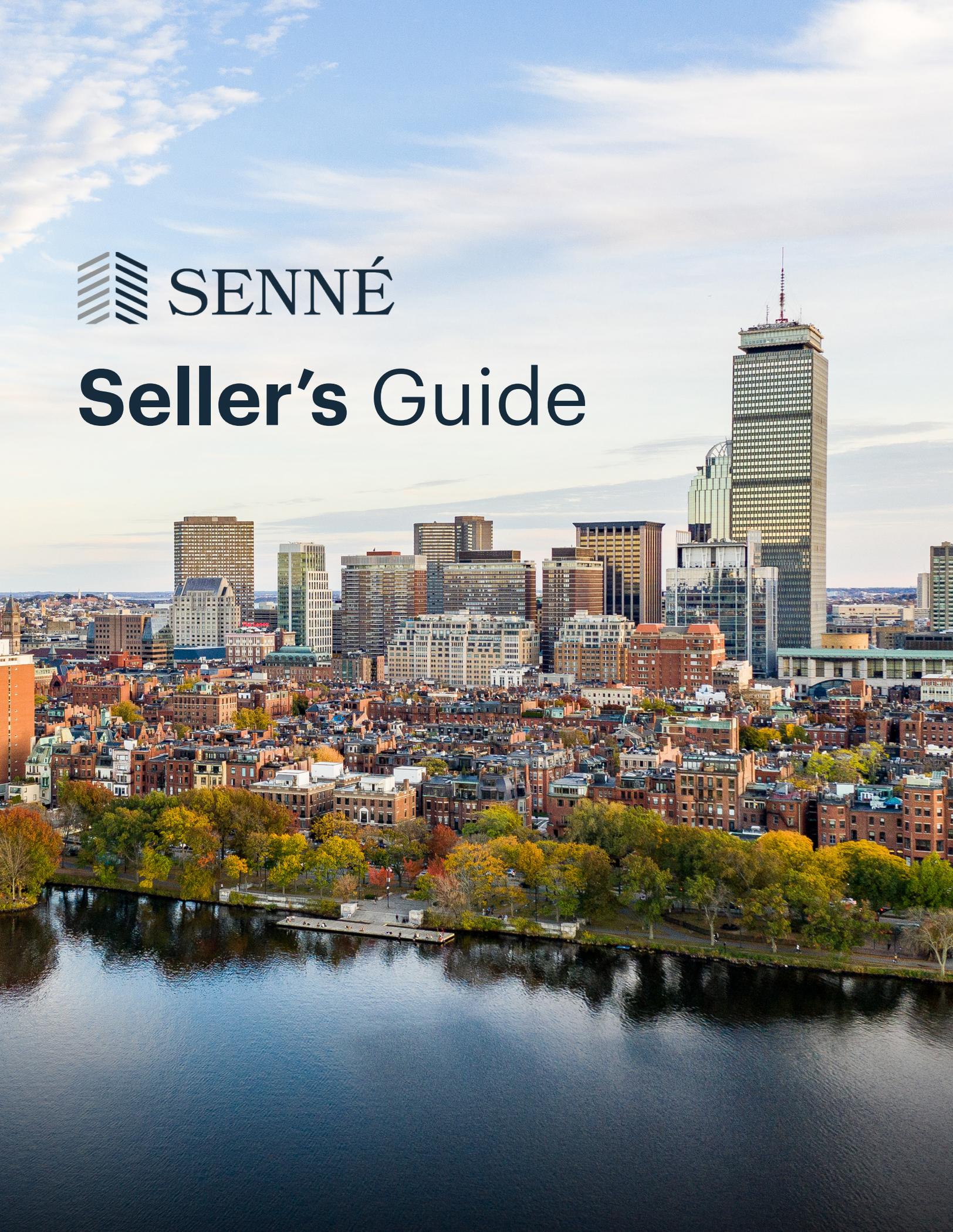




Seller's Guide



Welcome to **Senné**

Dear Homeowner,

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Billy Senné

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Our Reach

City Streets to Mountain Peaks
Wherever Life Takes You, We've
Got You Covered

The Senné Selling Advantage

A five-step process designed to deliver results.



1. Appoint **Your Associate**

Align with a seasoned expert who leads with strategy, protects your interests, and guides you every step of the way.



