



NEWBURYPORT  
MIDDLETON



# RE/MAX

## THE MOST RECOGNIZED BRAND IN REAL ESTATE

### Premier Market Presence®

The real estate network with the greatest market share has the most to offer buyers and sellers. RE/MAX has achieved 30-percent-and-higher market share across North America and is growing around the world. A measure of business leadership, our Premier Market Presence (PMP) results from our community-minded, high-producing agents giving superior customer service under a respected brand.

### The RE/MAX Collection

The red, white and blue RE/MAX Balloon, with its “Above the Crowd®” slogan, is one of the most recognizable business logos in the world. RE/MAX boasts a global fleet of more than 100 Hot Air Balloons, which make more than 6,000 appearances around the world each year.

### The Sign That Brings You Home®

The red-over-white-over-blue RE/MAX yard sign and your RE/MAX agent lead you to properties in areas in which you’ll want to live and work. If you want to sell your property, the RE/MAX yard sign attracts those in the home buying process. Nobody sells more real estate than RE/MAX.

**Hometown Experts  
with a World of Experience®**





**Sharon Cronin**

Broker/Owner  
RE/MAX On the River

# RE/MAX ON THE RIVER

## HOME OF THE BEST AGENTS

RE/MAX On the River was founded in 1998 by Sharon Cronin and Paul Kyte — two seasoned real estate brokers looking to combine a leading global brand with a hyper-local presence. Their impressive sales experience and market knowledge, combined with the power of RE/MAX, has made RE/MAX On the River a market leader in Greater Newburyport and the Tri-towns.

With more than 30 REALTOR® professionals and an outstanding support staff, RE/MAX On the River is committed to providing superior service and measurable results. Agents are full time, highly productive professionals with a progressive approach to their individual businesses. As a result, their clients experience the very best service and expertise in any market.

We pride ourselves on being innovators and trend setters. RE/MAX On the River was the first local office to go paperless with online document handling and transaction management, including electronic escrow deposits. We were the first to introduce videos in marketing and to utilize interactive 3D tours to promote our listings. Our clients benefit from this greater listing exposure with quicker, smoother transactions.







# PIRRE "PETEY" MITCHELL

## RE/MAX ON THE RIVER

With 35+ years in the real estate business, I have quickly built the trust of a clientele that expects and deserves only the best representation, and the utmost discretion in protecting their privacy and interests. I understand that buying or selling a home is an emotional transaction. For many, a home is a person's main financial asset, so I'm careful to take exceptional care of my clients throughout the entire selling or buying process. Whether their risk is a hundred thousand or a million dollars, I am committed to doing the necessary homework ensuring they receive good value for their dollar. Each transaction has a unique set of circumstances and I welcome the challenges that comes with it.

It would be my distinct pleasure to offer you the benefit of my experience, my technological expertise and my commitment to superior service, to make your real estate experience as smooth and stress free as possible. If you're considering buying or selling a home, now or in the future, please feel free to call on me to assist you with all your real estate needs.



Pointing People in  
the Right Direction



# PETEY'S PROFESSIONAL TEAM

Wise to be  
Soci@l



Social Media Marketing is an important part of my strategy to get your property seen by the most people.

From 'Coming Soon' to 'New Listing' or 'Open House' posts, Lauren Wise will make sure your home is seen on both Instagram and Facebook. Social Media is the new "word-of-mouth" and exposure is key, so having a dedicated professional to manage posts, hashtags, and links makes a big difference!



JIM BARBERE  
PHOTOGRAPHY



It's almost guaranteed that potential buyers will see your property online before they decide to visit in-person, and great photos will make their decision that much easier!

Jim Barbere will take professional photos of your property that show your home in the best light. His 20+ years of experience will undoubtedly create a portfolio of photos that will contribute to the marketing of your property.





# WE ARE REALTORS

## BOUND BY A STRICT CODE OF ETHICS

### All of Our Agents are REALTORS®

For over 100 years, REALTORS® have promoted and protected the dream of property ownership for millions of Americans just like you. In fact, the National Association of REALTORS® was founded by real estate practitioners determined to unite the profession with the singular goal of establishing high ethical standards to protect buyers and sellers.

In addition to completing additional educational requirements, above and beyond the state mandated licensing standards, we are members of the largest trade association in the United States. Most importantly, we subscribe to the strict Code of Ethics and Professional Conduct Standards established by the National Association of REALTORS®.

