

The Conway Home Marketing System



Through the Conway Home Marketing System, we will help you obtain the best price for your property as quickly and conveniently as possible. Conway agents specialize in residential real estate. They live and work in your community and are aware of comparable homes, neighborhoods and mortgage options. Your agent can recommend repairs or cosmetic work that could significantly enhance the salability of your home.

Your advisor will keep you up to date on the activity in the market, the sale of comparable properties and any other factors that may affect the progress of the sale.

A Message from Jack Conway

Thank you for dropping by the new jackconway.com. As we forge ahead into our 54th year I look back to when I hung a wooden shingle from the rafters of a small building in Hingham, Mass. on October 12, 1956, and Conway Country was born. Our mission then and now is to serve our clients and customers,

both corporate and individual, competently, fairly and honestly. We take our civic responsibility seriously, and we are dedicated to giving back to the local cities and towns that have contributed to our success.

Conway Senior Services

Jack Conway & Co. has trained a dedicated cadre of Realtors® to specialize in real estate transactions involving homeowners who are age 55 and older.

Our senior specialists are real estate professionals and can refer clients to financial partners, accountants and attorneys who specialize in estate planning, family trusts, and other areas of concern to seniors. Our specialists guide their elder home sellers to the resources they need to enter the next phase of their lives.

We Market Your Home to the World

When you list with Jack Conway & Company, your home is showcased until it is **SOLD** on jackconway.com, boston.com, wickedlocal.com and many other affiliated web sites.

By combining the reach of the Boston Globe and GateHouse Media's 100 newspapers, Jack Conway is committed to reaching all prospective buyers.

MLS Means Exposure for Your Home

As soon as you list your home with Jack Conway & Co., your sales consultant will distribute information about your property to other real estate firms and agents through the Multiple Listing Service. We are active members of eight area boards of Realtors® and multiple listing service organizations, which ensures you maximum exposure for your property throughout our trading area and well beyond.

Through the Multiple Listing Service your home is electronically transferred to Realtor.com for world wide exposure.

Home Warranty Program

A HomeTrust Warranty protects you and your family against financial setbacks due to costly repair or replacement of covered appliances and major systems.

When selling your home with a Home Warranty purchased for your buyer, you receive complimentary coverage during the listing period and the buyer has coverage for a full year, beginning the day of closing. With so many unknowns, a HomeTrust Warranty gives you peace-of-mind.

The Market Evaluation – Pricing Your Home Realistically

By definition, the “market value” of a home is “the fairest price a property should bring in a competitive and open market under all conditions requisite in a fair sale.” To determine market value of your home, your sales consultant will study comparable properties that have been listed and sold recently in your town. Using our Conway Home Market Analysis, we will evaluate comparable homes currently for sale, as well as properties that are under contract to purchase, homes that expired unsold and closed transactions within the last 6 to 12 months.

A home that is priced correctly at the onset of marketing has a greater chance of selling for more money and better terms than a property that is priced over market value.

Marketing Your Home

As your property is marketed your Conway agent will:

- Complete and review all listing contracts with you.
- Review your entire property inside and out and make suggestions to ensure that your home is shown in its best possible light.
- Measure and photograph your home.
- Install a key lockbox and our exclusive “for sale” sign. This sign is important because prospective buyers are already “pre-sold” on the neighborhood and exterior of your property before they’ve come inside.
- Provide you with information regarding environmental issues such as Title V, radon, underground oil storage tanks and lead paint.
- Schedule the Realtor open house tour.
- Create a feature sheet highlighting the key selling points of your home.
- Design an advertising program using appropriate media to target buyers.
- Hold public open houses.
- Review market conditions and prospect responses with you on a regular basis.
- Keep current with all financing programs that could enhance the sale of your home.
- Continually update the original Conway Home Market Analysis.
- Communicate with you during the marketing and sale of your home on a continual basis.

Selling Your Home

As your property comes closer to purchase and sale, your Conway agent will:

- Present all offers and contracts to purchase to you immediately, along with earnest money deposits.
- Assist you in evaluating the buyer’s proposal objectively.
- Negotiate the best possible price and terms without compromising your financial position.
- Orally qualify all prospective buyers to the best of his or her ability.
- Attend the home inspection and any other scheduled inspections, such as pest, radon, well water, lead paint or carbon monoxide.
- Provide comparable sales data to assist in the appraisal process.
- Monitor the progress of the financial process.
- Answer any questions that may arise at any stage from the initial sales agreement to the closing.
- Accompany you to the conveyance of papers.

Seller's Closing Costs – What Do They Cover?

- Satisfying and discharging all existing mortgages and liens.
- Drawing the new deed.
- State Excise Stamps
- Attorney fee for securing pay-off figures of present mortgage(s), drawing and recording discharge.
- Brokerage fee for professional services.
- Seller concessions, if any, plus points, if any.
- Prorated taxes, water, sewer and any other utility bills, if applicable.
- Betterments, if any
- Securing smoke detector certificate.
- Securing Title V septic certification, if applicable

Conway Relocation Brings Buyers to You

Conway Relocation is committed to providing premier service to individuals and families who, because of a career change or other responsibilities, are relocating from one community to another. Established in 1960, Conway Relocation helps transferees and others make an orderly and trouble-free, successful transition. We are dedicated exclusively to relocation and it is our goal to deliver the highest quality services available.



Leading Real Estate Companies of the World, formerly known as the RELO® network, encompasses 650 of the foremost local and regional brands in residential real estate, with 4,700 offices and 120,000 sales associates in the U.S. and 24 other countries. Collectively, these firms sell 1.4 million homes annually valued at \$380 billion, more than any national brand or franchise. Leading Real Estate Companies of the World has launched its new identity to better reflect its dominance as a real estate organization rather than one focused only on relocation.

RELO® National and Global Home Search is a service that allows relocating consumers and second-home buyers to search for homes for sale and other real estate listing information nationally and internationally by linking directly to more than 2 million properties across the nation and the world. By using the RELO® National and Global Home Search service, consumers have the opportunity to speak directly with the local experts who place customer service as their highest priority.

Conway Home Mortgage Helps Your Buyer Obtain Financing

CHM, the mortgage division of Jack Conway & Co., is a joint venture with Wells Fargo and offers one-stop shopping for the financing needs of our prospective buyers. Our team of full-time, experienced mortgage specialists provides the most competitive mortgage programs available from a growing pool of local and national lenders.



Our Promise to You

This Conway Home Marketing System is our commitment to work hard on your behalf and to represent you in the prompt sale of your home at the best possible price and terms.



We appreciate your business.