

THE SINGER TEAM

Seller's Guide



Brown Harris Stevens
singerteamrealestate.com

The Singer Team

Difference

Our Commitment:

Choosing the right Exclusive broker to represent your home is a crucial decision.

While each seller's needs may vary, our common goal is achieving the highest possible price in the least amount of time.

We meticulously review every aspect of the transaction to ensure a perfect execution and a seamless close.

The Singer Team will remain vigilant, reducing your stress, advocating on your behalf every step of the way from strategic pricing, preparing your home for market, customized marketing strategies, professional showings, negotiating offers, expert board package assistance and beyond.

We are committed to delivering the best possible service.

“Leslie Singer and her team were phenomenal from start to finish. Leslie conceptualized the winning sale strategy and guided me through the entire process -from staging and marketing to the Board process and closing.

Without Leslie the apartment would not have been sold at the price we got. Leslie’s team member Brittanie Bowers was essential at every step of the way. I wholeheartedly recommend them both!”

-Peter Cohen, Seller



Why Choose The Singer Team?

\$1B+

TOTAL REVENUE

4th

IN HIGHEST GROSS
COMMISSIONS ACROSS BHS

300+

TOTAL SALES

25+

YEARS OF REAL ESTATE
EXPERIENCE

From initial meeting to the closing table, The Singer Team is there to listen with care and deliver unparalleled personalized service. Our goal is to guide you through the complex New York City selling process and remain your lifelong resource. We deeply value our relationships and will always prioritize our clients over the deal.

The Singer Team is a dynamic blend of top-tier talent, global perspective, and creative vision, committed to excellence* in New York City real estate. Led by Leslie Singer, a native New Yorker, MBA, an award-winning broker and consistent top performer at Brown Harris Stevens. The Team excels in negotiation, customized marketing, board packages, investment strategies and life transitions.

These efforts were most recently recognized by **REBNY with the 2024 Real Estate Board of New York's Deal of the Year award.**

*"Perfection is not attainable, but if we chase perfection we can catch excellence."

- Vince Lombardi



“Without a question, our venture into the unknown world of selling a NYC condo was very positive. Leslie, her associates, and the resource people that we found through her made what could have been an intimidating experience smooth and flawless. We highly recommend Leslie and her team at Brown Harris Stevens to anyone who wants to navigate the NYC real estate market.”

–Susan Stelk, Seller

LS

The Home Selling Process

LISTING AGREEMENT

An exclusive right-to-sell listing agreement is a common practice that ensures only one agent or team can represent your listing. This allows us to be the gatekeeper to your home and find you the right buyer. Standard contracts run for a period of six months and typically highlight what access your agent will have and how much commission their services will cost. Our main objective is to always obtain the highest possible price in the shortest amount of time. We will collaborate with you to craft the ideal sales strategy, continually refining and adjusting it to ensure that we receive quick and competitive offers.

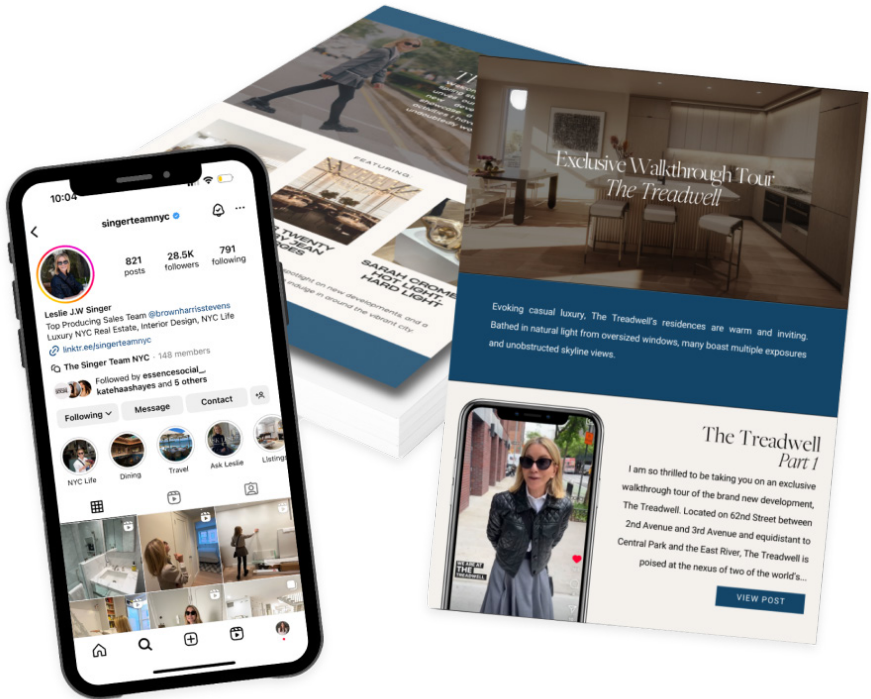
PRICING

Pricing your home correctly can mean the difference between a fast sale or a lengthy process. A fast sale can ultimately result in a higher price. Data consistently shows homes that sit on the market longer due to incorrect pricing at the beginning of the process end up selling for less. Factors that will impact this decision include neighborhood and building comps, the condition of your home, the view, the size of your home, and the current market conditions.

