

# Your Complete Home Seller's Guide

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## NH & ME Seacoast Real Estate

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Selling your home is one of the most significant financial decisions you will ever make. In the competitive Seacoast market — spanning Dover, Portsmouth, Somersworth, Rochester, and Berwick — the difference between a good outcome and a great one often comes down to preparation, pricing, and having the right agent in your corner. This guide walks you through every stage of the selling process so you can move forward with confidence.

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## Chapter 1: Is Now the Right Time to Sell?

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Before listing your home, it is worth pausing to assess both the market conditions and your personal readiness. The NH Seacoast has consistently been one of the strongest real estate markets in New England, driven by proximity to Boston, a lack of state income tax, excellent schools, and a high quality of life. Inventory has remained historically low, which generally favors sellers — but timing still matters.

### Questions to ask yourself before listing:

- Have you built sufficient equity to cover selling costs and still profit?
- Do you have a plan for where you will live after the sale?
- Are you emotionally ready to leave this home?
- Is your home in a condition that will attract strong offers?

If you answered yes to most of these, you are likely ready to move forward. Arllen can provide a free, no-obligation Comparative Market Analysis (CMA) to show you exactly

what your home is worth in today's market before you commit to anything.

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## Chapter 2: Understanding Your Home's Value

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Pricing is the single most important decision in the selling process. Price too high and your home sits on the market, accumulating “days on market” stigma that causes buyers to wonder what is wrong with it. Price too low and you leave money on the table.

### What Goes Into a CMA

A Comparative Market Analysis examines:

Factor	What It Means
Recent sold comps	Homes similar to yours that have sold in the past 3–6 months
Active competition	What buyers are currently choosing between
Expired listings	Homes that failed to sell — often overpriced
Price per square foot	Normalized value across different home sizes
Location adjustments	Proximity to schools, highways, water, and amenities
Condition adjustments	Updates, renovations, and deferred maintenance

### The Seacoast Pricing Reality

In Somersworth and Rochester, well-priced homes under 450,000 routinely receive multiple offers within days. In Dover and Portsmouth, the 500,000–\$800,000 range moves quickly when staged and marketed properly. Berwick, ME offers strong value relative to NH communities and attracts buyers priced out of the NH market.

Arllen's track record includes a \$785,000 sale in Dover that closed in 6 days — the result of precise pricing combined with aggressive marketing.

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## Chapter 3: Preparing Your Home for Sale

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First impressions are formed in seconds, both online (where 95% of buyers begin their search) and in person. Preparation before listing is one of the highest-ROI activities a seller can do.

### The Pre-Listing Checklist

**Curb Appeal** Your home's exterior is the first thing buyers see in photos and in person. Mow the lawn, trim shrubs, power-wash the driveway, paint the front door, and add fresh mulch to garden beds. These small investments can add thousands to your final sale price.

**Declutter and Depersonalize** Buyers need to envision themselves living in your home. Remove personal photos, excess furniture, and anything that makes rooms feel smaller or more personal. Rent a storage unit if needed — it is worth it.

**Deep Clean** A spotless home signals to buyers that it has been well-maintained. Pay special attention to kitchens, bathrooms, windows, and baseboards. Consider hiring professional cleaners before photos are taken.

**Minor Repairs** Fix leaky faucets, replace burnt-out bulbs, patch nail holes, touch up paint, and address any obvious deferred maintenance. Buyers notice these details and use them to negotiate price reductions.

**Staging** Professional staging can increase your sale price by 5–10% and reduce days on market significantly. At minimum, rearrange furniture to maximize space and flow, and add fresh flowers or neutral decor to key rooms.

### What NOT to Over-Invest In

Not every renovation pays off at resale. Avoid major kitchen or bathroom overhauls right before listing — the return is rarely dollar-for-dollar. Focus on cosmetic improvements that have broad appeal rather than personal taste upgrades.

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## Chapter 4: The Marketing Plan

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In today's market, professional marketing is non-negotiable. Buyers are sophisticated and have access to dozens of listings at their fingertips. Your home needs to stand out.

### What Arllen Does for Every Listing

**Professional Photography** High-quality photos are the foundation of your marketing. Arllen coordinates professional photography for every listing — including drone/aerial shots for properties with land, water views, or unique settings.

**MLS Listing** Your home will be listed on the NEREN MLS (New England Real Estate Network), which syndicates automatically to Zillow, Realtor.com, Trulia, Homes.com, and hundreds of other portals — giving your home maximum exposure.

**Social Media Marketing** Targeted Facebook and Instagram campaigns reach active buyers in the Seacoast region and beyond, including relocation buyers from Massachusetts and other states.

**Email Marketing** Arllen's network of buyers, investors, and fellow agents receives direct notification of new listings — often generating interest before the home even hits the public market.