2. Analyze the **Market**

We evaluate market conditions, buyer trends, and comparable sales to position your home for maximum return.



3. Elevate the **Property**

Our team coordinates improvements, staging, and vendor support to ensure your home makes a strong impression.



4. Launch **with Precision**

We execute a targeted marketing and pricing strategy to capture attention and create early momentum.



5. Lead the Deal **To Closing**

From offer through closing, we manage negotiations, timelines, and every detail to ensure a smooth finish.

Strategic Marketing Approach

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THE WALL STREET JOURNAL.

The Boston Globe

BANKER & TRADESMAN

THE REAL Reporter®

BOSTON BUSINESS JOURNAL

BISNOW

inman

MANSION GLOBAL

Forbes

Boston MAGAZINE

Tools & Technology

At Senné, we give sellers and agents a competitive edge with expert marketing and innovative technology—all under one roof.

Fully Integrated Marketing Team

Our experts work directly with agents to create custom campaigns that elevate every listing. From beautiful print materials to high-impact digital ads, every piece is designed with purpose—and delivered fast.

- Personalized listing marketing
- Custom design, copywriting & brand support
- Real-time collaboration with agents

BoldTrail: Your All-in-One Marketing & Lead Generation Platform

BoldTrail is Senné's proprietary platform built to streamline listing promotion, drive buyer engagement, and help agents stay organized.

- Integrated CRM and lead follow-up
- Seamless listing visibility across channels
- One-click email, social media, and reporting tools



Your Digital Marketing Engine

A targeted, multi-channel approach designed to generate interest—and drive serious results.



Custom Property Website

Desktop

Each listing gets a dedicated property site optimized for mobile and desktop, designed to showcase your home at its best and convert views into inquiries.

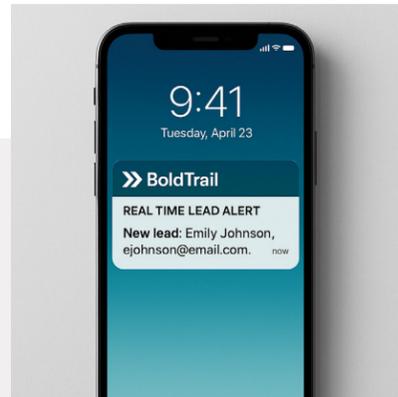


Mobile



Email Campaigns

Professionally designed eblasts sent to qualified buyers, top local agents, and our internal Senné database—fully trackable to monitor engagement.



Lead Alerts

Using BoldTrail's backend system, we instantly notify agents of new leads and automate follow-up to ensure no opportunity is missed.



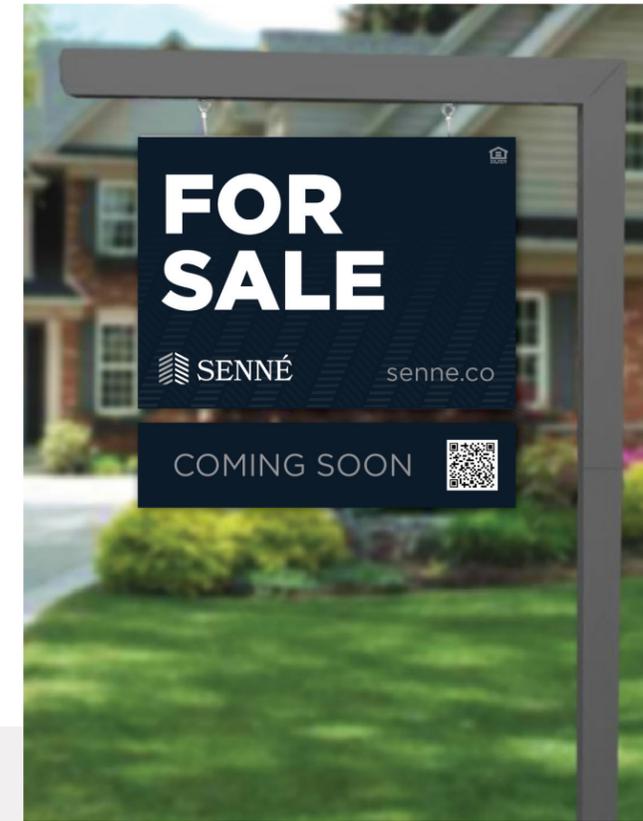
Social Media

Our in-house team creates visually compelling content for Instagram and Facebook, expanding your property's reach to active buyers and agents across Greater Boston.

