



ACB Realty, Inc.

"Realtors for Life"

Flexible Listing Options from \$750 to Full Concierge Service

Choose your level of service – you're in control

Serving the South Shore, Eastern MA & Beyond | Licensed in MA, RI,
NH & CT



Why Sellers Choose ACB Realty

You deserve options – not a one-size-fits-all approach. That's why we offer six distinct service tiers, from affordable MLS entry to full white-glove concierge. Every tier comes with the professionalism and integrity ACB Realty is known for.

Transparent Pricing, Always: Following the 2024 NAR settlement, commission structures are fully negotiable. ACB Realty was built for this – we've always believed in upfront, honest pricing.

Our Recommendation: We encourage sellers to consider offering buyer agent compensation to maximize exposure and attract the widest pool of qualified buyers.

ACB Realty, Inc. | 781-356-2552 | www.acbrealtyinc.com

\$60K

FSBO Price Gap

FSBO homes sell for \$55K-\$65K less on average than agent-assisted sales

4

States Licensed

MA, RI, NH & CT coverage

Compare Your Options at a Glance

Six service tiers – find the perfect fit for your needs and budget:

Feature	Flat MLS Entry \$750	Entry Listing Plus \$1,000	Entry Level 1%	Full Service 2%	Premier 2.5%	Platinum 3.5%
MLS Listing + Portal Syndication	✓	✓	✓	✓	✓	✓
Seller Provides Photos & Description	✓	✓	–	–	–	–
Professional Photography	–	✓ (10 photos)	✓	✓	✓	✓
Description Review/Enhancement	–	✓ (review only)	✓	Written by ACB	Written by ACB	Written by ACB
Open Houses	–	–	1	3	5	Unlimited Weekends
Offer Review & Communication	–	–	Directed to Seller	✓ Full Support	✓ Full Support	✓ Full Support
Negotiations & Expert Advice	–	–	–	✓	✓	✓
Attorney Coordination	–	–	–	✓	✓	✓
Virtual Tour & Professional Video	–	–	–	–	✓	✓
3-D Walkthrough	–	–	–	–	✓	✓
Contract Review & Full Closing Service	–	–	–	–	✓	✓
Staging Credit (up to \$3,000)	–	–	–	–	–	✓
"Just Listed" Neighborhood Mailers	–	–	–	–	–	✓ (\$1,000 value)
Custom Property Website	–	–	–	–	–	✓

 **How ACB Compares:** Our flat-fee tiers include more than competitors. Our full-service tiers deliver more value than traditional brokerages charging the same rates.

Get on the MLS — Starting at Just \$750

Flat MLS Entry — \$750

One-time flat fee – no hidden closing percentages

- Full MLS listing with portal syndication
- Seller provides all photos and descriptions
- All showings and communication handled by seller
- No ongoing monitoring or advice

Best for: Experienced sellers or FSBO sellers who just need MLS exposure

Entry Listing Plus — \$1,000

Professional polish with no closing percentages

- Everything in Flat MLS Entry
- Professional photographer captures 10 high-quality photos
- ACB reviews and enhances your description
- Seller still provides base description and manages communication and showings

Best for: Sellers who want professional photos but prefer to manage the process

How We Compare: Competitors charge \$249-\$349 upfront PLUS 0.5%-1.25% at closing. On a \$500K home, that's \$2,749-\$6,599 total. Our \$750 flat fee is straightforward – one price, no surprises.

Want More Support? We've Got You Covered

Entry Level Listing — 1%

Professional involvement with seller control

- 1% commission at closing
- Professional photography included
- One open house conducted by ACB Realty
- Offers directed to seller or attorney
- No negotiations or expert advice

Best for: Sellers who want some professional involvement but are comfortable handling most of the process

Full Listing Service — 2%

Professional representation from listing to closing

- 2% commission at closing
- ACB writes optimized property description
- Professional photography and 3 open houses
- Full negotiation support on all offers
- Attorney coordination through closing

Best for: Sellers who want a hands-off experience with professional guidance at every step

📄 **Market Context:** At 2%, this tier is competitively priced with discount agents like Clever Real Estate (1.5%) and Redfin (1.5%), but with the personalized, local expertise of a boutique firm – not a rotating team or call center.

Premier Listing Service — 2.5%

Maximum Exposure, Complete Peace of Mind

Everything you need to showcase your home at its absolute best – virtual tours, 3-D walkthroughs, and five open houses included.



Virtual Tour & Video

Professional virtual tour and video showcasing your property's best features to online buyers



3-D Walkthrough

Immersive 3-D walkthrough experience that lets buyers explore every room remotely



5 Open Houses

Maximum buyer traffic with five professionally conducted open houses



Full Contract Review

Complete contract review and full-service support from listing day through closing

Value Comparison: Traditional brokerages like Keller Williams, RE/MAX, and Coldwell Banker typically charge 2.5%-3% for comparable services. At 2.5%, our Premier tier delivers everything the big brands offer with the personal attention only a boutique brokerage can provide.

Best for: Sellers who want maximum exposure and complete peace of mind

Platinum Concierge Service — 3.5%*

The Ultimate White-Glove Experience

The pinnacle of listing services – every tool, every advantage, every detail handled for you.

