



Seller's Guide

Beatriz Moitinho
(917) 754-7196
beatriz.moitinho@kw.com
www.beatriznyc.com

kw NEW YORK CITY
KELLERWILLIAMS.

Table of Contents

THE INSIDER'S GUIDE TO SELLING A HOME IN NEW YORK CITY

Introduction	3
Pricing Strategy	4
Effective Marketing	5
Selling Timeline	6
Value Adding Tips	7
Closing Costs	8
The Terms	9
A Promise to The Community	11
Real Value Real Expertise	12
The Bottom Line	13



Our mission is to build long lasting client relationships through ethical behavior, best business practices and superior market expertise. Our goal is to help you to achieve your real estate dreams from first contact to signed contract to closing . You couldn't be in better hands.

Selling in NYC can bring up many questions. Where do you start? What should you know? Can you do it independently? The two most important factors in successfully selling your apartment are accurate pricing and correct buyer selection.

Here's a expert guide on selling in the city to help relieve your selling woes.

Please feel free to reach out with any questions. We can answer them all

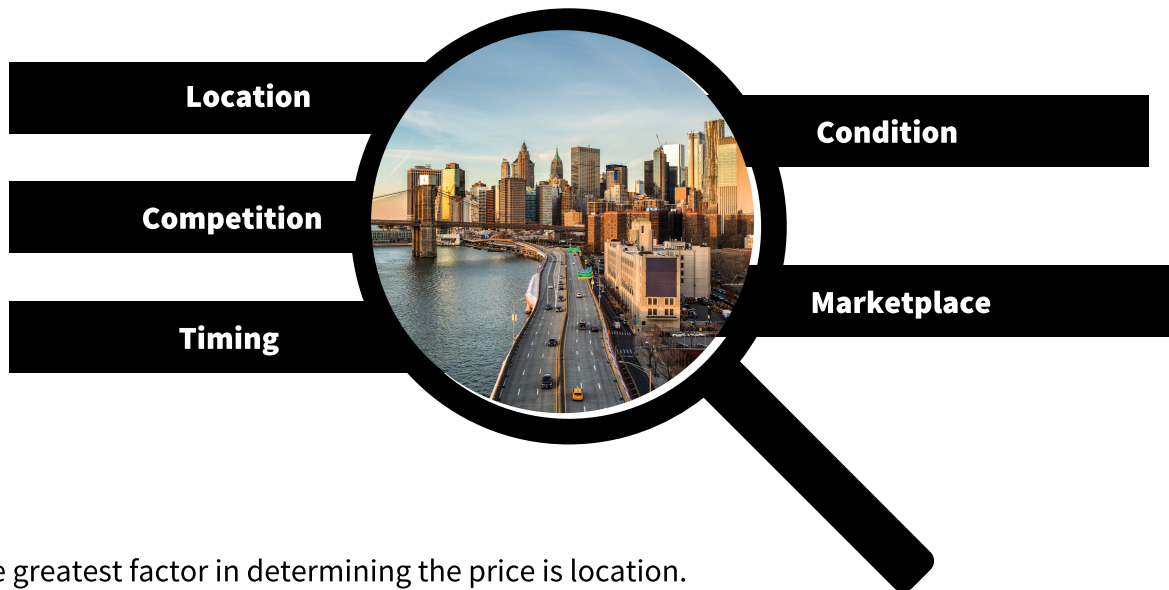
Beatriz Moitinho
Keller Williams NYC

Pricing Strategy



The proper evaluation and pricing of your property is key to attracting interest and securing a qualified buyer. We work with you to set the highest possible asking price for the property and adjust if necessary as the process continues. We are pricing experts and use comparative and robust data to support our recommendations.

WHAT DETERMINES PRICE?



The single greatest factor in determining the price is location. Buyers will compare and interpret value based on other available properties. An effective marketing plan and pricing strategy must take these conditions into account. Property condition directly affects the price and speed of the sale but in end, it's the marketplace that will determine the price.

What Buyers Want?

