

# LISTING PRESENTATION PACKET

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Courtesy of  
The A Team Real Estate Group







THE  TEAM  
REAL ESTATE GROUP

MARKETING  
STRATEGY





The A-Team  
Real Estate Group LLC  
Suite #5



# THE A TEAM REAL ESTATE GROUP

**The A TEAM** prides itself on results. We are A TEAM of dedicated real estate brokers and agents with 40 years of experience who work hard for its clients every day. Real estate transactions can be very complicated. We make it simple. Join our A TEAM, put us into action, and let us get you results.

Get on the **A TEAM** A LIST.

Contact The **A TEAM** to buy or sell a residential, commercial, an investment or a business property today.

## OUR PHILOSOPHY

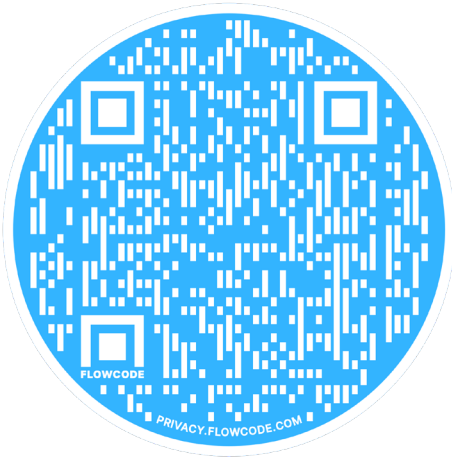
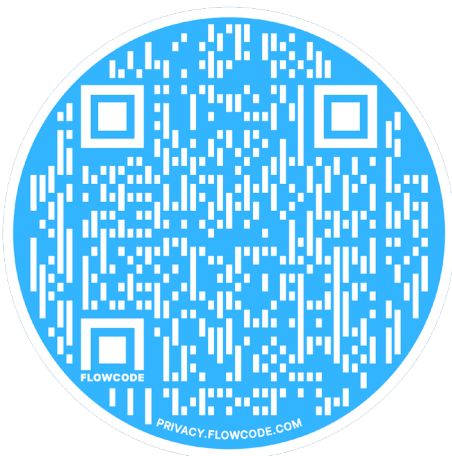
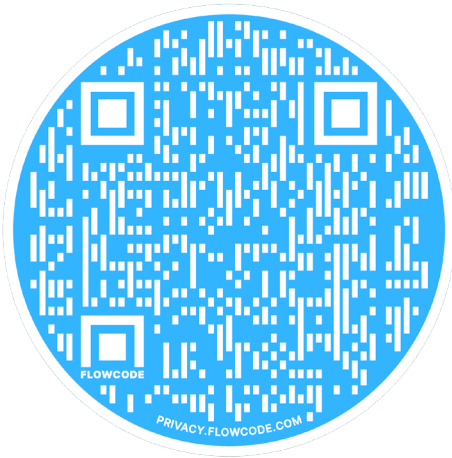
It's all about you. Submit your contact information and you are on our A LIST. The A TEAM gets our clients what they want. We service all New York City's 5 boroughs. Encompassing Queens, Manhattan, Brooklyn, Staten Island, the Bronx and Long Island. When you work with the A TEAM, you are immediately notified of new properties placed on the market; or even before they might come on the market.

Don't want to search yourself or wait for that special property to hit the market, let our team know your dream home requirements. We will use our vast network to find a home, or home seller, with that one of a kind home that will meet your wants and needs.

In addition to servicing all of NYC, we specialize in the little known, and most desired best kept secret hamlets of Long Island, offering gorgeous suburb style living loaded with owner occupied single and multi-family residential homes, award winning schools, expansive open green space with plenty of trees, birds and parks, private yards with driveways and garages, enough street parking, friendly mom & pop small businesses, convenient to shopping and malls, fantastic family owned restaurants, easy commutes to Manhattan and Long Island by car and public transportation, and lower property taxes.

# SOCIAL MEDIA

1. Open the QR Code reader on your phone.
2. Hold your device over a QR Code so that it's clearly visible within your smartphone's screen. Two things can happen when you correctly hold your smartphone over a QR Code. The phone automatically scans the code. ...
3. If necessary, press the button!



The screenshot shows the website and Facebook page for The A-Team Real Estate Group. The website features a search bar, navigation menu, and featured listings. The Facebook page shows the company profile, a 'Send Message' button, and a post about the housing market.

