

## LISTING LEVERAGE

PROVIDING OUR SELLERS WITH AN ADVANTAGE IN TODAY'S MARKET



## THE SELLING PROCESS YOUR ROADMAP TO RESULTS



YOUR HOME, YOUR PLAN, YOUR NEXT CHAPTER

# UNDERSTANDING YOUR GOALS

Whether this is an emotional move or a calculated investment, our priority is to learn what matters most to **you.** 

WORKING TOGETHER TOWARDS SUCCESS

# COLLABORATION & COMMUNICATION



- How do you prefer to communicate?
- What is your ideal timeline for listing?
- What are the ideal days/times for open houses?
- How much notice would you prefer for showings?
- Would you like buyers to take their shoes off?
- Will any pets be home during showings?
- Do you have a security system/audio or video recording inside the home?
- Is there anything unique or specific that we should know about your property?

#### **GIVING BACK TO OUR NEIGHBORS**

At REMAX Results, our commitment extends far beyond real estate - we are deeply invested in the communities we serve. We believe that success is best measured not only by results, but by the impact we make along the way.

From organizing local charity events to supporting a wide range of philanthropic initiatives, community involvement is at the heart of everything we do. We are especially proud to support Children's Miracle Network Hospitals, with a portion of every commission donated directly to benefit local facilities like Hasbro Children's Hospital programming.

By combining market expertise with purpose-driven service, our agents strive to not only guide our clients through life's biggest transitions, but also to uplift the neighborhoods we call home. At REMAX Results, we believe in doing well by doing good — and we're honored to make a difference, one home and one family at a time.









A portion of all REMAX Results sales is donated to Children's Miracle Network Hospitals.

### **COMMUNITY FOCUSED, RESULTS DRIVEN**

REMAX Results is a full-service real estate brokerage rooted in community values and driven by exceptional results. We believe real estate is more than a transaction — it's a pivotal life moment — and we're honored to guide our clients through it with integrity, insight, and unwavering dedication.

With over \$188 million in sales volume in 2024, our proven success reflects not only our deep market knowledge and strategic expertise, but also the lasting relationships we've built across Rhode Island, Massachusetts, and Connecticut.

Our team is committed to delivering a seamless, personalized experience at every stage — combining the power of a global brand with a distinctly local touch. We don't just help people move — we help them move forward with confidence.



#### WHAT MY CLIENTS SAY

"HE IS EVERYTHING THAT IS RIGHT WITH THE REAL ESTATE BUSINESS."



"We recently listed and sold our home in Portsmouth RI with Tyler Bernadyn and his team. From the listing presentation, which was the most professional and fluid of all those that we received, to the frequent communication and updates about the process, what's next etc., Tyler delivered expertise, enthusiasm and and a very high level of service from the listing to the closing. We highly recommend Tyler as a results focused knowledgeable real estate professional of the highest caliber." - Chuck & Carol Boyd

"Tyler is without question the most honest, hard working and talented realtor I've ever had the pleasure of meeting. He's successfully executed three real estate transactions for me and each time I've marveled at the skill with which he's conducted them. I cannot possibly recommend him highly enough for anyone interested in either buying or selling a home. A consummate professional who always has the clients best interest in mind. Truly the best of the best." - Dr. Ben Hilliker

### **MY TEAM**



JUSTINE TARLTON
Owner & COO

Justine is my business partner and our Broker of Record at REMAX Results. She will manage all of our paperwork and deadlines, and support your listing from precontract agreements to closing day.



MICHELLE AGUIAR
Real Estate Agent

Michelle is my trusted teammate, and together we provide full-service support and coverage from the moment we list your home - ensuring clear communication, quick response times, and personalized service.

#### **ABOUT ME**

## **TYLER BERNADYN**

Tyler Bernadyn is a co-owner and licensed realtor at REMAX Results. Rooted in trust and clear communication, Tyler has built a business focused on meeting his clients' needs with unwavering dedication.

His commitment to people-first service has fostered lasting professional and personal relationships. To ensure his clients receive the highest level of care, Tyler has cultivated strong relationships with a trusted network of local builders, contractors, and vendors, guaranteeing that every property need is handled by qualified professionals.

