



**HPG**  
HUGO PALACIOS GROUP  
REAL ESTATE

**kw** VILLAGE SQUARE  
REALTY  
KELLERWILLIAMS.

# SELLER'S

*Resource Guide*

THE COMPLETE GUIDE TO SELLING YOUR HOME

A CUSTOM CONSULTATION  
EXCLUSIVELY PREPARED FOR:

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74 Godwin Ave  
Ridgewood, New Jersey 07450

## OUR NEW CLIENTS



### COMPLIMENTS OF:



*Hugo Palacios*

REALTOR  

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✉ HugoPalacios@kw.com  
🌐 HugoPalaciosGroup.com



*Mi Kyong 'Amelia' Chu*

REALTOR  

📞 201 819 0629  
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*Ally Murphy*

REALTOR  

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# WHAT'S INSIDE

## *Sellers Guide Contents*

### ABOUT US

ABOUT YOUR AGENT  
AGENT RESPONSIBILITIES

### VISUALIZE OUR SUCCESS

VISUALIZE DREAM SCENARIO QUESTIONNAIRE  
HOME SELLING PROCESS OUTLINED

### MARKETING YOUR HOME

SALABILITY OF YOUR HOME  
YOUR PROPERTY ANALYSIS  
GREENLAND HILLS MARKET ANALYSIS  
COMPARABLE PROPERTIES ON THE MARKET  
YOUR MEDIA PLAN DETAILS  
STRATEGIC PROMOTION CAMPAIGNS

### PREPARING YOUR HOME

HOW TO PREP INTERIOR & EXTERIOR  
ONE HOUR SHOW READY  
INFORMATION PREP

### CLOSING PROCESS

NEGOTIATING THE SALE  
CLOSING 101  
UNDER CONTRACT PROCESS

### RESOURCES

REAL ESTATE TERMS TO KNOW  
TRUSTED VENDORS RESOURCES

### CONTACT

CONTACT INFORMATION

SELLING YOUR HOME

# ABOUT US

*Our Team*



# AGENT *Responsibilities*



## EXPERT GUIDANCE

- Research the comps in your area & complete a competitive market analysis to determine the best list price for the sale of your property.
- Make recommendations on potential repairs and cleaning of your property, in order to make your home more attractive to buyers
- Suggest quality professionals, including attorneys, handymen and inspectors
- Guide you in making informed decisions leading to a satisfactory sale.
- Present and respond to all offers in a timely manner.
- Negotiate the best price and terms available, always keeping your specific needs in mind.



## RESPONSIVENESS

- Act in good faith at all times
- Adhere to your instructions and concerns
- Return calls & emails promptly
- Closely track dates & deadlines



## ACCOUNTING

- Track receipt all earnest money deposits
- Receive and deliver all documents in a timely manner
- Review final settlement statements



## LOYALTY

- You are my priority!
- Place your interest above all others
- Keep your personal information strictly confidential
- Ensure you are fully informed



# Hugo Palacios

REALTOR®

Teaneck and Westwood, New Jersey are great places to live and work, which is why Hugo Palacios chose to call it home. With roots in Bogota, Colombia, Hugo came to New Jersey in 1980.

Real estate is a passion for Hugo, and with his background in Business Operations and New Business Development, it is easy to see why more than 60 families since 2019 called Hugo for help buying and selling.

Hugo has been a part of the Keller Williams Village Square Brokerage family for 4 year, but he isn't just passionate about helping families find their next home. Hugo has served on his Dumont, New Jersey Non-Profit Organization, The Food Brigade, and loves being a part of other community events.

A passionate abstract painter, runner, and hiker when Hugo isn't in the office or volunteering, you'll often find him running through the city, enjoying time with his friends, wife, daughters and Golden Doodle names Louie.

## CREDENTIALS

B.A BUSINESS, 1995  
FARILEIGH DICKINSON  
UNIVERSITY

REALTOR®, 2020

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### LESS TIME

My professional skills, resources and contacts will help you to find your dream home fast.

---

### EASY PROCESS

While I navigate through the complexities of the real estate transaction, you can enjoy a seamless experience.

---

### BEST DEAL OR NO DEAL

Through our home buying process, if you're not happy with the deal there is no deal. Period.

---

### RESIDES

Local resident of Westwood, NJ

4

Years In Business

60

Clients Served

7

Repeat Clients

21

Clients Served in 2023

Connect With Me



@TheHugoPalaciosGroup



Palacios\_Realty



HugoPalaciosGroup

[hugopalaciosgroup.com](http://hugopalaciosgroup.com)



Mi Kyong "Amelia" Chu  
REALTOR®

Amelia is a dynamic new entrant to the real estate scene, driven by a passion for helping clients achieve their property goals. With fresh energy and a commitment to excellence, Amelia is dedicated to providing personalized service and navigating clients through the exciting journey of buying or selling real estate. Armed with a proactive approach, Amelia leverages the latest market trends and innovative strategies to ensure a seamless and successful real estate experience for every client. Trust Amelia to be your reliable partner in turning real estate dreams into reality.

With a background in social services, Amelia works with a compassionate and dedicated heart. She works hard in providing her clients with solutions in addressing the complex needs of her clients.

When she's not engaging in real estate, Amelia loves to read, swim, meet new people, and restaurant hop in NYC!