The screenshot shows the Instagram profile for The A-Team Real Estate Group. The profile includes the company name, bio, and a grid of real estate listings with 'JUST LISTED!' and 'SOLD!' labels.

**We feel personally responsible to make sure that we educate our clients and as many other people as possible about what's going on in the market, tools of the trade, things to expect through buying and selling, and so much more!**



The background features a blue-tinted image of a laptop keyboard on the left, a stack of business cards in the center, and a lined notebook with a pen on the right. The business cards and the main logo feature a silhouette of a city skyline with a globe in the center.

THE **A** TEAM  
REAL ESTATE GROUP

OUR  
MARKETING  
APPROACH



# PROFESSIONAL PHOTOGRAPHY



IPads, phones, postcards, and videos - a house for sale today had to look stunning on all of them and more. Why leave anything to chance and dark cell phone pictures? We leave nothing to chance and only hire the best stagers, photographers and videographers. They create the magical first and lasting impression the purchaser will fall in love with when they find your property listed. Our photography partners will help you make your house look HGTV perfect to all who see it.

Our photographers will provide us with enhanced pictures, videos and a full virtual tour. Photoshop, lenses, lighting, filters, strobes, and drones are all part of their tool kit. The majority of purchasers find their house on the internet. We know the importance of making sure your photographs are stunning and inviting.





