

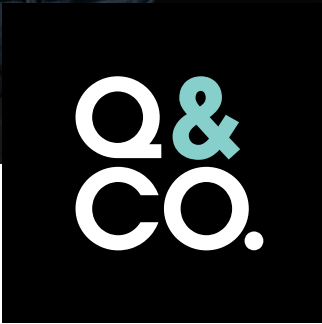


SELLER'S GUIDE



*Bobby Queen*  
REALTOR

*Jennifer Queen*  
OPERATIONS



For Bobby and Jennifer Queen, being local is more than a phrase. It is who they are. As lifelong Maine natives who proudly call Old Orchard Beach home, they are deeply connected to the community they serve. They do not simply work here. They live here and truly understand what makes Maine special.

Clients benefit from Bobby and Jennifer's deep understanding of Maine's real estate market, shaped by years of local experience and a genuine commitment to thoughtful guidance. They know the quiet streets of southern Maine, the stories behind its neighborhoods, and the unique character of Maine real estate, from coastal seasonal retreats to comfortable year-round homes. Their approach is personal, knowledgeable, and always focused on helping clients feel confident, supported, and informed throughout the process.

## BEYOND THE SALE

# OUR COMMITMENT TO GIVING BACK

At Queen & Co. Real Estate, we believe that a thriving community is built on more than just property values - it's built on the people who show up for one another. Having called Maine home our entire lives, we feel a deep responsibility to protect and pour back into the place that raised us. For us, "local" is a verb. Our commitment to giving back is woven into the fabric of our business through:

### Championing Local Animal Shelters

We are passionate advocates for our local shelters and rescue organizations. We know that a house isn't truly a home until the whole family is settled, pets included. We proudly support local rescues through donation drives and by using our platform to highlight adoptable animals looking for their forever homes in Maine.

### The "Shop Local" Initiative

Our marketing doesn't just promote houses; it promotes our neighbors. We use our platform to highlight local small businesses and Maine's artisans, keeping our community's economy vibrant and homegrown.

### Environmental Stewardship

We are dedicated to the preservation of Maine's natural beauty, supporting efforts to keep our beaches clean and our coastal ecosystems healthy for years to come.

### Honoring Our Veterans

We hold a deep respect for those who served. We actively support local veteran initiatives and organizations, ensuring Maine's heroes have access to the housing, resources, and community support they deserve.



Bobby had my condo under contract in two days and for well over asking price.

He's a great guy and loves real estate. He was so easy to work with. If you're curious about the realtor route at all, I'd definitely suggest having a conversation with him. He made the process so easy for me!

- Sarah

Bobby was instrumental in helping us find and purchase our Forever Dream-House! He was always available, always positive, always helpful, and always went the extra mile whenever we needed him. Extremely professional, yet a very friendly and warm person as well.

- Peter & Kathy

# HOME PREP CHECKLIST:

## LIGHTING

- All interior and exterior lights on, including floor lamps, table lamps, under-cabinet lighting, stove-top lighting, bedside lamps, ceiling fan lights, and other secondary light sources.
- Ensure that all bulbs work, replace any burnt out bulbs.

## KITCHEN

- Remove all non-decorative items from counters (dish soap, paper towels, phones, cleaning supplies, etc.)
- Remove magnets, photos, kids artwork etc from the refrigerator.

## BATHROOM

- Put toilet seats and lids down
- Clear countertops of non-decorative items
- Remove toiletries from bath/shower area
- (curtains/door are often opened to show off tiling/fixtures)

## WINDOW TREATMENTS

- Open curtains/blinds all the way in every room

## FRONT & BACKYARD

- Take down flags
- Put hoses and other equipment away, organize patio/deck
- Pick up pet waste, put away garbage bins, and generally clean up yard
- Freshly-cut lawn and landscaping in good shape

## PETS

- Keep pets out of the way during the shoot (in the backyard, garage or unfinished basement, for example)
- Put away pet supplies, including food/ water bowls, crates, toys, etc.