In order to command the highest price possible, you must make sure that your property is being seen at its best. Buyers want to be able to project themselves living in the space and making the property as approachable as possible is key. Staging, photography and showings are all tools at our disposal to maximize the property's aesthetic appeal and promote positive buyer impression.



Effective Marketing

We have various multiple-point marketing plans to accommodate your property's marketing needs. Any plan that we develop will be comprehensive and specifically adapted to attract the right types of qualified buyers. We have a robust network of listing publishers, media partners and personal contacts to get your listing sold.

25 Point Market Plan

- 1 Discuss Price Strategy
- 2 Inspect home for "Sale Preventing Defects"
- 3 Evaluate Sellers Net Proceeds Sheet
- 4 Evaluate for Staging, Clearing, Cleaning, etc.
- 5 Confirm all Instructions for showing the home
- 6 Provide Seller with "Showing Checklist"
- 7 Hire Photographer
- 8 Hire Videographer
- 9 Create Floor Plan
- 10 Signage (if applicable)
- 11 Professional Photo Session
- 12 Professional Recording Session
- 13 Review of all Photography/Videography
14. Submit listing information to Residential Listing Service, for exposure to all New York City Brokers
15. Create E-Flyers
16. Alert Public Relations Team for Media Exposure
17. Create "Just Listed" postcards
18. Publish property on KWNYP Website
19. Upload properties Photos and Virtual Tour
20. Obtain Buildings Financial Statements
21. Distribute Listing to the Market
22. Link Listing to Social Media portals
23. Publish custom Video on YouTube
24. Re-Write Advertisements to keep fresh
25. Optimize listing presence on 500+ Internet Syndications



Selling Timeline

1. Sign exclusive
2. Prep home for photography/floor plan.
3. Give keys, showing instructions to broker.
4. Building finance, offering plan.
5. Amendments to broker/Retain attorney
6. Retain attorney

Recommended Real Estate Attorneys

Steven R. Ebert, Esq. Bryan A. McKenna
(212) 885-8829 (516) 707-1234
sebert@bartonesq.com bam@mckennalegal.nyc

Thalia Feilen, Esq.
(212) 228-7626
tf@thaliafeilen.com

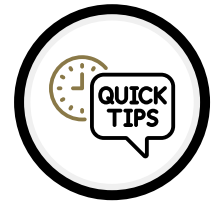


7. Prepare for Open House
8. Negotiate Price
9. Accept Offer
10. Give Seller's Attorney the Deal Sheet
11. Deliver Offering Plan, Amendments Financials to Buyer's Attorney
12. Sign contract
13. Close



Value Adding Tips:

Selling Livability

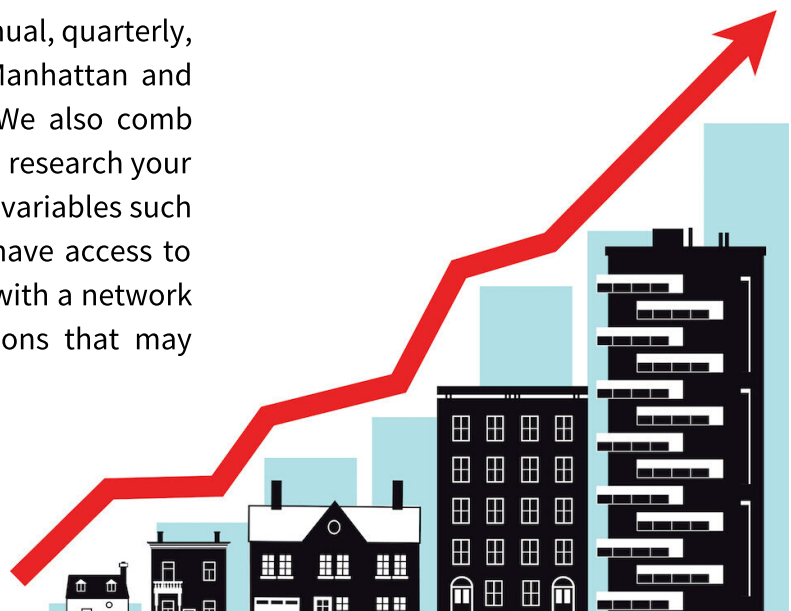


- Lighting is everything. Great lighting will show off the best parts.
- Organize your space. Keep it clean.
- Invest in new appliances. Everyone loves stainless.
- Paint walls and refinish floors where needed.
- Fix any broken items.
- Clean mirrors.
- Photograph the results.



