



33 West 67th Street Apt # 3W

Marketing Proposal
Prepared for Brad and Betsy Seller

Mitchell Hall

Licensed Associate Real Estate Broker

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*About Your Agent
Mitchell Hall*

About

MITCHELL HALL

Licensed Associate Real Estate Broker
Licensed since 2001

About Mitchell Hall

Mitchell Hall is a new breed of broker / blogger in Manhattan that embraces and understands transparency, technology and social media.

Mitchell has been blogging about [Manhattan real estate](#) since 2006 and he started his first [real estate website](#) in 2002 and actively contributes to professional and social networks.

A seasoned real estate broker, Mitchell brought years of sales, marketing and creative thinking to his real estate career from his prior successful career in marketing, advertising, media and entertainment.

Mitchell has exceptional negotiating and marketing skills. His extensive arsenal of tools, resources and pricing ability benefit today's sellers and landlords.

Comfortable with all types of properties, people, lifestyles and financials, Mitchell knows how to listen, to focus and to work hard to satisfy his client's individual real estate needs.

Let Mitchell Hall give you the benefit and wealth of his accumulated experience, knowledge and skills on your behalf. His humor, patience, reliability and diligence make the real estate and relocation process as smooth and pleasurable as possible.

Mitchell Hall

Licensed as Mitchell J Hall

Lic. Assoc. RE Broker

[corcoran group real estate](#)

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*Proposed Marketing
Plan*

Marketing Plan

Within 24 hours of listing with Corcoran, your property will be distributed to the entire brokerage community, advertised on corcoran.com, and published on the most-trafficked real estate websites in New York and around the world. This massive continuing exposure is the cornerstone of the following overall strategy:

Pre-Launch

- Arrange for the property to be professionally cleaned and staged.
- Have the property photographed and the floor plan drawn.
- Invite a team of colleagues to assess the property and confirm proper pricing.
- Visit similar properties currently on the market to evaluate the competition.
- Preview the property to brokers with a special industry-only Open House.
- List the property and advertise it to the brokerage community and public.

Launch

- Create necessary printed marketing materials, including property fact sheets.
- Announce the listing by email to a broad database of brokers and customers.
- Send a Just Listed postcard to the building and to other targeted neighbors.
- Schedule & advertise the first public open house.

Ongoing Efforts

- Feature the property on corcoran.com.
- Discuss advertising options on the web, with several popular sites to target.
- Explore opportunities for print advertising in the NYT and other publications.
- Carry out scheduled email-marketing campaign.
- Enroll Corcoran's in-house PR team for possible exposure in the press.
- Schedule, advertise & host regular Open Houses, gathering relevant feedback.
- Field appointment requests and show the property.
- Present and negotiate all offers.

Feedback & Evaluation

- Compile regular reports of showings, web traffic and broker/customer feedback.
- Revisit pricing and marketing plan as appropriate.



155 West 68th Street

Apt. 817

Broadway and Amsterdam Avenue

Upper West Side

\$720,000

This home has been sold

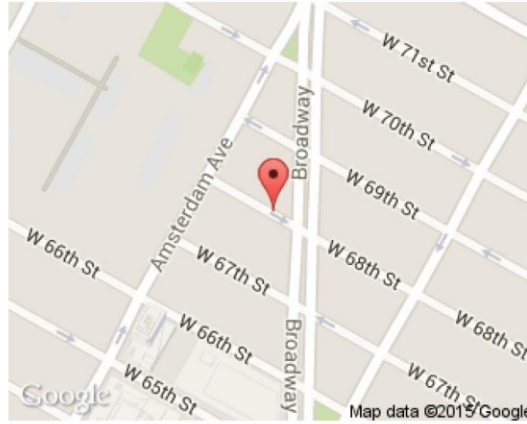
We have **50** similar homes for sale.

[See Results](#)

Condo

1 Bedroom 1 Bathroom

Subway Lines



Overview

Spacious, renovated, flexible (junior four) one bedroom + separate dining alcove or den/home office. Abundant closet space, new floors, new renovated kitchen with Concordia natural volcanic stone counters, cherry wood cabinets, Italian porcelain flooring, Fisher & Paykel stainless steel refrigerator, Fisher & Paykel stainless steel double drawer dish-washer and Bosch stainless steel gas grill w/convection oven.

Renovated bath with Italian porcelain walls & flooring, cherry wood cabinet, Grohe fixtures, Toto toilet, 18x36 mirror and elegant walk in shower.

