

READY TO LIST YOUR HOME?

This Is Your Guidebook

SERENY



SOLTERO

- YOUR BRICK & MORTAR TEAM -



A Note to Sellers

We care deeply about the properties we represent and our clients who own them. When we list your home we don't take the process lightly. Rather than placing minimal effort and expenses towards marketing & advertising as many competitors do, when we list your home we will deliver to you the same service we would provide to our friends and family, spending more money in the processes that ensure we capture the highest sales price. With Sereny&Soltero you have representatives who will overcome any obstacles towards achieving your real estate goals. To discover more about our team simply visit our website: SerenyAndSoltero.com. We look forward to meeting you.



ROLAN SERENY

B&M FOUNDER / PRINCIPAL BROKER



DAVID SOLTERO

S&S FOUNDER / BROKER ASSOCIATE



RANCE NIX II

S&S LEADER / LIC RE SALESPERSON

Why Use a Seller's Agent?

There is conflict of interest between a buyer and seller of a home: A buyer wants the lowest price, while a seller naturally wants the highest sale price and best terms. A good selling broker uses their experience and negotiating acumen to provide the best opportunity to sell a property for the highest price. By acting as buffer in a sale, a seller's broker effectively reduces high-stakes emotions that could otherwise prevent a meeting of minds between a buyer and seller. From stand-out marketing, widespread advertising, and availability to handle calls, emails, and property showings throughout each day, there are many reasons why using a selling broker leads to the highest price sale of a home. Below are a few more reasons to keep in mind.

- S**taging a home makes a listing stand out, which leads to more property visits and offers. Brokers often have staging discounts.
- E**xperienced brokers have honed negotiation skills, which lead to capturing the best sales terms and highest price sale.
- L**ist low, at market value, or high? A broker will help you determine the best list price, in order to achieve the highest selling price.
- L**everaging relationships within the brokerage community allows a broker to extend their reach to find the right buyers for your home.
- H**igh quality marketing material is produced by brokers to increase lead capture, which results in more calls, property visits, and offers.
- I**n gathering data about similar properties that have sold near your home, a broker can help overcome obstacles that can derail your sale.
- G**oing through the process of selling hundreds of homes is an invaluable asset brokers offer, alleviating unnecessary transactional risks.
- H**aving an experienced professional broker sell your property can increase the value of sale by 10% or more. We've set records!

The Importance of Marketing & Advertising

Properties are no longer sold through word of mouth, nor do people shop for a home by looking at listings hanging in a real estate storefront. Today's buyer finds their home online, by direct advertising, or through a buyers broker, making top quality marketing and advertising more important than it has ever been.



BUY THIS HOUSE

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Selling a home is an intricate process that includes many moving parts. To achieve the highest sale price in today's real estate marketplace, marketing must stand out. Unique marketing collateral draws in greater interest, leading to more property visits and offers. Once a property is advertised to a wide audience, it is your broker's job to be available each and every day to field calls and set up property showings. We take great pride in creating unique marketing material for each listing and being available to serve our clientele 24 hours a day, 7 days a week.

The Recipe



PHOTOGRAPHY

Photos will be used across all marketing collateral. It is imperative to capture the highest quality photos of your property.

PROPERTY VIDEO

A premium video of your home and its surrounding neighborhood can lead to more calls and property showings.

HOME STAGING

Whether virtual or physical, home staging has a significant impact in lead capture. A properly staged home will wow your customers.

PROPERTY WEBSITE

A custom website that solely features your property ensures focus on the home, drawing attention away from a long list of other options.

DIRECT MAILING

Direct mail sent to the right buyers can be a great way to feature newly listed homes, open houses, adjustments to pricing, and more.

E-NEWSLETTER

Doubling down on direct mailing, newsletters sent by email remind buyers and buyer brokers of your property's availability.

SOCIAL CAMPAIGN

Some people find homes on Facebook, Instagram, & LinkedIn. Campaigning on social platforms is another avenue to stand out.

PRINT ADVERTISING

Not everyone is savvy to real estate listing websites. Advertisements in key newspapers and publications still draw in buyers.

RESYNDICATION

Listings will automatically be syndicated to the most frequently visited websites for the widest online outreach.

SALES BOOKLET

At property visits buyers are given a premium sales booklet, highlighting your home's best attributes & key details.

OPEN HOUSE EVENTS

For specific property types, curated open house events can leave a lasting impression on buyers and buyer brokers.

NETWORKING

Buyer brokers are contacted frequently and notified anytime a home is listed, open house is set, or terms of sale are updated.

