity...from sign installation to your in home 'Listing Set Up'. You will get a call Monday or Tuesday regarding your Open House results with comments and feedback. You will get another call later in the week with what time and what day your open house will be. Your Seller Concierge can also give you feedback about your showings and recent market activity. Your Listing Concierge is your passport to great service and we're here to help! Included.

WALK SCORE:

Bremis/ SBRG provides Walk Score display information in your home to show your home's convenience on foot (to local amenities). Bremis/ SBRG provides a Home Warranty at your request...Ask us about our Top 200 Agent Mailing, Broker Open House Lunch, Weekly Open Houses and your own in house Property Info Cards... all included!



FREE STAGING EVALUATION REPORT AVAILABLE WITH EVERY STEVE BREMIS TEAM LISTING

This area's **ONLY Accredited Staging Professionals.**

We even have our own staging company! Staging Design Concepts warehouse, designers and movers even stage for many other local realtors.

Staging Design Concepts also has a Benjamin Moore color consultant to select the best paint colors for your home.



AMAZING INTERNET EXPOSURE



SteveBremis.com
 RealFish.io Homefind.com CLResearch.com
 The International MLS Telegram.com Craigslist.com MAR
 Narrpr.com DistinctiveHomes.com Trulia.com
 MLSPinHomes Redfin.com SuburbanRealEstateNews.com
 SouthShore Realtors HomeFinder.com Homesnap
 TheRealEstateBook theimls.com
 WickedLocal Boston.com MassLocal.com BostonMagazine.com
 HBMLS.com (Exclusive Featured Home Spot) Apartments.com
 HouseValueStore.com Zillow.com (Exclusive Rights to Somerville Zillow 5 Star All Star)
 Google.com Realtors Association Pioneer Valley MapRealty.com
 Homes.com GeoHome MLSHomeFinder.com Waijule.com
 Housegather.com Realtors Property Resource (RPR)
 Realtor Association of Southeastern Massachusets MassLive (Western MA) TheGalleryofHomes.net
 OpenHomePro.com SouthCoastToday.com Plymouth and SouthShore Assoc. of Realtors
 Banker & Tradesman Yahoo.com
 Residential.com NYTimes.com/realestate Relola
 Narrpr.com
 TAN: Top Agent Network





LISTING INFORMATION ON DISPLAY

What Bremis/SBRG Does for Every Home We Market



FULL COLOR FACT SHEETS BY OUR IN-HOUSE GRAPHIC DESIGNER



LOCAL BUS & 'T' ROUTE INFORMATION



WALKABILITY & TRANSPORTATION SCORE INDEX



MORTGAGE PAYMENT INFORMATION SHEETS



COMMUNITY INFORMATION SHEETS & COMMUNITY INFORMATION REPORT



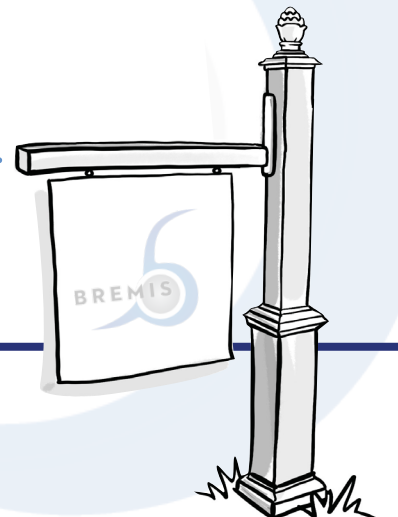
POSTED MINI COURTESY SIGNS



FLOOR PLANS



Highly effective custom built Victorian post sign



STEVE
BREMIS
REALTY
GROUP

Based on a true story...



The story of

How this little house went to market...

There once was a Queen Anne Victorian, slightly under the weather, 2 family near Davis Square inherited as part of a family estate. This loving family Queen had been missing a little affection for quite a few years. The daughter who inherited the Queen decided it was time to move on.

Off to the market our home herein went, but after numerous open houses and more than a month on the market, the most a savory prince could muster up was \$30,000 below the listing price (and our trusty broker could not even get the prince to commit to that).

Our dejected sellers came to their trustworthy real estate agent, Steve, and asked: "What can we do?" "We must make your home pretty again. She needs a facelift" said Steve. "The dark paneling cannot stay, the drop ceiling must be removed, the orange shag carpeting has gotta go, and then our little queen can go back to the ball."

Alas, the renovation commenced and much to our surprise behind the paneling was a stained glass window, and another full size window, which were both covered up. Above the drop ceilings were original covered ceilings with medallions, and below the evil shag rugs were original oak floors. After our "slightly under the weather" Queen Anne was gussed up and the makeover was complete--our trusty sellers, who grew up in the home for years proclaimed: "This home is so bright we have to wear shades."

Our heroine home was then put back on the market. There was no shortage of visitors lining up to win her affection and thus our fair maiden had her pick of suitors. Our prince of choice thought our Victorian princess so worthy he offered more than the asking price to win her fair hand.

The above creative rendition is based on a true story so we can say the moral of our story is...behind every ugly duckling a swan is waiting.

The following pages are just a sample of how you can create your own Rags to Riches moment...