## VEHICLES

- Ensure that no vehicles are in the driveway or on the street in front of the home
- Close garage doors

## NEIGHBORS

- Let the next door neighbors on both sides know about the scheduled shoot so that they can ensure their yards are clean, cars are out of the driveway, and garage doors are closed.

## STAGING

- If available, place unobtrusive decorative items on counters and tables - examples include fresh flowers, bowls of fresh fruit, pottery, vases, and new candles.

Bobby Queen absolutely crushed this for us! He was always excited, encouraging, incredibly knowledgeable of the market and provided us great guidance... all leading us to a quick and exciting sale! Highly recommend him for anyone's real estate needs!

– Kristina & Jared

I don't even know where to start - TOP NOTCH!!!! From communication to responsiveness to knowledge - one of the best "customer service experiences" we have ever had! He even went over and shoveled the deck for a showing when our home was for sale!

– Denise & Erik

## PRE-MARKETING YOUR HOME

Pre-marketing is the strategic phase before your home officially hits the market. This step builds anticipation, increases visibility, and positions your listing for a strong launch. When executed correctly, pre-marketing can generate early interest and even attract qualified buyers before the home goes live.

## WHY IT MATTERS

- Creates buzz and excitement
- Reaches motivated buyers who are actively watching the market
- Helps your home stand out in competitive areas
- Gives you time to perfect presentation before full exposure

### *Our Strategy*

**Initial Consultation:** We meet at your home to discuss your goals and evaluate the property's unique features, then establish a competitive price point designed to drive maximum interest and high-value offers.

**Omni-Channel Marketing:** We launch a targeted advertising campaign across social-media, top-tier real estate portals, and our deep local network to reach buyers both near and far.

**Showings & Open House Management:** We coordinate all tours and host strategic open houses.

**Expert Offer Negotiation:** Using our deep understanding of the market, we vet every offer and negotiate the best possible price and terms on your behalf.

**Contingency & Closing Support:** From inspections, appraisal, title and the final walkthrough, we manage every detail and deadline to ensure a smooth, stress-free transition to the closing table.





## OUR LISTING PROCESS

01

### SIGN LISTING AGREEMENT

Once the listing agreement has been signed, we will start the process to get your listing launched as soon as possible!

02

### CLEAN & ORGANIZE HOME

It is important to get your listing ready by de-cluttering, painting, completing any repairs and upgrades, and if needed, virtual staging.

03

### LISTING LAUNCH

Your listing will be launched across our private network, Queen & Co. website, MLS, and syndication.

04

### FOR SALE & OPEN HOUSE SIGNAGE

Get noticed in the neighborhood! We will place For Sale and Open House signage for your listing to get your home seen in the area.

05

### PRINT & DIGITAL CAMPAIGNS

We will work with our marketing department to create email announcements and invitations, printed postcards and brochures, and promotions across all social media platforms.



Because our marketing team is a part of the Queen & Co. family, we are agile and responsive. We can pivot strategies, update visuals, and blast new content in real-time, ensuring your home remains the most polished and visible listing on the market from day one until closing.

## OUR COMPREHENSIVE CREATIVE SUITE

### Professional Cinematic Video:

We produce high definition video tours that go beyond a simple walkthrough, capturing the emotion and lifestyle of your home to engage out-of-state buyers and locals alike.

### High-End Editorial Photography:

Our photographers specialize in coastal light and Maine architecture, ensuring every room is captured with the perfect composition to stop the “scroll” on real estate apps.

### Precision 2D & 3D Floorplans:

We provide detailed, interactive layouts that allow potential buyers to visualize the flow of the home and plan their move before they even step foot through the door.

### Aerial Drone Imagery:

Highlight your property’s proximity to the beach or its sprawling Maine acreage with stunning bird’s eye views that provide essential context to the location.

### Custom Direct Mail Campaigns:

Our in-house design team creates premium, heavy-stock mailers and “Just Listed” postcards that are strategically delivered to high-intent neighborhoods and local buyers.

### Targeted Social Media Saturation:

We don’t just “post” your home; we run data driven ad campaigns across Instagram and Facebook to put your property in front of qualified leads based on specific demographics and interests.





**QUEEN & CO.**

REAL ESTATE

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