\$3,000 Staging Credit

Professional staging that helps homes sell 87% faster and for 3% more (NAR data)

Unlimited Open Houses

Every weekend coverage – approximately 6+ weeks of weekend open houses

Neighborhood Mailers

"Just Listed" mailers sent to surrounding homes – a \$1,000 value

Custom Property Website

Dedicated website built exclusively for your property with 3-D walkthrough tour

- ❑ **Why 3.5%?** On a \$500,000 home, the staging credit and mailers alone represent \$4,000 in added value. The 87% faster sale time and 3% higher sale price from professional staging more than offsets the commission difference. This tier is designed to maximize your net proceeds.

Best for: Sellers who want every possible advantage to achieve the highest sale price

*Minimum list price of \$450,000

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Renovate Before You List — Zero Upfront Cost

DreamCloud Renovation Services — We Pay Upfront, You Reimburse at Closing

Our signature program removes the #1 barrier to selling older homes across the South Shore and Eastern Massachusetts: **We fund renovations upfront with absolutely no upfront costs to you.**

01

DreamCloud Funds Renovations

New paint, flooring, countertops, kitchen and bath updates, and more – all paid upfront by us

02

You Choose Your Contractors

Use your own subcontractors OR our contractor network – your choice, your control

03

We Verify Equity

Simple verification with a current mortgage statement – transparent and straightforward

04

Reimburse at Closing Only

Nothing out of pocket before the sale – you reimburse from closing proceeds

Services Include:

- Light carpentry and painting
- Flooring and countertops
- Kitchens and bathrooms
- Professional staging
- Mechanical updates (HVAC, plumbing, roofing)

Transparent 1% management fee with detailed cost spreadsheet – no hidden fees, no interest, no markups

The Numbers: NAR data shows staged homes sell 87% faster and for 3% more than non-staged homes. On a \$500,000 home, that's an additional \$15,000 in potential value.

☐ **How DreamCloud Compares:** Compass Concierge charges fees and interest. Coldwell Banker RealVitalize caps at \$20K-\$50K and isn't available in Rhode Island. DreamCloud's advantage: transparent 1% management fee, no hidden interest, full cost tracking, and seller controls contractor selection.

Tools That Give You the Edge

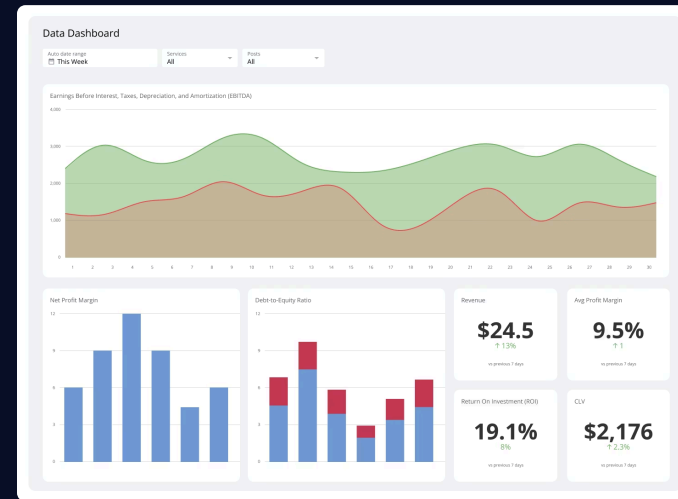
ACB Bridge Purchase Program & SmartSync Marketing — Available Only at ACB Realty

ACB Bridge Purchase Program

Buy your new home **BEFORE** selling your current one

- Eliminates the home-sale contingency – the #1 disadvantage in competitive markets
- ACB Realty coordinates both transactions seamlessly
- Move on YOUR timeline, not the market's
- No temporary housing or storage costs
- Available across MA, RI, NH & CT

Major firms offer similar programs, but only within their premium ecosystem. ACB makes this accessible to everyday homeowners across all four states we serve.



ACB SmartSync Marketing Platform

Real-time marketing intelligence for your listing

- Listing syndication across major portals in minutes
- Real-time seller reports tracking every impression and click
- Performance data across websites and social media
- Transparent reporting so you always know how your property is performing
- Data-driven marketing adjustments to maximize exposure

Large firms invest heavily in proprietary platforms – Raveis has RAMP, Coldwell Banker has Listing Concierge. ACB SmartSync delivers the same caliber of marketing intelligence without big-brand overhead costs.

Ready to Sell? Here's Why ACB Realty Is Your Best Move

Your Partner for Life

We build lasting relationships – not just transactions. Here's what sets us apart:



Multi-State Coverage

Licensed in MA, RI, NH & CT – serving the South Shore, Eastern Massachusetts, Greater Boston, and beyond



Six Flexible Tiers

From \$750 flat fee to 3.5% full concierge – something for every seller and every budget



DreamCloud Renovations

Maximize your home's value with zero upfront cost – we fund renovations before listing



Bridge Purchase Program

Seamless home transitions in competitive markets – buy before you sell



SmartSync Marketing

Real-time listing performance and transparent reporting with data-driven adjustments



Post-NAR Settlement Ready

Transparent pricing and clear value at every tier – built for the new era

The Bottom Line: Whether you need simple MLS exposure for \$750 or a full concierge experience with staging, renovation financing, and unlimited open houses, ACB Realty has a tier designed for you. Our competitors either charge more for less, or offer less for the same price.

Call today for a free, no-obligation consultation and find the perfect tier for your home.

Call 781-356-2552

Visit www.acbrealtyinc.com