Open city views, bright northern exposure. Dorchester Towers is a well-established full service CONDO building located in the heart of the Upper West Side. Garage, Sunroof Garden. Convenient to both Central and Riverside Parks, Lincoln Center, Time Warner Center and transportation. Special Assessment 1/2011 \$153 for 18 months until 6/2012.

Agent



Mitchell Hall

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Essentials

Price	\$720,000
Type	Condo
Bedroom	1
Bathroom	1
Rooms	3.5
Approx. Sq. Ft.	700
Exposure	North

Key Features

Roof deck	Dishwasher
Concierge	Good light
Doorman	Great closet space
Elevator	Modern kitchen
Pet friendly	Parquet floors
Full city view	Renovated bathroom
Central air	Walk-in closets

All information furnished regarding property for sale, rental or financing is from sources deemed reliable, but no warranty or representation is made as to the accuracy thereof and same is submitted subject to errors, omissions, change of price, rental or other conditions, prior sale, lease or financing or withdrawal without notice. All dimensions are approximate. For exact dimensions, you must hire your own architect or engineer. Equal Housing Opportunity. The Corcoran Group is a licensed real estate broker. Owned and operated by NRT LLC.

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Comparables

Sold Properties

Comparables – Sold Properties

Sold Property Averages:
Sale Price: \$738,500 | Maintenance \$1188



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33 West 67th Street **Unit 5RE** **\$707,500**
The Atelier **1 Bedroom** **Sold**
Upper West Side (10023) 1 Bathroom On December 5, 2014
Web ID 1307094 3 Rooms \$1,129 Maintenance
25% Minimum Down

Originally priced at **\$725,000 (239 days on the market)**

Features: Elevator, Doorman, Common Roof Deck, Common Terrace

Co-op
Pre-war
Built 1905
14 Floors
34 Units



33 West 67th Street **Unit 1RW** **\$770,000**
The Atelier **1 Bedroom** **Sold**
Upper West Side (10023) 1 Bathroom On July 15, 2014
Web ID 1089130 3 Rooms \$1,247 Maintenance
25% Minimum Down

Originally priced at **\$875,000 (143 days on the market)**

Features: Elevator, Doorman, Common Roof Deck, Common Terrace

Co-op
Pre-war
Built 1905
14 Floors
34 Units

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Comparables

On the Market

Comparables — On the Market

Active Listing Averages

Asking Price: \$726,500 | Maintenance: \$1,321 | Square Feet: 680



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30 West 60th Street **Unit 11UN** **\$599,000**
Coliseum Park **1 Bedroom** **For Sale**
Apartments 1 Bathroom Since June 25, 2015
Upper West Side (10023) 2 Rooms \$972 Maintenance
Web ID 2153610 20% Minimum Down

Originally priced at **\$599,000 (4 days on the market)**

Features: Elevator, Doorman, Concierge, Garage, Common Courtyard, Common Garden, Private Garden

Co-op
Post-war
Built 1957
14 Floors
575 Units



29 West 64th Street **Unit 2C** **\$745,000**
Tristan **1 Bedroom** **For Sale**
Upper West Side (10023) 1 Bathroom Since February 11, 2015
Web ID 1363792 4 Rooms \$1,625 Maintenance
20% Minimum Down

Originally priced at **\$745,000 (138 days on the market)**

Features: Elevator, Common Roof Deck, Common Terrace

Co-op
Pre-war
Built 1938
6 Floors
43 Units



61 West 62nd Street **Unit 24A** **\$750,000 (\$1,153/SF)**
The Harmony **1 Bedroom** **For Sale**
Upper West Side (10023) 1 Bathroom Since January 13, 2015
Web ID 3391064 3 Rooms \$1,514 Maintenance
650 SF 20% Minimum Down

Originally priced at **\$750,000 (167 days on the market)**

Features: Elevator, Doorman

Co-op
Post-war
Built 1980
26 Floors
256 Units



30 West 60th Street **Unit 8F** **\$812,000 (\$1,143/SF)**
Coliseum Park **1 Bedroom** **For Sale**
Apartments 1 Bathroom Since June 1, 2015
Upper West Side (10023) 3 Rooms \$1,174 Maintenance
Web ID 63212715647 710 SF 20% Minimum Down

Originally priced at **\$812,000 (28 days on the market)**

Features: Elevator, Doorman, Concierge, Garage, Common Courtyard, Common Garden, Washer/dryer

Co-op
Post-war
Built 1957
14 Floors
575 Units

Pricing Strategy

The value of properly pricing your home extends beyond all strategic marketing efforts. Selling your home is dependent on pricing it correctly which is determined by many variables such as specific property features, building amenities, monthly costs, market data and location. Proper pricing is particularly important in the early stages of marketing your property as it ensures exposure to a large pool of serious buyers. The correct price for a new listing will capture buyers that fall within a specific price bracket. Pricing your property competitively will enable your property to sell in the shortest time.

