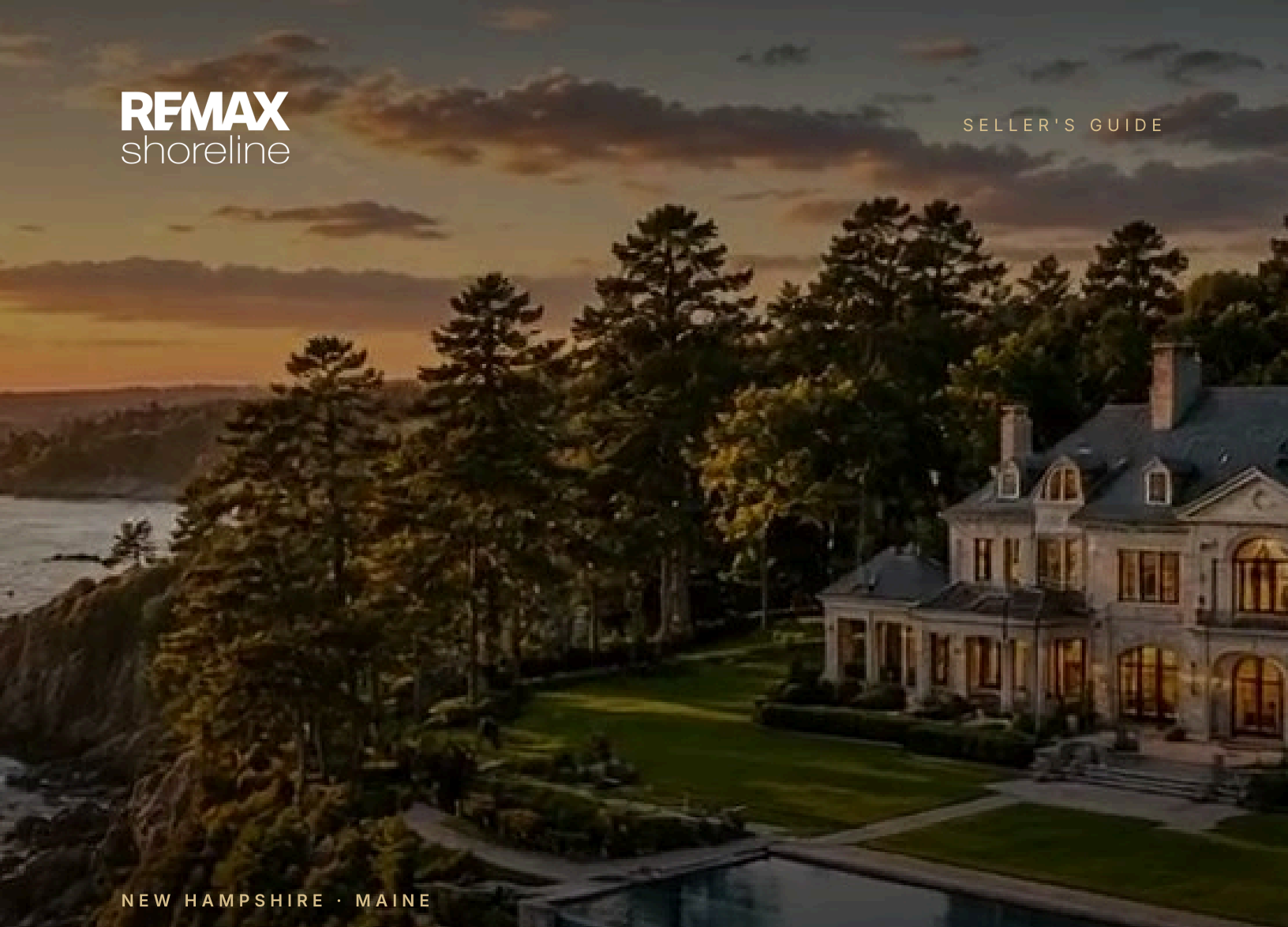
RE/MAX shoreline

SELLER'S GUIDE



NEW HAMPSHIRE · MAINE

The Smart Seller's *Guide*

How to sell your New Hampshire or Maine home for more — pricing, prep, marketing, negotiation, and closing.



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01 · A NOTE FROM ANDY

Selling your home is a big decision. Let's do it right.

Your home is probably the largest asset you own. When it's time to sell, you deserve more than a sign in the yard and a listing that sits online hoping the right buyer stumbles onto it.

