

SELLERS GUIDE

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YOUR JOURNEY STARTS TODAY



"LOVE WHERE YOU LIVE"

175 Main St, Suite 1G, Setauket NY 11733





Dear Homeowner,

We are excited that you are considering listing your home with Northshore Properties Realty. Please know that we will do everything possible to make this a great experience. We invite you to join the long list of sellers that have worked with our team to achieve a successful sale of their home. Northshore Properties prides itself on its boutique style work ethic that allows us to treat our clients like family. We tailor our marketing plan to your specific needs and work alongside you to get the job done.

In this guide, you will find some of the following essential information:

Selling Your Home: It's All About You
The Northshore Properties Marketing Plan
Our Client Testimonials
Home Seller Strategies
Why Choose Us?
Our Executive Sales System
Prepare Your Home to Show
Get it SOLD & Maximize profits

Why Is Your Home Special? (Seller Homework)
Seller Upgrade List (Seller Homework)
Frequently Asked Questions

Please note that this book contains some “**Sellers TO DO’s**”. This information will help us achieve ***success together***.

Northshore Properties has had hundreds of families fulfill their real estate dreams. Let us help you embark on that wonderful journey. Ready to get started... ?

Sincerely,

Northshore Properties Realty

“Love Where you Live”

175 Main St, East Setauket NY 11733

(631) 625-4500



Cover Page

Customer Letter

You Are Our Top Priority

Our Exclusive Sales System

Why Choose Us?

Preparing Your Home for Show

Customer Testimonials



YOU ARE OUR TOP PRIORITY

We realize that you have a choice when hiring an agent to help you sell your home and we truly appreciate the opportunity to present our approach and results that we have achieved. Throughout this guide, you will gain an understanding for how we work and what to expect during the process. The Northshore Properties team is dedicated to teamwork, positive attitudes, and most importantly family. We work together to constantly improve our systems and processes to ensure **OUR CLIENT** receives service that is second to none. Our main objective is to get the most amount of money for you in the least amount of time. We strive for a stress free process while keeping you in the **"KNOW"** along the way.

YOUR NEEDS

YOUR QUESTIONS

YOUR TIME

YOUR LIFE

YOUR CONCERNS

We work hard to get the job done right so that you will want to tell your friends and neighbors.

OUR EXCLUSIVE SALES SYSTEM

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Outdoor Advertisement: Our, "For Sale" signs are elegant, classy and they get noticed! They contain a *TEXT TO:* rider that allows 24 hour info to interested parties. They can simply text your street address to our dedicated "text to" number and get up to the minute information on the property, even after hours.

Internet Website Advertising: Your home will be featured on hundreds of websites providing instant access to millions of potential home buyers including:

Zillow.com

Trulia.com

Homes.com

Realtor.com

MLSLI.com

NorthshorePropertiesRealty.com



Print Advertising: "*JUST LISTED*"

brochures to 100 or more of your closest neighbors- they can help spread the word.

Blog posts: Our team will create exclusive blog/s for your listing. We will highlight your homes special features as well as the community attractions.

Youtube Videos: We create, customize and upload a video of your home to our Northshore Properties realty Youtube channel.

Premium "Northshore Properties" team

Advertising: The Northshore Properties Realty single property website.

Promoting your home professionally begins with a good web presence. Your home will be featured as a "featured listing" with high quality photos, slides shows and videos.

Social Media Advertising: Your home will be featured on our exclusive brokerage Facebook page. It will get its very own landing page which will feature open house dates, digital photography, videos, maps and school information.

Marketing Materials: Our marketing materials are high quality and professionally designed. Every home gets its very own marketing material including glossy full color 2 sided flyer brochures as well as postcards, bi fold brochures and custom/or business cards.

Network Connections: Northshore Properties is involved with various community charities and therefore has a large network of people to expose your property to.

Digital Marketing: We do not just rely on the yard sign to do our work for us, we are actively and continually learning what works in todays market. We strive to expose your home to as many potential buyers as possible through our digital marketing techniques and tech savvy.

WHY CHOOSE US?