# SPECIAL FEATURES

## 500

MAIL MARKETING  
+ PREMIUM COLLATERAL



## EMAIL

MARKETING CAMPAIGN

StreetEasy

trulia

Zillow

## BRANDING

EXCLUSIVE BRANDING ON  
REAL ESTATE SEARCH SITES



## SOCIAL RESEARCH

FEATURES + VIDEOS ON  
FACEBOOK + SOCIAL MEDIA



## OPEN HOUSE EVENTS

WEEKLY OPEN HOUSE DAILY  
OPEN HOUSE BY APPOINTMENT



## EXPERIENCE

30+ YEARS BETWEEN REALTORS



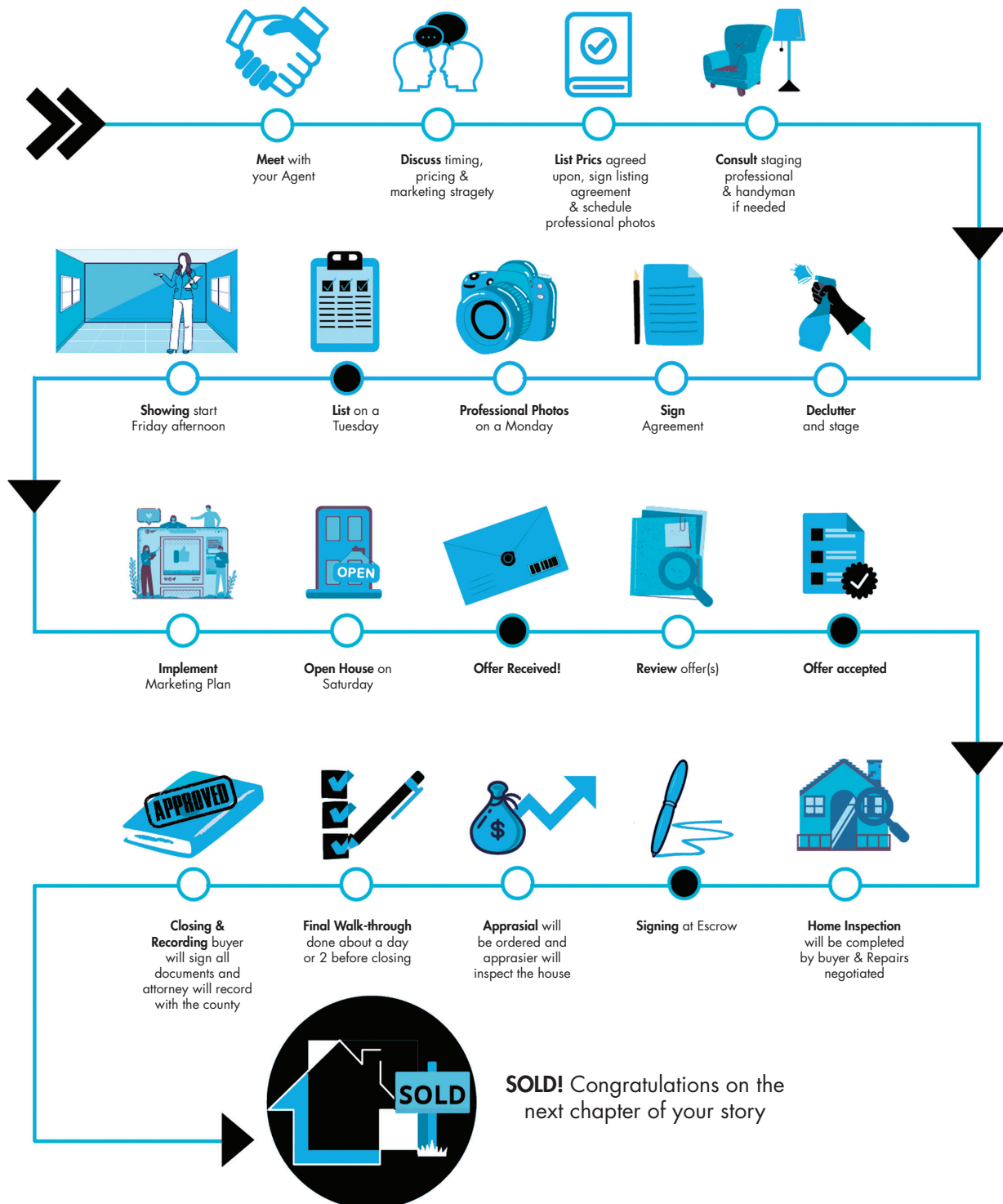
## CLIENTS FOR LIFE

CONTRACTORS, HANDY MEN,  
REPAIRS, I'VE GOT YOU



# MARKETING TIMELINE

Pre-listing is as important as listing. Now that we have decided to work together, these are some of the things we will do leading up to the first Open House.

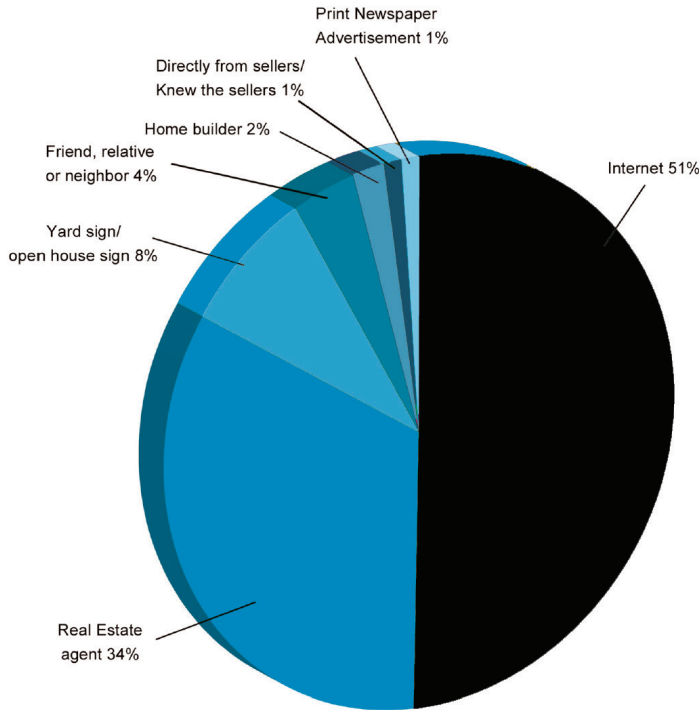




# ONLINE DOMINATION

**Buyers are starting their search online.**

Now, more than ever, online domination is the key to getting top dollar. It's why I have aligned myself with winning brands like The A Team Real Estate Group.



Through our company your home will be listed on EVERY real estate listing site, with the best images, and 360 degree technology.