#### CREDENTIALS

BM Music. Manhattan  
School of Music

REALTOR®, 2023

SRES (Seniors Real Estate  
Specialist)

---

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#### RESIDES

Local resident of Bergen  
County

Connect With Me

 @Ameliachu

 @ameliachurealtor

<https://ameliachu.kw.com>



*Ally Murphy*  
**REALTOR®**

Ally brings a unique blend of experience and passion to the world of senior real estate. With an extensive background in public relations for luxury resorts and destinations within the hospitality industry, Ally understands the importance of exceptional service and creating a truly enriching experience.

A Passion for Service, a Focus on Seniors Known for her sincerity, compassion, and dedication, Ally is committed to providing clients with an unparalleled level of care throughout their real estate journey. As a designated **Seniors Real Estate Specialist (SRES®)**, she possesses specialized knowledge and understanding of the unique needs and considerations of mature clients.

**Pursuing Excellence in Senior Housing**, Ally's commitment to her clients extends beyond the SRES® designation. She is currently pursuing the esteemed **Certified Senior Housing Professional (CSHP)** designation, the highest level of expertise in senior-focused real estate services.

This dedication to ongoing education ensures that Ally remains at the forefront of the industry, prepared to guide you through every step of your real estate transition, whether it's downsizing, right-sizing, or exploring senior living options.

Contact Ally today for a complimentary consultation and discover the difference that experience, compassion, and a deep understanding of senior needs can make in your real estate journey.

#### CREDENTIALS

BA Art History, American University

REALTOR®, 2022

SRES (Seniors Real Estate Specialist)

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---

#### RESIDES

Local resident of Bergen County

*Connect With Me*



<https://www.linkedin.com/in/allysandra-murphy/>



@allysandra\_Murphy

<https://allymurphy.kw.com>



SELLING YOUR HOME

# VISUALIZE

*Our Success*

# VISUALIZE

*Your Dream Scenario*

What's the one thing that has to happen to make that dream scenario a reality?

How can I make that happen for you?

Why is that important to you?

If we could add just one more thing to make this process even better, what would it be?

Why is that important to you?

# THE PROCESS

## *to Sell Your Home*

### 1 DISCOVERY & RESEARCH

I will tour your home and give my insights on what will help your sale. We discuss the process and develop initial marketing strategies.

### 2 LISTING APPOINTMENT

We discuss the value of your home, review the calendar of expectations, sign documents and enter into contract. You're ready to list!

### 3 PRE-LAUNCH

All of our marketing materials are collected. From photography to lock boxes on your home, I make sure everything is prepared for launch day.

### 4 LAUNCH DAY

It's time! Your home's profile is posted online. A yard sign is placed on your property. All marketing materials we've agreed upon will be rolled out.

### 5 BUYER PROSPECTING

Consistent exposure of your home is spread across the marketing platforms. All scheduled events are completed via until we reach a sales agreement.

### 6 SALES AGREEMENT

Once an offer has been made, we will review all terms and conditions and respond as needed.

### 7 INSPECTIONS

Your buyer will hire an inspector to check your home and is likely to recommend repairs and/or upgrades. We will negotiate on your behalf.

### 8 LOAN COMMITMENT

The buyer's loan is underwritten and appraisal is performed. All buyer's documentation is verified and wait for approval.

### 9 CLOSING PREPARATION

The lender's requirements are met and closing has been scheduled. I will review the figures and the buyer has a final walk through of your home usually 24-28 hours prior to closing.

### 10 CLOSING

The final step! Documents are signed, keys are exchanged and proceeds received. You may cancel your utilities and insurance, and your yard sign is removed from your property.

SELLING YOUR HOME

# MARKETING

*Your Home*



# YOUR MEDIA PLAN

## *Details*



### PROPERTY BROCHURE

Develop a property brochure to be distributed during property showings



### JUST LISTED FLYER

Produce a just-listed flier to feature during property showings



### JUST LISTED POSTCARD

Send a direct mail just-listed postcard to the surrounding area, and similar neighborhoods



### COMING SOON & JUST LISTED EMAIL

Send a targeted announcement to my personal database, as well as fellow agents with potential buyers



### OPEN HOUSE INVITATION EMAIL

Send targeted emails to surrounding communities and prospective buyers



### CUSTOM PROPERTY WEBSITE

Create a dedicated website for your property to support highly targeted marketing efforts



### FACEBOOK & INSTAGRAM POSTS

Leverage Facebook and Instagram posts to highlight coming soon, just listed, property features, and upcoming open houses



### FACEBOOK & INSTAGRAM STORIES

Leverage Instagram to capture the most compelling features of your home, from architectural photos to property walk-through videos



### PAID, BOOSTED FACEBOOK ADS

Leverage boosted ads to reach nearby active and passive buyers

# SALABILITY

## *of Your Home*

The factors that are impacting to the salability of your home are listed below, which include Price Point, Property Condition, Market Conditions and Market Exposure.

I will help to assist you with all of these factors to form a strategy for selling your home quickly and to negotiate the best price.



### PRICE POINT

Pricing your home for the current market is important for maximum exposure and a sale.

**Factors that determine a property's value:**

*location, design, amenities, competing properties, economic conditions*

**Factors that have little or no influence:**

*price the seller originally paid, amount spent on improvements*



### PROPERTY CONDITION

The condition of your property will influence the selling price and how quickly it sells.

If repairs are needed and/or professional staging is required, I am there to assist through offering experience, guidance and network of professionals.



