



MARTINO
REALTY GROUP



www.martino-realty.com



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Martino Realty Group



718-608-9400



PRESENTATION FEATURES

- Industry Experience
- Message from the CEO
- Marketing Your Home
- Listing Strategies



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INDUSTRY EXPERIENCE

Representing Staten Island and Brooklyn sellers for over three decades, Martino Realty Group professionals are here to educate you and assist you about your real estate needs whether you are selling your property for the maximum value or finding that dream home. We are renowned in the community as an interactive brokerage with extensive market knowledge, effective communication, and unparalleled devotion to our clients and customers.

We take pride in providing outstanding service by empowering our clients and customers with real estate knowledge to help them make well-informed decisions. With traditional customer service values and a robust digital footprint, we are equipped to serve everyone.

"Customer Service is our top priority."



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MESSAGE FROM THE CEO

“Even with a billion dollars in sales, one of my favorite parts of the job is still educating sellers on the current market trends and help with marketing strategies to achieve maximum value for their property,” states Charles Martino, CEO of Martino Realty Group.

Please follow us on our social platforms and subscribe to our YouTube channel for educational content.

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“
The secret of getting ahead is getting started.
”

Mark Twain

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THE HOME SELLING PROCESS

Start

Evaluate your needs

Determine time frame

Set Price

Sign listing disclosures

Customized Marketing plan

Prepare Property for Sale

Showings and Open houses

Showing feedback and adjustments

Receive Offers

Negotiate Offers

Accept Offers

Home Inspection

Sign Contract

Title Search

Mortgage Commitment

Clear Title

Begin Closing Process

Schedule Closing

Final Walk-through

Attend Closing

Property Closed

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OUR LISTING STRATEGIES



Staging



**Professional
Photography**



Marketing



Guided Tours

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STAGING



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EYE-POPPING REAL ESTATE PHOTOGRAPHY

BEFORE



AFTER



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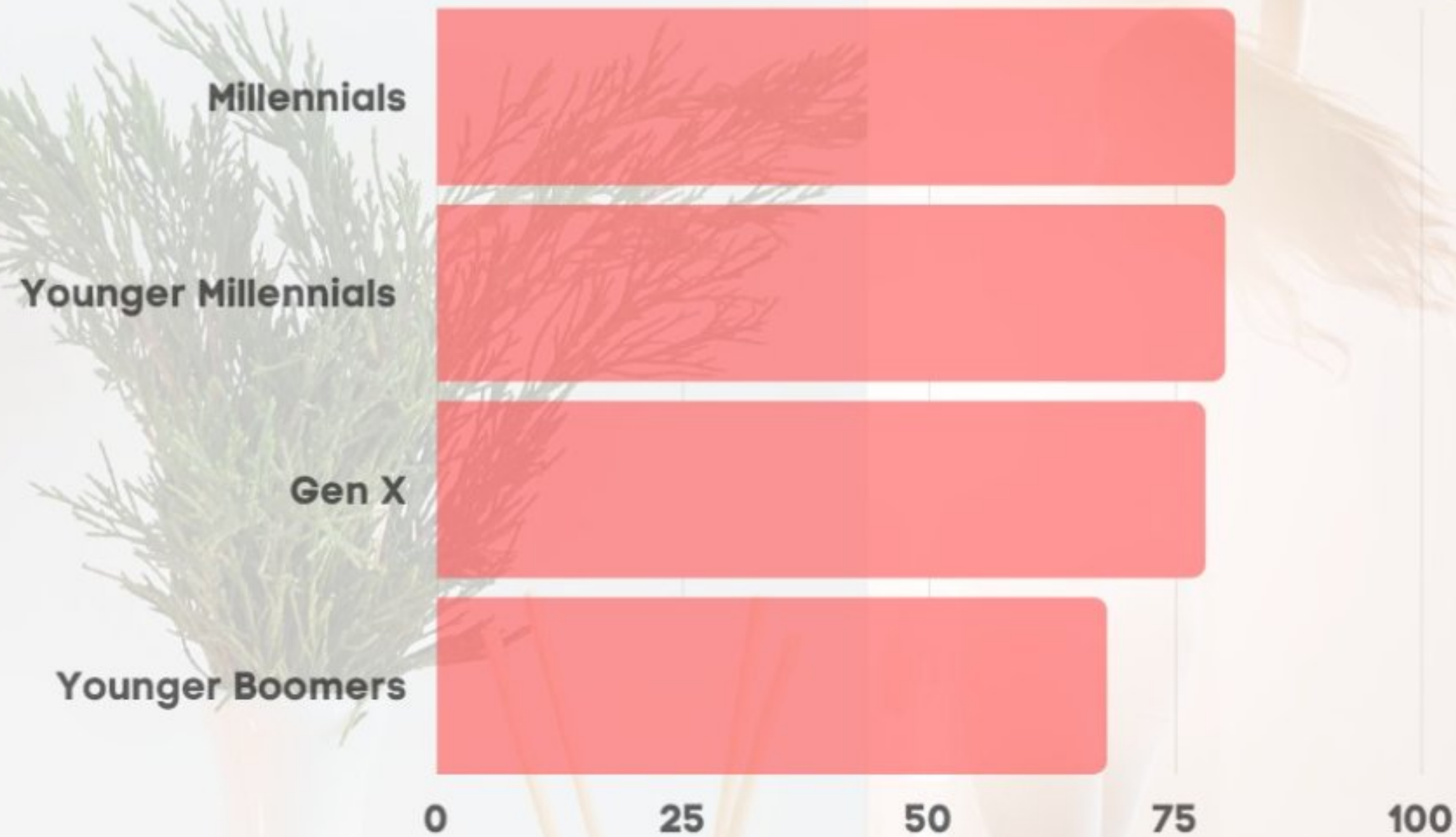
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MARKETING STATISTICS