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Home Pricing Analysis: We study the market daily to help advise our clients on the best pricing strategy for their home. To set the best price that will attract the most potential buyers to get your home sold for the best price in the shortest timeframe.

Pre-Inspections: We offer Pre-Inspections to help avoid surprises that may arise during the home inspection process. Being Proactive helps us address any issues with the home before we market it. Every house, whether it is brand new or resale has something that needs to be fixed, adjusted or replaced.

Home Staging: Staging a home has a proven track record of increasing the homes desirability and overall value. We can offer a free consultation with a certified home-stager to help deliver the best first impression.

High Quality Digital Photos: A picture is worth a thousand words as the saying goes. We know that the photos of your home are what most potential buyers use to decide if they want to tour the property or not, so we want them to be great. We hire a professional photographer to take the shots that will draw the buyers in.

Constant Contact: Our team will keep you informed every step of the way. You will be notified of all showings, receive client and agent feedback as well as updates on a consistent basis.

Concierge Service: As a boutique brokerage we are afforded the privilege of tailoring our marketing plans to our clients individual needs. If you have requests, just let us know and we will do all we can to fulfill

Our mission is to serve our clients and do it well. Every real estate transaction depends on countless details that need attention and we are there for you throughout the process. The team at Northshore Properties Realty is dedicated to a successful outcome.

Attempt Tax Grievance: Our team has relationships with professional Tax grievance Companies and can provide a discount when grieving your taxes. We will do a preliminary search to see if you qualify for one and how much. Lower taxes can always help in selling your home quicker.

Team Approach & Support: When you work with Northshore Properties Realty, you work with our entire team. We work together so we are able to deliver quality and efficient service to you. You get all of us instead of one of us.





PREPARING YOUR HOME TO SHOW

Real estate agents and clients alike will agree that beyond the pre-sale cleaning and organizing you would do, adding a few decorative/special touches can make an immediate emotional connection between your home and a potential buyer. When we list your home, we will walk through with you to determine what may help the home show its best. In the meantime, take a look at some things you should think about.

- Add a pot of fresh flowers to the entryway (yellow is very welcoming)
- Open blinds and pull back curtains to show off nice views.
- Add some throw pillows and a soft lap blanket to any living area
- Light some candles and scatter them around the home.
- Set your dining room table with dishes, place-mats, wine glasses etc.
- Attempt to banish all electrical cords and small kitchen appliances
- Add fresh towels and soaps to bathrooms and take away all personal bathroom items
- Buy a fresh new doormat with cute saying on it
- Light the fireplace if you have one, use candles in the fireplace as an alternative
- Depersonalize rooms by putting away family photos, including the refrigerator
- Add sparkle to your front lawn by running the sprinklers approximately 1/2 hour before showing
- Take one or two major pieces of furniture out of every room to create a sense of spaciousness and improve traffic flow.
- Turn on all accent lighting
- Take the screens out of windows wherever possible, it lends to allowing more light in.
- Have a game plan for leaving the home during showings. It's awkward for prospective buyers to look in your closets and express their opinions when you are there.

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- Paint rooms using neutral colors.
- Trim trees and shrubs
- Kitchen should always be spotless
- Remove any smoke or pet odors. Try sprinkling baking soda and vacuuming it up. If you have a litter box change it daily while showing your home.
- Send your pets to the neighbors or take them outside. If that is not possible, crate them or confine them to one room.
- Replace light bulbs with brighter ones.



GET IT SOLD & MAXIMIZE PROFIT

1. **Make sure home is available for showings:** When serious buyers want to go see homes, they usually take this time seriously. They may make arrangements to leave work or get child care in order to go and tour homes. It is vital to make sure the home is available to show as this opportunity can be the one we are looking for.
2. **Keep it clean and organized:** From the moment we begin marketing your property and put up that lawn sign, your home is on display. It is super important that it is kept clean and organized at all times. Buyers who are able to see the house in its optimal condition are more likely to see the value in making it "theirs". When houses are clean and clutter free, potential buyers can more easily see themselves in the space and transforming the house into a home.
3. **Repairs:** We all know that no house is perfect and there will be some things that need to be repaired fixed and or replaced. Having a Pre-inspection can help determine which areas of the house that need some TLC. Sellers can decide to spend some time addressing these issues before the home comes to market which saves them time and money. Since the majority of what is found in a inspection will later turn up in the buyers inspection, it is a great opportunity for the seller to be proactive and have more leverage when final negotiations take place.