I'm Andy Yau, a REALTOR® with RE/MAX Shoreline in Portsmouth. I'm licensed in New Hampshire and Maine, and I help homeowners sell throughout both states — from the Seacoast to the Lakes Region, the White Mountains, Southern Maine and beyond.

My approach is simple: price it with data, prepare it to show at its best, and then market it harder than anyone expects. Most listings get a few photos and a spot on the portals. Every home I list gets a full launch — professional photo and video, its own website, and targeted advertising designed to put it in front of the buyers, agents, and investors most likely to act.

This guide walks you through exactly how I do it, step by step, so you know what to expect and how to make smart decisions along the way. No fluff, no jargon — just the process that gets homes sold for more.

Andy Yau

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Price is your most powerful marketing tool.

The right list price attracts serious buyers from day one. The wrong one costs you time, momentum, and often money. Getting it right starts with real data — not guesswork, and not the number that sounds best.

How I build your price: the CMA

Before we list, I prepare a Comparative Market Analysis (CMA) specific to your home. It looks at:

- **Recent sales** of truly comparable homes — similar size, age, condition, lot, and location.
- **Active competition** — what buyers will compare your home against when they're shopping.
- **Pending and expired listings** — what's selling, and what priced itself out of the market.
- **Days on market and list-to-sale trends** for your town and price range.
- **Your home's features** — updates, views, waterfront, acreage, and anything that sets it apart.

Why the first weeks matter most

A new listing gets the most attention right after it hits the market. Buyers and their agents are watching for fresh inventory. Price it right and that early attention turns into showings and offers. Price it too high and buyers skip it — then the home sits, and a listing that sits invites lower offers.

Overpricing risks

- Fewer showings and less urgency
- Helps competing homes look like better value
- Price reductions that signal weakness

Pricing right delivers

- Strong early traffic and showings
- A better chance at multiple offers
- Negotiating leverage on your side

> **My promise:** I'll show you the data behind every number I recommend. The final list price is always your decision — my job is to make sure it's an informed one.

First impressions are made online — and at the front door.

Buyers decide fast. A well-prepared home photographs better, shows better, and gives buyers fewer reasons to negotiate. You don't need a renovation — you need the right priorities.

1. Repairs that matter

Fix the small things buyers notice and inspectors flag: leaky faucets, sticking doors, burned-out bulbs, cracked caulk, loose handrails. Address known issues up front so they don't become negotiation points later. I'll help you decide what's worth fixing and what isn't.

2. Declutter and depersonalize

Clear counters, thin out closets, and pack away personal photos and collections. Buyers need to picture *their* life in the space. Less stuff makes every room look larger and brighter.

3. Deep clean

Windows, baseboards, grout, appliances, light fixtures. A spotless home tells buyers it's been cared for.

4. Staging

Arrange furniture to show flow and purpose. Define each room — an office, a guest room, a reading nook. Add warmth with fresh linens, simple decor, and good lighting. I'll walk your home with you and give you a clear, room-by-room plan.

5. Curb appeal

Mow, edge, mulch, and trim. Power-wash walkways and siding. Make the front door shine. In New Hampshire and Maine winters, keep paths shoveled and salted for every showing.

6. Showing-ready habits

Open blinds, turn on lights, set the temperature comfortably, and secure valuables and medications before each showing.

> **Quick pre-listing checklist:** touch-up paint · neutral bedding and towels · clear countertops · replace bulbs · clean windows · tidy garage and basement · trim landscaping · gather manuals, warranties, and records of updates.

Maximum exposure. By design.

Most listings are posted and left to the portals. Mine are launched. Every home I list gets a complete, coordinated marketing campaign built to reach the right buyers fast.

100X

My marketing is built to reach 100X more impressions than an average Zillow listing.

100,000+

Targeted impressions for each new listing in under 7 days.

1 MLS Launch & 170+ Syndications

Your home goes live on the MLS and is syndicated to 170+ real estate sites, so it's everywhere buyers are searching from day one.

2 Data-Driven Buyer Targeting

Using data science and neighborhood data mining, I pinpoint the buyers most likely to purchase your home, then mass market to our large database with a single click. Each buyer gets **multiple touch points**: email, text, physical mail, and targeted social media advertising.

3 Agent Network Outreach

Using data analytics, I identify the agents most likely to bring a buyer for your home and reach them with direct outreach by text, email, and postcard. Then I market your listing to the **entire network** of agents in New Hampshire and Maine with **multiple touch points**: text, email, physical mail, and targeted advertising.