Our access to the REALTORS® Property Resource and MAR's town and state sales reports provides dynamic information which benefits our clients regardless of their specific real estate goals. Understanding large market trends, and applying local market knowledge allows us to make sure you are an informed seller and a prepared buyer.

The term REALTOR® has come to imply competency, fairness, and high integrity because of adherence to an ideal of moral conduct in business relationships, and this is directly in line with RE/MAX On the River's efforts to be recognized as valued guides in our local communities.

### The REALTOR® Difference

Buying a home is the biggest investment most people will ever make, but not all real estate agents are created equal. The experience and training of a REALTOR® can help you get into your dream home.





## Benefits of Selling Your Home with RE/MAX 360 Tours

Virtual Remote Viewings save you time, disruption and inconvenience

Virtual Viewings attract more buyers in more locations

Information labels showcase specific features of your property and location

Potential buyers can share the tour with friends and family

# RE/MAX 360 TOURS

## SELL YOUR HOME THE EASY WAY

### Live Video Chat Viewings

Your agent can conduct remote viewings anytime, from anywhere and with up to 8 people! Cut down on unnecessary viewings.

### 360 Virtual Tours

Potential buyers can view your property as if they were there. Information labels throughout the home highlight special features.

### Pre-Recorded Tours

Buyers can watch a guided, narrated tour anytime.

### 3D Models

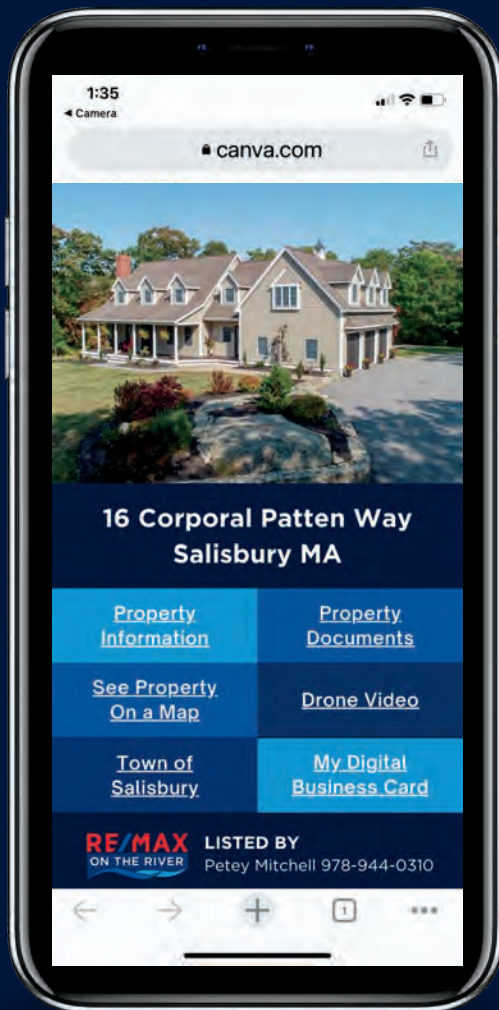
Dollhouse view allows buyers to review size, proportions, and flow of rooms and to move from floor to floor as they view the property.

### Floor Plans

Room dimensions and sizes are available with a click!







RE/MAX On the River  
**FLYERSITES**  
make your property  
info easily accessible!

# RE/MAX ON THE RIVER

## FLYERSITES

Every RE/MAX On the River listing gets a custom website that contains links to all of the marketing materials we have for that property. Photos, listing details, documentation, videos, 3-D tours, map location, town websites and more can be linked to the flyersite.

Everything a potential buyer might need is organized in one place and easily accessible through a custom link. This link is included in RE/MAX On the River social media posts about the property, and on our company linktree.

<https://rem.ax/16CorporalPattenWay>

We also convert the link into a scannable QR code which is included on the property flyer displayed at open houses, showings, and even in the front window of our Newburyport office.



Scan the QR code  
to see for yourself  
just how easy it is!