## BROKERAGES



## ONLINE PLATFORMS



## LISTING SERVICES







THE  TEAM  
REAL ESTATE GROUP

SALES



# FEATURED RECENT TRANSACTIONS



**49-29 Annandale Lane, Little Neck, NY 11362**  
Asking \$1,388,800 • 4 Bedrooms • 2 Bath • Sold \$1,250,000



**10 Dunes Lane, Port Washington, NY 11050**  
Asking \$1,800,000 • 8 Bedrooms • 6 Bath • Sold \$1,850,000



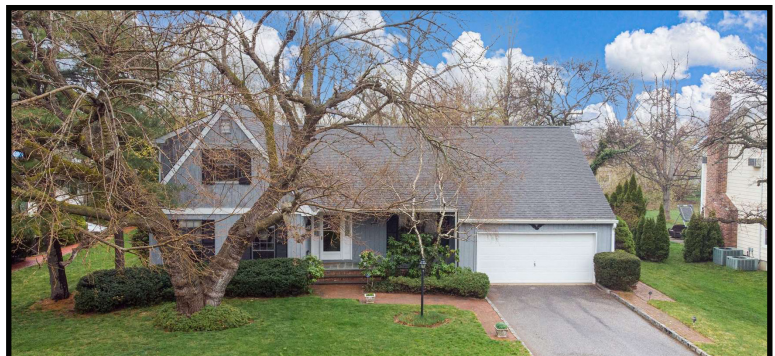
**109-18 98th Street, Ozone Park, NY 11417**  
Asking \$878,999 • 7 Bedrooms • 2 Bath • Sold \$900,000



**82-26 210th Street, Hollis Hills, NY 11427**  
Asking \$869,000 • 5 Bedrooms • 2 Bath • Sold \$869,000



**61-39 212th Street, Bayside, NY 11364**  
Asking \$829,888 • 3 Bedrooms • 1 Bath • Sold \$815,000



**15 Oak Point Drive S, Bayville, NY 11709**  
Asking \$750,000 • 8 Bedrooms • 4 Bath • Sold \$825,000



**174 Kensington Road, Garden City, NY 11530**  
Asking \$1,189,000 • 4 Bedrooms • 3 Bath • Sold \$1,250,907



**9 Seth Lane, Hicksville, NY 11801**  
Asking \$749,000 • 5 Bedrooms • 4 Bath • Sold \$735,000





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TESTIMONIALS



# WHAT PEOPLE ARE SAYING

## DAVID BERL

"I have known David Berl from the A TEAM all his life and have done nationwide out of town deals with him. David is knowledgeable, easy to work with, and gets the job done. A TEAM is the superhero of real estate and always my first call. I wouldn't use anyone else."

- L.B.

## ANTHONY PESA

"Anthony is a real class act. I was bought a 3 bedroom co-op in Little Neck and he really helped guide me through the process. The situation was a little tricky but Anthony took the challenge and made everything very easy for me and my family. He was patient and knowledgeable the whole time, I really appreciate your help Anthony!"

- T.L.

## ERIC BERMAN

"Eric was very responsive and accommodating throughout the whole process and was a pleasure to work with. He went out of his way on multiple occasions to find answers to my specific questions. Highly recommend!"

- B.D.

## SEAN LYNCH

"It's been many years since we purchased our first home. We remember the process being tedious and arduous. This time, our experience was completely different. Sean was extremely helpful every step of the way and helped this purchase move in the right direction from the first day."

- S.R.

## DAVID ROSENFELD

"David was one of a few Real Estate Salesmen that I was working with at the time, but without him I would never have found and been able to negotiate the purchase of my Bed-Stuy new two family home. I will work with David again on my next purchase and sale."

- L.U.

## LAURA FABRE

"Laura was extremely helpful to me and my family when we purchased our first home. She was patient, friendly, and very knowledgeable....I'd definitely recommend her."

- J.M.



**David** is great to work with. He really sits down with you and looks to find the perfect home for you. He has so many resources that are helpful and I found my perfect home through him! Thank you David.

09/24/2021 - amandaadamo123  
Bought a Condo home in 2021 in Garden City, NY.

**Eric** sold my home in Hollis Hills. He was professional and courteous, and most importantly sold my home at exactly the price he said he would. I had attempted to sell the house previously with a different broker and found myself getting caught up in all the games some brokers play (price drops, only showing to their clients, delays).

09/24/2021 - RIK10  
Sold a Single Family home in 2021 in Hollis Hills, NY

**Sean** is courteous; professional; resourceful and truly cares for the needs and wants of his clients. We are having a wonderful experience working with Sean and plan to work with him in all our future endeavors. He deserves 10 stars!

07/11/2021 - Elaine Oflaherty  
Showed home in 2021 in NY 11572.

Love **Laura** she was absolutely amazing never pushed in to buying our condo. Love love love and definitely recommend her services!! Saw a few places and then I asked her to show me this other place and it was perfect

07/11/2021 - leolarisa21  
Bought a Condo home in 2020 in Little Neck, NY.





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# YOU'RE REALTORS? WHAT DO YOU REALLY DO?