4 Maximum Exposure

By now, data science has already found your most likely buyers. If that hasn't sold it yet, we go wide with **100X the exposure of an average Zillow listing**: 100,000+ targeted impressions in under 7 days, press releases to 50+ news outlets, 20+ additional platforms, tens of thousands of targeted contacts, and direct marketing to the **entire network** of agents in New Hampshire and Maine.

5 Retarget & Remarket

If all else fails, we recreate your listing with multiple new videos and retarget areas that haven't been reached yet, bringing in buyers from outside the market.

The highest offer isn't always the best offer.

When offers come in, I review every one with you and break down what it really means for you — not just the price, but the terms that determine whether the deal actually closes.

What I look at in every offer

- **Price** — and what you'll net after costs.
- **Financing** — cash, conventional, FHA, VA, or other, and the strength of the buyer's pre-approval or proof of funds.
- **Deposit** — how much the buyer is putting at risk.
- **Appraisal terms** — what happens if the appraisal comes in low.
- **Contingencies** — inspection, financing, appraisal, or the sale of another home.
- **Timelines** — deadlines for inspections, financing, and closing.
- **Closing date and possession** — does it fit your move?
- **Requests** — items included in the sale, seller concessions, or other terms.

How I negotiate for you

Good negotiation starts before the first offer arrives — with strong pricing and marketing that creates demand. From there, I represent your interests with clear, professional communication and keep the focus on your goals: price, timing, and certainty.

- **Multiple offers:** I'll manage the process fairly and transparently so you can compare offers side by side and choose the strongest.
- **Counteroffers:** We decide together what to counter on — price, terms, or timing — and what's worth holding firm on.
- **Staying calm:** Emotions run high in real estate. My job is to keep the deal moving and protect your position.

> **Bottom line:** I'll give you my honest recommendation on every offer, but you're always in control. You decide what to accept, counter, or decline.

Under contract. Here's what happens next.

Accepting an offer is a milestone, not the finish line. I manage every deadline and keep everyone — the buyer's agent, lender, attorneys or title company, and inspectors — on track so you get to closing day smoothly.

1. **Purchase & sale agreement signed**
   The contract sets the key dates. The buyer delivers their deposit, and I share a clear timeline of every deadline with you.
2. **Home inspection**
   The buyer's inspector evaluates the home. Depending on the property, this may include radon, water, septic, or other tests common in New Hampshire and Maine.
3. **Inspection negotiation**
   If the buyer requests repairs or a credit, I help you weigh your options — repair, credit, price adjustment, or decline — and negotiate a fair resolution.
4. **Appraisal**
   If the buyer is financing, their lender orders an appraisal. I provide the appraiser with relevant comparable sales and a list of your home's updates.
5. **Financing and title**
   The buyer's lender works toward final loan approval while title work is completed. I stay in contact with all parties to catch issues early.
6. **Final walk-through**
   Shortly before closing, the buyer confirms the home's condition and that any agreed repairs are complete. Plan to have the home clean and empty, as agreed in the contract.
7. **Closing day**
   You sign the closing documents, hand over the keys, and receive your proceeds. Congratulations — you've sold your home.

> **Seller to-do list while under contract:** keep the home maintained and insured · schedule movers · arrange utility transfers and final readings · gather keys, garage openers, and manuals · respond promptly to requests for documents.

07 · ABOUT ANDY



Andy Yau

REALTOR® · RE/MAX SHORELINE · PORTSMOUTH, NH

I help homeowners throughout New Hampshire and Maine sell for more through strategic marketing, cutting-edge technology, and maximum exposure. Licensed in both states, I bring the same full-launch approach to every listing — wherever your home is.

Top 1% on RealTrends
6 years

RE/MAX Hall of Fame
Inductee

RE/MAX Torchbearer
2023 · 2024 · 2025

5.0 Stars on Zillow
About 60 client reviews

FastExpert Top 7 NH
2024

NAR 30 Under 30
Finalist

As featured in The New York Times · Business Insider · Vogue · Daily Mail · Forbes (business & entrepreneurship)

Your next steps

1 · Call or email
Tell me about your home, your timing, and your goals.

2 · Walk-through & CMA
I'll see the home in person and prepare a data-backed pricing analysis.

3 · Your launch plan
A clear prep checklist and a custom marketing plan built for your home.

Thinking about selling? Let's talk.

Get a free, no-obligation home value consultation and a custom marketing plan for your home.

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