

Thinking about SELLING in 2025 or beyond?



CALL/TEXT/EMAIL ME ANYTIME
978 870 9260 jennifershenk@kw.com



WELCOME

I'm Jen Shenk. I help buyers and sellers navigate real estate transactions in Central Massachusetts. I have six children (and 3 dogs!), and have parlayed my 30+ years of experience as a parent, active community member and chronic volunteer in to a full time real estate career.

I'm dedicated to consistently delivering personalized service and exceptional RESULTS to all of my clients. I take great pride in the relationships we build and I always work relentlessly on my clients' behalf to help them achieve their real estate goals.

Many of my clients have worked with me on multiple transactions, and most of my business comes from word of mouth referrals from past clients, professional contacts and my online reviews.

CONNECT WITH ME NOW!

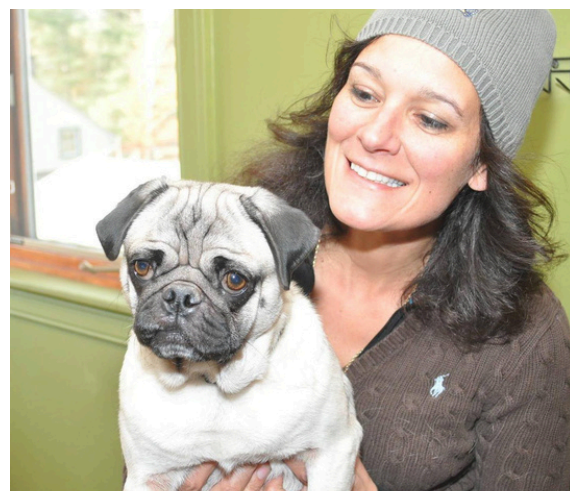


Jennifer Shenk 
AND TEAM
KW NORTH CENTRAL
KELLERWILLIAMS. REALTY

Jen Shenk
Call/Text: 978 870 9260
jennifershenk@kw.com

JEN SHENK

A+ SERVICE COMMITMENT



JEN SHENK: A+ SERVICE COMMITMENT

I have a proven track record of providing exceptional personalized service and results for my clients.

Many real estate agents simply enter their listings in the Multiple Listing Service (MLS), which sends to commercial sites like Realtor.com, Zillow, etc. and call it a day.

I make every day a day for action on my listings, in order to maximize results for my clients.

TEAM APPROACH

FOCUSED PROFESSIONALISM

I am heavily involved in all my listings, resulting in a smooth listing and transaction process, with great communication. Sellers appreciate being guided through the process.

My extensive local knowledge, experience and reputation often brings excellent offers.

SETTING THE STAGE

PREPARATION AND STAGING

Brainstorming and collaboration about how to best present your home -- to get top dollar for you! A staging consultation helps us prepare your home to show its best on the day of the photos appointment, for open houses, and for showings.

VISUAL MEDIA

Professional, every step of the way! I never take my own photos, but I will be there with the professional photographer to make sure your home shines! My presentations are always best-foot-forward and top shelf.

STRATEGY

PRICING

Market conditions and recently listed and sold properties will be our guide. YOU are in the driver's seat on pricing your property.

ATTENTION TO DETAIL

Attractive presentation, with carefully proofread descriptive details and visuals best show off the property, plus automated scheduling for showings and feedback. My high level of attention to detail is consistent from our first day working together, throughout the transaction and to the closing.

JEN SHENK

A+ SERVICE COMMITMENT

ONLINE PRESENCE AND SOCIAL MEDIA

GRAPHIC DESIGNER TURNED REALTOR

JENSHENK.COM is frequently updated, with an attractive and informative page dedicated to each listing.

Professional quality ads and eye-catching property brochures and printed materials with documents easily accessible to buyers, which truly elevate the buyers' perception of your property, resulting in more people who want to tour your home.

ENHANCED PROMOTION

BORN MARKETER

High level outreach to my database of 2,500+ realtors locally and nearer to Boston, using Constant Contact email marketing.

Extensive promotion on all local and regional Realtor Facebook groups, my Instagram @jennifershenkrealtor and at Facebook.com/RealEstateWithJen

Paid advertising on Facebook and Instagram, targeting specific geographic areas for maximum likely-buyer exposure.

My monthly newsletter is fun, local and free-- I always get feedback and compliments on it, and it's a great way for me to advertise my listings, too!

RESULTS



Consistently positive CLIENT REVIEWS related to excellent communication, high-level marketing visuals, professional presentation and RESULTS!

TARGETED MARKETING

FINDING EVERY POSSIBLE BUYER

- Unique marketing for every listing
- True social media reach
- Targeted online ads
- Physical mailers to potential buyers
- Proven track record of beautifully presented listings promoted in an attractive way.