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RAGS TO RICHES

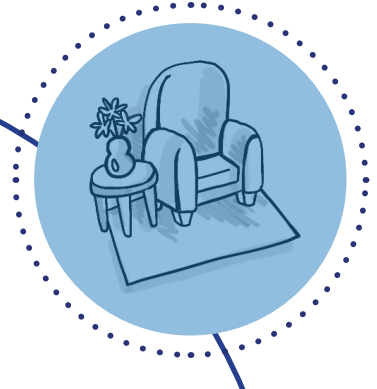
IMPROVING YOUR BOTTOM LINE



CLEAN & DE-CLUTTER

Get rid of old items, less is more, clean gutter & windows

Typical Costs \$305-\$339



STAGING THE HOME

Install or update the look, with furniture, art & decorations...

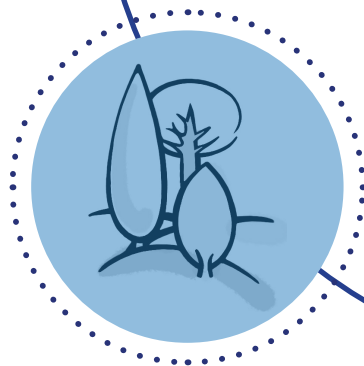
Typical Costs \$812-\$1,089



LIGHTEN & BRIGHTEN

Install new light energy saving light fixtures...

Typical Costs \$85-\$110



LANDSCAPING & TRIM

Rake leaves, paint flowers, trim grass and trees, clean patio

Typical Costs \$482-506



UPDATE KITCHEN/BATH

Get rid of old items, less is more, new vanity, toilets or fixtures

Typical Costs \$1,546-\$2,120



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CHECK-LIST FOR FASTER SALES



LAWNS & YARD: remove clutter, cut grass, edge sidewalks, trim hedges, weed gardens. In the front of the house: paint, fix or wash railings, steps, storms, screens and/or front door.

OTHER EXTERIOR STUFF: fix side or back doors, gutters, and wash windows

GARAGE: Straighten up, paint, fix or wash doors & windows

PLUMBING: repair dripping faucets, leaky toilets

HEATING: it helps to actually clean down the unit itself and have it serviced

LIGHTING: replace all burned out bulbs & faulty switches

HALLS & STAIRS: remove any clutter to give a wide & spacious appearance

HALLWAYS: oil hinges, tighten door knobs and faucets

GENERAL CONDITION: dust, wash, paint and fix defects as required

KITCHEN: clean, clean off, and clean out your stove, fridge, sink & all work space

BATHROOMS: should be neat, spotless & fresh. Repair broken putty around tub.

CLOSETS: untidy or over-crowded closets can suggest inadequate storage space.

DECLUTTER EVERYTHING: Countertops, shelves, TV & VCR's top, front & rear entries and even walls.

SHOWING TIPS/HINTS

- ▶ Turn on all lights for night showings. Open drapes in the daytime & close them in the evening
- ▶ Strong cooking, smoking, or pet odors can kill a sale. Make sure your home is fresh for showings.
- ▶ Lower the volume on any television or stereos- loud noises can be distracting.
- ▶ Try not to be present during showings so your agent can get accurate feedback from the potential buyer.
- ▶ Classical music or easy listening is recommended for open houses.

If you have any questions, please don't hesitate to ask and remember...

The way we live in a home and the way we sell a home are two different things!



SMOKE DETECTORS & CARBON MONOXIDE DETECTORS

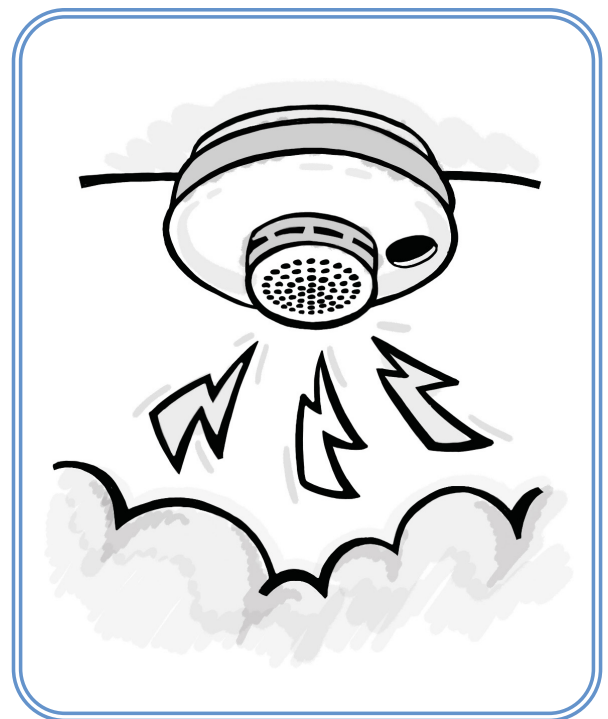
WHERE DO THEY GO AND HOW MANY DO YOU NEED?

One and two-family properties may use battery powered smoke detectors. Three to five-family properties must use electrically wired smoke detectors in stairwells and in the cellar. These detectors are to be on one circuit, and interconnected. The circuit breaker or fuse must be marked in red. (Paint, marker, or tape may be used). Battery operated detectors may still be used inside the apartments. Six-family and larger, consult with an inspector.

Detectors must be in the stairwells. First, second and third floors both front & back need detectors. If you have one doorway, which goes into a small hall, you should have one there. When you go to the third floor landing you should have one there, too.

If you have two doors off the porch, instead of a little hall, put a detector inside the door before you go upstairs. **A detector should be mounted over the bottom step, on the ceiling (or rafter) in the cellar.** If you have two cellar stairs you need two detectors. Stairs leading to the outside (like bulkhead) do not require a detector. These may be battery operated for one and two families and **MUST BE ELECTRICALLY WIRED** for three family homes or larger.