### MARKET CONDITIONS

The real estate market is always fluctuating. As your agent, I will discuss the pros and cons of listing during varied market conditions.

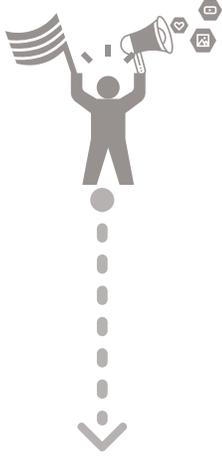


### MARKET EXPOSURE

As an experienced realtor, I understand that market exposure is the key to selling your home quickly and to receive the best offers. My focus is to get the most qualified buyers into your home and in the least amount of time. With my comprehensive marketing plan, your home will get noticed in any market.

# STRATEGIC PROMOTION

## *Campaigns*



### COMING SOON CAMPAIGN

- Walk-through and needs analysis
- Professional photography and videography
- Professional yard signage
- "Coming soon" email blast to database
- "Coming soon" social media touch on Twitter, Instagram & Facebook
- "Coming soon" callout campaign to highly qualified buyers



### JUST-LISTED CAMPAIGN

- Launch listing on my website, MLS and other syndication websites
- Professional yard signage and takeaway flyers
- "Just listed" email blast to database
- Custom landing webpage and funnel campaign
- "Just listed" callout campaign to highly qualified buyers
- Open house three days after listing



# OPEN HOUSE

## Strategy

Whether or not an open house is where your buyer comes from, they serve a strategic purpose - aggregating interested buyers in a specific geographic area.

By showcasing your property with an open house, or simply leveraging the leads generated at another nearby open house, we will create and target a highly qualified, localized group of buyers.



### YARD SIGNS

Placing a yard sign and directional signs on key corners, all with balloons and riders



### GETTING ON THE PHONE MORNING OF

The morning of our open house, I will get on my phone to call and text to remind everyone about attending.



### SCHEDULING MULTIPLE OPEN HOUSES

Scheduling other open houses in the area in various price ranges to attract the maximum number of interested buyers



### MULTIPLE MARKETING METHODS

Distributing fliers, dynamic emails, and a lead-optimized landing page to actively drive buyers to your open house



### MULTIPLE MARKETING METHODS

Personally knocking on your neighbors' doors to invite them to attend and tell their friends



### CAPTIVATING STAGING

Staging is what creates a "wow factor" when a buyers through the door of your home. It's what creates an emotional response and often influence whether or not an offer is made.



SELLING YOUR HOME

# PREPARING

*Your Home*

# PREPARE YOUR HOME

*to get the highest offer*

Make sure to do or are doing the following in the exterior or interior.  
This will ensure that we can get you the highest price for your home.



## EXTERIOR PREP

- Keep the lawn immaculate
- Prune the bushes, weed the garden, and plant flowers
- Clean and align the gutters
- Pressure wash home siding
- Inspect and clear the chimney
- Repair and replace loose or damaged roof shingles
- Repair and repaint loose siding and caulking
- Keep walks free of ice and snow in winter
- Add colorful annuals near the front entrance in spring and summer.
- Re-seal an asphalt driveway.
- Keep garage door closed
- Apply a fresh coat of paint to the front door
- Buy a new welcome mat

## INTERIOR PREP

- Clean every room and remove clutter
- Hire a professional cleaning service while the house is on the market
- Remove items from kitchen counters and closets
- Remove all personal photos from walls
- Re-surfacing soiled or strongly colored walls with a neutral shade
- Apply same neutral color scheme to carpets and flooring
- Check and repair cracks, leaks and signs of dampness in the attic and basement.
- Repair holes or damage to plaster, wallpaper, paint and tiles
- Replace broken or cracked window panes, molding or other woodwork

# ONE HOUR SHOW READY

## Checklist

There is a possibility while your home is on the market that there will be short-notice showings. Although I'll always try my best to schedule well in advance, a qualified potential buyer could be in the area and wants to add you on their tour once they see your sign.

Here is a checklist you can use to easily get your home ready fast!

### 1 HOUR SHOW READY CHECKLIST

- Make the beds
- Grab a basket and put personal items of clutter in your car
- Wipe down toilets and put the lids down
- Wipe down all counter tops and sinks & mirrors
- Make sure bathroom towels are clean, match & straight
- Vacuum all carpeted areas, sweep all surfaces
- Sweep front steps, wipe mat & clean front door windows
- Straighten sofa pillows
- Close doors to rooms
- Open all blinds & turn lights on in the house
- Make sure the house temperature is comfortable
- Light scented candles for a fresh and welcoming scent



# INFORMATION PREP

## Checklist

Once your home is on the market, it's very important to have information ready to go in case the buyer or lender requests it.

Below is a list of items that buyers, lenders and title companies might request during this phase of selling your home.

