



FERN & CO REALTY

PRIVATE & CONFIDENTIAL

A LISTING PRESENTATION

Listing *Presentation*

Prepared to list

24 Beacon Hill Road

PREPARED BY

Fern & Co Realty

LISTING AGENT

Maren Fields

ESTIMATED LIST

\$1.24M



PRICING STRATEGY

Priced to draw a crowd in *week one.*

RECOMMENDED LIST PRICE

\$1.24M

Positioned just under the last two Beacon Hill sales to invite competing offers rather than a slow, price-cut summer.

\$456 per square foot across 2,720 finished feet, in line with the three closest recent sales.

RECENT COMPARABLE SALES · WITHIN 0.4 MILES, LAST 120 DAYS

ADDRESS	SIZE	SOLD	\$/SQ FT
24 Beacon Hill Road Subject · 4 bd / 3 ba	2,720	\$1.24M	\$456
18 Chestnut Street 4 bd / 3 ba · sold May	2,850	\$1.295M	\$454
7 Louisburg Square 3 bd / 2.5 ba · sold Apr	2,610	\$1.180M	\$452
31 Mount Vernon St 4 bd / 3 ba · sold Apr	2,940	\$1.340M	\$456

LAUNCH WEEK

Day 1 to 2

Stage & prep

Stager on site, light repairs, declutter and depersonalize.

Day 3

Shoot day

Photos, video, drone, and a measured floor plan.

Day 4

Coming soon

Teaser to our buyer list and agent network.

Day 5

Go live

MLS, Zillow, Redfin, and portals at 9am.

Day 6

Broker preview

Agents tour before the public sees it.

Day 7

First open house

Weekend event, private showings booked.

Day 8 to 10

Review offers

Offer deadline set to concentrate demand.

Goal

Under contract

Best terms accepted inside two weeks.

STAGING & MEDIA

- ☐ Professional staging consult
- ☐ Twilight & interior photography
- ☐ Cinematic walkthrough video
- ☐ Aerial drone of the block
- ☐ Interactive 3D tour & floor plan



MARKETING COMMITMENTS

The plan, in writing, with a *name on it*.

Signing below lists 24 Beacon Hill Road with Fern & Co Realty at \$1.24M and puts Maren Fields personally on the file. Every commitment on this page is ours to deliver, at our expense, on the launch-week timeline.

40+	Weekly	2	5%
Portals and syndication sites, MLS to national	Seller report every Friday with traffic and feedback	Open houses inside the first ten days on market	Total commission, media and staging at our cost

WHAT FERN & CO DELIVERS

- **Professional media** photos, video, drone, and 3D tour
- **Coming-soon push** to our buyer list and agent network
- **Every showing hosted** and followed up within a day
- **Offer strategy** and negotiation through to closing

TERMS

- Exclusive right to sell for 90 days, cancel anytime with 15 days notice
- Commission is earned only on a successful sale at terms you approve
- This page and the pricing strategy form the listing agreement

AGREED AND ACCEPTED

Property owner

Seller · 24 Beacon Hill Road

Maren Fields

Listing agent · Fern & Co Realty

SIGNATURE

DATE

SIGNATURE

DATE

PRINTED NAME

LICENSE & BROKERAGE

Questions before you sign? Reach Maren directly at maren@fernandco.com or (555) 268-9014. Comparable figures reflect closed sales within 0.4 miles over the last 120 days.