A detector must be placed outside of each separate sleeping area. If the bedroom is off a little hall, put it in the hall. If the bedroom is off another room, put it outside the bedroom in that other room. If a bedroom door is off a hall where you have already placed a detector, the detector in the hall is enough. The exception to that rules is if the only entrance to a bedroom is off the kitchen, then place the detector inside the bedroom.



All detecors MUST be on the ceiling– NONE are allowed on the wall!

NOTE: The average two-family home takes approximately 8-9 detectors. It is your responsibility to put in the smoke detectors and make sure they are fully operational. A member of my team will set up the appointment and be present for the inspection. You must install athe detectors and pay the associated fees.



BEST IMPROVEMENTS

To increase your home's value!

200%

Minor kitchen remodel:
updating colors and
surfaces

94%

Major kitchen remodel:
Most return of any
room in the house

92%

Additions:
Second bathroom

85%

Minor update:
Bathroom Remodel
colors & surfaces

80%

Room Addition:
Family rooms
or bedrooms

77%

Deck Addition:
Rated much higher
on other surveys

71%

Window
Replacement:
Wood windows
are preferable

85%

Master Suite: Combining
2 bedrooms including
a walk-in closet and
a full bath

100%

Fireplace:
Energy efficiency is ideal.
A small price for a little
romance.

100%

Landscape Spruce Up:
Fertilize for green lawns,
mulching & bright flower
beds give a great 1st
impression. Hedges should
be trimmed and tidy.

94%

Major kitchen remodel:
Most return of any
room in the house

92%

Additions:
Second bathroom



Curb Appeal: What is it? Curb appeal is what gives homebuyers their first impression of a property before they even step inside. The aesthetic look of a home's exterior can tell someone what they can expect on the other side of the front door.



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GETTING THE MOST FOR YOUR HOME



Preparing your Home for Sale



BEFORE



AFTER

We offer the best service in the business with our professional photography, videos, professional floorplans and accredited staging.

- ▶ **Staging Design Concepts SDC** even stages for many other local realtors.
- ▶ **SDC** is a fully operating staging company owned by BREMIS, complete with warehouse and designers.
- ▶ SBRG also includes the ultimate Matteport 360° Virtual Tours

Average Days on Market
BEFORE staging: 86.4
Average Days On Market
AFTER staging: 10.3

Studies show the average homebuyer makes a decision to purchase in the first 8 seconds of entering a home

Staged homes sell up to **6% higher** than unstaged homes

STAGING DESIGN
concepts



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TIME IS MONEY.

A recent study revealed...



A Home Sold Within:

% Received Below Original Asking Price

1 month

..... **SOLD within 3% of asking price**

1-3 months

..... **SOLD withing 5.1% of asking price**

3-6 months

..... **SOLD within 8.7% of asking price**

over 6 months

..... **SOLD within 15.2% of asking price**

The price you set on your home is directly corralative to how quickly your home sells... ultimately, it can determine how much you get in the end!



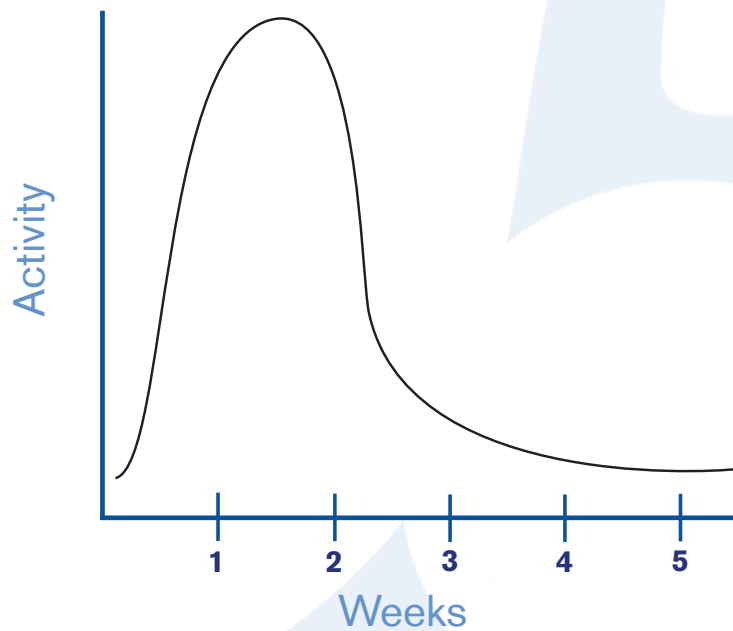
The above information is using data from The Boston Globe and from the NAR. The survey was the result of a study conducted by the National Association of Realtors.



HISTORY of AN OVERPRICED HOME



Most of your activity is generated
in the first 14 days!