Suggested Asking Price: \$725,000 – 775,000

Fee for Service: 6% of sale price
3% to the cooperating broker
3% to The Corcoran Group.



Properties Represented

Properties Represented



16 Morningside Avenue Apt 5N

Asking Price: \$500,000 Sold Price \$560,000

•Spacious, gracious and affordable three bedroom home directly opposite Morningside Park. The huge living room features three over sized windows that catch the sun and the scenic views of the landmark Morningside Park. The three northern exposed bedrooms and the windowed bathroom catch the morning sun while the quiet Master Bedroom has both north and east exposures. Both the windowed kitchen and bathroom are in excellent condition.

•16 Morningside Avenue is a prewar elevator HDFC coop renovated in 2004. Rare opportunity for qualified buyers to own a spacious, gracious and affordable home on Morningside Park. Must be primary residence. Maximum household income allowed 120% of NY (AMI) area median income.



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Properties represented by Mitchell Hall:



351 West 114th Street #2E Asking Price: \$669,000
Sold Price: \$660,000



255 West 148th Street #6C Asking Price: \$359,000
Sold price: \$355,000



300 West 135th Street Strivers Gardens Condominium Asking Price: \$560,000
Sold Price: \$580,000

Properties represented by Mitchell Hall:



45 Central Park North #3F
Asking Price: \$530,000
Sold Price: \$580,000



45 Central Park North Apt #5E
Asking Price: \$450,000
Sold Price: \$480,000



290 East 2nd Street #2E
Asking Price: \$495,000
Sold Price: \$495,000

Properties Represented

Properties Represented by Mitchell Hall



45 Central Park North #2F
Asking Price: \$469,000
Sold Price: \$520,000



377 Rector Place #20A
Liberty House
Asking Price: \$699,000
Sale Price: \$717,000



305 East 23rd Street #16H and #PH-M
New Yorker Towers
Sold Price: \$650,000; \$470,000



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Press Mentions

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New York Times Published: November 12, 2013

How the Word 'North' Affects Prices [Living Along Central Park North](#)

"At 45 Central Park North, an income-restricted co-op, prices are lower, and bidding can get fierce. A three-bedroom on the second floor, listed in July at \$469,000, attracted multiple offers above \$500,000, said Mitchell Hall, an associate broker with the Corcoran Group.

By [JOHN FREEMAN GILL](#)

Published: 6/5/2013

[Middle of the UWS: Fun activities, gorgeous homes in the 80th streets](#)

Featuring Corcoran broker Mitchell Hall: <http://www.amny.com/urbanite-1.812039/middle-of-the-uws-fun-activities-gorgeous-homes-in-the-80th-streets-1.5417791> more

Published: 4/30/2011

[The Total Package](#)

The Buyer's Application Process is Changing In the best of circumstances, qualifying an applicant for a co-op or condominium purchase can be a challenging process... "Co-ops [and condos] should communicate their expectations and requirements through their managing agent, and they should also list their expectations and requirements in their board package/application instructions," says Mitchell Hall, an associate broker with the Corcoran Group.... [More](#)

10/26/2011

[Mixed-use Townhouses with Commercial Space](#)

Any wise New Yorker knows that two heads is better than one. Any smart real estate investor knows that two renters are better than one. Mixed-use townhouses across New York are becoming hot commodity. "An owner can do whatever they want, they can own the whole townhouse and rent out part of it for professional use," says Mitchell Hall from Corcoran. They can take two or three floors as their own, they can take one apartment and rent out the others, there's a lot of possibility in it. I had a buyer purchase a brown-stone in Brooklyn and it was mixed-use. The ground floor was set up for professional use, he was buying because he wanted to live in it, but the rent [from the ground floor] helped cover his mortgage and expenses," says Hall.