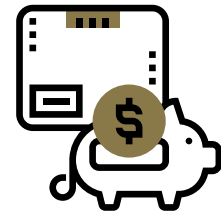
Evaluating Market Trends

We consistently review published annual, quarterly, monthly and daily reports on the Manhattan and Brooklyn real estate sales market. We also comb through recent sales in your building, research your building's sales history, adjusting for variables such as views, floors, condition, etc. We have access to most comprehensive data available with a network of specialists to answer any questions that may arise.



Closing Costs

FOR THE SELLER



Closing Costs – Condominium

Apartments

Broker's Fee	6%
Seller's Attorney	\$1500-\$3000
Managing Agent Fee	\$250+
Move-out Fee	\$250-\$1000
New York City Transfer Tax	1% of sales price if sales price is \$500,000 or less; 1.425% of sales price if sales price is greater than \$500,000
New York State Transfer Tax	\$2 for every \$500 of the sales, or portion thereof
Misc. Title & Recording Fee	~\$100
Mortgage Satisfaction Fee	\$150-\$300

Closing Costs – Co-op Apartments

Broker's Fee	6%
Seller's Attorney	\$1500-\$3000
Co-op Attorney	\$400+
Move-out Fee	\$250-\$1000
New York City Transfer Tax	1% of sales price if sales price is \$500,000 or less; 1.425% of sales price if sales price is greater than \$500,000
New York State Transfer Tax	\$2 for every \$500 of the sales, or portion thereof
Payoff Bank Attorney	\$300+
UCC-3 Filing Fee	\$20+
Flip Tax	1% - 3% if applicable in some instances paid by the purchaser
Stock Transfer Tax	\$0.05 per share

The Terms



Below are common terms and definitions you might come across when looking for an apartment in New York City. Some of these may be used differently in other parts of the country so please make sure you familiarize yourself with them and avoid any unnecessary confusions.

Agency:

A legal relationship between a principal and his agent arising from a contract in which the principal engages the agent to perform certain acts on the principal behalf.

Appraisal:

An opinion or estimate of the value of a property.

Assessment:

The amount of tax or special payment due to a municipality or association. This is applicable in condo buildings and co-ops where assessments can often amount to significant monthly expenses.

Counter Offer:

A rejection of an offer to buy or sell, with a simultaneous substitute offer.

Deed:

A written document, property signed and delivered, that conveys title to real property. It is usually signed and handed over during closing.

Equity:

Interest or value that the owner has in real estate over and above the liens against it.

Grantee:

The party to whom the title to real property is conveyed is the grantee or the buyer.

Grantor:

Anyone who gives a deed is the grantor.

Inspection:

A physical scrutinizing review of property or of documents.

Lien:

A charge against property making it security for the payment of a debt, judgment, mortgage, or taxes. A lien is a type of encumbrance. A specific lien is against certain property only, while a general lien is against all of the property owned by the debtor.

Market Value:

The theoretical highest price a buyer, willing but not compelled to buy, would pay and the lowest price a seller, willing but not compelled to sell, would accept.

Points:

Fees paid to lenders to induce them to make a mortgage loan. Each point equals 1% of the loan principal. Points have the effect of reducing the amount of money advanced by the lender.

Purchase and Sale Agreement:

A written agreement between seller and purchaser in which the purchaser agrees to buy certain real estate and the seller agrees to sell upon terms of the agreement. Also called offer and acceptance, contract of sale, and earnest money contract.

Zoning:

legal mechanism for local governments to regulate the use of privately owned real property by specific application of police power to prevent conflicting land uses and promote orderly development. All privately owned land within the jurisdiction is placed within designated zones that limit the type and intensity of development permitted.