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RECIPE FOR A SALE

There are 5 main ingredients that make up the sale of your home:

- 1. LOCATION** We usually cannot move a home! To echo the favorite phrase of appraisers: "Location, Location, Location!". **The pricing of your property must reflect its location.**
- 2. ACCESSIBILITY.** Access to the property is important. Simply put, if we can't get in, we can't sell it!
- 3. CONDITION.....** The upkeep and presentation of your property is crucial to obtain the highest value for your home in any given market at any given time. **The pricing of your property must reflect its condition.**
- 4. PRICE** Price is the number one factor in the sale of a home. A property is really only worth what one person is willing to pay another to gain ownership of it. Price must be in direct relationship to the other 4 ingredients and it is the most important of all!
- 5. TERMS** The more terms available on your property the more potential purchasers you reach. **The pricing of your property must reflect the kinds of terms available to purchase it.**
- 6. THE MARKET** i.e. Interest Rates, Competition, and the Economy all make up and influence the state of the Market when you sell your home. **The current pricing of your property must reflect the current status of the Market.**



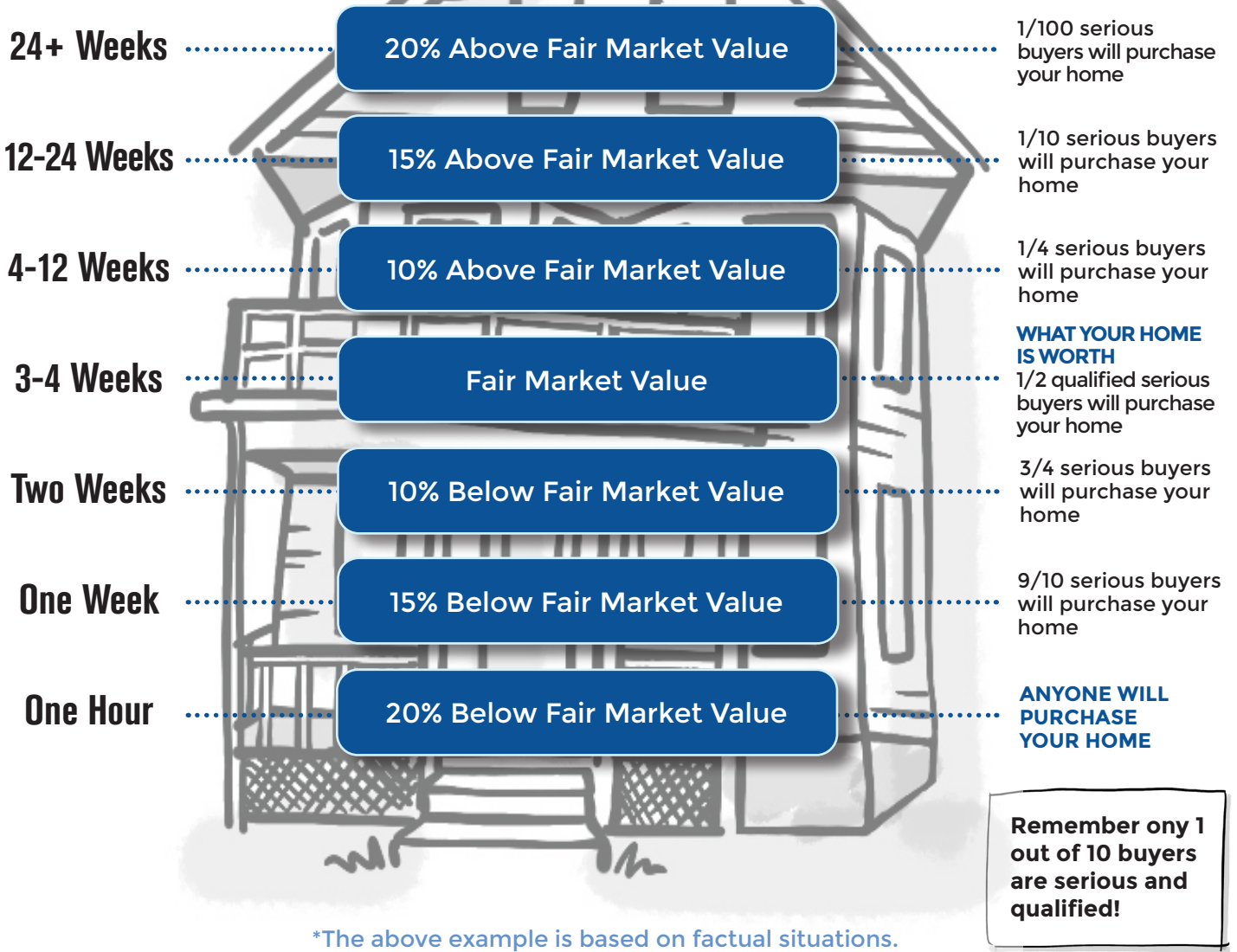
When all of the above ingredients are in agreement...consider it sold!

The more ingredients left out of your recipe, the longer it will take before the sale of your home takes place.

MARKETING YOUR HOME TO SELL!



Days On the Market



BREMIS/SBRG CAN PRICE YOUR HOME ACCURATELY!

We Look For...

