

A Pre-Listing Package for Home Sellers



BARHITE AND
HOLZINGER INC.

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Who We Are

Barhite and Holzing is a full service Real Estate Company with deep roots in Westchester County. We are not a corporate real estate shop. We are in the business to impress our clients.

The Bronxville office was established as an expansion from Manhattan in 1969. Managing multiple thousands of units and selling multiple thousands of homes, we enjoy an excellent reputation in the industry.

The management department offers our co-op and condo client-sellers a unique edge in the competitive Westchester Real Estate market. With extensive databases, we have the ability to expose your home to a much more focused potential audience than most brokers.

We also recognize the ever changing nature of the industry, and we invest thousands in targeted digital marketing for the benefit of those who are selling. Our systematic approach to pricing, marketing, and negotiating the highest dollar value makes us the smart choice for clients. We want to make the deal as much as you do!





All real estate agents will claim they can sell your home.

Barhite and Holzinger will help you sell your house, condo or co-op at the maximum price, with minimum hassle. Selling a home successfully requires experience, time and resources.

Experience

From pinpointing an optimal asking price to negotiating terms of sale, and writing an accurately detailed purchase agreement, real estate transactions are a science.

Time

Selling a home often involves hours of hosting “open house” opportunities, phone calls and paperwork that you shouldn’t have to worry about. We will take care of all the details for you.

Resources

Yard signs, ads, direct mail and Internet technology. Keeping your home in front of potential buyers requires marketing 24 hours a day, 7 days a week.

Team

We have resources to connect you or potential buyers to various professionals including general contractors, handymen, painters, cleaners, landscape professionals and interior stagers who can help us prepare your home for the market. At our initial meeting we will decide together what should be done to maximize value enhancements for a quick, successful sale.

82% of home sales are the result of agent connections.*

**Source: National Association of REALTORS®*

Not all real estate practitioners are REALTORS®. The term REALTOR® is a registered trademark that identifies a real estate professional who is a member of the NATIONAL ASSOCIATION of REALTORS® and subscribes to its strict Code of Ethics. Here are seven reasons why it pays to work with a REALTOR®.

7 Reasons You Should Work with a Barhite and Holzinger Agent



1. Navigate a complicated process. Buying or selling a home requires disclosure forms, inspection reports, mortgage documents, insurance policies, deeds, and multi-page settlement statements. We will help you and other professionals prepare the best deal, and avoid delays or costly mistakes.

2. Information and opinions. As REALTORS®, we provide local community information on utilities, zoning, schools, and more. Objective information about your property is helpful to buyers. As professionals we help you answer important questions from buyers: Will the property provide the environment I want for a home or investment? Will the property have resale value when I am ready to sell?

3. Help finding the best property out there. As REALTORS®, we network with other professionals to match your property to qualified buyers already in the marketplace.

4. Negotiating skills. There are many negotiating factors - price, financing, terms, date of possession, and inclusion or exclusion of repairs, furnishings, or equipment. We advise you as to which investigations and inspections

are recommended or required and discuss the pros and cons of differing strategies.

5. Property marketing power. We market with a comprehensive sales plan to reach the most likely buyers for your home.

6. Someone who speaks the language. If you don't know a CMA from an HOA, you can understand why it's important to work with a professional who is immersed in the industry and knows the real estate language.

7. Experience. Most people buy and sell only a few homes in a lifetime, usually with quite a few years in between each purchase and sale. Even if you have done it before, laws and regulations change. We handle hundreds of real estate transactions every year. Having an ally on your side is critical. In this market particularly, experience counts.



A Guide to Selling Your Home



Assimilating: Gathering information about your home and identifying why it is special; photographing your home so that a favorable representation is projected to buyers.

Creating: Producing handouts when applicable that highlight the unique characteristics of your home. Choosing appropriate, positive, key phrases in all potential materials to accentuate your home's strengths.

Merchandising: When practical, staging your home to appeal to the broadest range of potential buyers.

Pricing: Analyzing recent market activity, trends, and the competition to help you set a price that will get you timely results.

Advertising: Advertising directed to your neighborhood, Westchester, the Region, and the nation; Connecting fully with Realtors® in your community and elsewhere who have qualified active buyers.

Direct Mail: Sending announcements to those who live nearby. Advertising directly to those on our proprietary contact lists.

Networking: Promoting your home with our business contacts to create more buzz.

Internet Marketing: Displaying compelling information on the Company Website, utilizing information distribution through the leading web distribution channels, and creating online positioning at major search engines like Zillow to attract buyers.

Point of Sale: Installing signage (when it is in keeping with any local rules and regulations), displaying a property location specific information package at showings to meet the needs of buyers; and holding multiple "Open Houses" if appropriate.

Negotiating: Advising on strategies drawn from experience to help bring the parties together.



