



Seller's Cover Letter

Thank you for the opportunity to earn your business!

Selling your property can be daunting and frustrating. In an attempt to find the right resource, all too often all that results is being inundated with spam and calls from inexperienced or non-local agents. Despite the multitude of confusing information, I am pleased that you have found me and my team of local experts to assist you further in pricing and evaluating your home.

We have been thoroughly vetted by Zillow, Realtor.com, Trulia, UpNest, TopAgentsRanked, Estatefy, Redfin, AgentMachine, Movoto, Homesnap and William Raveis Real Estate to assist our clients in procuring a buyer willing to pay the best price and terms for their home. **There is a reason we are the #1 rated team in MA on most national real estate websites - as rated by our previous clients.** Our portfolio is full of clients who have sold properties for \$20,000 - \$50,000 ABOVE what others have paid for the same home, or in some cases even selling for higher than previous listing prices that were not completed. I would love the opportunity to show you how we do it.

I pride myself on finding the ideal buyers for my client's needs all while protecting their best interests in the process. There is no one who will work harder or more professionally for you to ensure you sell at the price and terms of your choosing. Please contact me to discuss your next home - as always, there is no cost to you and never any contracts or obligation.

A handwritten signature in black ink, appearing to read 'Mikel DeFrancesco'.

Mikel DeFrancesco
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William Raveis Real Estate
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direct phone: 617.755.8272
www.MA-HomeFinder.com
www.SuccessInMass.com

If you or anyone you know is considering selling or buying. Please call us for advice on your search and how to achieve your goals and beat the competition by utilizing the best tools and local Broker option. It's always Free with no Obligation.

Mikel DeFrancesco • Phone: 617.755.8272 • mikedefran@gmail.com

Resume & Intro | William Raveis

Personal Summary: I am married to my wife, Lisa, and we have three wonderful boys (Mason – 18 yrs., Evan - 16yrs., Tanner - 13yr.) as well our 11 yr old daughter Gianna and our Swiss Mountain Dogs, Hudson & Daisy. We are lifetime local residents, active in our community. The desire to own property and leverage my background is the reason why I got into real estate over 25 years ago. I was raised in Milton where my family still resides after 50 years. They have owned a contracting/renovation business for over four decades and I have accumulated much of my construction/renovation experience from them – as well as earning my Construction Supervisor and Builders licenses. I lead a highly successful Real Estate Team servicing the Eastern MA market and am the #1 rated broker in MA by my verified former clients on national websites.

Real Estate goals: I aim to treat every client purchase or sale as if it were my own and provide the highest standard of service in the industry. I strive to maintain our #1 rating in MA for service and recommendations from real estate clients.

Professional Background:

- Received my Real Estate Agent license 24 years ago and earned my Broker's license in 2006
- Brought over 1,100 clients to the closing table after finding the home of their dreams or selling their home for top dollar.
- Developed and Trademarked TrueView Property Showing® online narrated home video walkthrough marketing tour
- Member of the Greater Boston Board of REALTORS
- Earned my Builder's – Construction Supervisor and HIC Contractors licenses
- Maintained the #1 rated Broker/Agent in MA for 4 years running, as rated by my former clients
- Pledged to be available 7 days a week from 7 am to 9 pm to offer a higher level of service than is typical of the industry.
- Developed my own portal: www.MA-HomeFinder.com to give free, unlimited access to local buyers with superior tools and notifications up to 3 days sooner than national sites. Customized a 26 point marketing plan, the most comprehensive in MA.



Our Listing Team | DeFrancesco Team

Mikel DeFrancesco: Team Leader and Broker. With over 25 years of experience and hundreds of local transactions, Mikel specializes in Seller advocacy and service. He has built a team whose purpose is to provide the highest level of service to our clients, which unfortunately is often lacking in Seller Representation. Mikel specializes in Marketing and Listing properties and maintains the designation of a Top Rated Broker in the State of Massachusetts. Unique in the industry, he also offers free access to that marketing plan in writing to his sellers which use today's media and techniques to procure prices not achieved by the competition.

Renee Roberts: Team Leader and Office Broker/Owner. Renee is one of the highest producing Realtors in Massachusetts. Featured in multiple articles and active in the community, Renee has become the go-to resource for Real Estate on the South Shore and specializes in listing and selling luxury property throughout the South Shore including new construction and custom builds.

Nicole Cohen: Nicole is a seasoned professional with a proven track record of excellence. Nicole and is a life-long South Shore resident and enjoys living and working in the community. A problem solver, she uncovers opportunities for his clients and is the perfect resource for our buyers and sellers. Nicole's strong Marketing and technology background is invaluable in our ongoing online and social media marketing for our listings.

Maria Terova: Maria is a long-time Salesperson with an analytical and financial background. Maria excels at price negotiation and strategy while leveraging technology to ensure the best result for his clients. Maria is often the point of first contact for sellers seeking a market analysis or price opinion and coordinates getting market and sales/pricing reports to local sellers earlier in their process.

Simon Elliot: Simon has joined our team as a full time Buyer and Seller Agent. Simon coordinates showings, keeps our listings updated on our multiple websites and enhanced listings. Proficient in showing desk, MLSPIN and our databases –he is a whiz at keeping our team humming and allowing us to sell up to 20x the typical agent's sales production while keeping a best in the industry satisfaction rating.