A+ TRANSACTION EXPERIENCE

COLLABORATIVE NEGOTIATOR

Strong collaboration and negotiation skills to net you the results you want.

COMMUNICATION IS KEY

My dedicated assistant helps me maintain and update a Seller Dashboard so you can always check in on showing and open house activity and feedback.

My transaction coordinator helps guide from offer to closing. You'll always know the next steps, and there will be consistent communication throughout the process.

MEET THE TEAM

I lead a small team with a Buyer Specialist, Transaction Coordinator and Administrative Assistant. We aim to consistently provide the highest service level.

Above all, our #1 goal is to deliver a satisfying and lucrative home sale experience to our clients. Our roles are very specific, with me being your primary contact.

Our job is to get you the best deal and often times that is through leveraging our combined skillsets and networks.

While we personalize our marketing approach, we systematize our approach to paperwork, ensuring you always know what's coming next.



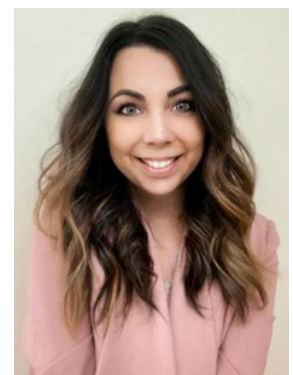
JENNIFER SHENK
TEAM LEADER, LISTING AGENT
YOUR LOCAL REALTOR 2013+



EMILY MORRISSEY
REALTOR, BUYER SPECIALIST
ON THE TEAM 2024+



LAURA THOMASON
TRANSACTION COORDINATOR
ON THE TEAM 2018+



AMANDA PECK
ADMINISTRATIVE ASSISTANT
ON THE TEAM 2021+



JEN

I focus on best presenting your property for sale, listing and marketing strategy, outreach to other agents, all face-to-face interactions, negotiation and problem solving. Every time a buyer or buyer agent is at your property, I'm there with them.

EMILY

Emily assists on listings and focuses heavily on our buyer clients. She pays close attention to the markets our buyer clients are searching for properties in.

LAURA

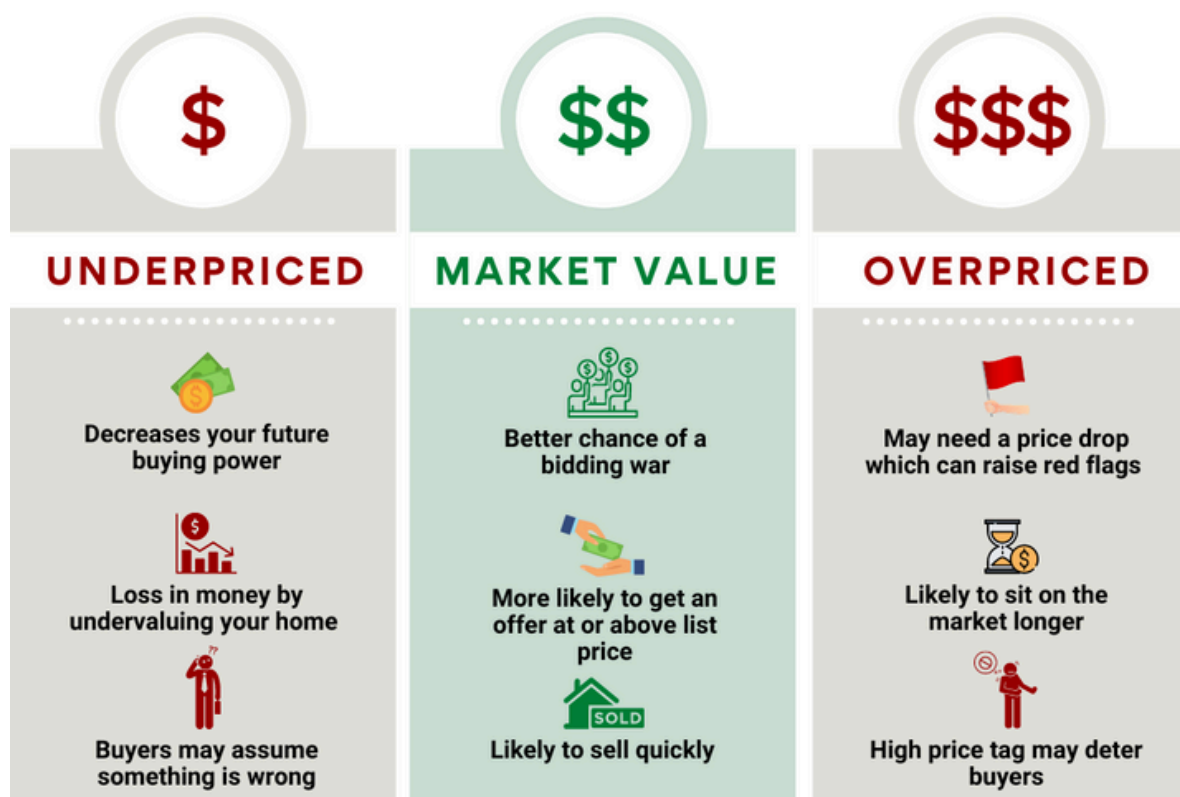
Laura jumps in when we have an accepted offer. She works closely with our clients, from accepted offer through closing, so that the next steps are always clearly defined, and sellers are never left wondering what they should be doing next. This level of communication creates an elevated experience that is often mentioned in my client reviews.