**SALISBURY MA**  
16 CORPORAL PATTEN WAY

**\$874,000**  
3 BEDS  
3F 1H BATHS  
5,127 SQ. FT.

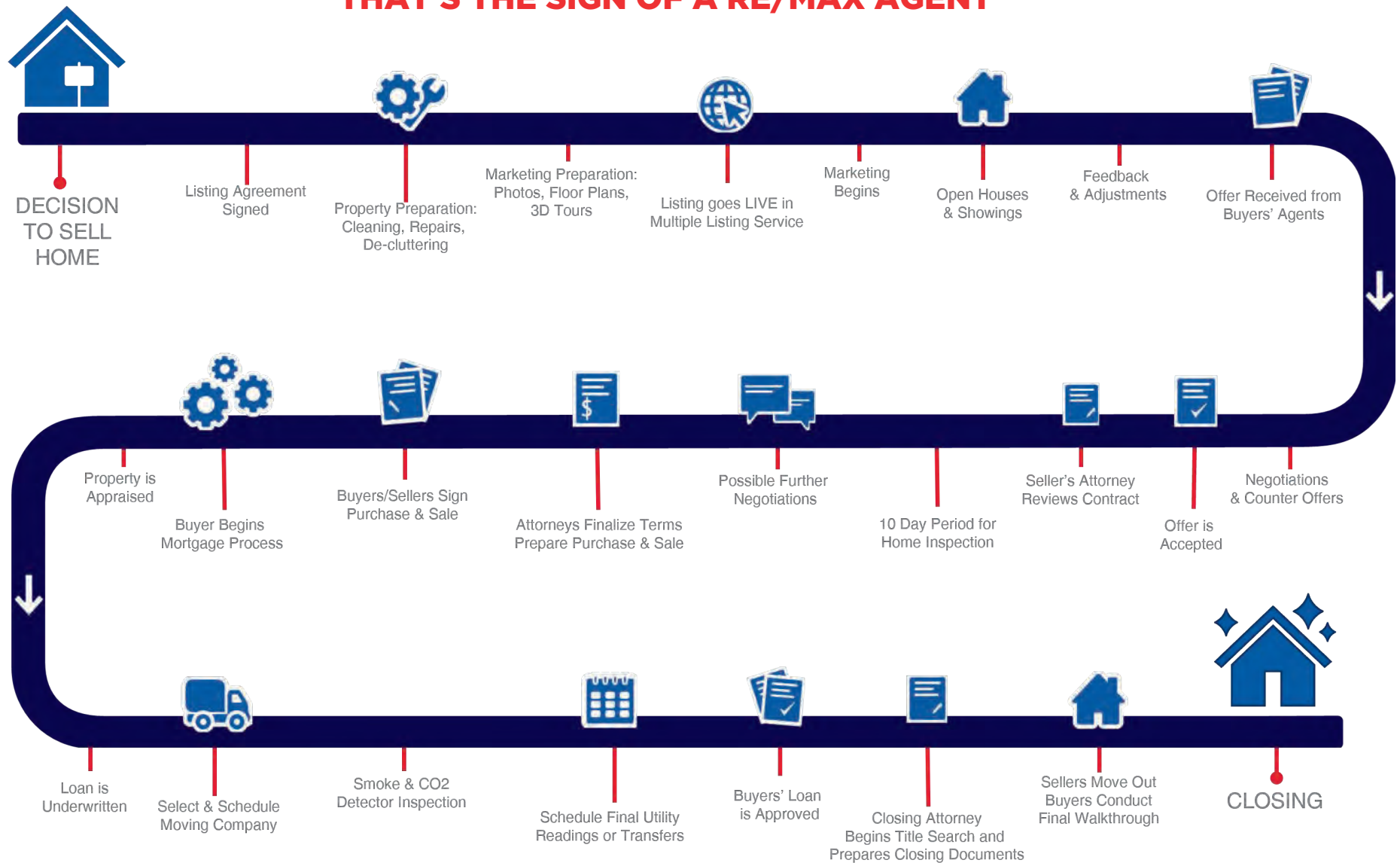
Listed by  
**Petey Mitchell**  
978-944-0310  
peteysellshomes@yahoo.com





# DOING MORE FROM "FOR SALE" TO "SOLD"

THAT'S THE SIGN OF A RE/MAX AGENT



# MARKETING YOUR PROPERTY

## BEFORE LISTING IS ACTIVATED:



Execute Listing Contract



Discuss Marketing Strategy with Seller

- Social Media
- 3D Tour
- Video Walkthrough
- Interactive Floor Plans
- Custom Website
- Open House
- Direct Mail
- Print Ads