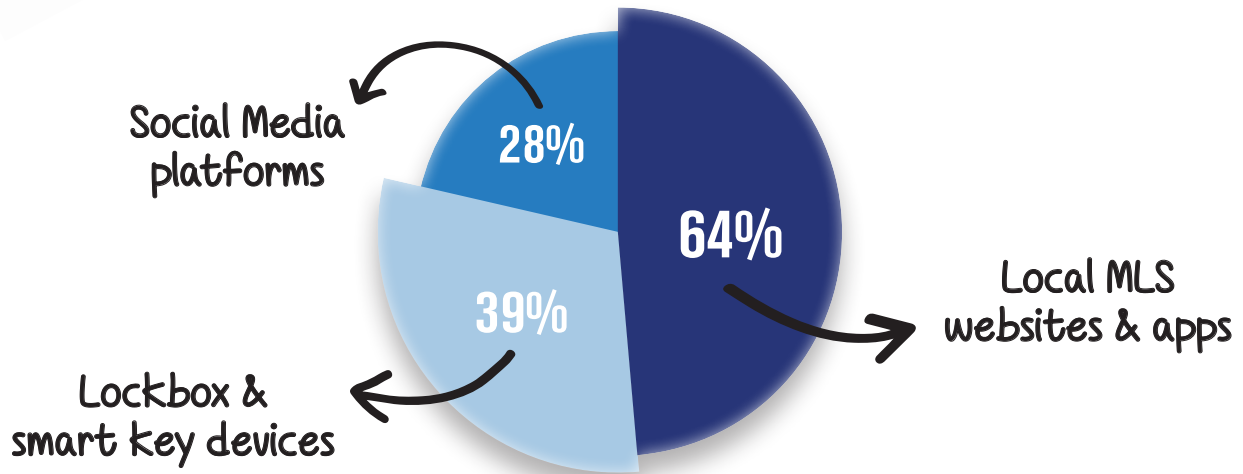
- ✓ Comparable homes that have sold recently in your area. Comparable features mean number of rooms, interior and exterior condition, garage, driveway, land area, and separate utilities for multi family dwellings.
- ✓ Houses that have been for sale a long time or houses presently on the market that are not selling because they are overpriced.

Real Estate in the DIGITAL AGE

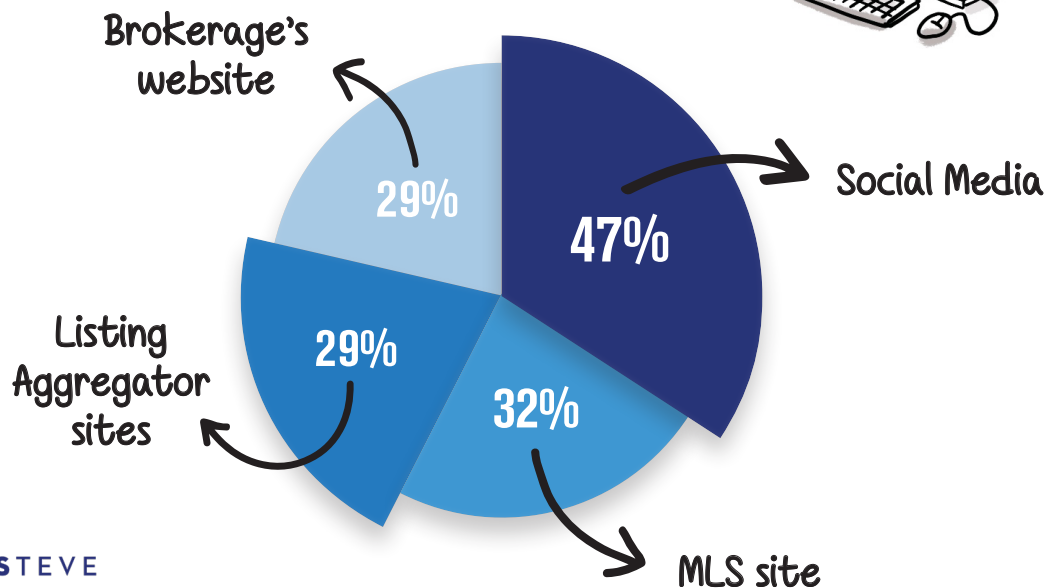


Most Valuable Tech Tools in Real Estate*

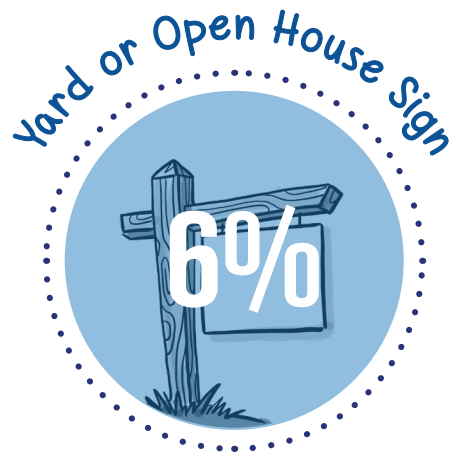
*excluding email and cell phones



Tech Tools that Provide the Highest Quality Leads



WHERE BUYERS FOUND THE HOME THEY PURCHASED



THE *Best* MARKETING IN THE BUSINESS

AND AWARD WINNING SERVICE

BOSTON MAGAZINE

TWITTER

HOMES MAGAZINE

REALTOR.COM

HAVEN MAGAZINE

ZILLOW & TRULIA

BOSTON AGENT
NETWORK

TOP AGENT NETWORK



FACEBOOK & INSTAGRAM

THE WALL STREET JOURNAL

I-MLS & PROXIO PRO

LINKEDIN

SBRG BOSTON

NATIONWIDE MULTIPLE
LISTING

DISTINCTIVE HOMES
MAGAZINE

...and **OVER 100**
additional websites!



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Let me tell you about...
MY HOME!

A large house-shaped outline containing a grid of horizontal lines for writing. The house features a gabled roof with a circular window divided into four panes, a chimney on the right side, a picket fence on the bottom left, and a bush on the bottom right. Below the main house shape, there are additional horizontal lines for writing, flanked by the fence and bush illustrations.

Direct Marketing Plan

WHAT WE DO... STEP BY STEP

The Plan

1. A CURRENT MARKET ANALYSIS OF YOUR PROPERTY:

This will show you what houses in your area are currently selling for, your competition, what is pending, and overpriced.

