

HERRICK - LUTTS

kw BEVERLY
KELLERWILLIAMS. REALTY



Office: 978-927-1959
www.HerrickLutts.com

WHAT WE WILL DISCUSS TODAY

Based on our experience, there are 3 critical areas most sellers want to discuss:

- What will be done to expose your property to the highest number of buyers.
- How much your home will sell for, and how much you will receive after the sale.
- And ultimately, why you should choose Herrick Lutts as the firm to represent you in the sale of your home.

WHAT OUR CLIENTS ARE SAYING

I've worked professionally with everyone on this team, and have experienced great guidance, generosity, knowledge sharing and resourcefulness. Congratulations on your teams great growth and dedication to hiring the only the perfect players.

– Johnnie Dee

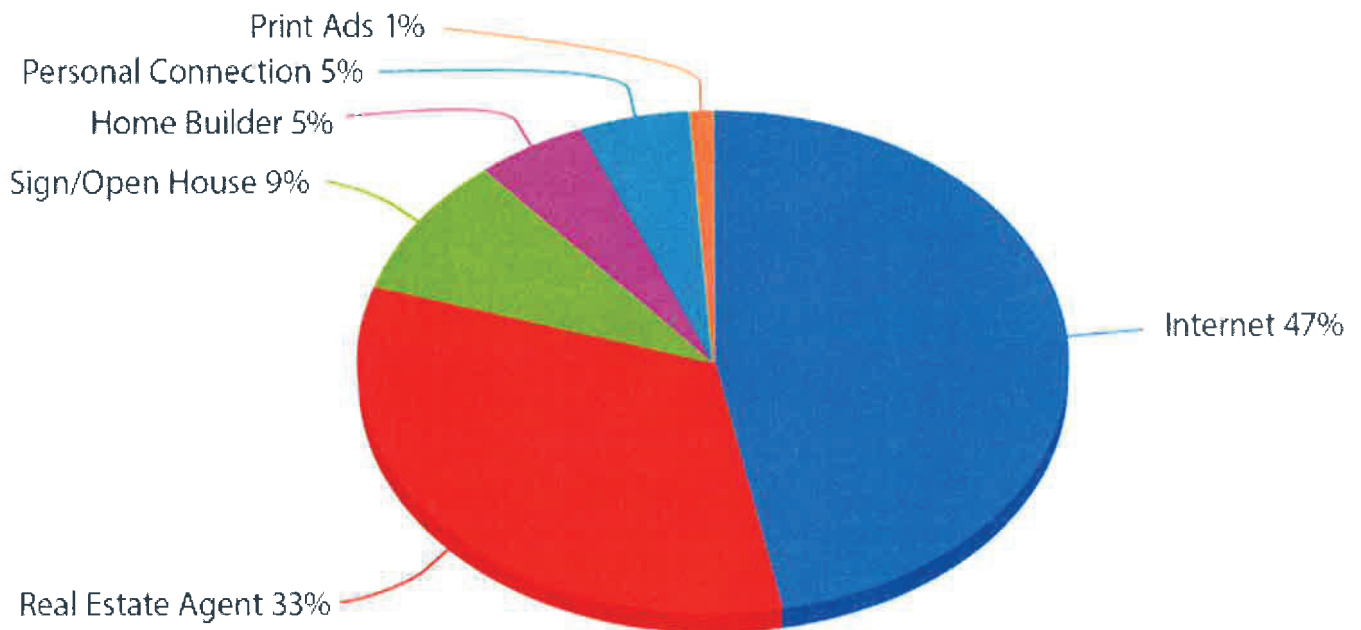
Very easy to work with and did excellent work presenting the house. Led to a quick sale.

- Allan Brockenbrough

They're great! Very personable and professional rolled into awesome people to help you achieve your goals. I have and will continue to let friends and family know who to contact if they're looking to buy or sell a home.