### INFORMATION PREP CHECKLIST

- Manuals for appliances
- Receipts of work done to the home - including all major & minor renovations
- All keys and garage door openers
- Surveys previously done
- A list of utility providers & average costs per month
- Alarm instructions

### HOA COMMUNITIES

- Check in with the HOA to see if there are any restrictions or policies when listing your condo/townhome

If you have any known info regarding:

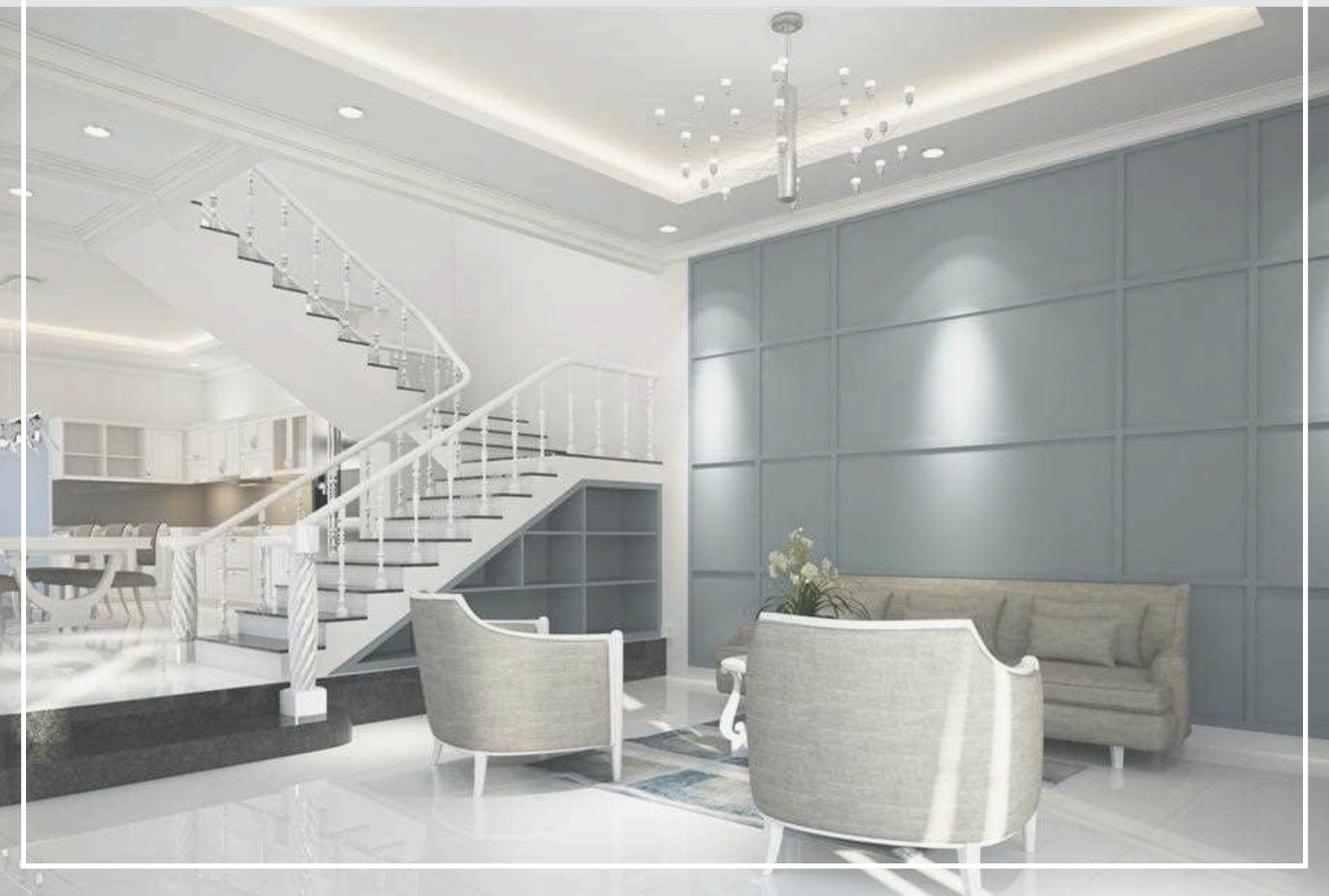
- Assessments
- Certification Letters
- HOA Covenants



SELLING YOUR HOME

# CLOSING

*Process*



# NEGOTIATING THE SALE

## *Successfully*



### DISCLOSE EVERYTHING

Be proactive to disclose all known defects to buyers as they will be discovered. Disclose early to avoid legal problems later.

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### RESPECT THE BUYER

Remember to respect the buyer, as this will be their next home. This is a big decision and they are nervous of any unknowns.



### ASK ALL OF YOUR QUESTIONS.

If you have any questions, ask so they can be clarified. Offers may include complicated terminology, and be sure to reference the Real Estate Terms To Know section.

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### RESPOND QUICKLY

The mood for the buyer to buy is exactly when the offer is made - don't delay!.



### MEET HALFWAY

if there are disagreements about small expenses - split the difference and move on.

---

### STAY CALM

Remember to always keep your cool and know that we will come to a happy outcome.



# UNDER CONTRACT

## Process



### OFFER ACCEPTED

Now that you've accepted an offer (!), the Under Contract process will begin. The dates and deadlines to be aware of include:

- Title deadline
- Due diligence
- Inspection
- Appraisal
- Loan conditions

The under contract process can normally take anywhere from 30-60 days.



### INSPECTION

Performing an inspection is one of the crucial steps of buying a home. The buyers can decide if they want to do this, which normally they will. The buyer's agent will set up a day/time that works for you to conduct the inspection.

The inspection will generally take 1-4 hours.

After the inspection, the buyer's agent will send inspection objections requesting specific repairs or replacements needed. You can then decide which items to agree to fix, repair, replace or give a credit. Safety and health issues are the most crucial and less room for negotiation.

I will be there to guide and negotiate on your behalf during the inspection process.