## THE 180 TASKS THAT I WILL PERSONALLY PERFORM TO GET YOUR HOME SOLD.

### PRE-LISTING ACTIVITIES:

- Make appointment with seller for listing presentation
- Send seller a written or e-mail confirmation of listing appointment and call to confirm
- Review pre-appointment questions
- Research all comparable currently listed properties
- Research sales activity for past 18 months from MLS and public records databases
- Research "Average Days on Market" for this property of this type, price range and location
- Download and review property tax roll information
- Prepare "Comparable Market Analysis" (CMA) to establish fair market value
- Obtain copy of subdivision plat/complex lay-out
- Research property's ownership & deed type
- Research property's public record information for lot size & dimensions
- Research and verify legal description
- Research property's land use coding and deed restrictions
- Research property's current use and zoning
- Verify legal names of owner(s) in county's public property records
- Prepare listing presentation package with above materials
- Perform exterior "Curb Appeal Assessment" of subject property
- Compile and assemble formal file on property
- Confirm current public schools and explain impact of schools on market value
- Review listing appointment checklist to ensure all steps and actions have been completed



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# YOU'RE REALTORS? WHAT DO YOU REALLY DO?

## LISTING APPOINTMENT PRESENTATION:

- Give seller an overview of current market conditions and projections
- Review agent's and company's credentials and accomplishments in the market
- Present company's profile and position or "niche" in the marketplace
- Present CMA Results To Seller, including Comparables, Solds, Current Listings & Expireds
- Offer pricing strategy based on professional judgment and interpretation of current market conditions
- Discuss Goals With Seller To Market Effectively
- Explain market power and benefits of Multiple Listing Service
- Explain market power of web marketing, IDX and REALTOR.com
- Explain the work the brokerage and agent do "behind the scenes" and agent's availability on weekends
- Explain agent's role in taking calls to screen for qualified buyers and protect seller from curiosity seekers
- Present and discuss strategic master marketing plan
- Explain different agency relationships
- Review and explain all clauses in Listing Contract & Addendum and obtain seller's signature





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# YOU'RE REALTORS? WHAT DO YOU REALLY DO?

## ONCE PROPERTY IS UNDER LISTING AGREEMENT:

- Measure overall and heated square footage
- Measure interior room sizes
- Confirm lot size via owner's copy of certified survey, if available
- Obtain house plans, if applicable and available
- Review house plans and make copy
- Prepare showing instructions for buyers' agents and agree on showing time window with seller
- Discuss possible buyer financing alternatives and options with seller
- Review current appraisal if available
- Identify Home Owner Association manager if applicable
- Verify Home Owner Association Fees with manager - mandatory or optional and current annual fee
- Order copy of Homeowner Association bylaws, if applicable
- Research electricity availability and supplier's name and phone number
- Natural Gas: Research/verify availability and supplier's name and phone number
- Verify security system, current term of service and whether owned or leased
- Ascertain need for lead-based paint disclosure
- Prepare detailed list of property amenities and assess market impact
- Compile list of completed repairs and maintenance items
- Send "Vacancy Checklist" to seller if property is vacant
- Have extra key made for lockbox
- Verify if property has rental units involved. And if so:
- Make copies of all leases for retention in listing file
- Verify all rents & deposits
- Inform tenants of listing and discuss how showings will be handled
- Arrange for installation of yard sign
- Assist seller with completion of Seller's Disclosure form
- "New Listing Checklist" Completed
- Review results of Curb Appeal Assessment with seller and provide suggestions to improve salability
- Review results of Interior Décor Assessment and suggest changes to shorten time on market
- Load listing into transaction management software program





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# YOU'RE REALTORS? WHAT DO YOU REALLY DO?

## ENTERING PROPERTY IN MULTIPLE LISTING SERVICE DATABASE:

- Prepare MLS Profile Sheet – Agents is responsible for “quality control” and accuracy of listing data
- Enter property data from Profile Sheet into MLS Listing Database
- Proofread MLS database listing for accuracy - including proper placement in mapping function
- Add property to company's Active Listings list
- Provide seller with signed copies of Listing Agreement and MLS Profile Sheet Data Form within 48 hours
- Take additional photos for upload into MLS and use in flyers. Discuss efficacy of panoramic photography.