[Time Out New York / Issue 656 : Apr 23-29, 2008](#)

<http://www.timeout.com/newyork/things-to-do/how-to-be-the-perfect-candidate>

Apartments '08

How to be the perfect candidate

TIPS FOR CO-OP BUYERS - by: Scot Meyer



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as seen in:

The New York Times

Published: November 13, 2013

How the Word ‘North’ Affects Prices

Living Along Central Park North

BY JOHN FREEMAN GILL

The moment Gary Davis popped his head out of the subway station on Central Park North and Lenox Avenue in 2004, he understood he was looking at an extraordinary spot. An architect and real estate developer, he had been invited to the block by a lawyer for the owner of a two-story corner building there, and though Mr. Davis recalls not being “very excited about Harlem,” he was quick to see the site’s potential. He then sent a photographer 120 feet above the street in a bucket attached to a crane arm; the resulting pictures showed breathtaking panoramic views of Central Park and miles beyond.

In 2007, 111 Central Park North, a 19-story glass-fronted luxury condominium, was opened on the site by the Athena Group, of which Mr. Davis was the executive vice president. He liked his surroundings so much that when the project was done, he bought a two-bedroom apartment on the seventh floor. (Although he declined to say what he paid, similar units were selling for around \$1.4 million.)

“This is why I live here,” he said the other day, standing on his balcony and gesturing expansively at the park and the glorious cityscape of Manhattan, clear down to 1 World Trade Center. In the evenings, he said, the individual buildings on Central Park South soften into a purplish-gray mass whose craggy profile reminds him of the view of the Rocky Mountains from his childhood balcony in Denver.

Mr. Davis’s fellow residents on Central Park North are an eclectic bunch, even by New York standards. Along with regular folk like teachers, his neighbors on the three-block-long corridor include the Yankees outfielder Ichiro Suzuki, who rents a full-floor condo upstairs; L. Dennis Kozlowski, the former Tyco International chief executive convicted of grand larceny, conspiracy and fraud, who lives at the Lincoln Correctional Facility down the street; and the numerous ducks that ply the water of the Harlem Meer, some of which have nested on a terrace at No. 111. Just across Lenox is the Park View Hotel, sometimes a source of noise that has compelled neighbors to shut their windows in summer.

Willie Kathryn Suggs, a real estate broker who specializes in Harlem, says that No. 111 has provided the greatest lift to the area since the construction in the late 1980s of Towers on the Park, a mixed-income condo complex flanking West 110th Street west of Frederick Douglass Circle. At 201 Central Park North, a prewar building, a one-bedroom condo sold for \$811 a square foot in May, a 20 percent jump from its sale price in 2004.



Photo: Dave Sanders/The New York Times

Living Along Central Park North: The area’s population, historically dominated by blacks, has diversified at an even faster clip than Central Harlem as a whole.

At 45 Central Park North, an income-restricted co-op, prices are lower, and bidding can get fierce. A three-bedroom on the second floor, listed in July at \$469,000, attracted multiple offers above \$500,000, said Mitchell Hall, an associate broker with the Corcoran Group.

Jason Stone, the winning bidder along with his wife, Meredith, said he imagined watching their son, now 19 months old, play hockey at Lasker Rink, which is visible from their windows. “I’ve been reading about uberluxury apartments on Central Park South where the developers are looking for \$7,000 to \$8,000 a square foot,” said Mr. Stone, a structural engineer. “For less than 10 percent of that, I have Central Park views as well.”

What You’ll Find

Central Park North, also called West 110th Street, is bookended by circles, each commanded by a monument to an African-American legend. At the park’s northwest corner, the abolitionist Frederick Douglass gazes northward up the gentrifying boulevard that bears his name. At the northeast corner, the jazz composer Duke Ellington looks east past One Museum Mile, a Fifth Avenue luxury condo designed by Robert A. M. Stern Architects, and toward a public housing development.

The uptown side of Central Park North is lined primarily by low-slung prewar apartments, many of them rent-stabilized. The street level of No. 111 is home to the Cooper-Hewitt Design Center, as well as a Dunkin’ Donuts.

The area’s population, historically dominated by blacks, has diversified at an even faster clip than Central Harlem as a whole.

Testimonials

Testimonials

Mitchell,

You are an amazing broker. I've worked in the business before you are just great! Thank you for your dedicated time. You know, 2 years ago I read a post you wrote on HDFC's. I called you just to see if you'd even take my call and you did. You stayed on the phone with me forever, you even referred me to some lawyers even though it was not your deal. I don't think you remember this...but, I went crazy looking for you this time around on the internet and found you.

Your disposition to give me information (a stranger) about something that would benefit me and another broker did not deter you from helping me. As God would have it, you are the man who 2 years later ended up brokering the deal.