2. SOCIAL MEDIA EXPERTS:

Social Media Promotion...Facebook, Zillow, Trulia, LinkedIn and so much more

3. MULTIPLE LISTING SERVICE:

There are thousands of offices that will gain access to your home through MLS. In addition to the Greater Boston MLS Service, SBRG also belongs to the Eastern Middlesex Board of Realtors, which will give your listing additional exposure to the North Shore Area International Multiple Listing on your home.

4. GUARANTEED ADVERTISING:

POST SIGNS: A highly effective post sign will be installed on your property.
(Statistics show one out of every four buyers is introduced to the property by a sign)

5. HINTS & TIPS ON HOW TO SELL YOUR HOME FASTER AND FOR MORE MONEY:

I will show you how and why SBRG listings sell for more money than other area offices. I will also give you tips on how to get top dollar for your home.

6. PROFESSIONAL WINDOW DISPLAY:

A photo window display will "show & tell" your home viewing to the general public.

7. OPEN HOUSES:

Every single weekend until your home is sold! SBRG does more open houses than any other office in the area. The only exceptions are holidays or if there is no activity for multiple weekends in a row. If this is the case we will reassess and adjust marketing strategy.

8. THE SBRG HOME WARRANTY:

Unlike other offices, when you list your home with SBRG, a Home Warranty can be included upon request for the entire time your home is listed with my agency, and protects the Buyer for 1 year after the purchase. It will help your home sell quickly and for more money.



9. NEIGHBORHOOD MAILER:

At your request, a minimum of 30 postcards can be sent to other homes in your immediate neighborhood. Many times your neighbors are the best people to sell your home, because they live in the area and would like to see someone like themselves living next door. Neighbors can be buyers or have friends or relatives that may be interested in the area.

10. PROFESSIONAL COLOR FACT SHEET:

This information sheet is available for individual distribution, group mailings, and for all inquiries made regarding your property by buyers or agents, and even includes our unique "Facts & Info" with additional information on payments, taxes, and other data pertinent to your property, with many pictures, including a map showing property location.

11. TOP BROKERS DIRECT MAIL:

They say 20% of the brokers do 80% of the business! I have personally picked out the top 200 agents in the area, each of whom will receive a fact sheet on your home by direct mail, and will be invited to an open house lunch. On-site mortgage representative. A bank representative is available by open invitation or appointment to pre-qualify buyers or take a loan application. We take great pride in our mortgage representatives. They are among the most experienced mortgage professionals in the state. This is why we can finance the toughest transactions with surprising ease and have a closing ratio of well over 99%.

12. ONLINE CREDIT REPORTING:

In less than 5 minutes, SBRG can pull up a detailed credit history on your buyer including how much debt they have and whether they pay on time. This can greatly limit the risk of your deal falling apart. Note! This can only be done with the expressed permission of the buyer.

13. BUYER PRE-QUALIFICATION:

It is a mandatory policy that every potential buyer purchase gets a bank or mortgage pre-approved from a local lender with every offer.

14. RELOCATION SERVICES:

Leading Real Estate Companies of the World, is the worldleader in relocation. There is only one broker chosen per town and there are strict performance requirements which must be met to maintain membership. Bremis is a proud member of their worldwide relocation service.

15. All sellers get HANDS ON TRANSACTION FOLLOW-UP FROM OFFER TO CLOSING

16. INSPECTION AVAILABILITY:

We've always got you covered! A SBRG Agent will be present for any and all home inspections

17. PURCHASE & SALE AGREEMENT/FOLLOW UP:

The home stretch! SBRG will handle all the negotiations, follow-up, appraisals, financing commitment deadlines and facilitation of attorney communications and closing agreements.

18. SMOKE DETECTOR CERTIFICATE/FINAL WATER READINGS:

SBRG agent will handle the task of obtaining both of these items for you.



WHAT DO YOU HAVE TO DO?

And other costs you need to know...

1. DEED (Seller Cost: approx. \$100-\$125)

The Seller's attorney prepares a new deed for the Buyer.

2. SMOKE DETECTORS (Seller Cost: approx. \$10-\$30 each)

The Seller is responsible for putting smoke detectors in the home and making sure they are all working. Either myself or someone from my team will obtain a smoke detector certificate for you and bring it to the closing if you are not able or unavailable to do it yourself.

3. TAX STAMPS

This is the governor's way of charging you sales tax. The amount you have to pay the state is \$4.56 per thousand based on the sales price.

4. FINAL WATER BILL (Seller Cost: approx. \$25-\$50)

A member of my team will take the final water reading and obtain your final water bill the week before the closing. You, the Seller are responsible for all bills pertaining to the property from the period of their ownership up until the closing and passing of papers

5. MORTGAGE DISCHARGE (Seller Cost: \$75-\$100)

The closing attorney will charge a fee to discharge any existing mortgage to make sure the title you are delivering to the Buyer is free and clear.

6. 6D CERTIFICATE for condos

This ensures that nothing is owned by the current owner to the condo association and is similar to a municipalien certificate when a home changes hands.

7. TITLE V CERTIFICATE

This certificate is required for homes with a septic system.



SBRG means...

THE BEST SERVICE, HONESTLY!