### APPRAISAL

An appraisal will be required by the lender if the buyer is obtaining a loan. The appraisal could come in low, high, or at value. If the appraisal comes in low, I will be there to guide you on our next moves to make.

Once we have received an appraisal, we wait for the loan conditions deadline for the buyer.

# CLOSING *Process*



## REMEMBER TO BRING

- A valid government issued picture ID
- Cashiers check for any repairs negotiated to Buyer
- Personal checkbook (just in case)
- House keys to all doors
- Punch codes for gates, fences, door locks, and garage doors
- Garage door opener(s) and any other remotes or devices that control systems
- Mailbox and any other spare keys
- Access information for smart locks, thermostats, doorbells, or appliances



## WHAT TO EXPECT

The escrow officer will look over the contract to:

- Determine what payments are owed and by whom and prepare documents for the closing.
- Make sure taxes, title searches, real estate commissions and other closing costs are paid.
- Ensure that the buyer's title is recorded
- Ensure that you receive any money due to you



## YOUR COST

Sellers commonly pay the following at closing:

- Mortgage balance and prepayment penalties, if applicable
- Other claims against your property, such as current or past due unpaid property taxes
- Unpaid special assessments on your property
- Real estate commission
- Title insurance policy
- Home warranty, if applicable
- Survey, if applicable



## AFTER CLOSING

make sure you keep the following for tax purposes

- Copies of all closing documents
- All home improvement receipts on the home you sold

# AVOID THESE COMMON *Seller Mistakes*

## GETTING EMOTIONAL

It's hard to say to give the advice to not get too emotional, because after all, it has been your home. In order to make the process as smooth as possible, detach from being the homeowner and become just a salesperson. Look at it as only a transaction from a financial prospective and eliminate all of the emotion from it.

## SETTING AN UNREALISTIC PRICE

Setting the right price is the key to selling your home as quickly as possible. Utilize the the comparative analysis tools to determine a fair offering price. Although you may think your home is worth more, remember to set a realistic price inline with comparable properties. If set too high, it's likely to be sitting on the market for a long time.

## NOT DEPERSONALIZING

Depersonalizing your home is all about neutralizing, or removing your personal taste from your home decor so that buyers can mentally see themselves moving in. If there are pictures and other personalized pieces, it will be harder for a potential buyer to picture themselves living in the home.

## NOT DECLUTTERING & STAGING PROPERLY

A home has a better chance to be sold when staged properly that is clean, neutral interior decor, depersonalized and decluttered. Decluttering will help to show off your home's best assets, maximizing space and highlight organization.

## NOT PREPARING FOR THE SALE

Prepare your home so that it is cleaned and staged well to get offers and the best price for your home. Make sure little repairs that you may not think are a big deal (i.e. broken doorknobs) are fixed. Otherwise it might reflect in an offer or reduce your chances of getting any offer.

## HIDING MAJOR PROBLEMS

Make sure to fix problems ahead of time or price the property below market price to account for them. Keep in mind that all problems will be revealed during the buyer's inspection. By taking care of repairs before will help to not raise additional doubts or questions on "what else do I need to look for"?



SELLING YOUR HOME

# RESOURCES

*For You*

# REAL ESTATE TERMS

## *to Know*

Here is a list of the real estate terms that you may hear. Read over these so you are familiar and always in the know when discussions are being held with other parties and professionals.



### APPRAISAL

A determination of the value of something, in this case, the house you plan to buy. A professional appraiser makes an estimate by examining the property, looking at the initial purchase price, and comparing it with recent sales of similar property.



### APPRECIATION

Increase in the value or worth of an asset or piece of the property that's caused by external economic factors occurring over time, rather than by the owner having made improvements or additions.



### CONTINGENCY

A provision in a contract stating that some or all of the terms of the contract will be altered or voided by the occurrence of a specific event, usually by specific dates leading up to the close.



### CLOSING COSTS

The fees a seller and buyer pay to complete a real estate transaction.



### ESCROW

The holding of funds or documents by a neutral third party prior to closing your home sale. This is typically done by a title company.



### HOME INSPECTIONS

An examination of the condition of real estate property. A home inspector assesses the condition of a property, including its heating, cooling systems, plumbing, electrical work, water and sewage.



### MLS

A computer-based service that provides real estate professionals with detailed listings of most homes current on the market. The public can access much of this kind of information through websites like Zillow.



### ZONING

The local laws dividing cities or counties into different zones according to allowed uses. From Single-Family Residential to Commercial to Industrial.



### TITLE

Ownership of real estate or personal property. A Title is evidence by a deed recorded in the county land records office.

# TEN TIPS TO DOWNSIZE *and de-stress your move!*

These ten tips offer invaluable guidance for streamlining your move, whether you're a home buyer or seller. From early decluttering to creating a move-day survival kit, these practical suggestions will help you downsize and simplify the relocation process, ensuring a stress-free transition to your new home.

## START EARLY - END HAPPY

It's never too early to begin the downsizing process. Begin by focusing on typical problem areas such as the attic, basement, garage, closets, file cabinets.

## GET GENEROUS

Since you can't take everything you own to your new home, now is the time to make arrangements to "gift" some of your treasures to special people in your life including, and especially family, helpful neighbors, friends, favorite organizations, or a church/synagogue.

## SAVE YOUR MEMORIES

You may have boxes of old photos from every holiday, vacation and birthday party. What do you do with them? Consider digitizing your photos and videos in a format easily shared on any device.