WHO DETERMINES THE VALUE OF YOUR PROPERTY?

*Contrary to popular belief it is **not** the real estate agent that determines what your home is worth*

It's the market.....

1. **Location:** Location is one of the single most important factors in determining a home's value.
2. **Comps:** Let's face it, potential buyers are going to compare your property to other homes in the area. They will compare price, condition and size. Buyers place value on your property based on what the other homes in your area have sold for.
3. **Timing:** The first 30 days on market is the most crucial. This is when your listing is the freshest and will receive the most tour requests and/or offers. Buyers who are eager to purchase a home will be watching the market waiting for a home just like yours to show up and when it does, you will have many eyes on the property. The longer the home is on the market, the less likely that offers will come in and when they do, they will be negatively impacted by the length of time they are sitting on the market. Price it right from the beginning and save yourself time and money.
4. **Condition:** You know the saying, "It was love at first sight!", right? So, we know that first impressions are important. When prospective buyers come into your home, you want them to fall in love. Optimizing the appeal of your home is second nature at Northshore Properties.

TEAM "NSP" TESTIMONIALS

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"My house was on the market for 2 years with little success using the typical open house method. I then listed with Gina at Northshore Properties. Gina has the ability to think outside the box with innovative marketing strategies including internet videos and unique marketing flyers... she is willing to take any approach and truly put her own time into it. The result was that in approximately 6 months she had my house sold. She is a pleasure to work with....you cannot find a better realtor."

-Laura K, Client

"Gina is very friendly and professional. Our experience with her has been fantastic, she is easy to communicate and any time we needed help, she was there for us. Our whole buying experience went pretty smoothly thanks to various factors involved. We just closed on the house and are very excited to move in. We would definitely recommend her to our friends and colleagues."

-Shirish , Client

"Gina is an absolute professional. Being that this was our first time selling a home she explained everything to us in detail. She handled our open houses weekend after weekend. I felt like she treated us like family. I will recommend her to anyone!!!"

-Kelly K, Client

"At our initial meeting, Gina was prepared. She had done extensive research of the property ahead of time, but wanted to learn more about its history and my family's personal story living there that made it so special for us. After touring the property and answering her questions, Gina then asked how I felt she could best serve us throughout the entire process from start to final sale. No other realtor had asked that before. It was not until the end of our meeting that Gina gave a more in depth presentation of her experience as well as all the services and the tools she and her company could provide.

After signing with her company, Gina designed and executed a creative, flexible marketing plan tailored specifically for our property. She kept me informed of the progress each step of the way. Gina found a qualified buyer within 6 months of signing with her company and we closed on the property shortly thereafter. Prior to working with Gina, we had contracted with several different real estate companies over several years without success.

If you are looking for a personable, professional real estate broker who is creative, hard working, does their research, listens to you, tailors a marketing strategy specific to your property and adjusts it as needed, does not over promise and under deliver, returns your calls or responds to your text messages same day, follows up quickly, is up to date with current real estate market trends and cutting edge technology, keeps you updated on the progress from day one until closing, doesn't treat you like just another listing, and is relentless in their efforts to sell your property, then you want Gina Lollo, broker and owner of North Shore Properties Realty."

- Ken J.

Gina and North Shore Properties were a tremendous help in selling our parents home of 50+ years and finding them a new smaller condo. It was a difficult emotional change for our parents but Gina was extremely patient and did anything she could to make their transition comfortable. Gina was very knowledgeable and immediately started the process which resulted in finding them a new residence within days. She was always available to answer our parents questions and provide advice on the sale of their home. My parents were very happy with her availability and understanding. I would highly recommend Gina to anyone who is seeking a truly caring broker.

-Brian & Beth

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