Print Marketing Materials

Tangible, high-impact materials designed to make your home stand out—in print and in person.

Signage



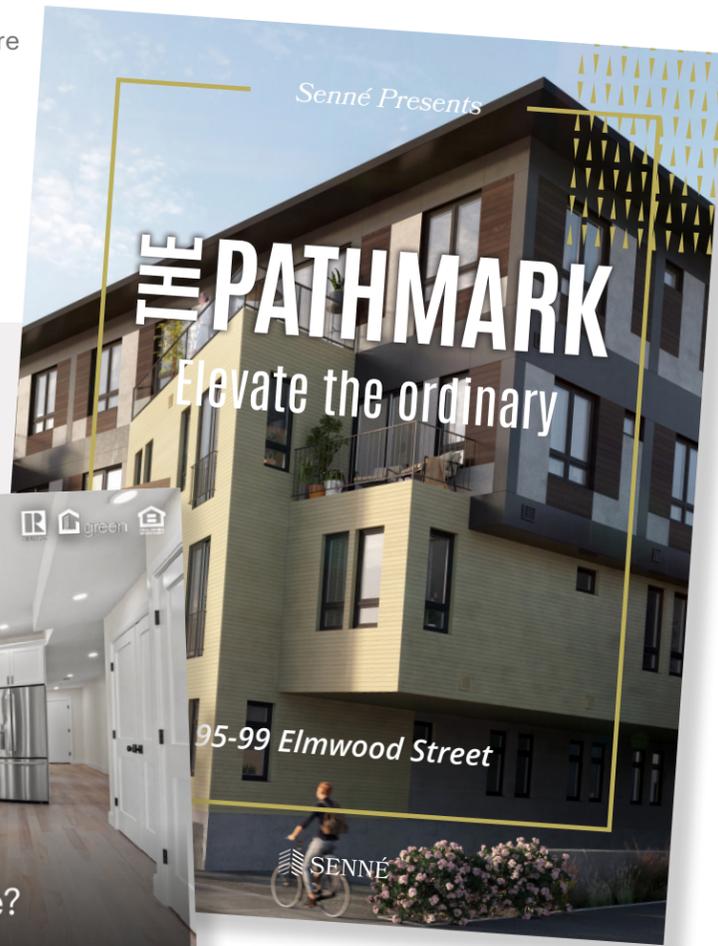
Floorplans



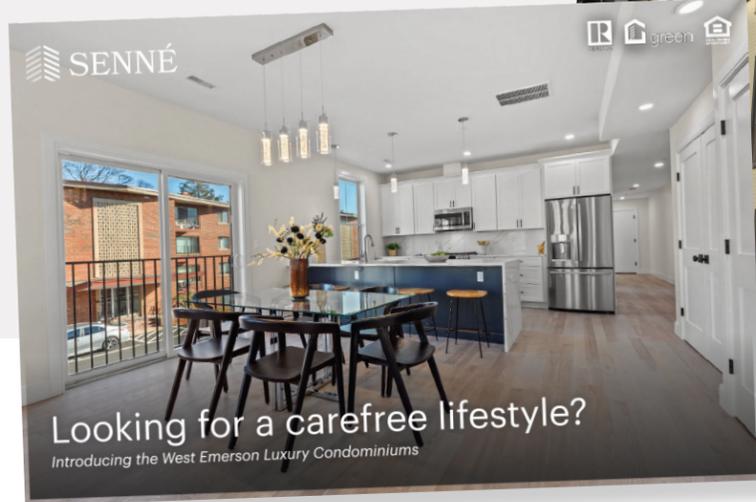