Install COMING SOON Sign



Select & Schedule Photographer



Cleaning/De-cluttering/Staging



Take Interior & Exterior Photos



Prepare Listing Information and Supporting Documents



Email to more than 30 RE/MAX On the River REALTORS®

## AFTER LISTING IS ACTIVATED:



Install FOR SALE Sign



Listing Syndicated to Real Estate Websites



Listing Emailed to Potentials Buyers and Buyer Agents through the MLS



Broker & Office Property Tour



Property Flyer & Info Site Created



Schedule and Conduct Showings & Hold Open Houses



Weekly Update to Seller on Activity and Feedback



Reevaluate and Adjust Marketing and/or Price As Market Dictates



### **Make sure your home is a "scroll-stopper."**

Buyers scroll through hundreds of listings online, clicking only on the ones that catch their eye. Make sure your home is one of them!

Keep in mind, the goal is not pictures of your home, it is pictures of a home that appeals to prospective buyers.

# **READY FOR YOUR CLOSE-UP**

## **PREPARING YOUR HOME FOR PHOTOS**

### **Exterior**

- Clean up the yard. A basic landscaping tidying should be completed with those "little extra touches" to provide curb appeal. Weeding flower beds, cutting the grass, trimming bushes, and adding mulch and seasonal plants or flowers all set the stage for buyers.
- Clear debris and pressure wash the exterior of the house, driveway, patio, deck, walkway and porches. Also, clean outdoor furniture or lawn décor.
- Clean all windows and doors outside, and touch up paint at exterior thresholds. Removing window screens enhances sparkle in photos. Withstand temptation to decorate for any holidays. Undecorated photos stand the test of time. Or, budget for a second photo shoot if your home doesn't sell; the first one is on us.

### **Interior**

- Go through each room and remove the clutter. You don't want stacks of paper or excess items on shelves, tables or on the floor in your photos. Rule of thumb: no more than two items on any surface. Less is more; much less is much more.
- Make sure all the lights in the home are working and all lightbulbs are the same color within one fixture. Older curtains/shades are best removed. Dress up the fireplace by removing unattractive screens or doors; set logs to create romantic ambiance.
- Deep clean all the rooms. Clean carpets, wipe down walls, baseboards, windows and window seals. Scrub the floors and bathroom grout and tiles. Grout touch-up rejuvenates a bath. Hang white towels in bath if possible. Organize closets. Remove out of season clothes and coats to make more space.
- Don't forget to give all the light switches, doors, and cabinets a good cleaning as well.



# EXCEEDING EXPECTATIONS



## STERLING H.

"Pirre did an awesome job and helped us every step of the way with our complex cross-country move! She was very knowledgeable about the local area and was always available when we needed her."

## MARK C.

"Very happy with Pirre's knowledge of local market and willingness to do whatever was needed to help me find my new home. She had a great sense of what homes were a good fit for me and didn't waste time with homes that didn't fit my needs, Thank you!"

## AJA W.

"Petey was amazing to work with, she was extremely professional and very patient. Since I was a first-time home buyer, I knew almost nothing about the process, but Petey was very knowledgeable and made me feel so confident that we would find the perfect home. She was very responsive to texts and calls and always made me feel like I was her top priority! I would highly recommend Petey Mitchell to my friends and family and honestly anyone I meet."

## LORI R.

"I thought Pirre with an excellent realtor. She was very attentive and her call back time it was awesome! She taught me a lot of things about real estate that I never knew. She was great going over every detail of all the paperwork so I can perfectly understand it. I would highly recommend her!"

# TERRIFIC TESTIMONIALS

## STEVE B.

"Pirre Mitchel has worked with me on a number of properties over fifteen plus years. Our early experience she was the paralegal, and she perfectly handled all aspects from creation through closing. From this base of knowledge Pirre very effectively moved to RE/MAX On the River as an agent. With her attention to detail, work ethic, and force of personality, on top of her very strong base of knowledge encompassing technical strength, and knowledge of the broader North Shore communities, she is without a doubt the best agent I know. Whether it be a condo rental, marketing and selling a condo development or an estate, Pirre would be my choice. This may sound over the top for a recommendation. It is and she deserves it and more. I have no hesitation recommending Pirre whether you are selling, renting or buying."

## KATE H.

"Petey is very knowledgeable and worked with us to buy our first home. She is trustworthy and guided us through the whole process. Would definitely recommend!"