- ▶ CLHMS Million Dollar Guild Certified Luxury Home Marketing Specialist
- ▶ International MLS Exposure
- ▶ 30-day/\$2,000 Sales Guarantee
- ▶ Home Warranty through AHS
- ▶ Over 40 Years of Personal Real Estate Experience
- ▶ Specialized Realty Consulting Services
- ▶ Relocation Network
- ▶ Market Snapshot Weekly Updates & Analysis & Reports
- ▶ Online MLS Services
- ▶ 50% Commission Reduction Plan
- ▶ Free BuyerPre-qualification
- ▶ 1031 Tax Deferred Exchange Consultants
- ▶ Move Management Services
- ▶ Free Staging Preparation Evaluation
- ▶ Exclusive Access to the TAN Top Agent Network
- ▶ Matterport 360 Virtual Tours
- ▶ Professional Photography
- ▶ Professional Floor Plans
- ▶ Posted Property Feature Cards
- ▶ Member of All Agent Connect & top Agent Network
- ▶ Magazine Advertising in Haven and Distinctive Homes
- ▶ 100% Exclusivity to all Housevalue.com Somerville Buyer Leads and Cambridge Buyer Leads
- ▶ Individual property website just for YOUR home

PLUS! A \$2000 30 DAY SALES GUARANTEE

With an exclusive commission rate of 5%



6 1 7 • 8 2 8 • 1 0 7 0

EXCLUSIVE BUYER LEADS

Executives from realtor.com and Zillow got together to create a new hybrid platform for real estate...

HOUSEGATHER

&

residential.com™



Bremis/SBRG Exclusively Secured 100% of Somerville Buyer Leads and Cambridge Buyer Leads from Housegather.com and Residential.com.



6 1 7 • 8 2 8 • 1 0 7 0

About Your Bremis/SBRG Home 1 Year

HOME WARRANTY COVERAGE

We've Got You Covered!

Bremis Home Warranty Coverage is one of the most powerful marketing tools to get you top dollar for your home.

**THE Most Extensive
Home Warranty
Coverage in
the Business**

Protects the Buy for 1 year after the purchase from costly repair & replacement of major systems and/or appliances.

Protects the Seller while the home is listed.

Protects the buyer for 1 year after the purchase from costly repair & replacement of major systems and/or appliances

Available for FREE with your SBRG/
Bremis Listing Protects the Seller while the home is listed



6 1 7 • 8 2 8 • 1 0 7 0

\$2000 SALES GUARANTEE!

Steve Bremis Realty Group is pleased to offer you yet another first: Exclusive SBRG \$2000 GUARANTEE.



The \$2000 Guarantee is offered by no one else--another reason why, at Bremis/SBRG, we pride ourselves on being the most innovative office in the area.

Steve Bremis Realty Group is pleased to offer you the exclusive \$2000 Guarantee under the following terms, conditions, and/or restrictions.

- ▶ Your home is listed at the full commission of at least 5%
- ▶ Your home is listed at Steve Bremis Realty Group recommended 30-day price
- ▶ If Bremis/SBRG does not produce an offer acceptable to you during the 30-day period, then \$2000 will be deducted off our commission at the closing. If the home has an accepted offer within 30 days of the listing date, the discount will not apply

This offer does not apply to our 50% Commission Reduction plan.

Ask me for further details about this of the Bremis Home Warranty Plan.



If you have any questions, please don't hesitate to ask me or any member of my team.

We are committed to giving you the best service possible!





COMMISSION REDUCTION PLAN

Another BREMIS/SBRG Exclusive!

CONGRATULATIONS!

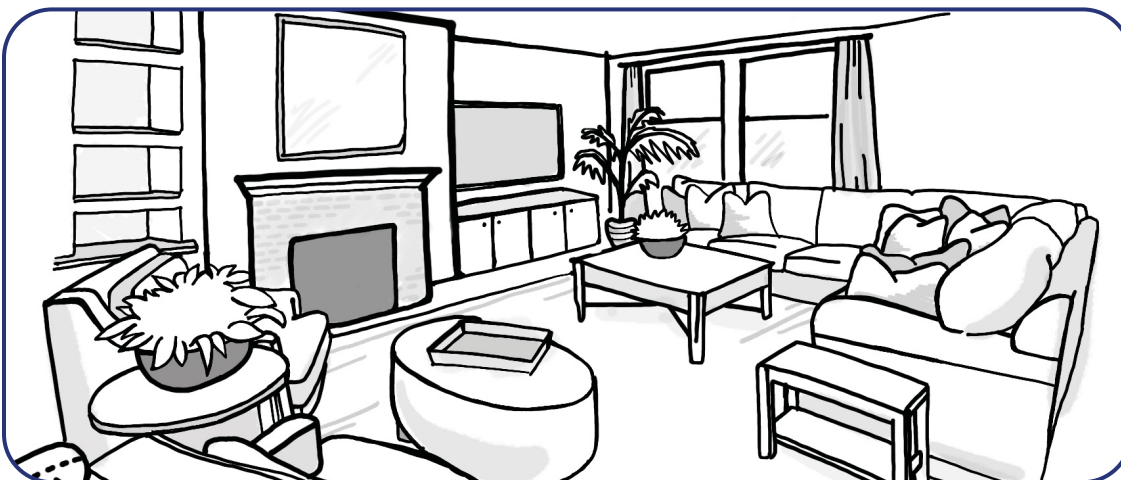
By choosing the Steve Bremis Realty Group, you get the unique and special advantages of the Bremis 50% Reduction Plan offered only at SBRG.

It's just our way of offering you...the best service in the business!

If at any time during your exclusive You, and only You find the buyer for your home, independent of our efforts, SBRG will reduce your commission by 50%. NO other special offers will apply. More specifically, the Bremis \$2000 Guarantee will no longer be valid and the Bremis Home Warranty Plan will no longer be in effect.