I hope that your commission is multiplied into many blessings over your life. Thank you for being so gracious and helping us get out of there.

Very humbled, and you've taught me a big lesson. To show grace to everyone even if they may not be a future client!

If you are ever down in the Dominican Republic please stop by our Hotel:

www.VillaCelesteEstate.com

All the best,

Vanessa

Vanessa K. Reyes | Executive Assistant | Chief of Human Resources Office | Univision Communications Inc. | 605 Third Avenue, 12th Floor, New York, NY 10158



Testimonials

- Mitchell Hall is one of those rare agents, that will be there for you every step of the way in a purchase or a sale of your property. He was always available on phone, spent an enormous amount of time with me and my wife...and made our deal happen.— Buyer
- A family member hired Mitchell to sell an apartment in Manhattan. Mitchell's blogging and marketing attracted an international buyer and got the deal done! It wasn't easy due to some issues with the building, but Mitchell's expertise pulled it off.— Seller
- Perfect combination of NYC street smarts and in depth real estate knowledge. His feel for a neighborhood or building is uncanny. His advice is genuine and is always looking out for his clients. I've recommended Mitchell in the past and will again. — Client
- Mitchell knows NYC, neighborhood by neighborhood. Look at his Blog and you will find a wealth of information about the architecture around the city, as well as information on the process of purchasing real estate in the city. I highly recommend him.— Client
- Mitchell was able to get the best price for my units based on pricing the units at the correct pricing point that led to bidding wars on the apartments. And in both instances, the units sold for well over the asking price. — Seller
- Thanks for this, dear Mitchell. As I told you, there isn't a day that goes by that i feel utter and complete gratitude for all the work you did in order to enable us to secure the coop unit in the Monterey. pure bliss. saludos, caforment— Buyer

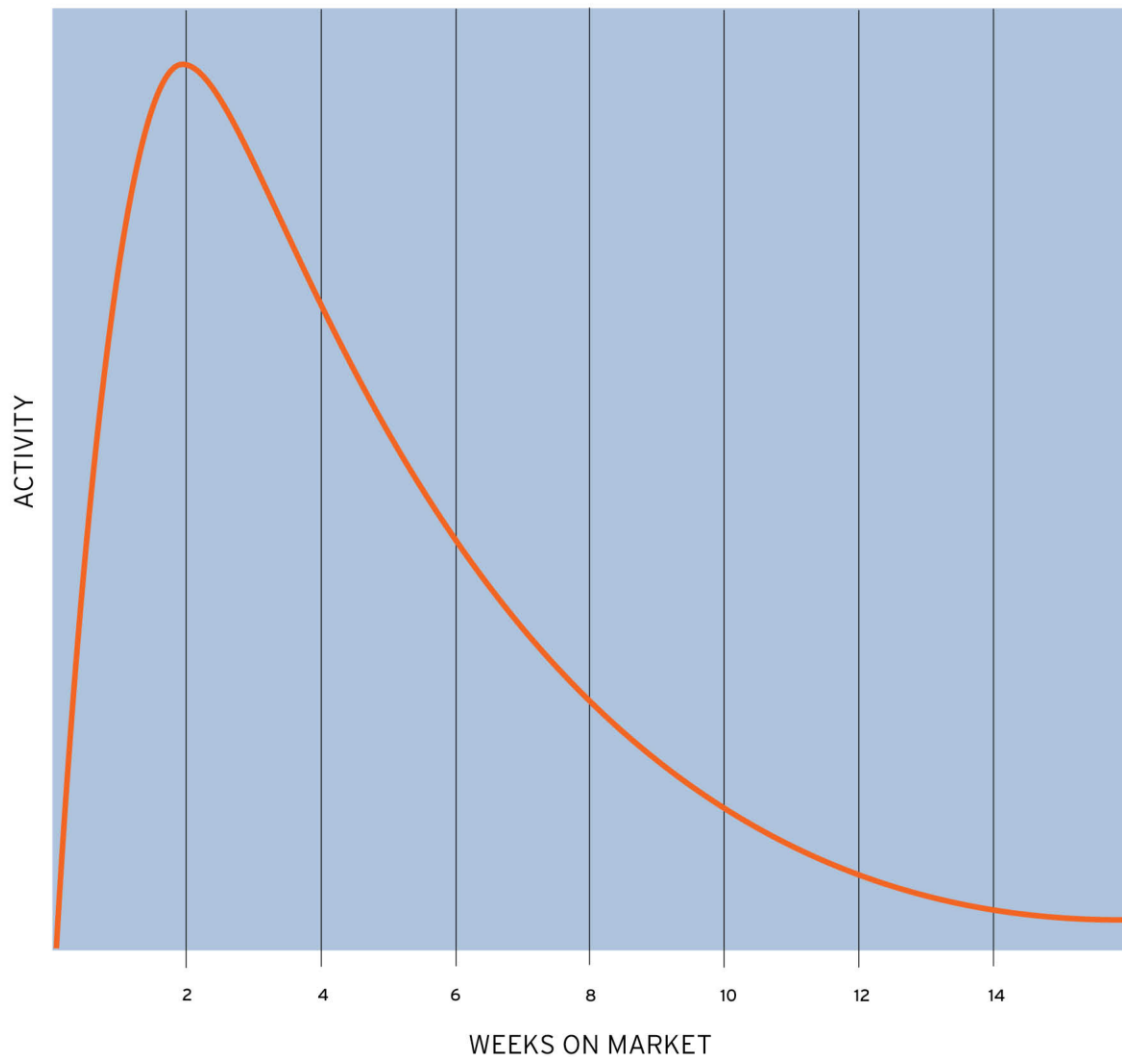
Reviews:

- <https://www.zillow.com/profile/Mitchell-Hall/Reviews>
- <http://www.trulia.com/myprofile/reviews>

The Importance of Proper Pricing

MARKET ACTIVITY VS. TIME

Proper pricing is most important in the early stages of marketing your property. Statistics show that if properly priced, an offer should be presented within the first twelve showings. Pricing your property competitively will help your property sell in the shortest time possible.



* 'Activity' is defined as the number of showings. 'Weeks' is defined as the length of time a property is on the market. Data is based on Corcoran exclusive seller and buyer activity.



About Corcoran

The 1st Choice in Real Estate

A powerful company - The name Corcoran is synonymous with real estate expertise. With more than 1,900 sales associates in 25 offices located in Manhattan, Brooklyn, the East End of Long Island and South Florida, we define the local neighborhood expert and marry that with the strength of a world-class brand.

Technology leader - With over 90% of real estate buyers using the internet to search for a new home¹, a leading website is key. Corcoran.com is ranked in the top 1% of the most heavily trafficked websites in the world² and outperforms the competition with one of the most user friendly and innovative real estate websites in the business.

Outstanding client service - For buyers, our agents are committed to finding the property that truly suits who you are and how you live. For sellers, we work hard to read and interpret the market indicators that will help you price, market and sell your property. And for all our clients, we go above and beyond in every way, from helping you find and secure the right mortgage brokers and attorneys to ensuring a timely closing.

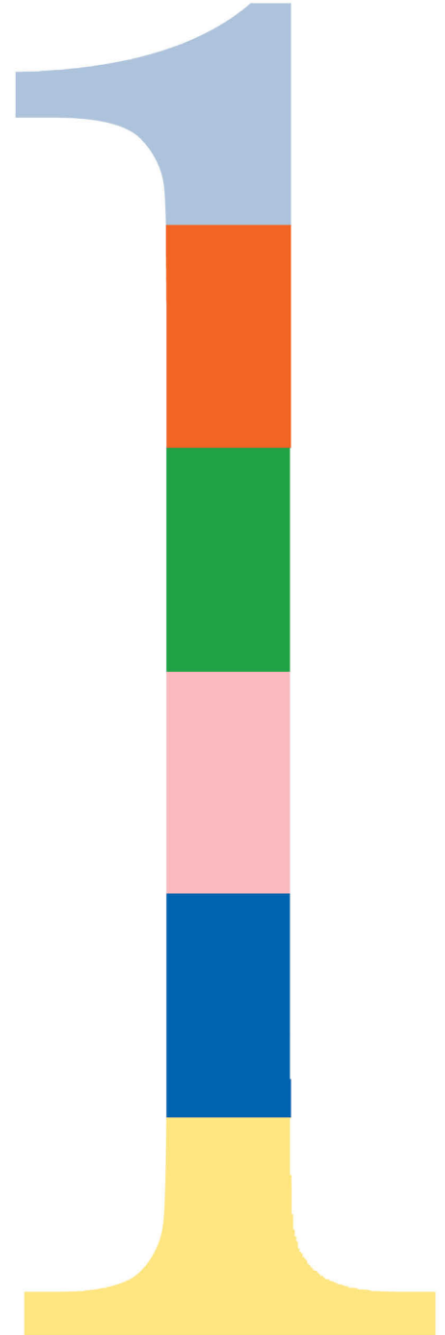
Immediate exposure - Within minutes of listing with us, every Corcoran agent will know that your property is on the market. Within the hour it will be co-brokered to our extensive industry network and showcased on corcoran.com.

