

READY TO LIST YOUR HOME?

This Is Your Guidebook

SERENY




SOLTERO

- YOUR BRICK & MORTAR TEAM -



A Note to Sellers

more about us -> 

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. We will deliver to you the same service we would provide to our friends and family. We spend more money in the marketing & advertising process than our competitors do to 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 us please visit our website, SerenyAndSoltero.com. We look forward to meeting you soon.

Why Use a Seller's Agent?

There is conflict of interest between a buyer and seller of a home: A buyer wants the lowest sale price, while a seller naturally wants the highest price. A good selling broker uses their experience in negotiation to provide the best opportunity to sell a property for the highest price. Equally important is management of emotions. By acting as a buffer in a sale, a seller's broker will effectively reduce high-stake 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 a selling broker will give you the best chance to sell your home for the highest price. Below are more reasons to consider.

We want you to **Sell** for a **High** price.

These are just a few more reasons why a selling broker can increase your profit.

Staging a home makes a listing stand out. Brokers often receive discounts.

Experienced negotiators know how to capture the best sales price & terms.

List low, at market value, or high? Brokers help pick the best starting position.

Leveraging relationships. Brokers can tap the entire broker community.

High quality marketing material will increase lead capture and offers.

Insight into previous sales transactions helps overcome obstacles.

Going through this process repeatedly is an invaluable asset.

Having a broker sell your home can increase the value of sale by 10%.

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. Top quality marketing and advertising is more important today than it has ever been.



BUY THIS HOUSE

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SERENY & SOLTERO

BRICK&MORTAR.com | 135 N7 St Brooklyn

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 & being available to serve our clientele 24 hours a day, 7 days a week.**

Our Unique 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

more about selling ->



- 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.

Our Approach is Your Advantage



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, e-newsletters, and advertising material how will your home shine through 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.** Hiring a broker isn't inexpensive, so we put more money into marketing your home.

Who Sells your Home? Salespeople are focused on selling homes. Real estate firms are focused on increasing profits by hiring salespeople. Big brand brokerages will try to convince you that their brand name will have an impact on the final sale price. This is unproven and inaccurate information. The truth is that a salesperson will sell your home and the final sales price will be the result of the salesperson's actions. Big firms are focused on hiring more agents 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. As a boutique operation we care more.**

What Our Clients Are Saying



" I have used **the Sereny&Soltero team** for several real estate sales transactions. I have nothing to say but good things. From start to finish they **have a "Can-Do" attitude. They are efficient, intelligent, and extremely knowledgeable** about the real estate market. Any problems or issues, they always manage to find a solution for. You can depend on them to make it a smoother experience for you, and an enjoyable one! "

- May G on **yelp**

" **The Sereny&Soltero team were 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. Their photos were so beautiful that they made us not want to sell! **The team 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. The **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 the S&S team 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 are wonderful guys who worked hard on our behalf and **we couldn't be happier with the outcome.** " - Lauren H. on **Google**

Worthy Of Mentioning

96.8% Closing Ratio



S&S Custom Marketing

20Yrs of RE Experience



Top Producing Team

Your Selling Roadmap

1. Set the Right Price

We will **compile a comparable property analysis** to help you **set the right 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, staged virtually, or simply reorganized?** Together let's ensure your home looks its best to excite buyers and encourage their decisive action.

4. Market & Advertise

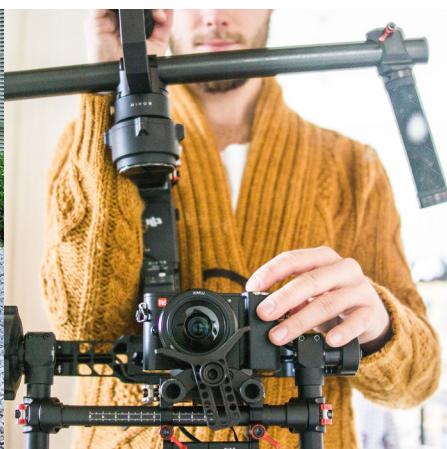
We have a keen eye for what's good. We will **capture the best photos and video**, then **plug them into our one-of-a-kind marketing collateral**, followed by the widest spread advertising campaign.

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



TIPS

- 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



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 Typically \$3,500+	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	FLIP TAX	PAYOFF BANK FEES
\$.05 per share	Varies from building to building Consult coop	\$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



207 North 5th St, PHC *Williamsburg*
3.5Bed, 2.5bath \$3,700,000



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



49 North 8th St, 5B *Williamsburg*
1Bed, 1bath \$1,425,000



2 Northside Piers, 14A *Williamsburg*
2Bed, 2bath \$2,135,000



315 Gates Ave, PH6C *Bed-Stuy*
2Bed, 2bath \$1,415,000



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



275 Manhattan Ave, PH4A *Williamsburg*
2Bed, 2bath \$1,660,000



149 Huron St, 2C *Greenpoint*
2Bed, 2bath \$1,350,000



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



2 Monitor St, House *Williamsburg*
5Bed, 4.5bath \$4,900,000



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



435 Classon Ave, House *Bed-stuy*
5Bed, 4bath \$2,395,000

About Us

The Sereny&Soltero team is among the top real estate teams in New York City specializing in luxury sales & leasing. Priding ourselves in providing top white glove service, high quality marketing, and result driven processes, our team has set records at both ends of the sales & leasing market. Our track record for success, along with a straight forward, transparent business acumen, has positioned the Sereny&Soltero team as the go-to option for luxury property sellers, buyers, and developers. We are extremely passionate about our work and strive to provide clients with superior service, expert guidance, and customized solutions for real estate needs.



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BAXTER BRONSON

LIC RE PROPERTY SNIFFER

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