

# SELLERS GUIDE

[www.Northshorepropertiesrealty.com](http://www.Northshorepropertiesrealty.com)

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**. We are sure you're even more excited than we are to get it on the market, see buyers coming through, and of course, get an offer. Selling a house is exciting but it can also be stressful at times. Please know that we will do everything possible to make this a great experience.

Many things that can be stressful can be avoided by knowing what to expect and how to handle it ahead of time. 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.

How do we determine an accurate value for your home? We do this through a thorough comparative market analysis known as the "CMA" which will help us determine the likely range that your home should sell for.

In our analysis, we will look at the most similar homes to yours which have:

- \* Recently SOLD
- \* are Currently on the market
- \* and/or Currently under contract

This will help us to determine the appropriate price to list your house for and look at which homes will be our competition.

What happens when a home is overpriced?

When a homeowner over-prices the home, they usually lose the market's interest because they are out of alignment with the market. Our best advice would be to examine the data presented in the CMA and price your home accordingly. This way, we will save a lot of time, money and stress.

Sincerely,

**Northshore Properties Realty**

*"Love Where you Live"*

175 Main St, Suite 1G East Setauket NY 11733

(631) 625-4500

Cover Page

Customer Letter

You Are Our Top Priority

Our Marketing Plan

Our Exclusive Sales System

Why Choose Us?

Boutique?

Preparing Your Home for Show

Determining the Asking Price

Our Website

Customer Testimonials

[www.Northshorepropertiesrealty.com](http://www.Northshorepropertiesrealty.com)



## 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

[NORTHSHOREPROPERTIESREALTY.COM](http://NORTHSHOREPROPERTIESREALTY.COM)

**Outdoor Advertisement:** Our, "For Sale" signs are LIT, elegant, classy and they get noticed! They may 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 presented as a "featured listing" with high quality photos, slide 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 flyers as well as postcards and custom business cards for some properties.

**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 today's market. We strive to expose your home to as many potential buyers as possible through our digital marketing techniques and tech savvy staff.



LandOnEarth



listingvideos



ACROSS THE WEB

# WHY CHOOSE US?

[NORTHSHOREPROPERTIESREALTY.COM](http://NORTHSHOREPROPERTIESREALTY.COM)



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

**Home Staging:** Staging a home has a proven track record of increasing the homes desirability and overall value. We can offer home staging upon request 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.

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.**

## VIP SERVICE

- 1 Home Staging
- 2 Handyman Services
- 3 Team Specialists

# Boutique?

WWW.NORTHSHOREPROPERTIESREALTY.COM

- 1. Quality vs Quantity:** Instead of focusing on how many homes we list or sell, we concentrate on customer service. We understand that each client has different needs and we make their satisfaction our highest priority.
- 2. Teamwork:** Since we function as a team, there is no internal competition. We work as a close-knit group in the best interest of our clients. You have our entire office dedicated to your best interest.
- 3. Freedom to Market:** Since we are not bound by the same rules and regulations of corporate companies, we are free to design our marketing campaign to suit the needs of our clients. This gives us the go ahead to think outside the box without restrictions.
- 4. Exclusive hand-picked agents/highly trained:** Boutique style agencies must consider the impact that the agent will have on their business. Since the culture of a boutique is super important to its success, agents are hand selected, closely supervised and receive on-going training.
- 5. Expand the Brand:** As a boutique shop we do not have the luxury of large brand name notoriety so rather than rely on name recognition alone we are eager to go the extra mile for you to "expand our brand".
- 6. Level playing field:** Since boutique firms have access to the same MLS as larger more corporate companies, your home will get the same exposure. That being said, your home will still be marketed on the major portals such as Zillow, Trulia and Realtor.com, just to name a few.







## PREPARE THE STAGE

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

- 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 may 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 an 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 Realty.