## NEW LOOKS FOR BOOKS

If you own large quantities of books, you need to spend time downsizing your collections. Books occupy lots of space and are heavy to move. Consider donations to libraries or senior centers, or sales to used bookstores. Call on a book dealer for older books with potential value.

## USE IT UP.. DON'T MOVE IT

Take an inventory of your canned goods, frozen foods, and paper products. Plan to use as many of these products as you can before moving. If you have too many of these items, check with local food pantries to find out which are the most needed items and donate your "leftovers"!

## RECYCLE THE TOXINS

Take time to put together a box or two of household, yard, and automotive cleaning products, as well as paint, that are considered hazardous. Visit [Earth911.org](http://Earth911.org) for more information on hazardous collection in your area.

## DON'T LOSE TOUCH

Create a list of people, places, and utilities/services that need to be notified of your upcoming change in address.

## SPACE-PLAN AHEAD

Take measurements of your new rooms to ensure that you can fit what you move. A floor plan will help you determine the pieces of furniture that will fit in your new home, and the best location of each. Knowing which pieces will fit in your new space will help you in your rightsizing process.

## PACK A SURVIVAL BAG

Put together a survival bag for move day. It might include personal needs (medications, eyeglasses, toiletries, change of clothes, important papers, etc); kitchen needs (snacks, drinks, folding chair, disposable cups plates); basic tools (hammer, screwdriver, flashlight, tape, etc.); cleaning supplies (sponge, roll of paper towels, soap, etc.); and payment for mover – be sure you know which form of payment they accept.

## ASK FOR HELP

Don't be too shy to ask for help. Moving is not easy and you shouldn't do it all yourself. But don't wait until the last minute to ask for help. Some of these downsizing steps require weeks to months to accomplish.

# 2024

# BERGEN COUNTY UTILITIES AUTHORITY

# HOUSEHOLD HAZARDOUS WASTE COLLECTION EVENTS

Take your hazardous waste to a safer place!

## PARAMUS

Bergen Community College  
400 Paramus Road  
(Entry via Paramus Rd. ONLY)

**SUNDAY**

April 7  
June 9  
October 20

9:00 am - 3:00 pm

## MAHWAH

Bergen County Campgaw  
Mountain Reservation  
200 Campgaw Road (Ski Area)

**SATURDAY**

May 11  
July 20  
September 7

9:00 am - 3:00 pm

## MOONACHIE

Bergen County  
Utilities Authority  
Foot of Empire Blvd.  
(Entry via Empire Blvd. ONLY)

**SATURDAY**

March 9  
November 16

9:00 am - 3:00 pm

All collection sites open (rain or shine) at 9:00 a.m. and close promptly at 3:00 p.m.

FREE OF CHARGE FOR BERGEN COUNTY RESIDENTS ONLY - ID REQUIRED!

**NO COMMERCIAL VEHICLES ALLOWED.**  
Absolutely no business or commercial  
waste will be accepted.

**DO NOT BRING**  
electronics, paper  
for shredding, or  
tires to hazardous  
waste collections!!

Visit [www.bcua.org](http://www.bcua.org) for additional information.



Recycle!  
Printed on recycled paper.

**NO RETURNS.** This includes gasoline and  
motor oil containers. Please plan accordingly.

## ACCEPTABLE MATERIALS FOR WASTE COLLECTIONS

- Aerosol Cans
- Anti-Freeze
- Batteries (vehicle & rechargeable only)
- Blacktop sealers
- Bug spray
- Disinfectants
- Drain Cleaners
- Fertilizer
- Fire Extinguishers
- Fluorescent Light Bulbs
- Gasoline
- Glue
- Herbicides
- Insecticides
- Kerosene
- Lighter Fluid
- Mercury Switches
- Oil Filters (used)
- Paints & Varnishes
- All Types
- Pesticides
- Photographic Chemicals
- Propane Gas Cylinders (1 lb. and 20 lb. only)
- Solvents & Thinners
- Thermostats
- Thermometers
- Used Motor Oil

For a complete listing go to [www.bcua.org](http://www.bcua.org)  
Materials not in original containers must be labeled.

## UNACCEPTABLE MATERIALS FOR WASTE

- Any business or commercial generated waste
- Empty containers or hardened paint cans are garbage
- Alkaline batteries (AA, AAA, C, D, 9V) dispose in normal trash
- Unlabeled waste or containers with unknown contents
- Regulated medical waste, sharps, radioactive materials, and explosives
- Containers larger than five (5) gallons
- Any compressed cylinders (e.g. oxygen or acetylene)
- Pressure-treated lumber or railroad ties
- Computers, electronics, and tires are NOT accepted at waste collections.
- Smoke Detectors
- Construction/demolition debris

If you need help in the disposal of unacceptable waste, please call 201-807-5825 or visit us at [www.bcua.org](http://www.bcua.org)

## Directions to Collection Sites

**Directions to BERGEN COMMUNITY COLLEGE:**  
400 Paramus Rd., Paramus, NJ  
(Entry via Paramus Rd. ONLY)

From the North (via Route 17)

Turn right off Route 17 South onto Ridgewood Avenue (West) to Paramus Road. Turn left onto Paramus Road and continue approximately two miles to college; proceed around jug handle to main entrance.

From the East

Take Route 4 West to Paramus Road (Paramus Road is  $\frac{3}{4}$  miles past Route 17 intersection.) Turn right onto Paramus Road and proceed north approximately two miles to Bergen Community College entrance on right.