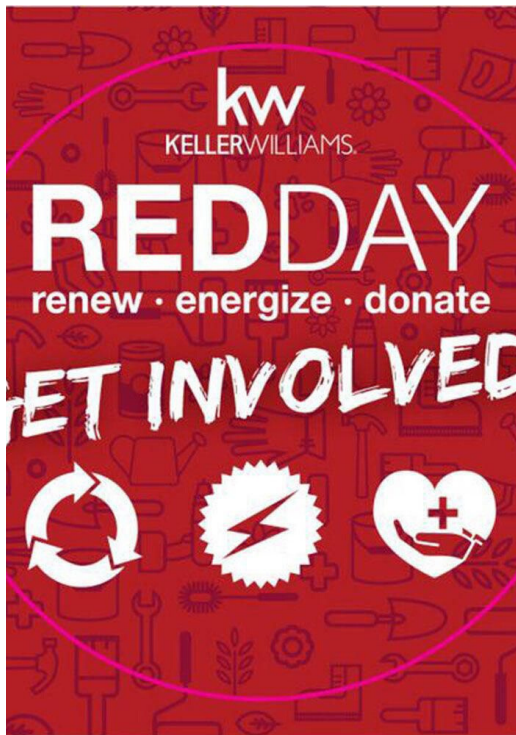


A Promise to the Community

WE LIVE HERE, WE GIVE HERE

KW Cares

KW Cares is a public charity created to support Keller Williams associates and their families with hardship as a result of a sudden emergency. Hardship is defined as a difficult circumstance that a person or family cannot handle without outside help. The charity is the heart of Keller Williams culture in action – finding and serving the higher purpose of business through charitable giving in the market centers and communities where Keller Williams associates live and work.



Red Day

Renew, Energize and Donate is an initiative dedicated to celebrating Keller Williams' year-round commitment to improving our local communities. Each year, on the second Thursday in May, tens of thousands of associates participate in a wide range of projects, devoting their time to renewing and energizing aspects of the neighborhoods in which they serve. Projects are chosen by each individual market center based on a need they see within its community. Recognizing her leadership in guiding the culture of our company, RED Day is held in honor of Mo Anderson, Vice Chairman of the Board, Keller Williams. It's an entrenched part of our culture and displays the extraordinary effect a company can have when individuals come together to work as a team for the greater good of everyone.

Real Value

Real Expertise



BEATRIZ MOITINHO

Licensed Real Estate
Salesperson
Productivity Coach
Associate Leadership Council

When you choose to work with me, you're partnering with a trained agent that has the backing of the world's largest real estate company, consisting of 180,000+ associates around the globe. That puts your search in the hands of the largest, most resourceful real estate network.

And, by choosing to partner with me and the Keller Williams family, you gain access to a suite of technology that keeps you informed and engaged with what's happening in the neighborhoods you're eyeing.

Keller Williams was built on a simple-yet-revolutionary principle: people are what matter most. To help cement this understanding, we've formalized a belief system that guides how we treat each other and how we do business.

WIN-WIN
or no deal

INTEGRITY
do the right thing

CUSTOMERS
always come first

COMMITMENT
in all things

COMMUNICATION
seek first to understand

CREATIVITY
ideas before results

TEAMWORK
together everyone
achieves more

TRUST
starts with honesty

SUCCESS
results through people

The Bottom Line

Real estate is complicated.

That's where I come in.

At the closing table, my goal is for you to feel that the selling of your home exceeded all of your expectations, so throughout our interactions, I'll work hard to achieve that goal.

When you choose me as your partner, you are not just getting a trusted, respected agent - you are getting a local expert who is passionate about serving the community and those who call it home.

Let's get started.



kw NEW YORK CITY
KELLERWILLIAMS.



BEATRIZ MOITINHO
NEW YORK CITY

www.beatriznyc.com

Ready to get started?

Drop me a line at
beatriz.moitinho@kw.com or
reach me at (917) 754-7196