Bifold



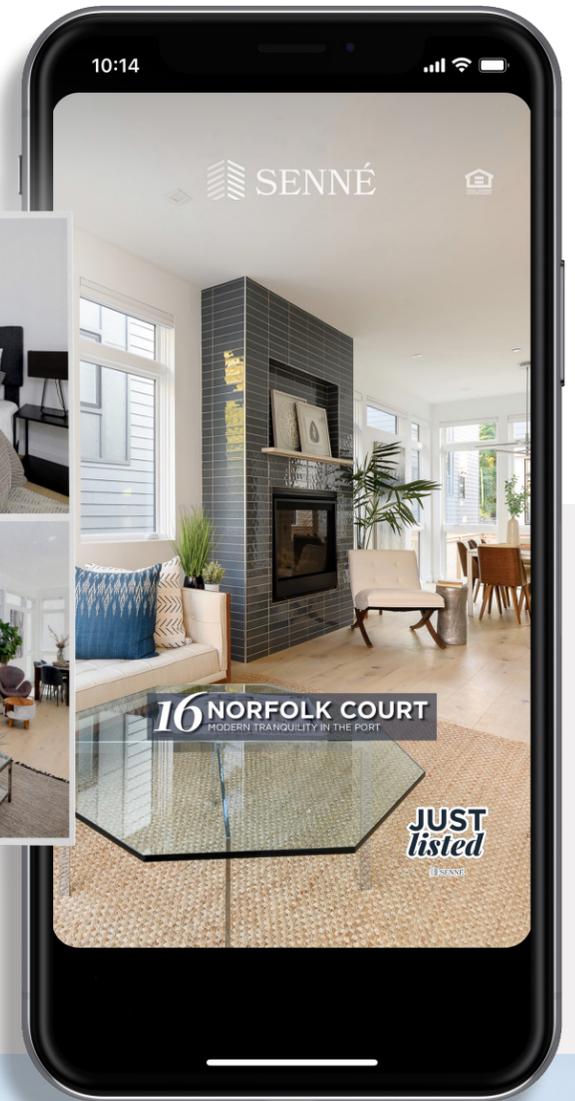
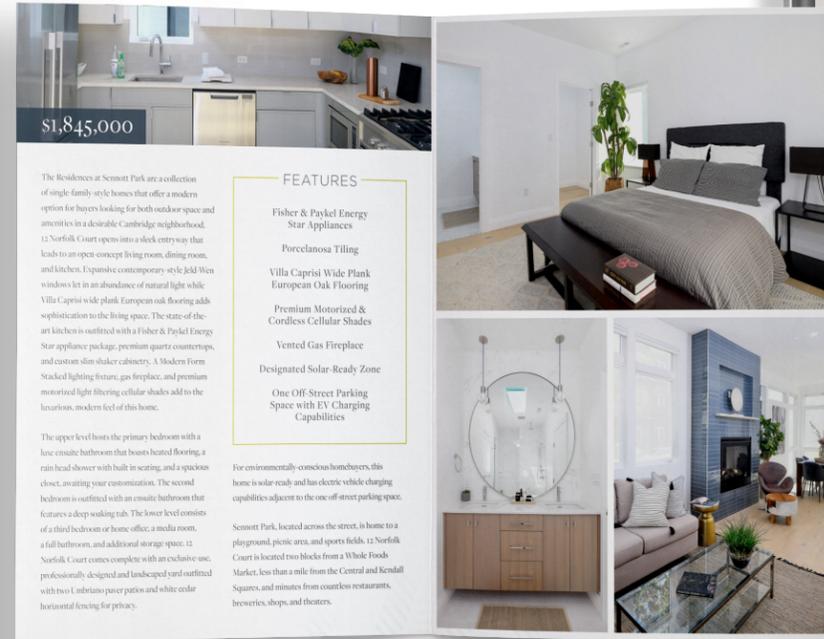
Brochure



Direct Mail



Marketing Examples



Window Displays



Dedicated Vendor Care

At Senné we can help coordinate these services...