## LISA H.

"I recently sold a home with Pirre Mitchell. While this can be a very stressful process, I felt 110% confident by partnering with Pirre. She was candid, provided great feedback, helped explain clearly all details and managed the actual-sale negotiation brilliantly. In addition, she was extremely responsive to every one of my questions, no matter how small. As I move forward to now find a place to call home Pirre was still there the right partner to help me navigate the process. I would highly recommend this masterful agent called Petey. Thank you!"

# RAVE REVIEWS

## TIMOTHY L.

"Petey is exceptional at what she does, and makes an incredibly complicated process seem so straightforward. We really couldn't be happier from both of the times we worked with her. Further - and most notably for us - Petey genuinely cares about the interests of her clients and works to make their purchase or sale as successful and stress free as possible. We couldn't recommend her enough."

## HOLLY B.

"Petey was very knowledgeable and helpful in the home buying process. As a first-time homebuyer she was able to explain each step of the process and provided excellent advice when it came to making an offer and negotiations."

## KATIE H.

"Petey is a fantastic realtor! She really went the extra mile to ensure our needs were met throughout the entire home buying search. She brings a wealth of local knowledge- she brings a great mix of professionalism and fun to the process!"

## KELLIE P.

"Petey was very professional, very knowledgeable. Everything went so smoothly. Our house went on the market and was sold and closed in just over 3 weeks! Couldn't have asked for a better experience."





### **ALEX N.**

"I have worked with Petey for 8+ years through a variety of real estate transactions. She is simply the best - highly knowledgeable, patient, trustworthy, and professional. Thank you, Petey, for helping me to accomplish another successful home purchase!"

# **SUPER SKILLS**

### **NANCY R.**

"I have been a real estate owner & investor since 1988 and Petey is the most professional and conscientious realtor I have ever worked with. As important, if not more so, she is down to earth and always has my back as her client. I truly enjoy working with her and her market knowledge is excellent. She most recently helped me with a difficult and complicated land purchase. I could not have got to closing without her support and perseverance. I highly recommend her services."

### **KELTE M.**

"Working with Petey while looking for and purchasing our home was a great experience! Not only was she available basically 24-7 but she is extremely knowledgeable of the market and the area! She made our first time buying a home super easy and smooth and helped us find the perfect place to call home!"

### **JORDYN H.**

"I can not say enough great things about Pirre Mitchell. She was very professional, friendly, and got our home on the market/sold in a short amount of time. I also connected with her on a personal level which was nice because you do not usually find someone who truly cares about your well being. She was open, honest, and an excellent communicator. She answered every question we had and led us in the right direction. You cannot go wrong with Pirre Mitchell!"



**Work with a RE/MAX  
Miracle Agent and make a  
difference in a child's life.**

RE/MAX Agents have donated over 130 million dollars to Children's Miracle Network Hospitals since 1992.

# RE/MAX ON THE RIVER

## IN THE COMMUNITY

### Children's Miracle Network

RE/MAX has a long standing relationship with the Children's Miracle Network. RE/MAX On the River is a designated Miracle Office, which means whenever our agents help clients buy or sell a home, a portion of their commission is donated to the Children's Miracle network. In 2022, our REALTORS donated over \$6,000!

### RE/MAX On the River Charitable Foundation

Founded in 2010, the RE/MAX On the River Charitable Foundation benefits our local communities. RE/MAX On the River matches every \$25 contribution from our agents' commissions. Every spring, the foundation awards a \$2,000 scholarship to a service minded, college bound senior at these local high schools: Newburyport, Amesbury, Triton Regional, Pentucket Regional, and Masconomet Regional. Additionally, donations are made annually to local service organizations or families in need.

### Our Neighbor's Table

Based in Amesbury, Our Neighbor's Table provides meals, prepared and served by volunteers, on Wednesday nights to anyone in need. Several times a year, a team from RE/MAX On the River volunteers to help serve meals. RE/MAX on the River also holds a semi-annual food drive to assist the efforts of Our Neighbor's Table. A recent drive resulted in donations of food, toiletries, and money totaling \$1,650.

### Community Giving Tree

Community Giving Tree helps low-income families throughout northeastern Massachusetts by providing clothing, diapers, baby equipment and other basic necessities. Our Middleton Office serves as a Drop-Off location for the their annual School Supply Drive in the summer, Winter Warmer Drive in the fall, and Diaper Drive in the winter.





Scan this code for my  
Digital Business Card  
to easily save my  
Contact Info!

# RE/MAX ON THE RIVER

**CONTACT OR CONNECT WITH ME**



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