## MARKETING THE LISTING:

- Create print and Internet ads with seller's input
- Coordinate showings with owners, tenants, and other Realtors®
- Return all calls - weekends included
- Install lock box if authorized by owner.
- Prepare mailing and contact list
- Generate mail-merge letters to contact list
- Order “Just Listed” labels & reports
- Prepare flyer's & feedback faxes
- Review comparable MLS listings regularly to ensure property remains competitive in price, terms, conditions and availability
- Prepare property marketing brochure for seller's review
- Arrange for printing or copying of supply of marketing brochures or fliers
- Place marketing brochures in all company agent mail boxes
- Upload listing to company and agent Internet site, if applicable





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# YOU'RE REALTORS? WHAT DO YOU REALLY DO?

## MARKETING THE LISTING: (CONTINUED)

- Mail Out "Just Listed" notice to all neighborhood residents
- Advise Network Referral Program of listing
- Provide marketing data to buyers coming through international relocation networks
- Provide marketing data to buyers coming from referral network
- Provide "Special Feature" cards for marketing, if applicable
- Submit ads to company's participating Internet real estate sites
- Price changes conveyed promptly to all Internet groups
- Reprint/supply brochures promptly as needed
- Loan information reviewed and updated in MLS as required
- Feedback e-mails/faxes sent to buyers' agents after showings
- Review weekly Market Study
- Discuss feedback from showing agents with seller to determine if changes will accelerate the sale
- Place regular weekly update calls to seller to discuss marketing & pricing
- Promptly enter price changes in MLS listing database

## THE OFFER, HOME INSPECTION AND CONTRACT:

- Receive and review all Offer to Purchase contracts submitted by buyers or buyers' agents.
- Evaluate offer(s) with the owner for comparison purposes
- Counsel seller on offers. Explain merits and weakness of each component of each offer
- Contact buyers' agents to review buyer's qualifications and discuss offer
- Fax/deliver Seller's Disclosure to buyer's agent or buyer upon request and prior to offer if possible
- Confirm buyer is pre-qualified by calling Loan Officer
- Obtain pre-qualification letter on buyer from Loan Officer



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# YOU'RE REALTORS? WHAT DO YOU REALLY DO?

## THE OFFER, HOME INSPECTION AND CONTRACT: (CONTINUED)

- Negotiate all offers on seller's behalf, setting time limit for loan approval and closing date
- Prepare and convey any counteroffers, acceptance or amendments to buyer's agent
- Coordinate buyer's professional home inspection with seller
- Review home inspector's report
- Explain seller's responsibilities with respect to loan requirements
- Recommend or assist seller with identifying contractors to perform any required repairs
- Ensure completion of all required repairs on seller's behalf, if needed
- Change status in MLS to "Sale Pending"
- Update transaction management program to show "Sale Pending"
- Work together with lender to ensure a smooth transaction – Advise seller of worst and best case scenarios
- Provide credit report information to seller if property will be seller-financed
- Assist buyer with obtaining financing, if applicable and follow-up as necessary
- Coordinate with lender on Discount Points being locked in with dates
- Verify termite inspection ordered, if required
- Verify mold inspection ordered, if required





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# YOU'RE REALTORS? WHAT DO YOU REALLY DO?

## THE APPRAISAL:

- Schedule Appraisal
- Provide comparable sales used in market pricing to Appraiser
- Follow-Up On Appraisal
- Enter completion into transaction management program

## TRACKING THE LOAN PROCESS:

- Confirm Verifications Of Deposit & Buyer's Employment Have Been Returned
- Follow Loan Processing Through To The Underwriter
- Add lender and other vendors to transaction management program so agents, buyer and seller can track progress of sale
- Contact lender weekly to ensure processing is on track
- Relay final approval of buyer's loan application to seller

## CLOSING PREPARATIONS AND DUTIES:

- Contract Is Signed By All Parties
- Coordinate closing process with buyer's agent and lender
- Confirm closing date and time and notify all parties
- Work with buyer's agent in scheduling and conducting buyer's Final Walk-Thru prior to closing



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# YOU'RE REALTORS? WHAT DO YOU REALLY DO?

## CLOSING PREPARATIONS AND DUTIES: (CONTINUED)

- Coordinate this closing with seller's next purchase and resolve any timing problems
- Have a "no surprises" closing so that seller receives a net proceeds check at closing
- Refer sellers to one of the best agents at their destination, if applicable
- Change MLS status to Sold. Enter sale date, price, selling broker and agent's ID numbers, etc.
- Close out listing in transaction management program

## FOLLOW UP AFTER CLOSING:

- Respond to any follow-on calls and provide any additional information required from office files