PREPARING YOUR HOME

We will conduct a home visit to advise on any work that might be needed before showing your listing. This may include basic paint and repairs, simple sprucing, decluttering, and or staging and we can recommend vetted vendors for all of these common needs.

See page 17 for a full list of recommendations for selling your home.



Activating & Marketing

Your Home

With over 42K followers across all social media platforms and 7+ million impressions, we create buzz and excitement around your property, showcasing it as a sought after residence to potential buyers in New York City, North America and around the globe.

All of our Marketing Services will be included in your listing agreement with no hidden fees before being featured on our team's website, social media, emailed out to our extensive brokerage community, and featured in our monthly newsletter with over 34,000 recipients. Your listing will also be featured on our partner sites including Brown Harris Stevens, StreetEasy, Zillow, the Wall Street Journal, and more.

FREQUENTLY FEATURED IN:

WSJ

The New York Times

realtor.com

MANSION GLOBAL

Showing Your Property

We start the process early by developing relationships with your building's managing agent. We obtain the purchase application and provide them with a questionnaire in order to do our due diligence and understand the building's expectations inside and out.

One of our experienced showing agents will be responsible for showcasing your property in person to prospective buyers. They will coordinate with you for each appointment.

Communication Is Key

Our Team recognizes the importance of trust, which is why our clients can always depend on us to keep them informed. Whether it is discussing market trends, providing property insights, or sharing a potential buyer's comments on your property, our clients can rely on us to empower them with the truth & knowledge they need through on-going communication and comprehensive customer feedback reports.

As purchasers and their agents have questions, we will make sure all information is quickly and accurately conveyed to give purchasers comfort in their decisions.

Each offer will be vetted and presented to you for consideration.

We will negotiate with prospective buyers and their agents to ensure that we optimize the value of your property. Our proactive communication guarantees timely updates, answers to questions, and a faster close.

Accepted Offer & Contract

A critical part of the process is having an exceptional attorney that is a deal maker. We will make introductions if desired, and be in constant communication as the following takes place:

Home Inspection if applicable, contract negotiation, contract signing, appraisal, if applicable.

Board Package Preparation

While most exclusive listing agents leave the purchase application completion in the hands of the purchaser's broker, we are extensively involved in the creation of a stellar board package to ensure perfection. Once the applicants are granted a board interview date, we guide them down to the smallest details as is appropriate for each board.

Accepted Offer to Closing

After the Condo/Co-op application submission and approval, if applicable, we make certain that your home is in order for a smooth walkthrough and closing.





Our Marketing Services Include:

- ☑ Professional Photography
- ☑ Copy Writing
- ☑ Professional Floorplans
- ☑ 3D tours
- ☑ Guided HD video tours
- ☑ Bespoke Mailings
- ☑ E-Blasts
- ☑ Social Media Coverage
- ☑ E-Newsletters
- ☑ ST Website feature
- ☑ BHSUSA.com Feature
- ☑ Listings with online partners
- ☑ Detailed show sheets
- ☑ Expert showings





Our Staging

Exeperience

If your goal is to expedite the sale of your home while maximizing price, staging can be an invaluable asset in achieving your goals. Staging involves meticulously preparing your property for sale coupled with strategic redecoration, all aimed at showcasing your property in its most attractive and aspirational state to appeal to a wide audience.

This approach ensures mass appeal.



“Leslie, thank you!!! You always have the best recommendations. Your resources exceeded my expectations and you remain my go-to person to ask.”

–Joanne Wong, Seller

Our Resources

With our extensive network in the city, we offer access to a carefully curated selection of top-tier vendors, including:

Real Estate Attorneys

Organizers

Painters

Handymen

Stagers

Contractors & Architects

Movers





Our Recommendations

for Preparing Your Home for Sale

- Check your appliances and the apartment for any maintenance issues
- Test your heating and AC and replace filters
- Hide waste bins and take out the trash regularly
- Deep clean and wash windows
- Minimize decorative objects
- Remove highly personal effects like family photos
- Clear off countertops and the tops of furniture and shelves
- Put in storage anything you're not going to touch for the next 6 months
- Organize and declutter your closets – closet floorspace is critical
- Reposition or remove furniture to enhance the space
- Deodorize
- Neutral palettes are preferable: repaint where necessary and remove highly decorative wallpaper
- Remove and repair all signs of old water damage
- Make certain leaks are repaired
- Clean, caulk and glaze bathroom fixtures as needed
- Remove and repair broken window panes and mirrors
- Replace window treatments if necessary
- Add lighting where necessary and replace bulbs
- Repair paint fatigue
- Spackle cracks
- Buff floors
- When possible, improve the appearance of the landing
- Pet owners may have to take additional steps

