

“We Are With You 100%”



Greetings from Our Broker

In 2006, I set out to create a Real Estate Agency that would provide clients with unmatched service and support. The result was Charles Rutenberg Realty, Inc., a firm that gives you the personal attention and responsiveness of a independent “mom and pop shop” with the added footprint and benefits typical of a large firm.

As one of the Top Independent Real Estate companies in New York State, we make a commitment to every one of our clients, to be with you 100% before, during and after your real estate transaction.

We provide a full range of services, including residential and commercial sales, as well as leasing. To ensure the greatest exposure and reach for buyers, sellers, landlords and tenants, our agency uses several multiple listing services and maintains membership in four Real Estate Boards.

We list your property on about 200 Real Estate web portals so that anyone searching for a home will find yours. Our sellers benefit from our vast Internet reach, which delivers unparalleled exposure for their property listings.

Our firm is built upon the premise that the relationship with the client is paramount to a mutually successful outcome. It is our mission to provide our clients, customers and agents with the finest professional and friendliest service in the real estate industry. We believe that an Agent’s attentive service, knowledge and access to timely information makes all of the difference. That’s why we provide all of our Agents with a full support staff and the latest Real Estate marketing solutions, technology, tools and training.

We are honored to have the opportunity to make this presentation to you. We hope to show you that you can be confident in entrusting us with the important task of selling your home.

Sincerely,

Joseph Moshé,

Real Estate Broker

President/Owner

Charles Rutenberg Realty, Inc.



Corporate Office: 255 Executive Drive, Suite 104, Plainview, NY 11803

www.crli.com

Branch Offices In:

Bronx, Nassau, Suffolk, Queens and Westchester Counties

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WHY CHARLES RUTENBERG REALTY, INC.?

Our mission is to provide clients with the highest level of service of any Real Estate company, thereby ensuring that properties are sold or leased in an exemplary manner. We strive to deliver the most professional service to our clients and customers so that transactions are completed to the satisfaction of all concerned.

Charles Rutenberg Realty, Inc. is one of New York's largest Independent Real Estate companies, with multiple offices in Bronx, Nassau, Suffolk, Queens and Westchester Counties.



More than 700 Charles Rutenberg Agents are working, collectively, to sell your home



Comprehensive Web presence, with hundreds of Real Estate Websites featuring your property



Top 5 listing and selling offices in the Long Island Board of REALTORS, year after year



Extensive inventory of properties for sale and/or lease

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OUR FOCUS...

WHAT'S IMPORTANT TO YOU IS IMPORTANT TO US



Our primary goal is to complete a sale in a timely manner, with the highest possible sale price. We are committed to doing whatever possible to achieve this.

COMMUNICATION IS KEY



When marketing your home, you will be kept informed of all activities related to the progress. There is nothing more troublesome than being kept out of the loop pertaining to the daily happenings of your Real Estate transaction. We will continuously keep in touch with you, even if there is nothing new to report. We emphasize the importance of open lines of communication, which can be conducted in-person or via email, text or phone.

WE KNOW WHERE TO DRAW THE LINE



What's in your best interest is in our best interest. We are here to work with you to determine the most effective approach for your transaction. Together we will create a strategy to suit your individual needs. Given our history and market experience, we can develop an approach that will lead to a smooth transaction and a successful sale.

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HOW A PROFESSIONAL AGENT CAN HELP YOU

An experienced Agent will ensure that you receive the most current information as to the overall state of the marketplace, as well as insight into the status of competing properties and financing alternatives.

Charles Rutenberg Agents are especially helpful in the buying/selling process as they are all very familiar with local New York Real Estate markets, which include traditional sales, short sales, foreclosures and the influence of foreign purchasers, among other factors.

When you hire a Charles Rutenberg Agent, you will get one of the most well-educated agents in the region to assist you with any issues that may arise during the home sale or buying process. All Agents are required by our Agency to complete extensive training in addition to the continuing education necessary to maintain a license. They know the best time to put your home on the market, how to best position it to prospective buyers and, ultimately, how to maximize the selling price.

“Let’s face it, there are some tasks that arise in our lives that are a little beyond our level of expertise. Handling the sale of one of your most important assets is one undertaking that should be left to professionals.”

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WHEN SHOULD YOU SELL



The best time to sell is when **YOU** are ready to sell.



The moment your property goes on the market is the height of its attractiveness. This is the time in which it will receive the maximum attention due to its new entry to an existing marketplace.



Though nearly every home for sale will see the most traffic within the first two to three weeks after it comes on the market, it is crucial to enter the market with appropriate pricing in order to attract potential buyers who will best support your goals.



We will present you with all pertinent data necessary to determine a selling price. A house that is priced right from the start will result in higher proceeds in a more favorable time frame.