In 2024, Tyler ranked among the Top 3 REMAX agents in Rhode Island and earned recognition as a REMAX Torchbearer, representing the Top 40 agents under 40 nationwide. He is a leading member of the Fitzpatrick Team, the #1 REMAX team in the state, and works exclusively by referral.

Tyler resides in Newport, RI, with his fiancee Bethany and their two dogs, Red and Freya. He is deeply involved in his local community, serving on the Board of Directors for the Newport County Board of Realtors, Newport Mental Health, and the Lobby Muddy Fest.

Tyler also writes a real estate column for WhatsUpNewp and is actively engaged in volunteer work with many local organizations.



## PARTNERING FOR SUCCESS SIX STEPS TO SELLING YOUR HOME









#### MARKETING STRATEGY

**SHOWINGS & OPEN HOUSES** 





**NAVIGATING OFFERS** 







## PRICING YOUR HOME

One of the most important decisions we'll make together is how to price your home. Strategic pricing isn't just about attracting attention - it's about generating the right interest from qualified buyers early on, which ultimately maximizes your return. Homes that are priced appropriately tend to sell faster, receive stronger offers, and avoid extended time on the market that can lead to reductions and diminished negotiating power.

We take an analytical, data-driven approach when pricing properties. By evaluating recent comparable sales, current market trends, active competition, and your home's unique features, we'll position your property to stand out. Our goal is to establish a price point that reflects fair market value, builds momentum from day one, and gives you confidence as we move toward a successful sale.

While it can be tempting to "test the market" and see what happens, overpricing often leads to unintended consequences. Properties that sit too long without activity can become stigmatized, prompting buyers to wonder what's wrong or assume there's room for negotiation. This can result in fewer showings, lower offers, and ultimately a weaker negotiating position. In many cases, overpriced homes end up selling for less than if they had been priced correctly from the start. By aligning with market realities and buyer expectations, we give your home the best chance to sell quickly, competitively, and on your terms.

# ESTABLISHING YOUR HOME'S VALUE

The **SELLER** determines the price. The **BUYER** determines the value.

Your home's debut on the market is one of the most important moments in the entire selling process. It's your best chance to capture attention, generate interest, and create a sense of urgency among serious buyers.

That's why pricing isn't just a number - it's a strategy.

\$

**UNDERPRICED** 

Decreases your future buying power

Leaves money on the table by undervaluing

Buyer may assume something is wrong

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**MARKET VALUE** 

Better chance of a bidding war

More likely to get an offer at or above list price

Likely to sell quickly

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**OVERPRICED** 

May need a price drop, which can raise red flags

Likely to sit on the market longer

High price tag may deter buyers

# PRE-LISTING PREPARATIONS

**CLEANING AND SERVICING.** We recommend hiring a deep cleaning service before the home comes to market. Short money upfront can go a long way and having your home's mechanical systems serviced now could prevent future issues discovered during a home inspection.

**CONSIDER REPAIRS.** It never hurts to identify and repair issues ahead of time, such as leaky faucets, drywall repairs, peeling paint, ceiling stains, bathroom caulking, etc. We have a contractor that I can connect you with for any property repairs you want to explore.

**KITCHEN AND BATHROOMS.** Clear off countertops. Leave your canisters and little else. Maximize the available counter space. These rooms should be gleaming. If unsightly, have the tub re-caulked and remove mineral deposits from the shower walls. Clean the stove, microwave, and refrigerator.

**PAINT.** Paint goes a long way and is a simple, straightforward way to enhance your home. If needed, investing in paint projects before listing can help cover old blemishes, lighten the appearance of the home, and create higher value perceptions.

**LANDSCAPE.** The first thing a buyer sees is your front yard; first impressions go a long way and curb appeal matters. Mow the lawn, mulch the beds, plant the flowers, and invest in the exterior appearance of your property.

**LESS IS MORE!** Less clutter is the best clutter. We want buyers to envision themselves in the space. Less furniture tends to help a room feel larger. Clearing things out now will also make moving a much easier process when your home is sold.