Some Recent Properties Sold

Single Family

20 Dell Drive, Eastchester
55 Lispenard Avenue, Bronxville
25 Whiteman, Yonkers
37 Central Drive, Bronxville
42 Oregon Road, Armonk
196 Wykagyl Terrace, New Rochelle
439 Fourth Avenue, Pelham
19 Wilton Road, Rye Brook
349 Bullet Hole Road, Mahopac
14 Pilgrim Road, White Plains

Condos

1374 Midland Avenue, Bronxville
10 Bronxville Glen Drive, Bronxville
10 Stewart Place, White Plains
701 Ridge Hill Boulevard, Yonkers
64 Sagamore Road, Bronxville
21 Lake Street, White Plains
1 Cedar Street, Bronxville
4 Martine Avenue, White Plains
11 Jackson Avenue, Scarsdale
608 Eagle Bay Drive, Ossining

Co-Ops

294 Bronxville Road, Bronxville
100 E Hartsdale Avenue, Hartsdale
21 Fairview Avenue, Tuckahoe
5 Campus Place, Scarsdale
21 Lake Street, White Plains
105 Garth Road, Scarsdale
848 Palmer Road, Bronxville
156 Centre Avenue, New Rochelle
72 Pondfield Road West, Bronxville
615 Palmer Road, Yonkers





Some Properties We Manage

Condominiums

Villa BXV Condominiums, Bronxville
Bronxville Glen Condominium, Bronxville
Apple Hill Farm Condominium, Chappaqua
Copley Court Condominium, Briarcliff Manor
10 Stewart Place Condominium, White Plains
The Willows At Crestwood Condominium, Tuckahoe
The Condominiums at Hudson Harbor, Tarrytown

HOA Communities

Townhouses at Lake Isle, Eastchester
Guard Hill Manor, Mount Kisco
149 King Street, Chappaqua

Co-Ops

Midland Gardens, Bronxville
Bronxville Towers, Bronxville
River House, Bronxville
Scarsdale Chateaux, Scarsdale
Wykagyl Gardens, New Rochelle
The Rye Colony Apartments, Rye
Scarsdale Country Estates, Scarsdale
One Hawley Terrace, Yonkers







Staging Guidelines

Our Team enjoys getting a home ready for the market. It is, after all, a coming out party! Some common guidelines are identified here that apply to private houses and apartments alike. Here are some points to consider. We will review these details with you in person.

- **Exterior:** Clean up the grounds. Clean yard. If you live in a building, make sure the grounds have curb appeal. Season flowers help. If the grounds do not look great, make suggestions to the staff or management for improvement. The common areas and hallways should be clean as well.
- **Entry:** In an apartment house, the hallway leading to your front door should be well-lit and bright when a buyer arrives. If blinds are closed, open them. If the windows are dirty, ask a staff member to have them cleaned. The foyer entry door should look great and the frames should be free of signs of excess wear and tear. If that is not the case, then it is time to clean and touch up; you must start the presentation in the best possible way.
- **First step inside:** The entry inside the home should be up-to-date and light-filled if possible. Getting away from neutral colors with occasional splashes of color through paintings, wall hangings, pillow or floor covering and perhaps fresh arrangements of flowers make the space appealing.
- **Kitchen:** Put everything away. Remove half of the things from your overstuffed cabinets. Leave very little on the countertops. If Buyers cannot see the space, it does not exist! A small kitchen seems bigger when there is plenty of room to work. When a coffee pot and toaster are taking up too much countertop space, Buyers are subconsciously turned off. The floor, cabinets, counter-tops and walls should all match or integrate as well. They should look and feel current even if they were installed 15 years ago or 40 years ago. Proper color choice to tie it all together is essential. Fresh wall paint, chosen by a color specialist, can often mitigate kitchen conflicts.
- **Living Areas:** Removing the clutter creates spaciousness. Rule of thumb – only one thing can be left on any tabletop surface. (Shall I leave the 3 nicely framed photos of my best friends and closest family members? Answer: No). The distractions caused by looking at wonderful personal items prevents the Buyer from visualizing their own belongings and photos.

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Staging Guidelines

- **Architectural features and details:** Placing furniture and décor to emphasize the architecture like adding special windows, built-in shelves, molding or trim to help the buyer recognize these quality features.
- **Outdoor spaces:** Any balcony, deck or patio should be sparkling clean. Dirty spaces, even outdoors are a drag for Buyers, but clean spaces with some splashes of color enliven these features so they appeal.
- **Indoor Spaces:** All indoor spaces should be clean. Rugs and carpet should be vacuumed, baseboards need to be kept free of dust, and the bathrooms should be spotless so don't just stop with a quick rinse of the sink, but also, be sure the tub/shower is shining and the toilet bowl is fresh and the toilet base is dust free. Dirty spaces leave a dull finish on the Buyer's brain.
- **Décor:** Some decorating choices do not have mass appeal or may be dated. Such things are personal choices that do not have the same feeling for Buyers, typically. If we must mention such issues, and we prefer to stay away from this area if we can, our advice should be taken seriously. Buyer's view redecorating work as more expensive and time-consuming than it really is. As a result, you may be asked to remove wallpaper, for example, so that the Buyers are not turned off needlessly.
- **Furniture positioning:** There are some layouts that show off the home, its space, and benefits more than others. And, these "showing" layouts may not be quite as livable as your current arrangement. Yet, the benefits to the appeal factor from a Buyer's perspective are worth the minor inconvenience.
- **Finishing Touches:** Once the house or apartment is ready for showing and photos have been taken to prepare for the marketing and advertising effort, a final review will be performed. From this review a few final tips will be provided to elevate the appeal of your home beyond that of the competition.
- **Merchandising Your Home:** Presenting your home to the marketplace in the best possible manner in order to maximize the perceived value proposition and appeal to a ready, willing, and able Buyer.



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