– Jean Servizio

WHERE THE BUYERS COME FROM



5 STAR ZILLOW AGENT

Buy Rent Sell Home Loans Agent finder



Manage Rentals Advertise Sign in or Join Help

Overview

Massachusetts · Beverly · Herrick Lutts Realty Partners



Lead of Herrick Lutts Realty Partners

Herrick Lutts Realty Partners

All Activity

★ 5⁷⁵ 16 Reviews

8 Sales Last 12mo

Our Members



★ 5 (7 reviews)
 Nicholas Zolotas



★ 5 (6 reviews)
 Paul Herrick



★ 5 (2 reviews)
 Peter Lutts



★ 5 (1 review)
 Jason Gryzbek

About Us

Real Estate Professional

Specialties: Buyer's Agent, Listing Agent, Relocation, Consulting

Contact Us


Contact us

Professional Information

Broker address: Herrick Lutts Realty Partners
 500 Cummings Center
 Suite 1550
 Beverly, MA 01915
 Cell phone: (978) 927-1959
 Screen name: sales8935
 Member since: 06/14/2017

INSTAGRAM




Instagram [Log In](#) [Sign Up](#)



YOU KNOW YOU NO LONGER NEED 20% DOWN PAYMENT
3-10% DOWN CONVENTIONAL 620 minimum credit score
3.5% DOWN FHA & 203K LOAN 580 minimum credit score
0% DOWN VA LOAN 620 minimum credit score
0% DOWN USDA LOAN 550 minimum credit score

Herrick Lutts Realty Partners at Keller Williams Beverly

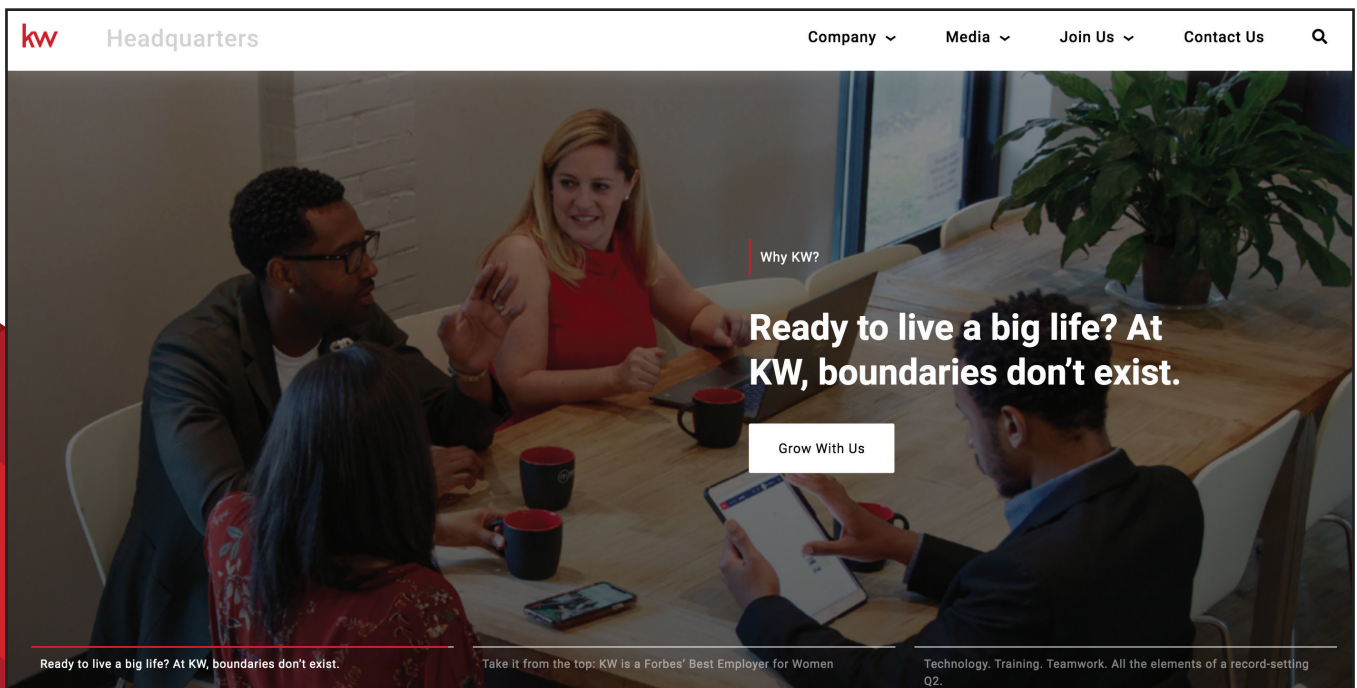
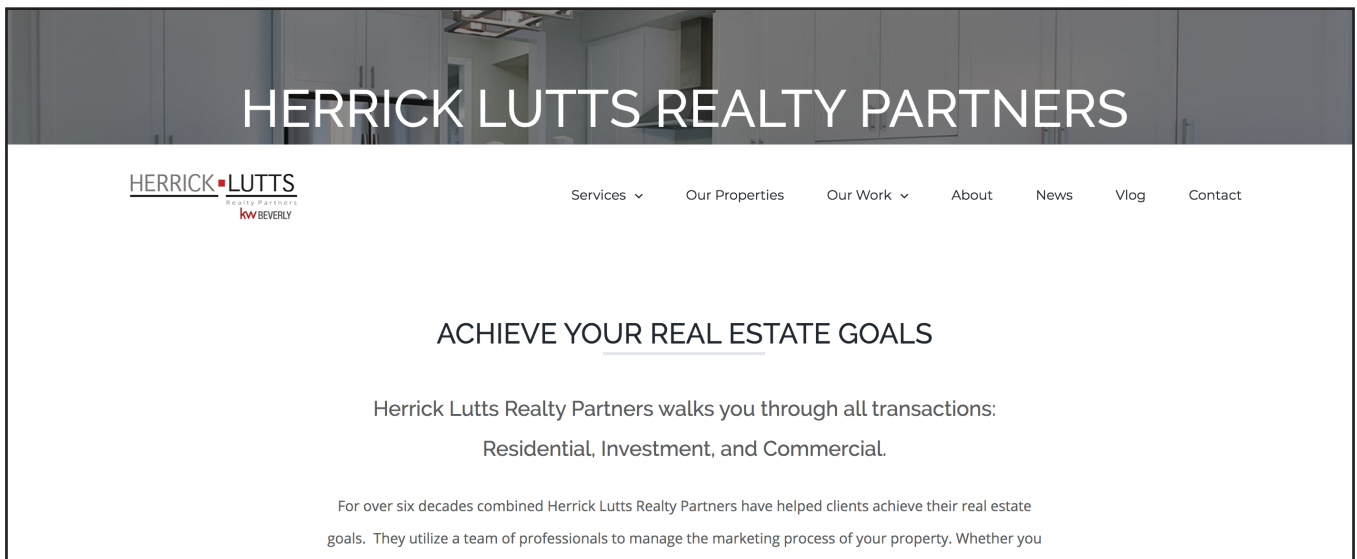
Top posts