Before Coming to Market



- 1) Chat with your broker about home upgrades that may increase value. A fresh coat of paint can go a long way.
- 2) If your home is being sold while occupied, consult your broker about how to best declutter and arrange furnishings.
- 3) If your property will be sold while occupied by tenants, prepare them and set expectations for property access.

Your Selling Roadmap

1. Set the Right Price

We will **compile a comparable property analysis** to help you **set the best list price**. Setting the right list price given the state of the market is crucial to selling for the highest price.

2. Prepare Your Home

Clean it. Paint it. Fix it. We'll help you identify areas of your home that need to be refreshed and/or decluttered. The state of your home will affect buyer interest and value.

3. Setting the Stage

Does your home need to be **staged physically, virtually staged, or simply reorganized**? Together let's ensure your home looks its best to excite buyers and encourage their decisive action.

4. Market & Advertise

We have a keen eye for what's good. We will **capture the best photos and video**, then **plug them into our one-of-a-kind marketing collateral**, followed by the widest spread advertising campaign.

5. Show & Negotiate

After drawing steady interest to your home **we'll use our negotiation expertise to capture the highest price and best terms of sale**. (We excel at highlighting a property's best attributes to convince buyers to pay a premium.)

6. Due Dilligence

After reaching an accepted offer the **buyer is entitled to a home inspection and review of an offering plan, building financials, amendments, and meeting minutes**.



7. Loan Approval

After contract signing, **an appraisal will take place for final approval of a loan.** Additionally, the **mortgage lender will confirm the buyer's credentials.** (All cash buyers alleviate this step and the risks involved with lending.)



8. Board Applications

We will help the buyer fill out and submit condo or coop sales applications. If you are selling a coop your buyer will need to pass a Board Interview. (Board packages can take up to a month to approve)

9. Prepare for Closing

On the day before or day of closing, the buyer will conduct a final walk-thru to ensure the home will be delivered as promised. **Be certain to fix any items as agreed to and noted in the contract.**



10. Let's Close

Congrats. It is time to close on your new home. Your attorney will provide copies of all paperwork for you to sign. Most closings may take anywhere from a quick 2 hours to a long 5 hours. (Bring a snack)

Things to Consider



- 1) Hire a New York City based Attorney with a lot of real estate experience for the smoothest sales transaction.
- 2) Interested in saving on capital gains taxes? Talk to your broker or attorney about a 1031 tax exchange.
- 3) Selling a single or multi-family home? Consider having a professional inspection to uncover any unknown flaws.
- 4) Need the referral of a professional, such as an attorney, handyman, or painter? We've got you covered. Just ask.



JUST LISTED

149 Huron St
condo #4D

WITH A DEEDED
PARKING SPACE



Our Approach is Your Advantage



People for the People. Salespeople are focused on selling homes. Real estate firms are focused on increasing profits in a multitude of ways. Big brand brokerages will try to convince you that their brand name will lead to a higher sales price when you list your home under their umbrella. The truth is that a salesperson will sell your home and the final sales price will be the result of an individual's actions. Big firms are focused on hiring more agents, listing more properties, and capturing large developments. Little focus is placed on the individual properties their salespeople list. **To ensure a high sales price and our client's satisfaction, we put far more focus, energy, and potential commission earnings into our process than our competitors do.**

The Truth about Marketing. Did you know that most salespeople who work at large brokerages use company marketing templates? The same material is shared by hundreds of salespeople. If every salesperson uses the same direct mail templates, newsletter campaigns, and advertising material, how will your home shine in a cluttered marketplace? These salespeople prefer to take the easy approach instead of creating unique advertisements that make properties stand out. We do not share their ideology. **We create custom marketing materials solely used by our sales team to ensure our collateral cuts through the clutter, thereby drawing in the widest audience of potential buyers. If we need to reach an even wider audience we increase our budget to serve our client's best interests.**

What Our Clients Are Saying

" I have used **Rolan Sereny** for several real estate sales transactions. I have nothing to say but good things about him. From start to finish he **has a "Can-Do" attitude. He is efficient, intelligent, and extremely knowledgeable** about the real estate market. Any problems or issues, he always manages to find a solution for. You can depend on him to make it a smoother experience for you, and an enjoyable one! "

- May G on **yelp** 

" **Rolan was a pleasure to work with and sold our home in Greenpoint for \$35K above asking price.** We got a buyer days after putting the place on the market. Rolan's photos of the apartment were so beautiful that they made us not want to sell it! **Rolan then helped us win a bidding war to buy a really nice place** in Jackson Heights. If you want to deal with nice, down-to-earth people who know what they're doing, **you couldn't choose a better outfit.** "