From the South (via Route 17)

Take Route 17 North to Century Road exit, second exit to the right, proceed around cloverleaf over Route 17 onto Century Road (West). Continue to Paramus Road and turn right onto Paramus Road to college entrance on right.

From the West

Take Route 4 East to Paramus Road (exit under overpass). Turn right onto Paramus Road and proceed north for approximately two miles to college entrance on right.

**Directions to BERGEN COUNTY UTILITIES AUTHORITY:**  
Foot of Empire Blvd., Moonachie, NJ

(Entry via Empire Blvd., Moonachie ONLY. NO entry via Mehrhof Rd., Little Ferry)

Traveling Route 17 North

Exit at Moonachie/Wood-Ridge exit. Make right at light onto Moonachie Ave. Pass Teterboro Airport (on your left) and continue going straight until road ends into BCUA facilities.

Traveling Route 17 South

Exit at Moonachie/Wood-Ridge exit. (Exit is by The Fiesta.) Make left at light onto Moonachie Avenue. Pass Teterboro Airport (on your left) and continue going straight until road ends into BCUA facilities.

**Directions to BERGEN COUNTY CAMPGAW MOUNTAIN RESERVATION:**

200 Campgaw Rd., Mahwah, NJ (Ski Area)

Traveling Route 17 North

Take Route 202 (Morristown/Suffern) exit. Make left at stop sign. Pass Ramapo College on left. Make left onto Darlington Avenue; bear right at fork onto Campgaw Road. The Reservation is approximately 1.5 miles on the right.

Traveling Route 208 West

Take Rt. 202/Ramapo Valley Road North. Right onto Darlington Avenue, bear right at fork onto Campgaw Road. The Reservation is on the right.



DOWNLOAD OUR MOBILE APP, OPEN YOUR PHONE CAMERA AND SCAN THIS QR CODE



*Hugo Palacios*

REALTOR  

-  973 670 7046
-  HugoPalacios@kw.com
-  HugoPalaciosGroup.com



*Mikyong Amelia Chu*

REALTOR  

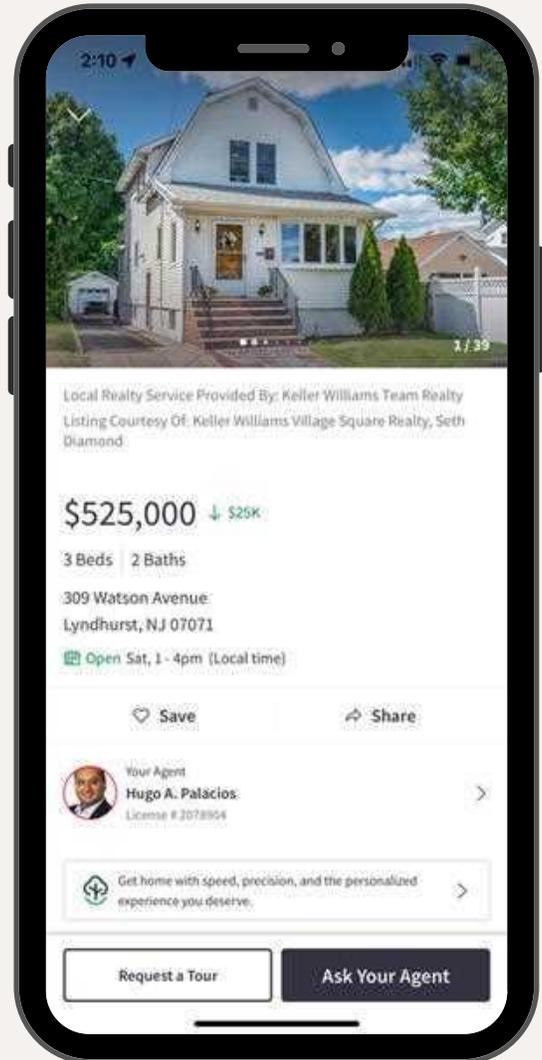
-  201 819 0629
-  Helloameliachu@gmail.com
-  HugoPalaciosGroup.com



*Ally Murphy*

REALTOR  

-  917 767 3546
-  AllyMurphy@kw.com
-  HugoPalaciosGroup.com



74 Godwin Ave.  
Ridgewood, New Jersey 07675



# STAYING ON TOP!

AT KELLER WILLIAMS VILLAGE SQUARE REALTY



*HERE IS WHAT'S HAPPENING AT KWVSR:*

SALE PRICE TO LIST PRICE JAN 2024:

**KWVSR 102.5 ~ NJMLS 100.3**

AVG DAYS ON MARKET JAN 2024:

**KWVSR 28 ~ NJMLS 41**

## WHAT DOES THIS MEAN?

IT MEANS THAT KELLER WILLIAMS VILLAGE SQUARE REALTY AGENTS SELL LISTINGS FASTER AND FOR MORE MONEY

**OUR SELLERS ARE MAKING MORE MONEY, FASTER...  
SHOULDN'T YOU?**

CONTACT A KWVSR AGENT FOR A  
CONFIDENTIAL CONSULTATION: 201-445-4300



KELLER WILLIAMS VILLAGE SQUARE REALTY

74 GODWIN AVENUE RIDGEWOOD NJ 07450 385  
CLINTON AVENUE WYCKOFF NJ 07481

EACH OFFICE INDEPENDENTLY OWNED AND OPERATED

Information Based on New Jersey MLS Statistics: ~January 1, 2023 to December 31, 2023~