**Open Houses & Private Showings** Strategic open houses generate buzz and create urgency. Private showings are scheduled promptly to accommodate serious buyers.

**Keller Williams Network** As a KW agent, Arllen has access to one of the largest real estate networks in the world — including KW's internal listing platform that reaches thousands of agents and their buyer clients.

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## Chapter 5: Receiving and Evaluating Offers

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When offers start coming in, it can feel overwhelming — especially if you receive multiple offers at once. Here is how to evaluate them clearly.

## Key Terms in Every Offer

Term	What to Look For
Purchase price	The headline number — but not the only number that matters
Financing type	Cash offers close faster and with fewer contingencies
Down payment	Higher down payment = stronger, more committed buyer
Inspection contingency	Buyer's right to inspect and request repairs
Financing contingency	Buyer's right to exit if mortgage falls through
Appraisal contingency	Protects buyer if home appraises below purchase price
Closing date	Does it align with your timeline?
Escalation clause	Buyer automatically outbids competing offers up to a cap

## Multiple Offer Situations

In a competitive market, you may receive multiple offers simultaneously. Arlen will present each offer clearly, explain the trade-offs, and help you counter strategically. Sometimes the highest offer is not the best offer — a cash buyer at \$10,000 less with no contingencies may be worth more than a financed buyer at full price with three contingencies.

## Negotiation Strategy

Every counteroffer is an opportunity. Arlen's negotiation approach focuses on protecting your net proceeds while keeping deals together. Common negotiation points include price, closing costs, closing date, personal property (appliances, fixtures), and repair requests after inspection.

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## Chapter 6: Under Contract — What Happens Next

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Once you accept an offer, you are “under contract.” This is when the real work begins.

## The Timeline After Acceptance

**Days 1–7: Earnest Money & Inspection** The buyer deposits earnest money (typically 1–2% of the purchase price) and schedules a home inspection. The inspector will examine the structure, systems, roof, foundation, electrical, plumbing, and more.

**Days 7–14: Inspection Response** The buyer may request repairs or a price reduction based on inspection findings. Arllen will help you evaluate each request and respond strategically — you are not obligated to fix everything.

**Days 14–30: Appraisal** If the buyer is financing, their lender will order an appraisal to confirm the home's value supports the loan amount. If the home appraises below the purchase price, you may need to negotiate.

**Days 30–45: Final Walk-Through & Closing Prep** The buyer does a final walk-through to confirm the home is in the agreed-upon condition. You will work with a real estate attorney (required in NH and ME) to prepare closing documents.

**Closing Day** You sign documents, hand over the keys, and receive your proceeds — typically via wire transfer on the same day. In NH and ME, closings are handled by a real estate attorney, not a title company.

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## Chapter 7: Closing Costs for Sellers

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Understanding your net proceeds before you list helps you plan your next move. Seller closing costs in NH and ME typically include:

Cost	Typical Amount
Real estate commission	5–6% of sale price (split between buyer’s and seller’s agents)
NH Real Estate Transfer Tax	0.75 <i>per</i> 100 of sale price (split with buyer)
ME Real Estate Transfer Tax	2.20 <i>per</i> 500 of sale price (split with buyer)
Attorney fees	800–1,500
Prorated property taxes	Varies by closing date
Home warranty (optional)	400–600
Repairs agreed to in negotiation	Varies

**Example Net Proceeds Calculation (Dover, NH — \$500,000 sale):**

Item	Amount
Sale price	\$500,000
Commission (5.5%)	-\$27,500
Transfer tax (seller’s share)	-\$1,875
Attorney fees	-\$1,200
Estimated repairs	-\$2,000
<b>Estimated net proceeds</b>	<b>\$467,425</b>

Arllen will prepare a detailed net sheet for your specific property before you list so there are no surprises at closing.

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## Chapter 8: Working With Arllen

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Arllen Susanto brings 8 years of Seacoast market experience, 55 closed transactions, and a 5.0-star Zillow rating to every listing. Her personal background in property

investment means she understands the numbers — not just the emotions — of real estate transactions.

### What sets Arllen apart:

- **Bilingual service** — Arllen speaks both English and Indonesian, providing a comfortable experience for Indonesian-speaking clients navigating the NH/ME market.
- **24/7 availability** — Real estate doesn't follow business hours, and neither does Arllen.
- **Data-driven pricing** — Every listing price is backed by rigorous market analysis, not guesswork.
- **Proven negotiation** — A \$785,000 Dover sale closed in 6 days. Results speak for themselves.
- **Local roots** — Arllen lives and works in the Seacoast. She knows these neighborhoods intimately.

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## Ready to Get Started?

Contact Arllen today for your free, no-obligation home valuation and personalized selling strategy.

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*Berbicara Bahasa Indonesia · English & Indonesian spoken*

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*This guide is provided for informational purposes. Market conditions change frequently. Contact Arllen for current market data specific to your property and neighborhood.*