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## Advanced Search

## Estimate Home Value

Min Price

200000

Max Price

Min Bedrooms

Min Baths

City

Choose a City

Search



Featured Listings



What's My Home Worth



Browse Homes Now

**1 Frances Lane, by Northshore Properties Realty**

Posted: 3:00 pm

Step inside this 3 bed, 4 1/2 bath sprawling ranch and you will find it has something for everyone. From its In-law suite w/separate entrance, Gourmet kitchen w/SS appliances & subzero frig, Gorgeous hardwood floors, Loft area overlooking large livingroom w/FP, Large Master Suite with views of country club grounds w/ IGP, bocci court, gazebo, full finished basement with high ceilings & outside entrance, wet-bar, bathroom w/hot tub, billards room, whole house generator, skylights, CAC, this house has it all. Port Jefferson Village

0 comments

**Listings By Northshore Properties Realty**

Posted: 1:41 pm

1 Frances Lane, Port Jefferson, NY | \$899,000 [Click for more information](#) or to schedule a private viewing [Click for Directions!](#) 11 Highwood Rd, Setauket, NY | \$675000 [Click for more information](#) or to schedule a private viewing [Click for Directions!](#) 2 Southview Cir, Lake Grove, NY | \$799950 [Click for more information](#) or ... [Continued](#)

0 comments

**11 Highwood Rd, Old Field South**

Posted: 4:41 pm

Welcome to Old Field South, Here is where you find this 4 bed, 4 1/2 bath sprawling farm ranch nestled on over 1 acre of lush grounds. Get ready to experience tranquility. Enjoy your expansive custom kitchen w/large window lined breakfast nook, Let the outside in with your 3 season sunroom, Rest in your master with his/her bathrooms on first floor, accommodate guests with their very own guest suite, Fireplace w/stove & so much more, CAC, CVAC, 3V schools

0 comments

# WHAT TO EXPECT WHEN YOU ARE SELLING YOUR HOME?

## Sellers Guide

### SHOWINGS

Make sure the home is available for showings. It is vital that your home be "show ready" when the buyers arrive. Keep it clean and organized. Make any necessary repairs that you may have been putting off.

### HANDLING OFFERS

All offers that are made by potential buyers will be presented to you. They will consist of proposed purchase price, down payment and time frame. Its important to know if the client has anything to sell or if they are in any kind of lease. Are they flexible with closing date? The first offer is generally an opening bid and may go back and forth a few times before you and the other party agree to the final price and terms. All these factors will be explained to you by your realtor.

Once you ACCEPT the offer, we will generally inform the other side that their offer has been accepted. Once we give them the accepted offer, we will expect them to get the home inspection done within the next few days.

### HOME INSPECTION

This will usually take about 1 ½ hrs to 3 hrs depending on the size of the home. Be prepared to see a laundry list of imperfections and items that need to be repaired and or tended to. The report will be long & detailed as it is the home inspectors job to find the flaws. That is what he is paid to do. The report is generally turned around to the buyer within 24-48 hours for their review. Sometimes the realtor representing the buyer will come back to you with repair requests of the buyer. This is generally another form of negotiations. You can agree to or not the requested repairs. There are times when "credits" are given for specific repair work instead of actually the actual repairs themselves. Of course, major concerns like electrical issues, and water leaks should always be addressed asap either way.

### GOING TO CONTRACT

Going to Contract: The sellers attorney draws up the contract with the information provided to him.

He sends the contract over to the buyers attorney who reviews and makes any changes to the contract that he/she deems appropriate. This may go back and forth a bit so don't be too concerned. Once the attorneys agree on particulars of the contract, then buyers will sign and give their deposit check. The check is kept in an escrow acct until needed. Once the buyers have signed, contracts are sent over to the seller to sign. Once both parties sign, we are considered to be in FULL CONTRACT.

### COMPLETING THE MORTGAGE PROCESS

Completing the mortgage process: Buyer will need to follow up with their mortgage representative and provide all updated docs to them. Once Mortgage Banker receives the fully executed contract, then they will put request in for Appraisal.

### APPRAISAL

Appraisal: Appraiser will arrange a day and time to come out to the property and do his market analysis to come up with the value. Buyers do not go to this appointment, usually just a realtor and possibly the homeowner may be there but not necessary. What happens if house doesn't appraise? Well, you could re-negotiate the purchase price, have the buyer come up with more money down or kill the deal.