AMANDA

Amanda is our administrative powerhouse. She never knows what special project will be sent her way. She helps with listing research, our electronic listing brochures and social media. When we're dealing with an offer deadline on a busy listing, she updates so sellers can see our Activity Dashboard in real-time. Amanda also assists with our monthly newsletter, which does not create itself!

PROPER PRICING IS BOTH ART AND SCIENCE

- The current state of the housing market is important. Interest rates in particular play a role in what price buyers can afford, as does the amount of housing stock on the market compared to the number of buyers.
- A rigorous comparison of similar homes in similar markets is a good starting point for sellers, but buyers also compare when they shop.
- The correct price point is within a range at which the seller will sell, and a buyer will pay.
- The art of setting the price is to find the price that generates buyer activity without being too low, but not so high as to leave the house sitting on the market too long. Buyers are very attentive to days on market.
- A big mistake sellers make is pricing based on what's for sale, not based on what's actually sold, or worse, based on sales that happened 6+ months ago, which was a very different market.
- An experienced, successful real estate agent will, by definition, be skilled at pricing. Remember that a high starting price doesn't guarantee a high purchase price. The right starting price increases the probability of a high sale price.
- The price you net for your home depends heavily on the real estate agent and what he or she does to market your home. Staging, professional visual media and publicity are essential to get top dollar.



CLIENT FEEDBACK

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Jen makes the selling process easy and worry free. She is straight to the point and can simplify the legal jargon. Having a listing agent with deep experience in the local market is a huge asset for a seller. There were several times throughout the process in which she was able to foresee obstacles I would not have thought of and offer quick solutions to them. She has a knowledgeable and communicative team powered with updated technology to keep your closing on track. Most importantly, she gets results, gives great advice, and has fun doing it! If you want your home sold quickly for the best value, work with Jen and team.

— Rick Mooney, Westminster

”

What do you hope to say about your experience working with me at the close of your sale transaction? Let's set those expectations so I can provide the level of service that is important to you related to communication, timing, price, convenience, etc.

MORE
CLIENT
FEEDBACK
>>>



We have used Jen Shenk as our realtor three times and will choose her again when the time comes to sell our current home. Jen calmed our nerves during our most recent sale and was always positive. She always puts her clients' interest first and acts with the highest level of integrity. She consistently delivers high quality results both in lead generation and during the negotiations. She made the sale of our home painless and took the stress and pressure out of the process for us. We are so thankful to have used Jen for our buying and selling needs!

- Rob and Ashley Quinn, Westminster

”

I can't recommend Jennifer Shenk highly enough. Jen brings it all to the table - energy, expertise, a network of resources and so much humanity. My mom unexpectedly inherited a complicated property that included a home where hoarding had occurred, several large parcels of land, some of the land in recreational use, not to mention an awful lot of emotion. My mom was completely overwhelmed. There wasn't anything Jen couldn't and didn't help coordinate and facilitate. Above anything I would normally expect from a realtor, Jen found them help to remove and sell antiques, secured the home and had lovely drone footage taken of the beautiful land. She found a perfect buyer and closing was yesterday. My parents just celebrated a very Happy New Year's Eve thanks to Jen's efforts.

— Jenny Mlocek, Princeton

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”

Jen was terrific in helping stage, list, conduct the open house and evaluate different offers for a condominium at Walker Meadow that was part of my mother's estate. She had been recommended by several people including our estate attorney. Jen was easy to work with and very responsive to questions, gave my sister and I frequent updates, and explanation of the process along the way. Jen has great attention to detail and clearly loves her job.

— Cathy Jones Dickson, Princeton

”

JENNIFER SHENK AND TEAM

TEAM STATS

2024 RESULTS

\$22 Million+ in Sales Transactions

**Keller Williams Realty North Central
(150 agents in Leominster/Bolton/Westminster)**

#1 Team: Total Sales Volume

#1 Team: Total Units Sold

North Central MA Association of Realtors

Diamond Top Producer (Top 1%)

Good Neighbor Award for Volunteerism (nominated by my peers)

**Keller Williams New England Region
(out of 214 Teams in New England)**

#6 Team in New England: Contracts Written

#7 Team in New England: Listings Sold Volume

#8 Team in New England: Listings Sold Units

#8 Team in New England: Listings Taken

Keller Williams International

Luxury Agent

Platinum Producer

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WANT TO KNOW MORE?