FACEBOOK

The screenshot shows the Facebook profile page for "Herrick Lutts Realty Partners at Keller Williams Beverly". The profile picture is a circular logo with the company name and "kw BEVERLY" text. The cover photo shows the lower legs of several people standing in a row. The page header includes a search bar, navigation icons (Home, Video, Photos, Pages, Groups, Marketplace), and utility icons (Add, Messenger, Notifications, Profile). Below the profile information, there are buttons for "Like", "Message", and a search icon. The "About" section on the left contains a map of the office location at 5 Briscoe St, Beverly, MA 01915, and lists social media links for LinkedIn and YouTube. The "Create Post" section on the right offers options for "Photo/Video", "Check in", and "Tag Friends". A recent post from "Herrick Lutts Realty Partners at Keller Williams Beverly" is visible, featuring a post from "Maestranzi Bros." about a tax-free weekend. The post includes the text: "TAX FREE WEEKEND is THIS WEEKEND! We will be open on Saturday from 7am to 4pm AND SUNDAY from 8am to 4pm. We strongly recommend visiting us prior to the weekend... See More". The post has 929 likes and includes "Like", "Comment", and "Share" buttons. A small "99" notification badge is visible in the bottom right corner of the post area.

HERRICK LUTTS WEBSITE



HOME SELLING SYSTEM

OUR HOME SELLING SYSTEM IS DESIGNED:

- To increase demand for your home
- Attract more buyers, possibly leading to multiple offers
- Earning you a higher sales price
- Stand out to be recognized amongst the competition
- Everything we do is designed to showcase your home
- Maximize its exposure to potential buyers

SAMPLE CUSTOM MARKETING



42 Candlewood Drive ■ Topsfield, MA 01983

Sought after location on cul-de-sac near village, Steward School and abutting Audubon conservation land. Custom built, fully updated home features first floor master suite with den featuring hardwood floors & fireplace. Modern cherry kitchen overlooks manicured expansive yard featuring in-ground pool. Front to back great room with cathedral ceiling and loft, family room with brick fireplace, formal dining room, sunken living room with fireplace. Sweeping custom curved stairway leads to three additional over sized bedrooms and full bath on second level. Private well for lawn irrigation system, generator, and separate carriage house. Grounds feature brick drive, stone walls and professional landscaping. Additional separate building lot with small pond with water features available, price upon request.