Extensive referral base - Eighty percent of our buyers are personal referrals or come to us by our national corporate partner, Cartus Mobility, the nation's largest provider of relocation services. Combine that with Corcoran's own outstanding Relocation and Corporate Services Division and you have access to powerful and wide-reaching connections no other firm can offer.

The industry authority - Corcoran market reports and statistics are highly regarded sources of real estate intelligence. The pioneering "Corcoran Report" is considered an industry bible trusted by reporters covering the real estate market. Corcoran President and CEO, Pamela Liebman, is widely sought after by local, national and international press for her industry perspective.

High profile advertising, marketing and public relations - Selling your property means the careful orchestration of advertising, marketing and public relations. We reach precisely the right target audience through key local, national and international print, televised, and online media outlets. With unsurpassed brand presence, no other real estate company comes close.

Unrivaled sales success - Nothing speaks louder than results. Our agents generate up to \$18 billion in total company sales annually and average one home sale every hour. Let us make you part of that success.



1) Source: National Association of Realtors 2013 profile of Home Buyers and Sellers Report. 2) Source: Alexa.com web traffic rankings.



A unique selling philosophy - Inclusive is better than exclusive. At Corcoran we believe that optimal exposure comes through co-brokering or "inclusive marketing." When you list with us your property not only receives exposure to our own real estate professionals, but also to a worldwide co-broker network.

Exceptional service experience - From the moment you list with Corcoran your agent takes ownership of the selling process, managing every detail of your sale from marketing your property to coordinating open houses.

We feature your property on the hardest working website in real estate - Corcoran.com gives buyers instant access to custom search criteria, detailed descriptions, full color photography and floor plans. That means a compelling showcase for your property that's simple to find. A leading luxury real estate website in New York, award-winning Corcoran.com outperforms the competition as one of the most user friendly and innovative sites in the industry.



Extensive referral base - Eighty percent of our buyers are personal referrals or come to us by our national corporate partner, Cartus Mobility, the nation's largest provider of relocation services. Combine that with Corcoran's own outstanding Relocation and Corporate Services Division and you have access to powerful and wide reaching connections no other firm can offer.

We get the news out fast - Within minutes every Corcoran agent will know that your property is on the market. Within an hour your property will be listed on corcoran.com and co-brokered to hundreds of firms. Moreover, every Corcoran listing is featured on nytimes.com, streeteasy.com, trulia.com, realtor.com and wsj.com among many others, and is accessible through key search engines such as Google and Yahoo.

Expertise in pricing - We share your goal of achieving the maximum price and selling quickly and efficiently. At The Corcoran Group our agents average 20 years working in their respective local markets, and they leverage the largest database of prices and sales information available. This experience, access and intelligence helps us formulate the most accurate pricing for your property.

Corcoran agents and the "Live who you are" mission - We understand that buying or selling a home is a very emotional and personal decision. So Corcoran agents are dedicated to finding you the right property for who you are and how you live. It's not just the beds and baths but the hopes and dreams that count. And if you're a seller, Corcoran agents focus on finding buyers that are precision-matched to your property.

High profile advertising, marketing and public relations - Selling your property means the careful orchestration of advertising, marketing and public relations. We reach precisely the right target audience through key local, national and international print, televised and online media outlets and with unrivaled brand presence. No other real estate company comes close.

Unsurpassed industry leader - We boast the largest market share in New York, the East End of Long Island and South Florida, making us the unrivaled industry leader on the East Coast. With Corcoran agents generating up to \$18 billion in total company sales every year and averaging one home sale every hour, nothing speaks louder than our results.