### TITLE REPORT

A title company will do a search of the property records, all liens, CO's & survey. They want to make sure that the home does not have any liens or anyone else can claim ownership in the property other than the current sellers. It is the Buyer's attorney who pulls title as they call it, so it is truly up to the buyer as to WHO his/her title company is.

### LOAN COMMITMENT

This is the stamp of approval from the bank that they will actually lend you the money. Up to this point it is not at all guaranteed. So once this is obtained, closing should follow shortly. You may hear this referred to as, "CLEAR TO CLOSE"

### WALK-THRU

This walk through of the property is usually done the evening prior or the morning of the closing. This is a time to walk the new homeowners through the house and explain the specifics to them. It also serves to ensure the buyer that all is as they remember it to be.

### TRANSFER UTILITIES

The seller will need to call all of homes utility companies, (i.e electric, gas, water.) and let them know when they will no longer be the homeowner as of a specific date. After the seller does that then the buyer will be instructed to do so as well.

### CLOSING DAY

Closing day is set: The attorneys are generally the ones that organize with the bank attorney and choose a closing date and time. Depending on the relationship with the attorney, you will be notified via email or phone call. Sometimes we find out at the last minute from our own clients. Be aware that a closing date is on the horizon once the commitment is obtained.



#### PEOPLE YOU WILL NEED:

- Realtor
- Real Estate Attorney

#### THINGS YOU WILL NEED:

- Copy of Deed
- Copy of Survey
- Permits & CO's

#### HELPFUL ITEMS:

- Copies of utility bills
- Warranty Paperwork
- List of improvements made

#### REMINDERS:

**DON'T FORGET ABOUT TRANSFER TAX AS THIS IS THE RESPONSIBILITY OF THE SELLER.**

**\$4.00 FOR EVERY \$1000 OF TOTAL SALES PRICE**

175 Main St, Suite 1G  
Setauket, NY 11733

# HOMES WE SOLD IN 2022



- 64 WILLOW WOOD DRIVE, SETAUKET
- 2 WOODVIEW DRIVE, NESCONSET
- 57-17 163RD STREET, FLUSHING
- 126 N ROCKY POINT LANDING ROAD
- 513 HOWELL COURT, RIVERHEAD
- 12 BONARCK LANE, NESCONSET
- 2413 UNION BLVD, ISLIP
- 48 ROBINWOOD STREET, MASTIC
- 4 ENGLISH IVY LANE, LAKE GROVE
- 21 WHITNEY GATE, SMITHTOWN
- 6 CAMELOT LANE, SAINT JAMES
- 670 CENTRE AVENUE, LINDENHURST
- 29 CODMAN STREET, BRENTWOOD
- 115 WEDGEWOOD DRIVE, CORAM
- 172 S 7TH STREET, LINDENHURST
- 167A OLD TOWN RD, E. SETAUKET
- 39 STRATFORD AVE, GREENLAWN
- 105 IRISH LANE, EAST ISLIP
- 66 RONKONKOMA BLVD, CENTEREACH
- 451 SUMMERWOOD, RIDGE
- 69 UPPER SHEEP PASTURE RD, SETAUKET
- 460 OLD TOWN RD, PORT JEFFERSON
- 50 ASH STREET, CENTRAL ISLIP
- 452 LANDING AVE, SMITHTOWN
- 17 EDWARDS STREET, ROSLYN HEIGHTS
- 7 ROXBURY COURT, DEER PARK
- 22 FOREST AVENUE, LAKE GROVE
- 378 HOLBROOK RD, LAKE RONKONKOMA
- 338 LAKELAND AVENUE, SAYVILLE
- 1195 WALNUT AVENUE, BOHEMIA
- 115 HOYT LANE, PORT JEFFERSON
- 1 E. BROADWAY, LONG BEACH
- 113 PATCHOGUE DR, ROCKY POINT
- 19 FRONTIER LANE, EAST NORTHPORT
- 26 ENGELKE STREET, PATCHOGUE
- 148 SHADY LANE, SMITHTOWN
- 865 CHURCH STREET, BOHEMIA
- 177 OLD TOWN RD, SETAUKET