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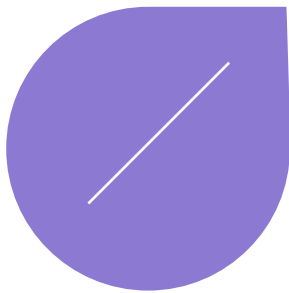
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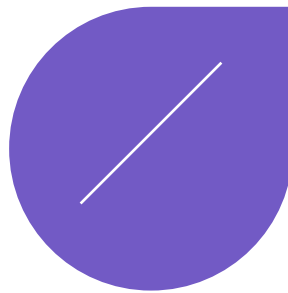


ASSESSING YOUR HOME VALUE



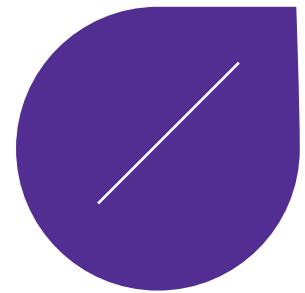
ASSESSING YOUR HOME VALUE

Determining the proper value of your home is a crucial ingredient to a successful transaction. A Comparative Market Analysis (CMA) will be performed to evaluate local trends and the individuality of your home



FACTORS THAT INFLUENCE PROPER PRICING ARE:

Present inventory of similar properties in your area. Recent sale prices, current listing prices and unique characteristics of your home and location.



IF YOUR PROPERTY IS NOT PRICED RIGHT, IT MAY BE SUSCEPTIBLE TO CERTAIN RISKS, INCLUDING:

Remaining on the market for longer periods of time, fewer showings due to a lack of interest and eventual sale well-below market value

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THE SELLING PROCESS IN A SNAP

A detailed approach will be implemented to show your home to potential prospects. We will assist with many efforts, including:

1

GETTING YOUR HOME IN THE BEST SELLING CONDITION

4

USING OUR EXPERTISE AND MARKETING PROWESS TO IMPLEMENT OUR SALES PROCESS

2

PHOTOGRAPHING AND/OR CREATING A VIRTUAL TOUR OF YOUR HOME

5

COORDINATING APPOINTMENTS, SHOWINGS, OPEN HOUSES AND MEETINGS

3

PLACING YOUR PROPERTY LISTING ON MLS AND HUNDREDS OF REAL ESTATE WEBSITES

6

OVERSEEING THE EVALUATION AND NEGOTIATION OF ALL OFFERS, RESULTING IN THE BEST FINANCIAL AND PERSONAL OUTCOME

Once an Acceptable offer is Negotiated, We Will:

- Monitor the inspection process
- Confirm the buyer's loan approval
- Stay on top of changing events that may compromise the closing
- Supervise and provide pricing backup in the appraisal process
- Arrange the walk-through appointment before closing day

We will also assist you with every aspect of the transaction, including:

- Providing a list of vendors to help prepare your property for sale
- Providing attorney referrals
- Helping to find a new home and arrange closing appointments
- Coordinating the information necessary to draw up contracts
- Working with the Buyer or Buyer's Agent to move the process forward

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ACTION PLAN

WEEK 1



AGENTS:

Submit a listing into MLS and other listing outlets

Install lock box

Post “For Sale” sign on property, if permitted

Take property photos and/or a virtual tour video

(90% of buyers start their search online, having excellent photos of your home will set your listing apart)

OWNERS:

Prepare your home for optimum appeal

**See checklist for more details*

WEEK 2



AGENTS:

Prepare property brochure, as needed

Meet with local REALTORS® to tour your home

Create advertising, as required

Schedule open houses, if desired

OWNERS:

Maintain cleanliness/upkeep of home

Be available for showings, if necessary

FOLLOWING WEEKS



AGENTS:

Continue to show property to prospects

Re-evaluate price based on changing market conditions

Communicate weekly with clients

OWNERS:

Maintain cleanliness/upkeep of home

Review feedback

The objective is to obtain an acceptable offer on your property, as soon as possible.

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THE HOME SELLING CHECKLIST

Once your home is on the market, your Listing Agent will receive calls from a multitude of other Real Estate Agents who are interested in showing your home to their clients. Listed below are a few helpful tips on how to prepare and maintain your home for viewing to enhance its best qualities and characteristics.

- Maximize lighting in all rooms. Make sure all light bulbs are working and the shades are open during the daytime.
- Open windows to circulate fresh air and make sure the temperature is adjusted to an appropriate level; you don't want the house to have a stuffy feeling.
- Keep doors open to all room entrances to enhance the flow of the house.
- Put out potpourri or fresh flowers to create a pleasant aroma.
- Make sure the house is exceptionally clean. The kitchen and bathrooms should shine. Empty all wastebaskets.
- Store away all of your valuables in a locked safe or remove them from the premises.
- Make sure your house is always in the most presentable condition. You never know when the right buyer will walk through your door.
- The less clutter there is in a home, the larger it will look. Remove all knickknacks and excess furniture and organize storage areas.
- Potential buyers want to be able to picture themselves in a home. While showing your home, take down family photos and religious or political items.
- Make sure walkways are clear if there is snow, ice, leaves or debris.