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Online Listing Exposure

Within one hour of listing your property with Corcoran, it is featured on corcoran.com and quickly distributed to a comprehensive and strategic network of well-targeted and highly-visited sites in order to give it the maximum exposure possible. With over 90% of buyers using the internet to search for a new home, Corcoran listings are perfectly poised to attract the largest pool of interested buyers.



propertyshark.com



nytimes.com



realtor.com



trulia.com



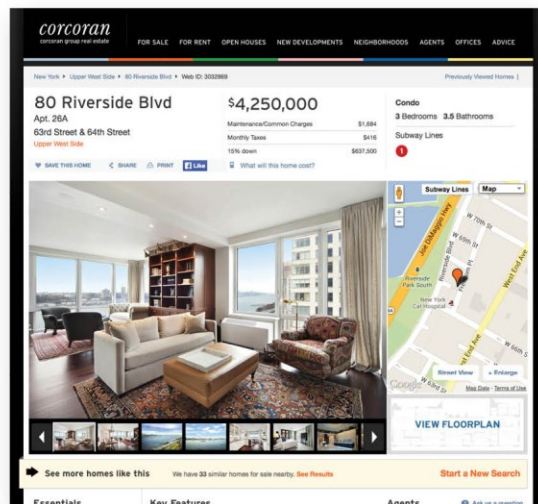
realestate.yahoo.com



homefinder.com



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streeteasy.com



ny.curbed.com



frontdoor.com



blocksy.com



brownstoner.com



zillow.com



luxuryestate.com

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Leading the Way in Social Media

Social media marketing is red-hot, ever changing and seeing explosive growth. Corcoran has been recognized as a real estate industry social marketing leader, by Google, The New York Times, The Wall Street Journal, The Real Deal, Curbed and Mashable.

facebook

Corcoran has over 130,000 followers, 3X larger than Elliman, and 6X larger than Halstead. We are the largest real estate brokerage in the world on Facebook.
facebook.com/thecorcorangroup

twitter™

Corcoran has over 20,000 followers, and one of the most engaged real estate presences on the platform.
twitter.com/corcoran_group

You Tube™

Corcoran has over 4,000 subscribers, and our channel has well over 3.7 million views so far. Our videos generate up to half a million views.
youtube.com/thecorcorangroup

Pinterest

We have over 6,000 followers, one of the largest of any real estate brand in the world. Here you can find the highly shared best of Corcoran, organized by room and neighborhood.
pinterest.com/corcorangroup

tumblr.

We have over 180,000 subscribers for our 'Home of the Day' and popular '10am Special'. Each post gets hundreds of interactions daily, and Tumblr is now our biggest social media platform.
thecorcorangroup.tumblr.com
thecorcorangroup10amspecial.tumblr.com

FOURSQUARE

We have nearly 23,000 followers, and are often profiled as the 'best case' example of how a brand should use the platform. We are case study number one, in chapter one of 'The Power of Foursquare', the first ever business book about Foursquare.
foursquare.com/corcoran_group



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Closing Costs

Co-Operative Apartments

FOR THE SELLER:

Own Attorney	Varies*
Stock Transfer Stamps	\$.05 per share
NYC Real Property Transfer Tax	1% of purchase price if \$500,000 or less 1.425% of purchase price if more than \$500,000
NYS Transfer Tax	0.4% of purchase price
UCC-3 Filing	\$75
Flip Tax (if applicable)	Determined by co-operative building (unless otherwise stated or negotiated)
Payoff Bank Attorney (if applicable)	\$250 and up
Managing Agent Fee	\$650 and up
Move-Out Deposit	\$500 and up
Broker Commission	6% of purchase price
Estate Fees	Co-op may impose additional fees for estate sales
Lost Stock and Lease Fees	\$250 and up
E Tax Filing (ACRIS)	\$100
NYS Capital Gains Tax Withholding (Only applicable to non-NY residents)	8.82% of taxable gain on sale
(FIRPTA) Only applicable to non-US residents	Buyer to withhold 10% of purchase price

Additional taxes on capital gain associated with the sale of real estate including Federal, State and the specialized Medicare tax may apply. Please consult with your tax professional to ensure compliance with all applicable tax regulations. Corcoran is not a licensed tax advisor.

FOR THE PURCHASER:

Own Attorney	Varies*
Building Managing Agent Fee	\$500 and up
Move-in Deposit	\$500 & up (usually refundable if no damage)
Mansion Tax	1% of total purchase price when price is 1 million or more
Lien Search	\$350
Maintenance Adjustment	Pro-rated for month of closing

MORTGAGE ASSOCIATED FEES:

Origination Costs - points	0-3% value of loan
Application, Credit Check, etc	\$500 & up
Appraisal	\$425 & up
Bank Attorney	\$600 & up
UCC-1 Filing	\$75 & up

*Check with bank/mortgage broker for additional fees. New York State Law requires a written letter of engagement if the legal fee will exceed \$3,000. Non New York State residents should procure exemption for state transfer tax forms (TP584). These are only estimates. Please confirm closing costs for specific transactions with your attorney and/or mortgage representative.



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