# HOMES WE SOLD IN 2023



1. 6 PETERS PATH, SETAUKET
2. 125 DAYS AVE, SELDEN
3. 1230 NEW SUFFOLK AVE, MATTITUCK
4. 2837 N WADING RIVER RD, WADING RIVER
5. 25 NADWORN Y LANE, STONY BROOK
6. 6 VALERIE LANE, PATCHOGUE
7. 460 OLD TOWN RD, 14E, PORT JEFF
8. 200 LOWER SHEEP PASTURE, SETAUKET
9. 1 ROCKLEDGE DR, SHIRLEY
10. 460 OLD TOWN RD, 15F, PORT JEFF
11. 364 SHEFFIELD CT, RIDGE
12. 10 POET, SETAUKET
13. 15 CHIPPENDALE, MT. SINAI
14. 106 EXMORE, RIDGE
15. 41 JUSTIN CIRCLE, PORT JEFF
16. 10 PRINCESS TREE CT, PORT JEFF
17. 58 NADINE, PORT JEFFERSON
18. 57 ROSE, MT. SINAI
19. 460 OLD TOWN RD, 25F, PORT JEFF
20. 69 MATSUNAYE, MEDFORD
21. 28 YAPHANK, BROOKHAVEN
22. 44 MADELINE, RIDGE
23. 32 HEARTHSIDE, MT. SINAI
24. 124 MAIN, MASTIC
25. 242 IRA, MT. SINAI
26. 1 SHORE RD, OLD FIELD
27. 20 DOGWOOD, MANORVILLE
28. 61 CAYUGA, SOUTH SETAUKET
29. 6 KNOLLS, STONY BROOK
30. 25 PARSONAGE RD, SETAUKET
31. 103 CHESTNUT AVE, SETAUKET
32. 162 GRANADA, LINDENHURST



# TESTIMONIALS

## Premium Quality Service



**Joshua Rackoff**

10 reviews · 5 photos



★★★★★ 9 months ago

Gina and her team are awesome and highly respected among other agents. She worked with us for 2 years looking for a home in a very competitive market. When houses came on the market that met our requirements Gina was on it, and made sure to get us a viewing. Eventually, with her hard work, dedication, and persistence Gina found a home for my family and I. Best of all she still stays in contact with us to see how everything is going. That's true customer service. I highly recommend Gina and her team to anyone who is looking for a home that you can love and enjoy.

↩ Reply   👍 Like



**Tyler Durden**

Local Guide · 84 reviews · 22 photos



★★★★★ 2 years ago

**Positive:** Professionalism, Quality, Responsiveness, Value

Gina and Tina are a fantastic team. They helped us get an amazing deal and helped us navigate the hot real estate market when we bought our first home. Less than a year later, they worked their magic again and coordinated the most efficient and effective home sale when we had to quickly move out of state. They communicate well with both sellers and buyers, solved problems before they got to us and made sure we knew everything that was going on. I would definitely use their services again and recommend them to anyone buying a home.

↩ Reply   👍 Like



**Joan W**

6 reviews · 2 photos



★★★★★ a year ago

Thank you, Gina ❤️. You did a phenomenal job helping me sell my home from beginning to end. I appreciate your professionalism, attention to detail and your innate goodness. Thank you for helping me navigate through the listing to sold process. You are truly in a league of your own and other realtors need to take a page from your playbook. Your honesty and integrity cannot be matched. You have truly been a blessing and it has been a pleasure working with you and Tina.

↩ Reply   👍 Like



**Minnie Cooke**

1 review



★★★★★ 4 months ago

If you have ever bought and sold a house before and had a bad experience, you got the wrong real estate!

For people looking for a GREAT real estate experience should hire Gina Lollo at North Shore Properties. Knowledgeable and professional with a real heart! Her co-workers and staff are equally amazing! No problem with paper work. They are honest and easy to work with. They find what you are looking for! That's what you want from a real estate company. North Shore Properties is it!



# NORTHSHORE PROPERTIES REALTY

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BE INSPRIED TO

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