 **Staging**

 **Remodeling & Repairs**

 **Painting**

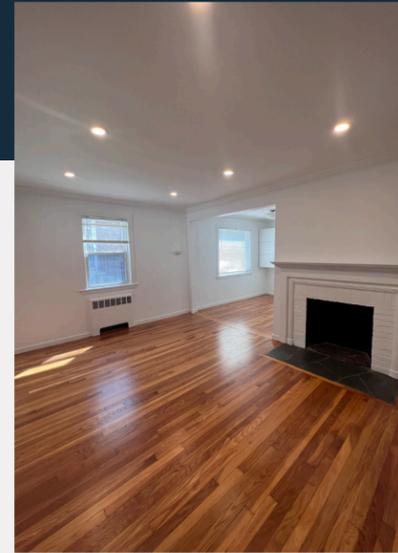
 **Moving & Storage**

 **Landscaping**

 **Cleaning Services**



Before / After



CAMBRIDGE, MA



HARWICH, MA

The Senné Sales Process In Motion

From strategy to sold—here’s what to expect every step of the way.

Selling a home isn’t just about listing—it’s about timing, presentation, and strategy. At Senné, we guide you through a proven 12-step process that ensures your home is positioned to stand out and perform.

From our first walkthrough to pre-market promotion and expert negotiation, we manage every detail with intention and clarity—so you always know what’s happening and why it matters.



1



Initial Consultation, Pricing Strategy & Property Walkthrough

We begin with an in-depth consultation to understand your goals, walk through the property, and review market data to establish a strategic list price.

2



Listing Agreement Signed

The official agreement is completed, allowing us to begin pre-market coordination and vendor scheduling.

3



Property Preparation

We guide you through recommended improvements such as decluttering, minor repairs, paint touch-ups, and staging or virtual staging (if applicable).

4



Photography & Video Production

We schedule and coordinate professional photography, video, and virtual tour assets to capture your property in its best light.

5



Signage Installation

A professionally branded “For Sale” sign is installed to drive local visibility and interest.

6



Pre-Launch Promotion Begins

We build early awareness with a “Coming Soon” campaign targeting agents, buyers, and our internal network.

7



MLS Listing & Website Launch

Your home goes live on the MLS and syndicates to major online platforms, with a dedicated listing page for added exposure.

8



Open Houses & Private Showings Begin

We coordinate and host open houses and private tours to showcase your home to interested buyers.

9



Ongoing Marketing & Buyer Feedback Reporting

We provide weekly updates with buyer feedback, traffic reports, and strategic insights to help keep your listing competitive.

10



Offer Review & Negotiation

We present and review all offers, guiding you through terms, contingencies, and pricing to secure the strongest result.

11



Under Agreement & Transaction Coordination

We manage all transaction steps, from inspections and appraisals to legal documentation and lender coordination.