- Doug W on **yelp** 

" We were fortunate to be able to work with the S&S Team of Brick&Mortar. Both **David and Rolan were very responsive. They answered all our questions and concerns** in the most professional manner. Most importantly, **unlike other real estate brokers** we have dealt with, it was clear that they were into this not just for their well deserved commission, but **they really cared.** "

- Gary P on **Google**

" My husband and I **sold our condo with David Soltero & Rolan Sereny and could not have asked for a better experience.** Their expertise and attentiveness made us confident and reassured. They worked with us on everything from showcasing our unit to selecting legal representation. They know Brooklyn extremely well and set realistic but optimistic goals. They wonderful guys who worked hard on our behalf and **we couldn't be happier with the outcome.** "

- Lauren H. on **yelp** 

Worthy Of Mentioning

96.8% Closing Ratio

5  Service Rating

S&S Custom Marketing

20Yrs of RE Experience

REBNY
REAL ESTATE BOARD OF NEW YORK **Members**

Top Producing Team

Estimated Closing Costs (For exact closing costs please consult your attorney)

Condo Unit + 1-3 Family Home

SELLER'S ATTORNEY	NY CITY TRANSFER TAX	NY STATE TRANSFER TAX
Varies / Consult attorney	1% of price if sold below \$500k, 1.425% if higher	.4% if sold at \$2,999,999 or less, .65% if higher
RESERVE FUND CONTRIBUTION	PAYOFF BANK FEES	MANAGING AGENT FEES
Determined by the board and payable by the purchaser <i>(condo)</i>	\$250 and up	\$650 and up <i>(condo)</i>
MOVE OUT DEPOSIT	BROKER COMMISSION	E-TAX FILING (ACRIS)
\$500 and up, Typically refundable <i>(condo)</i>	Typically up to 6% of sales price	\$100
CONDITION DISCLOSURE WAIVER	FIRPTA	NY STATE TAX WITHHOLDINGS
\$500 <i>(property condition)</i>	Buyer to withhold 10% of purchase price <i>(foreign sellers)</i>	Capital gains, 8.82% of taxable gain on sale <i>(non-NY residents)</i>

Co-op Housing

SELLER'S ATTORNEY	NY CITY TRANSFER TAX	NY STATE TRANSFER TAX
Varies / Consult attorney	1% of price if sold at \$500k or less, 1.425% if higher	.4% if sold at \$2,999,999 or less, .65% if higher
STOCK TRANSFER STAMPS	UCC-3 FILING	PAYOFF BANK FEES
\$.05 per share	\$75	\$250 and up <i>(if applicable)</i>
MANAGING AGENT FEES	BROKER COMMISSION	E-TAX FILING (ACRIS)
\$650 and up	Typically up to 6% of sales price	\$100
MOVE OUT DEPOSIT	LOST STOCK & LEASE FEES	NY STATE TAX WITHHOLDINGS
\$500 and up <i>(typically refundable)</i>	\$250 and up	Capital gains. 8.82% of taxable gain on sale <i>(non-NY residents)</i>

A Few Homes We've Sold



90 North 5th St, #4D Williamsburg
2Bed, 1bath \$1,090,000



200 Chambers St, 5G Tribeca
1Bed, 1bath \$1,435,000



446 Kent Ave, #2A Williamsburg
3Bed, 2bath \$1,995,000



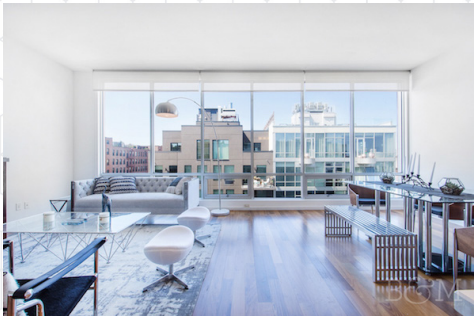
152 Withers St, #4B Williamsburg
2Bed, 2bath \$1,266,500



679 Quincy St, #3 Bedford-Stuyvesant
3Bed, 2bath \$845,000



150 North 5th St, #PHA Williamsburg
3Bed, 2bath \$2,850,000



170 North 11th St, #6D Williamsburg
2Bed, 2bath \$1,695,000



297 Driggs Ave, #7A Greenpoint
2Bed, 1bath \$1,245,000



736 Bushwick Ave, House Bushwick
5Bed, 4bath \$1,550,000



330 Wythe Ave, #11B Williamsburg
2Bed, 2bath \$1,525,000



123 Third Ave, #11B East Village
1Bed, 1bath \$1,351,000



255 Bedford Ave, House Williamsburg
4Bed, 4bath \$2,545,000