# PROFESSIONAL SERVICE PROVIDERS

We have a trusted network of professional service providers who can assist with just about anything you might need - interior or exterior painting, deep cleaning, lawn care, junk removal, minor repairs, staging, and even full-service moving.

No matter the task, we have someone reliable to connect you with who understands the urgency and importance of preparing a home for sale.

Our goal is to make this process as smooth and stress-free as possible, and that starts with having the right resources in place. Let us know how we can help and where you'd like to begin - we'll tackle it together.



SCAN FOR A LIST OF TRUSTED VENDORS



At REMAX Results, we pride ourselves on delivering an elevated, property-specific marketing strategy that is curated for each listing to maximize exposure and deliver the highest possible return. In today's digital world, positioning your home in front of the right buyer pool is essential - and that is our top priority.

Every listing benefits from our dedicated in-house marketing team and a comprehensive, tailored approach that goes well beyond the standard. From high-quality photography, to professional video content, print materials and targeted direct mail, to heavily promoted open houses and private events, we ensure your home is showcased with the attention and investment it deserves.

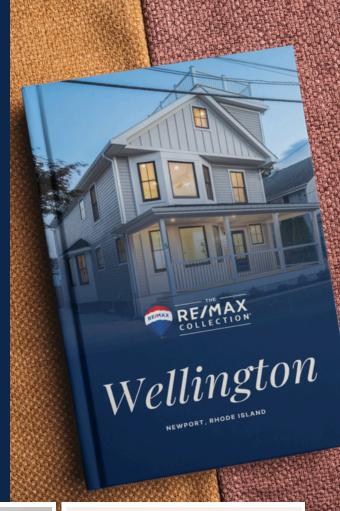
Our goal is establishing digital presence using targeted social media campaigns and online advertising to create meaningful visibility and a sense of urgency that drives competitive interest.

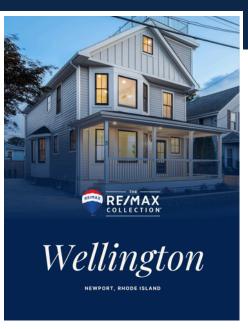
We don't just list homes; we tell their story through thoughtful marketing designed to resonate with qualified buyers.

We work relentlessly for our clients, and our track record of success is a testament to the work we put in. The time, energy, and investment we bring to every listing are unmatched - and we are always focused on delivering exceptional results.

### **QUALITY CONTENT**

Our marketing approach is centered around the story of your home. We believe every property has its own character, and we work to capture that through elevated content and thoughtful presentation. We create high-impact marketing materials that resonate across digital and print platforms. Each campaign is crafted to showcase your home's value, highlight its standout features, and connect with the right audience - both emotionally and visually.







#### LUXURY LIVING AWAITS

Lucury Infog awaits at 5 Wellington Avenue. This 4-bedroom, 4-bashroom gem was mediculously. Thamass Street, next to the local restaurcest, shops, and markers - with vever of the property o

WWW.FTLISTINGLEVERAGE.COM/LUXURY/WELLINGTON



APEX OF NEWPORT LIVING



ABOUT THE PROPERTY
2023 RENOVATION

4 bedrooms
 4 bathrooms

• 3,230 sq. ft.