12



Closing Day

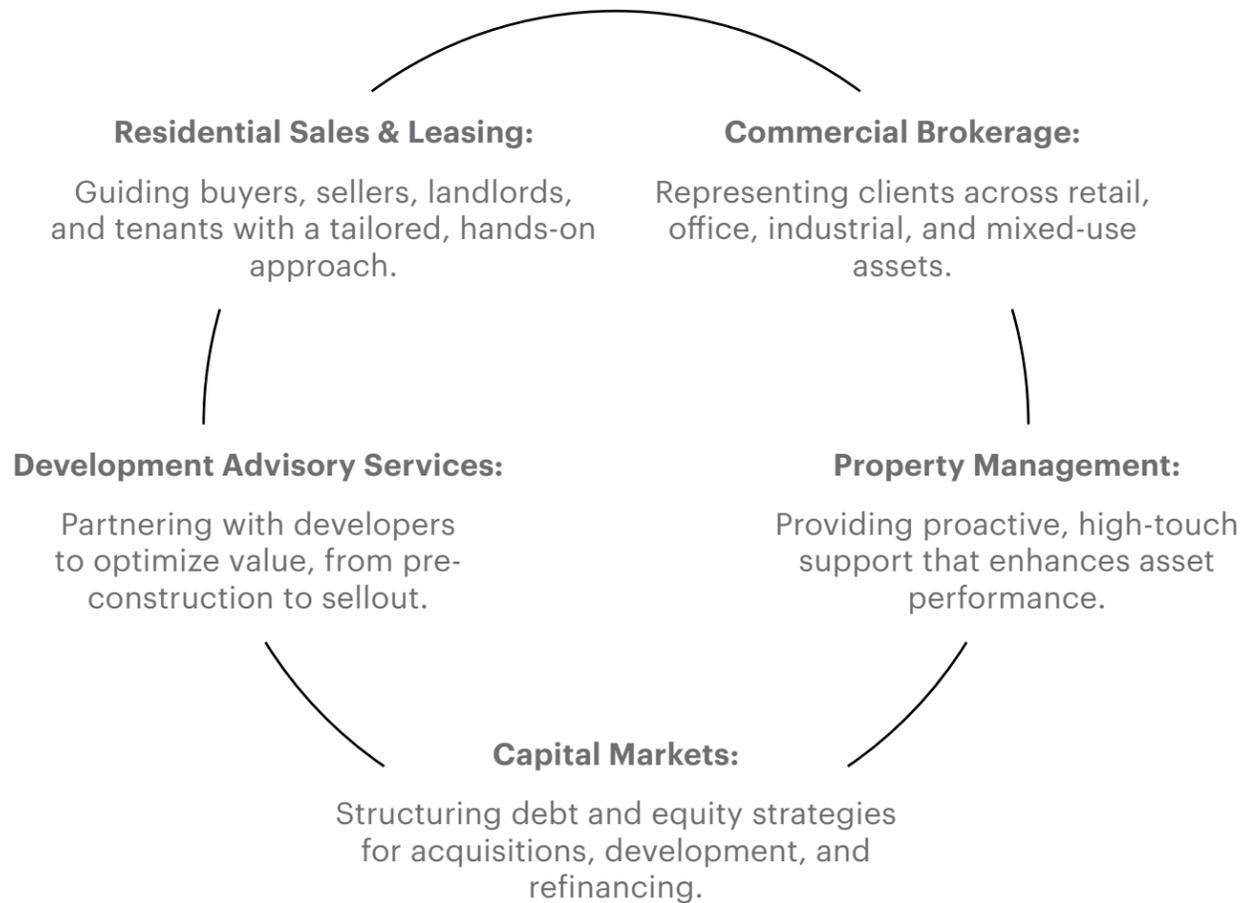
We coordinate the final walkthrough and key handoff, ensuring a smooth and successful closing.

A Full-Service Real Estate Brokerage

Synergy Across Divisions. Results at Every Level.

Senné is a full-service real estate brokerage offering integrated solutions across every sector of the industry. Our in-house divisions operate in synergy to deliver seamless service, strategic insight, and measurable results.

Our Core Divisions Include:



First Impressions Matter: 6 Smart Ways to Prep Your Home For Sale

Not working with a professional stager? No problem. These simple, impactful strategies can go a long way in making your home more appealing to buyers—and help you stand out in today's market.

1. Tidy Up the Details

Small repairs signal big care. Patch up scuffed walls, tighten loose hardware, and address minor wear-and-tear that could distract buyers or raise red flags.



2. Less is More

Remove bulky or extra furniture and clear off surfaces to help rooms feel more open and spacious. You want buyers to focus on the space, not the stuff.

3. Deep Clean, Top to Bottom

Organize closets, clean out storage rooms, and shine every surface. Buyers will look inside drawers, behind doors, and under sinks—make every inch count.



4. Let in the Light

Natural light sells homes. Open curtains, wash windows, and add lighting where needed to brighten every room and give your home an airy, inviting feel.

5. Neutralize and Depersonalize

Paint in soft, light tones and remove personal photos or niche décor. Buyers should be able to picture their lives in your space—not feel like they're visiting someone else's.



6. Show Off the Curb

Your exterior sets the tone. Trim the lawn, clear walkways, plant seasonal flowers, and sweep the entryway. Even small outdoor updates make a big impact.

Ready **When You Are**

Selling is more than a move—it's a pivotal moment. At Senné, we meet that moment with strategy, creativity, and precision.

With a full-service platform, a collaborative in-house team, and a curated marketing approach, we don't just list homes—we launch them.

Across several offices along the East Coast, we bring local insight, global reach, and unmatched execution to every listing.

You're not just prepared to sell—you're positioned to lead.

Let's make your next move, your best one yet.





Our Locations

Headquarters

1 Lewis Wharf,
Boston, MA 02110

Waterfront

84 Atlantic Ave,
Boston, MA 02110

Arlington

75 Park Ave,
Arlington, MA 02476

Wayland

21 Cochituate Road
Wayland, MA 01778

New Hampshire

3280 White Mountain Hwy,
North Conway, NH 03860