If any Buyer approaches you directly or indirectly, the discount will not apply. The discount applies only to a Buyer whom you have contacted that had NO knowledge of your home being for sale, not anyone who has contacted you.

The discount will not apply to any Buyer who finds out about the property for sale directly or indirectly as a result of any efforts of Bremis Realty. This includes but shall not be limited to Buyers resulting from: word of mouth (from others who have already seen the house), signs (for sale or open house), newspaper ads, flyers, MLS or contact whatsoever resulting from an SBRG agent of promotion.



If you have any questions, please don't hesitate to ask me or any member of my team.

**WE ARE
HERE
TO SERVE
YOU!**



6 1 7 • 8 2 8 • 1 0 7 0



The Steve Bremis Realty Team

The Steve Bremis Realty Group
140 Broadway, Somerville, MA
617-828-1070 | steve@bremis.com

Steve Bremis: steve@bremis.com
Michelle: michelle@bremis.com
Alex: alex@bremis.com
Linda: linda@bremis.com

With a combined experience of 60 years, the seven-person Steve Bremis Team dedicates fully to providing the most professional, creative, informative, legal, and dedicated service in the real estate industry. The team was ranked one of the top best in class practices by the American Institute of Best Estate Professionals in 2016, and their client feedback creates long lasting friendships built on trust. Their work encompasses buying, selling, condo development consulting, and professional staging services.

Founder Steve Bremis got his start while he was still in high school and sold his first home in 1976 for \$47,000. Nine 25 years later, he sold more than 1,400 homes, and his highest sale was more than \$10 million. In addition to residential sales, Steve has found a passion for condo development consulting and marketing. "Real Estate is in my blood," Steve says. "It's a family passion."

Top Producer Stephen J. Bremis

The Steve Bremis Realty Group
140 Broadway, Somerville, MA
617-828-1070 | steve@bremis.com

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Michelle: michelle@bremis.com
Alex: alex@bremis.com
Linda: linda@bremis.com

Stephen J. Bremis continues a 60-year real estate legacy as a true independent in Somerville real estate. Bremis's father started his office in 1955. Bremis is now personally entering his 40th year in the business and has seen it all: from 17 percent interest rates to rent control to the recent issues affecting the COVID market. Bremis co-founded and is Chairman of the Somerville Property Owner's Coalition in 2008, which advocates for the rights of multi-property owners. Bremis works with buyers and sellers of all property types with a concentration in the high-wealth luxury market. Collection on luxury home sales and development consulting. The Bremis Collection services include: buying, marketing, consulting, and development acquisition. While with a wealth of years of knowledge, Steve Bremis Realty Group, he has brought 20+ plus agents on board. Bremis is proud to hold a number of certifications, including CRE, SRES, CREEN Designation, AEP, ABR, and CLHMS, and to be a member of the Million Dollar Guild.



Voted Greater Somerville's
BEST REAL ESTATE AGENCY
16 YEARS



MARKET SURVEYS OF AMERICA
BestOfSurveys.com
Market Surveys of America.com | GMSurveys.com



MODERN LUXURY
BOSTON COMMON

LUXURY REAL ESTATE LEADERS

Steve Bremis
THE STEVE BREMIS REALTY GROUP
FOUNDER

To say Steve Bremis brings a wealth of experience to The Steve Bremis Realty Group is an understatement. His father, who started the family real estate tradition in 1955, introduced Steve to the real estate industry at an early age. After 20 years of working on behalf of his family, Steve got his real estate license at 18. His father's 42 years of experience had a profound impact on Steve from many of his years. Adding, "I sold my first house when I was in high school for \$75,000. My first great sale was over \$10M, and my biggest client development that I handled was over \$25M. I've seen 15% interest rates and survived a real estate recession. You learn from the mistakes the market has to offer. My goal was to be a leader locally with small developers, as well as one of the top 100 real estate firms in the business." "We have to be more knowledgeable and ahead of the game," says Steve. "Our expertise in all countries and we have heavily invested in training and technology. This company needs a significant investment by investing in Somerville's first ever condo development, offering quality, pricing, approvals, and marketing features. Entrepreneurial, the community is important. Steve is also the Chairman and one of the original founders of the Somerville Property Owner's Coalition. This was formed to protect small property owners rights. He adds, "I have brought 20+ plus agents on board. Real estate is my life and I'm proud to be part of what we've accomplished and looking forward to our best year yet."

1167 Broadway Somerville, MA 02144
617-828-1070



Boston



The Steve Bremis Realty Team

The Steve Bremis Realty Group

1165-1167 Broadway, Somerville, MA
617-828-1070 | stevebremis.com

FROM LEFT:

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Josu'e Velney | josuvelney@gmail.com
Lena Lentini | enalentini@gmail.com

With a combined experience of 60 years, the seven-person Steve Bremis Team dedicates fully to providing the most professional, creative, informative, loyal, and dedicated service in the real estate industry. The team was ranked one of the 10 best in client satisfaction by the American Institute of Real Estate Professionals in 2016, and their client-first style creates long-lasting friendships built on trust. Their work encompasses buying, selling, condo development consulting, and professional staging services.

Founder Steve Bremis got his license while he was still in high school and sold his first home in 1981 for \$27,000. Now, 38 years later, he's sold more than 1,400 homes, and his highest sale was more than \$10 million. In addition to residential sales, Bremis has found a passion for condo development consulting and marketing. "Real Estate is in my blood," Bremis says. "It's a family passion,"