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Selling  
a property  
with Warburg.

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# Selling your home can be an exciting and potentially emotional event.

Maybe it's time to expand your living space to accommodate your growing family, or perhaps you're empty-nesters planning to let go of your family home in favor of smaller lodgings. Or, like many smart New Yorkers, you've timed the market and are ready to sell your valuable investment holdings.

Regardless of the situation, Warburg Realty stands ready to guide you through the selling process, ensuring the highest level of service and expertise that has been our hallmark for over 100 years. Established in 1896, Warburg has built, managed or brokered many of New York City's finest homes, while keeping a foot firmly established in the technology and marketing tactics required in today's competitive marketplace. I've built a strong reputation among sellers for providing top-notch advice and well-trained negotiation skills to derive the best possible value from properties, and I'm proud to have the expertise of my Sales Director and the Warburg Senior Management team at my side.

In this guide, I've outlined a few of the key steps in selling your home. Once you sign an exclusive agreement to sell, I will be an indispensable resource as you move through each part of the process.

# 1

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## Pricing

Pricing your home appropriately is the most important step in the selling process. Price too high, and your property will linger on the market, becoming less and less appealing the longer it does. Price too low, and you're missing out on a valuable profit on your investment. Warburg has an unparalleled history in the New York City market, and therefore, unmatched expertise in providing pricing guidance based on size, finishes, building, neighborhood, recent comparable sales and more.



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### **LESS IS MORE**

Sellers tend to believe that more is better, that a higher asking price leaves room for negotiation while keeping alive the fantasy that a buyer will come along and pay anything for the property. More often than not, this results in a lengthy and frustrating marketing period, and the ultimate sales price suffers as a result.

### **PRICE TO ENCOURAGE COMPETITIVE BIDDING**

The best way for a seller of any commodity to achieve a top price is through competitive bidding; recognition of this fact drives the multibillion-dollar auction industry. At an inflated price, however, there will be no competitive bidding. The property may sit unpurchased month after month, requiring price reductions which tarnish it in the marketplace. Offers you receive are likely to be low—a reflection of buyers' concerns that with such a high price, they had best make an offer under the market if they wish to negotiate their way to a reasonable conclusion.

### **AN EXCITING LISTING GETS THE BUYER ON YOUR SIDE**

Any well-priced property generates excitement in the community of agents and buyers. As this excitement grows, an important psychological shift occurs. In the case of the overpriced property, the buyer locks horns with the seller in an attempt to break the price. With a well-priced property, however, the buyer regards other prospective buyers as adversaries in their attempt to secure the deal. The buyer is thus willing in the latter situation to raise their offer, frequently several times, because the presence (or imminence) of other buyers not only spurs them on but also reassures them that they are not alone in perceiving the property as valuable.

### **A LOWER ASKING PRICE IS MONEY IN THE BANK**

When you finally get an offer on an overpriced property, there is likely to be only one bidder. Feeling that they are in an adversarial relationship with the seller, the buyer will frequently complain that they do not want to “bid against themselves” when urged to raise their offer. On the other hand, the property that is perceived as a “great deal” often inspires several bidders and a purchaser may spend substantially more than they intended in order to win the day.

### **KEEP THE PROPERTY FRESH**

By pricing a property properly at the outset, you will diminish the amount of time and showing necessary for a sale. A buyer frequently asks how long a property has been listed. If it is a new listing, the buyer will feel more urgency to move quickly, while an older listing makes a purchaser doubt the quality of the prospective purchase. They wonder, “Why hasn't it sold?”

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## Marketing

### ***PRESENTATION***

Presenting your home in a way that attracts buyers is both a skill and an art. Throughout my career, I've garnered vast experience in advising sellers on how to position homes to drive value, whether that includes decorating and staging, or larger renovation and painting projects. Once your home is ready for its close-up, I have the city's best resources for photography, videography, copywriting and, floor plans available to make sure your home is portrayed in the best possible light.

### ***THE MARKETING PLAN***

I will work closely with you to develop a robust marketing plan that gets the word out about your listing quickly through our highly trafficked website, popular local media outlets and via high-quality printed materials. I'll also tap into Warburg's vast network of individual buyers, investors and brokers, both here and abroad, in order to reach the largest possible audience of well-qualified buyers.

### ***REACH***

In addition to being listed on Warburg's website, our listings are advertised across dozens of other websites including Wall Street Journal, New York Times, and Realtor.com. Our listings also have an extended reach through our international partnership with Hamptons-based luxury real estate firm, Saunders.

### ***SHOWING***

Showing your home is an important part of securing the best offer. I'll work closely with you and your schedule to plan open houses and individual showings that are effective without being overly intrusive.

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## The Final Steps

Pricing and presenting your home appropriately lays the groundwork for the home stretch in the process: reviewing offers and closing. Throughout these final steps, negotiation skills, board approval expertise, and attention to detail are paramount.

### **NEGOTIATION**

I'm an expert negotiator, skilled in reviewing offers to point out their strengths and weaknesses and in counteroffering to drive value.

### **BOARD PACKAGES**

My Warburg team and I are industry leaders in the preparation of board packages. We understand that a properly submitted board package can make or break the application process, and for this reason our highly experienced team ensures our packages include everything that board members are seeking.

### **CLOSING**

In many respects, the work is just beginning once you accept an offer. From providing expert board guidance to working with a highly recommended attorney, I will work hard to keep you prepared and informed during this complicated part of the process.





At Warburg, we understand that communication is key during the sale of your home, and I will be sure to keep you well-informed throughout. Backed by Warburg's renowned integrity, service and expertise, you'll achieve maximum value on your property and be ready to move on to life's next great adventure.

# WARBURG REALTY

[warburgrealty.com](http://warburgrealty.com)

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## FLATIRON

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## TRIBECA

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