# #1 OFFICE in *Ridgewood*

SOLD UNITS & VOLUME FROM  
JANUARY 1, 2024 - JANUARY 31, 2024



**kw** VILLAGE SQUARE  
REALTY  
KELLERWILLIAMS®

**TRANSACTIONS:** WE **1** ARE

KWVSR: **9**

Company #2: 5

**VOLUME:**

KWVSR: **\$13,871,999**

Company #2: \$6,725,000

**THERE IS A DIFFERENCE**

*NJMLS Market Share Report Listing and Selling Statistics Office as of  
1/1/2024 Status: Sold. Beginning 1/1/2024. Ending 1/31/2024.*

74 GODWIN AVENUE | RIDGEWOOD | NJ  
07450 372 FRANKLIN AVENUE | WYCKOFF | NJ  
07481  
*Each Office Independently Owned and Operated*

# #1 OFFICE

in the **NJMLS**

SOLD UNITS & VOLUME FROM  
JANUARY 1, 2024 - JANUARY 31, 2024



**kw** VILLAGE SQUARE  
REALTY  
KELLERWILLIAMS®

**TRANSACTIONS:** WE **1** **ARE**  
**KWVSR: 101**  
Company #2: 92

**VOLUME:**

**KWVSR: \$73,976,196**  
Company #2: \$65,806,726

THERE **IS** A  
**DIFFERENC**  
**E**

*NJMLS Market Share Report Listing and Selling Statistics Office as of  
1/1/2024 Status: Sold. Beginning 1/1/2024. Ending 1/31/2024.*

74 GODWIN AVENUE | RIDGEWOOD | NJ  
07450 372 FRANKLIN AVENUE | WYCKOFF | NJ  
07481

*Each Office Independently Owned and Operated*

## Allendale

Rank	Code	Name	Transactions	Volume	Average	% Total
1	2402	Keller Williams Village Square Realty	24	\$ 23,021,702	\$ 959,238	23.13
2		Company #2	7	\$ 7,555,000	\$ 1,079,286	7.59

## Glen Rock

Rank	Code	Name	Transactions	Volume	Average	% Total
1	2402	Keller Williams Village Square Realty	40	\$ 38,836,949	\$ 970,924	24.67
2		Company #2	12	\$ 12,224,000	\$ 1,018,667	7.76

## Hawthorne

Rank	Code	Name	Transactions	Volume	Average	% Total
1	2402	Keller Williams Village Square Realty	19	\$ 11,427,500	\$ 601,447	11.50
2		Company #2	8	\$ 4,055,000	\$ 506,875	4.08

## Midland Park

Rank	Code	Name	Transactions	Volume	Average	% Total
1	2402	Keller Williams Village Square Realty	8	\$ 4,777,000	\$ 597,125	13.42
2	2758	Keller Williams Village Square Realty - Wyckoff	5	\$ 3,047,500	\$ 609,500	8.56

## Paramus

Rank	Code	Name	Transactions	Volume	Average	% Total
1	2402	Keller Williams Village Square Realty	30	\$ 31,296,000	\$ 1,043,200	11.86
2		Company #2	11	\$ 19,096,990	\$ 1,736,090	7.24

## Ramsey

Rank	Code	Name	Transactions	Volume	Average	% Total
1	2402	Keller Williams Village Square Realty	42	\$ 33,008,196	\$ 785,909	22.33
2		Company #2	13	\$ 8,439,000	\$ 649,154	5.71

## Ringwood

Rank	Code	Name	Transactions	Volume	Average	% Total
1	2402	Keller Williams Village Square Realty	20	\$ 9,422,900	\$ 471,145	16.27
2		Company #2	10	\$ 6,740,500	\$ 674,050	11.64

## Ridgewood

Rank	Code	Name	Transactions	Volume	Average	% Total
1	2402	Keller Williams Village Square Realty	60	\$ 74,579,374	\$ 1,242,990	21.56
2		Company #2	53	\$ 73,138,501	\$ 1,379,972	21.15

## Waldwick

Rank	Code	Name	Transactions	Volume	Average	% Total
1	2402	Keller Williams Village Square Realty	13	\$ 7,619,000	\$ 586,077	13.24
2		Company #2	9	\$ 5,329,000	\$ 592,111	9.26

## Wyckoff

Rank	Code	Name	Transactions	Volume	Average	% Total
1	2402	Keller Williams Village Square Realty	17	\$ 18,293,500	\$ 1,076,088	10.79
2	2758	Keller Williams Village Square Realty - Wyckoff	15	\$ 14,972,398	\$ 998,160	8.83

# TRUST YOUR NUMBERS

Keller Williams  
Village  
Square  
Realty  
is...

# #1

CLOSED SALES VOLUME

**kw** VILLAGE SQUARE  
REALTY  
KELLERWILLIAMS.

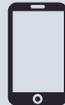
Info from NJMLS 01/01/2023 - 8/14/2023

SELLING YOUR HOME

# GET IN TOUCH

*Contact Info*

SCAN ME



973 670 7046



[hugopalaciosgroup.com](http://hugopalaciosgroup.com)



[hugopalacios@kw.com](mailto:hugopalacios@kw.com)



**KELLER WILLIAMS VILLAGE SQUARE**

74 Godwin Ave.

Ridgewood, New Jersey 07450



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