WATCH PROPERTY VIDEO







EXPERIENCE THE APEX OF NEWPORT LIVING





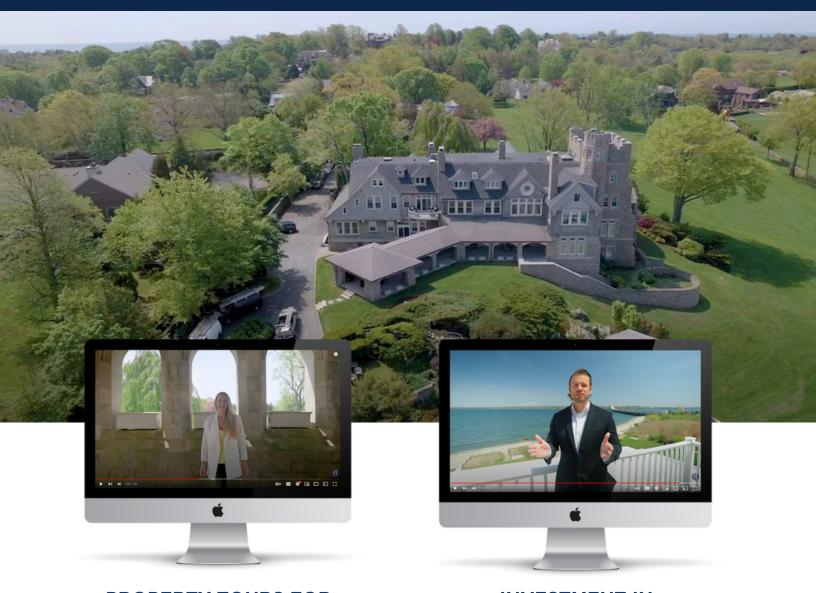






AWARD-WINNING PHOTOGRAPHY **BY PROFESSIONAL PARTNERS** 

## CINEMATIC VIDEOGRAPHY TELLING YOUR PROPERTY'S STORY



PROPERTY TOURS FOR ONLINE BUYERS
PUBLISHED TO YOUTUBE

INVESTMENT IN
PROFESSIONAL VIDEO
AND HIGH RES CONTENT

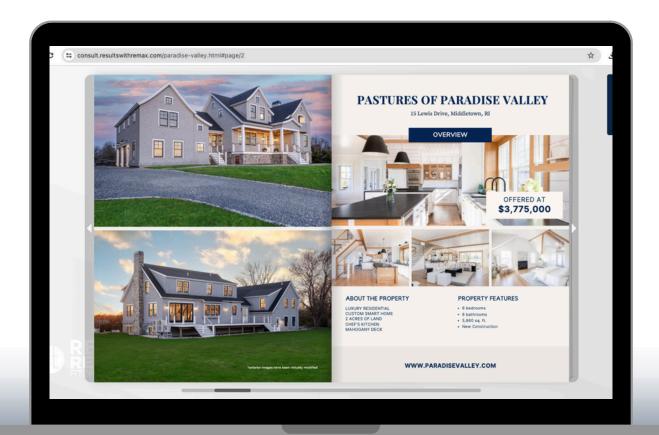
PLUS ALL VIDEO IS OPTIMIZED FOR BOTH DESKTOP AND MOBILE VIEWING



Backed by the power of the #1 name in real estate, your home benefits from unmatched brand recognition, global reach, and a network of the most trusted agents in the industry.



REMAX.COM: #1 Real Estate Franchisor Site Over 100 Million Visits



## YOUR HOME. EVERYWHERE.

In today's digital world, first impressions are made online. The moment your home is listed with us, it's syndicated across hundreds of real estate platforms - including Zillow, Realtor.com, Redfin, and more - ensuring unmatched visibility to active buyers nationwide.

We complement this reach with a refined digital marketing strategy, featuring professional photography, video, social media campaigns, and targeted email outreach. Our goal is to generate interest, spark momentum, and position your home for a successful sale.

## **GET SEEN. GET SOLD.**

As the Real Estate Editor for WhatsUpNewp, you will get unmatched exposure for your listing with over 40,000 local weekend newsletter readers and just as many social media followers.



#### Listing of the Week: 45 Houston Avenue, Newport

Magnolia Cottage, a timeless retreat in the Fifth Ward





## LAUNCHING YOUR HOME THE LISTING IS NOW LIVE!

We are ready to install the for sale sign, publish your listing on the MLS, and launch a full-scale marketing campaign to create strong early momentum.

This is accomplished by online syndication, direct mail campaigns, social media promotion, email outreach, and targeted contact with buyers and agents.

Our goal is to drive qualified interest from day one. We'll track feedback, monitor activity, and adjust our strategy as needed to stay ahead of the market.

Together, we'll coordinate showings, Open Houses, and ensure your home is positioned properly.





## HI NEIGHBOR! DO YOU KNOW OUR BUYER?

Community involvement plays an important role in the home selling process. Sending a thoughtful neighborhood letter is our way of keeping neighbors informed, extending a courtesy, and fostering a sense of collaboration. By sharing details about upcoming open houses and market activity, we create a positive atmosphere - and may even attract buyers from within the neighborhood itself.