www.herricklutts.com ■ 500 Cummings Center ■ Suite 1550 ■ Beverly MA 01915

SAMPLE CUSTOM MARKETING



65 Dodges Row ■ Wenham, MA 01984

A truly breathtaking sprawling estate in Wenham Massachusetts. This amazing property consists of 7+ acres. Set back off the main road, surrounded by nature, this is a one of a kind sanctuary. Private & Serene. Yet, a stone's throw to local amenities (commuter rail, high way access, shops, restaurants). The main home, which was thoroughly updated in 2019, features all the touches and amenities of modern living. Downstairs formal dining room with fireplace. Sliding doors open out to a stone patio overlooking beautiful landscaping and gardening. Spacious Living room with fireplace/wetbar. The living room patio opens to an acre of open grassland facing your guest home. Renovated modern kitchen, stainless/granite. Home office/ Family Room. Upstairs you have 4 beds/3 full baths, including a private master with walk in closet. 2 car garage, ample parking. Your guest home (a home in itself) features 3 Beds/2 Full baths (w/ a loft). Newly updated shingling and roof. A must see property!

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POSTCARDS

Coming Soon



15 Princeton, Beverly, MA

Newly Listed



What are homes selling for in your neighborhood?

Find out at learnmorenow.com
 Enter code JCDMKCBBJH



ON YOUR MOBILE?
 Scan this code or text
 MLS JCDMKCBBJH to 313131



JUST SOLD by Herrick Lutts Realty Partners
 11 Conner Rd

KEY FEATURES USED TO SELL YOUR HOME

- Professional Photography
- Professional Floor Plans
- Property Feature Sheets
- Your Home on Hundreds of Websites
- For Sale Sign and Lock Box for Easy Showings
- Regular Contact & Feedback on All Showings & Inquiries
- Promote your property to other agents who have potential buyers for your home
- Coming Soon Campaign
- Strategic Online Marketing
- Exposure of Home to Our + Other Databases

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**MARKETING
PLAN 2020**



MARKETING PLAN - LISTINGS

PRE-MARKETING:

Distribution via e-mail to Sphere and any designated list (if desired)
Coming Soon posting on Social Media
Just Listed Postcards

MARKETING:

Professional Photography
Floor Plans
Entry into the Multiple Listing Service
Just Listed Full Color Postcard to targeted mailing audience
Social Media Marketing Campaign - addition to the HerrickLutts.com Realty Partners website
Post of listing onto Facebook Business Page as well as Individual Agent shares
Post of listing on LinkedIn
Google My Business photo and Open House entry
Video creation (posted to YouTube)

REASONS TO HIRE A PROFESSIONAL AT HERRICK LUTTS

- Thousands of Clients Served Successfully
- Over 68+ Years Combined Real Estate + Investment Experience
- Hundreds of Homes + Investment Units Sold Annually
- Top Sale Price Ratio Achieved on the North Shore
- Customization of Marketing and Sales Strategies to Include a Wide Variety of Services
- Staging, Professional Photography + Videography, Floor Plans, Customized Marketing Packages
- Auction Services, Estate Sales, Investment Portfolio Acquisition or Sale, 10-31 Exchange
- First Time Buyer, Military Relocation Professional, Sellers, Buyers, Rentals, Residential, Commercial





LET US HELP YOU FIND YOUR NEXT HOUSE

With over 68+ years of combined experience on the north shore, we know how to find exactly what you are looking for.

CONTACT US

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5 Briscoe St, Suite 2
Beverly, MA 01915

PREMIUM PHOTOGRAPHY



STAGING



VIDEOGRAPHY

HERRICK LUTTS REALTY PARTNERS



Nick Zolotas

8 Subscribers • 12 Videos • 2.3K Views





Episode 3 : The Long Game Ft. Peter Abbruzzese

6/10/2020

Nick Zolotas and Peter Lutts of Herrick Lutts Realty sit down with Peter Abbruzzese, a Real Estate investor and Local...

147 Views • 1 Likes • 0 Comments



HERRICK LUTTS REALTY PARTNERS : 65 Dodges Ro...

5/26/2020

65 Dodges Row, Wenham, MA

147 Views • 1 Likes • 0 Comments



HERRICK LUTTS REALTY PARTNERS : 42 Candlewoo...