My Linktree Landing Page

The first stop to find out more about my current listings, any events I'm hosting, to read my current newsletter, and more!



Sample Property E-Newsletter

These electronic brochures are emailed to 2,500+ realtors in my database~~and are written in a way that they can share directly with their potential buyers.



Sample Monthly E-Newsletter

Called '*An amazing departure from your typical realtor newsletter*', this monthly publication has grown to over 2,400 end-user subscribers, with a consistent 58%+ open rate.



Website JENSHENK.COM

Constantly updated with beautiful visuals, stories and more. My top traffic source is people who directly search for it.



STAY IN TOUCH!

JEN SHENK

REAL ESTATE BROKER

🌐 978-870-9260

@ @jennifershenkrealtor

✉️ www.jenshenk.com

Jennifer Shenk 
AND TEAM
KW NORTH CENTRAL
KELLERWILLIAMS. REALTY

Sign up for my
**free monthly
newsletter**,
delivered just
once a month,
straight to your
email!



FREE, A FUN READ, LOCAL CONTENT

POPULAR STORIES

Should Have Trusted My Gut About That Car Salesman and His Contract

Pyrrhotite: The Scariest Word in Real Estate Right Now

Homemade Sourdough Bread Near Me

Failed Septic System? Great News! Tax Credit is now tripled!

Our New Dog Shadow is Relentless

Pests Around the House and our current battle with Pantry Moths

Considering Multi-Generational Living? Our personal experience

Thinking about a Tiny House? Our tour of a local Tiny House

RESOURCE STORIES: School Calendars, Bus Routes, Town Wide Yard Sales, Garden Tours, ABC List of Locally Owned Restaurants and LOTS MORE!



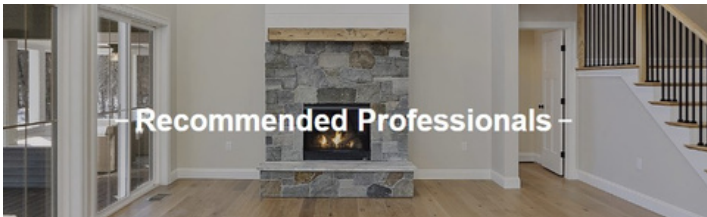
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NOT SURE YOU WANT TO GET ONE
EXTRA EMAIL A MONTH?
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stories before subscribing.





RESOURCE GUIDE



Recommended Professionals

REAL ESTATE ATTORNEYS
 APPLIANCE REPAIR
 APPLIANCE DISPOSAL
 AUTOMOBILE TRANSPORT
 CABINET RESURFACING/PAINTING
 CARPENTRY
 CARPET CLEANERS
 CARPET INSTALLATION
 CLEANOUTS/DUMPSTERS
 CONSIGNMENTS/AUCTIONS
 COUNTERTOPS
 DECLUTTERING/MOVING PREP
 DONATIONS
 DRIVEWAY PAVING
 DRIVEWAY REPAIRS
 DRYWALL/PLASTERING
 DUCT CLEANING
 ELECTRICIANS
 and more!!!



YEAR-ROUND RESOURCE STORIES

Breakfast Spots

Candy Stores

Certified Pre-Owned Vehicles

Children's Libraries

Cooking Classes

Clothing Alterations

Hiking/Biking Trails

Homemade Bread

Locally Owned Restaurants

Vocational School Restaurants

Senior Centers

Vehicle Recalls by Manufacturer

Please share any ideas you have for additional Year Round Resource Stories!

SEASONAL RESOURCE STORIES

Seasonal Resource Stories are shown below. Some stories are off-season, and will be updated when in-season.

Burn Permits

Earth Day Cleanups

Farmers Markets

Fireworks

Garden Tours

Hazardous Waste Days

Holiday House Tours

Pick Your Own

Playgrounds

School Bus Routes

Town Wide Yard Sales



THANK YOU



Thank you for connecting with me regarding the potential sale of your property. One of the first decisions you'll make is to select a real estate professional to start brainstorming with, and one who will partner with you to best showcase and market the property to potential buyers. You'll also want someone who can negotiate the best deal for you AND keep the transaction on target every step of the way. I'm here for ALL OF THAT!

I'm motivated, enthusiastic and experienced. Real estate is my full-time profession. I'm at your side, from pre-listing to post-closing, navigating the challenges along the way and ensuring that your experience is as smooth as possible. My primary focus is to deliver a high-level transaction experience to all of my clients, and I truly appreciate the opportunity to earn your business.

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