401-241-1851

TylerB@resultswithremax.com



Hello neighbor -

My name is Tyler Bernadyn. I am a realtor on the Fitzpatrick Team at REMAX Results, specializing in residential real estate sales.

I'm writing to share some news about an upcoming change in your neighborhood.

17 Dearborn Street is officially on the market for \$900,000! Join us for an open house this Saturday, June 28th, from 11:00 AM to 12:30 PM — we'd love to show you around!

We're extending an invitation to you, any friends, family, and colleagues to please come to our open houses. If you know anyone who may be interested, please feel free to share the listing and my contact information with them.

We understand that open houses can sometimes bring additional traffic to the neighborhood, and sincerely apologize for any inconvenience this may cause. We value

community and want to make sure everyone is informed ahead of time about the public showings.

If you have any questions or if you would like to stay updated on the progress of this transaction, please feel free to reach out to us directly. We want to ensure a smooth transition for everyone in the local community.

Thank you for the hospitality over the next few weeks, and we look forward to meeting you soon.

Sincerely, Tyler Bernadyn





First impressions make a lasting impact, especially when it comes to selling your home.

A clean, well-lit, and comfortably temperate space sets the tone and immediately puts buyers at ease.

Paying attention to small sensory details - like lighting, temperature, scent, and background music - can create an immediate connection and leave a positive, lasting impression.

These thoughtful touches help buyers feel at home the moment they walk in, which can make all the difference.



## NAVIGATING AND NEGOTIATING YOUR OFFERS

- **REVIEW.** We'll evaluate all offers based on price, terms, contingencies, and buyer strength.
- **COMMUNICATE.** We'll engage with each agent to understand their flexibility and strengthen our position.
- ADVISE. You'll get a clear summary, and our recommendation based on the goals we have discussed.
- NEGOTIATE. We'll respond strategically whether that's countering, requesting best and final, or accepting a qualified bid.
- **CONTRACT TO CLOSING.** We'll guide you through inspections, appraisal, and financing to ensure a smooth path to the closing table.



### **CLOSING DAY**

- **UTILITIES.** Be sure to cancel or transfer services effective on the closing date.
- MOVE OUT. The home should be broom-swept clean and free of all personal belongings. We are happy to connect you with a qualified moving company if needed.
- **SIGN PAPERWORK.** You'll sign closing documents, and once the deed is recorded, the sale is official.
- TRANSFER OF POSSESSION. We'll provide all keys, garage openers, and access items to the buyer.
- PROCEEDS. Funds are typically received via wire transfer or check the same day of the closing.



### **RELOCATION SUPPORT**

As part of the REMAX global network, we are connected to thousands of top-performing real estate professionals across the world. Whether you're moving across town or across the globe, we can connect you with a trusted agent that we personally know, respect, and trust. Our referral partnerships are strong, and built on real relationships. Wherever life takes you, we have someone great on the other end to help.



9,000+
Offices Worldwide

140,000+ Agents Worldwide

OVER 110
Countries & Territories
(As of year-end 2023)





Thank you for taking the time to learn more about our team and the value we bring. Selling your home is more than a financial decision—it's a pivotal life moment. Choosing the right representation matters, and we don't take that responsibility lightly.

Our approach is grounded in professionalism, precision, and purpose. Through strategic marketing, thoughtful positioning, and elevated exposure, you can expect a collaborative approach from start to finish. We pride ourselves on a delivering a exceptional experiences to our clients. Above all, it's our unwavering commitment to excellence that truly defines our work.

We ensure that every aspect of the process is held to the highest standard. From lenders and title professionals to appraisers and cooperating agents, every detail is managed with care, because your investment deserves nothing less.

When you work with us, you gain a full-service team personally invested in your success—delivering a seamless experience with results you can trust.

We're truly grateful for your consideration and look forward to the opportunity to exceed your expectations.

tylerb@resultswithremax.com 401-241-1851



# RESULTS RHODE ISLAND