5/26/2020

Sought after location on cul-de-sac near village, Steward School and abutting Audubon conservation land. Custom...

110 Views • 0 Likes • 0 Comments

LET'S KEEP IN TOUCH

- The number one complaint from every seller is communication
- I want you to be comfortable throughout the process
- I will Communicate on a weekly basis
- We will provide you with your home's performance in the market: showing feedback and market changes
- We will be working together with you to create the best strategy to sell your home

PRICING YOU PROPERTY

Comparable Market Analysis

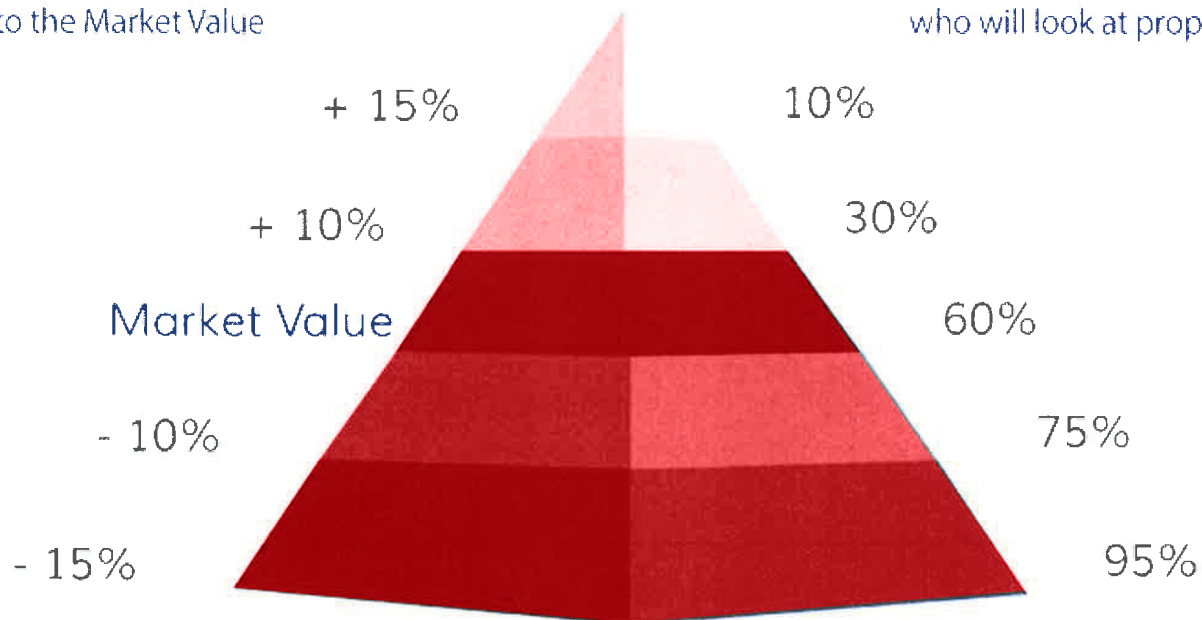
We will look at similar properties that fall into the following categories:

- Recently Sold
- Currently for Sale

TOGETHER we will determine the current market price

Asking price compared
to the Market Value

Percentage of potential buyers
who will look at property



THE HERRICK LUTTS TEAM



Paul Herrick
Real Estate Broker



Peter Lutts
Real Estate Agent



Nick Zolotas
Real Estate Agent



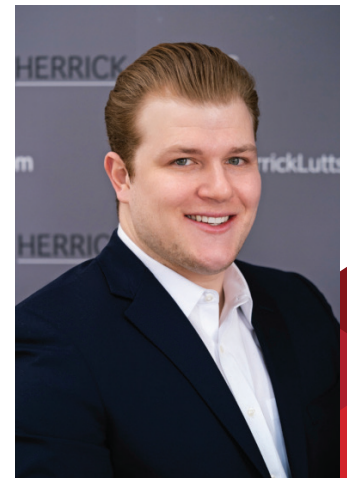
Jason Grzybek
Real Estate Agent



Patrick Sargent
Real Estate Agent



**Sarah
MacBurnie-Liporto**
Real Estate Broker,
Attorney



Jared Lucas
Real Estate Agent

ARE YOU READY TO PUT ME TO WORK?



It's been a pleasure presenting
my Marketing Plan.

Thanks!



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