“Leslie found us a new home and sold our old one. More importantly, she cared more about our family more than she did about buying or selling an apartment. She was patient, thoughtful and she quietly, yet firmly, pushed us in the direction we knew we needed to be going. She also suffered through me, which takes a level of resolve most do not have. Our new apartment is more lovely than she promised it would be and it is so much the home we have always wanted. And that is the most important thing.”

–Lona Nallengara, Buyer + Seller

THE SINGER TEAM

Choosing the right Exclusive broker to represent your home is a crucial decision and we hope that you will choose The Singer Team to represent your best interests.

Please let us know if you have any further inquiries, and as always, we promise to listen and deliver.

The Singer Team

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SCAN HERE TO CONTACT US



Estimated Residential Condominium

Seller's Closings Costs

Broker	As provided in exclusive agreement with Broker
Own Attorney	Approx. \$3,500-\$5,000, varies as negotiated
Managing Agent's Fee	Approx. \$1,000, or as determined by Condominium
Move-out Deposit (refundable)	\$500-\$1,000, or as determined by Condominium
Move-out Fee (non-refundable)	\$250-\$750, or as determined by Condominium
New York City Transfer Tax	1% of entire gross sale price, if price is \$500,000 or less; or 1.425% of entire gross sale price, if price exceeds \$500,000; plus \$100 filing fee
New York State Transfer Tax	0.4% (.004) of gross sale price if \$2,999,999 or less; or 0.65% (.0065) of gross sale price is \$3,000,000 or more
Satisfaction of Mortgage	Approx. \$500, or as determined by Lender
Recording, other fees	\$250
Non US Citizen/Non Resident	15% of price withheld or paid towards amount owed
Flip Tax or Capital Contribution	Certain Condominium, formula varies

All costs are estimated, and will vary based on transaction details, changes in rates and taxes, and other factors. No representation is made as to the accuracy of these estimates. Parties to transaction must consult their own Counsel and refer to transaction details for verification of all costs.

Estimated Residential Co-op

Seller's Closings Costs

Broker	As provided in exclusive agreement with Broker
Own Attorney	Approx. \$3,500-\$5,000, varies as negotiated
Managing Agent's Fee	Approx. \$1,000, or as determined by Condominium
Move-out Deposit (refundable)	\$500-\$1,000, or as determined by Condominium
Move-out Fee (non-refundable)	\$250-\$750, or as determined by Condominium
New York City Transfer Tax	1% of entire gross sale price, if price is \$500,000 or less; or 1.425% of entire gross sale price, if price exceeds \$500,000; plus \$100 filing fee
New York State Transfer Tax	0.4% (.004) of gross sale price if \$2,999,999 or less; or 0.65% (.0065) of gross sale price is \$3,000,000 or more
Satisfaction of Co-op Loan	Approx. \$500, or as determined by Lender
UCC-3 Termination Fee	\$250
Non US Citizen/Non Resident (FIRPTA)	15% of price withheld or paid towards amount owed
Flip Tax	Certain Condominium, formula varies
Flip Tax	Certain Condominium, formula varies

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Estimated Residential Townhouse/House

Seller's Closings Costs

Broker	As provided in exclusive agreement with Broker
Own Attorney	Approx. \$3,500-\$5,000, varies as negotiated
New York City Transfer Tax	1% of entire gross sale price, if price is \$500,000 or less; or 1.425% of entire gross sale price, if price exceeds \$500,000; plus \$100 filing fee
New York State Transfer Tax	0.4% (.004) of gross sale price is \$2,999,999 or less; or 0.65% (.0065) of gross sale price if \$3,000,000 or more
Satisfaction of Mortgage	Approx. \$500, or as determined by Lender
NYS Equalization Filing Fee	\$125
NYC Administration Fee	\$125 for Residential Deed Transfer/\$250 Commercial Deed Transfer
Recording, other Fees	Approx. \$250
Non US Citizen/Non Resident (FIRPTA)	15% of price withheld or paid towards amount owed
Property Disclosure Credit	\$500 (unless exempt)

All costs are estimated, and will vary based on transaction details, changes in rates and taxes, and other factors. No representation is made as to the accuracy of these estimates. Parties to transaction must consult their own Counsel and refer to transaction details for verification of all costs.

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