81% of older millennials, 80% of younger Millennials, and 78% of Gen X found their home on a mobile device compared to 68% of younger Boomers.²

99% OF ALL BUYERS START THEIR HOMES SEARCH ON THE INTERNET.¹

1, 2 Source: National Association of REALTORS®, Profile of Home Buyers and Sellers, 2021



GUIDED TOURS



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COMMISSION

While all commission is negotiable, the commission should be equivalent to knowledge, experience, and hard work.



BUYER AGENT COMPENSATION



“ 10% of the agents sell
80% of the homes

These full-time professionals offer their time, effort, and industry experience. They deserve to be compensated appropriately.

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WHY PRICING RIGHT MATTERS

ASKING PRICE
VS.
MARKET VALUE

ABOVE PRICE



PRICED OUT

BUYERS'
PERCEPTION OF
LIST PRICES

MARKET VALUE



NOT PERCEIVED AS
GOOD VALUE

BELOW MARKET



GOOD VALUE

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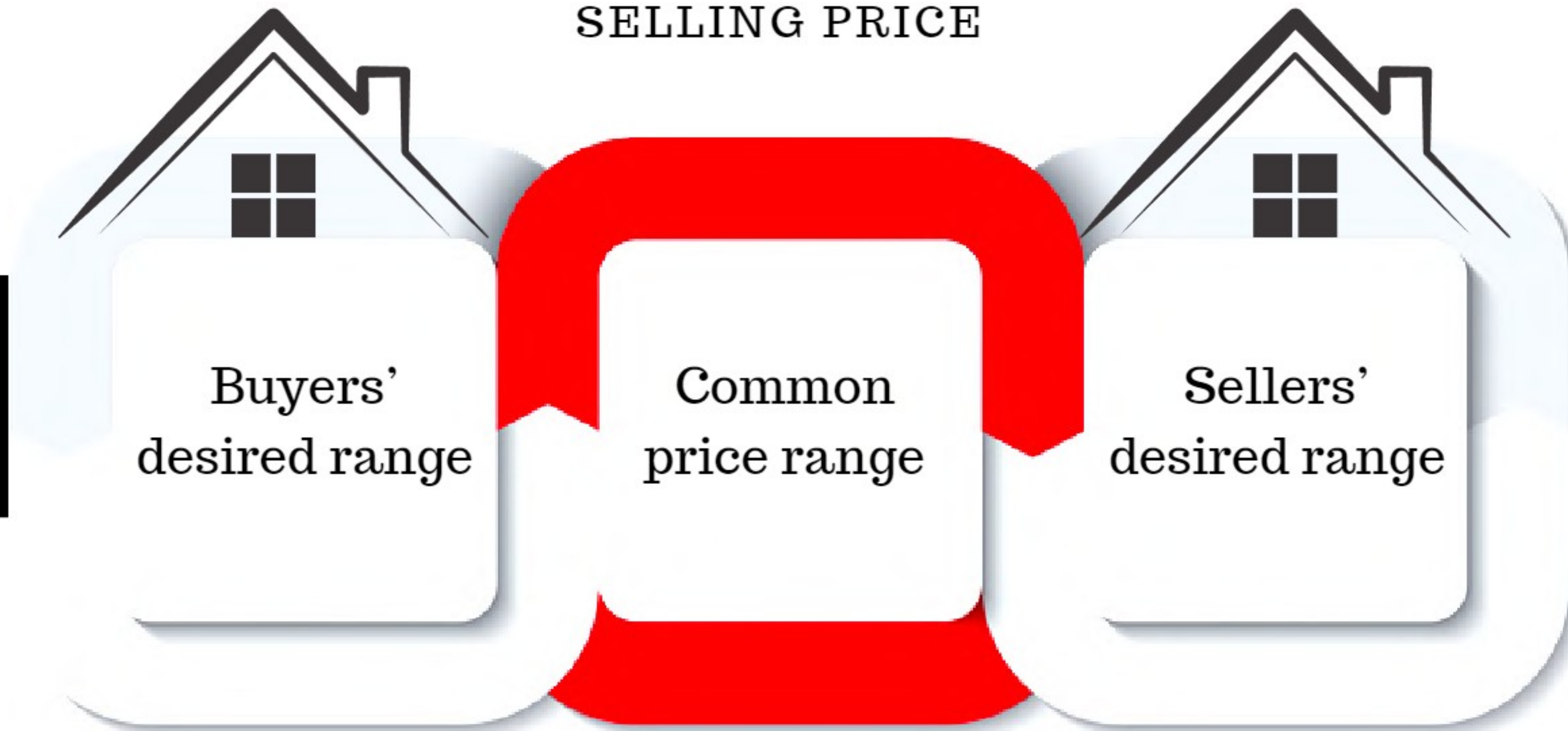
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WHY PRICING RIGHT MATTERS

ASKING PRICE
VS.
SELLING PRICE



Priced **too high** and you lose buyers
Priced **too low** and you lose value

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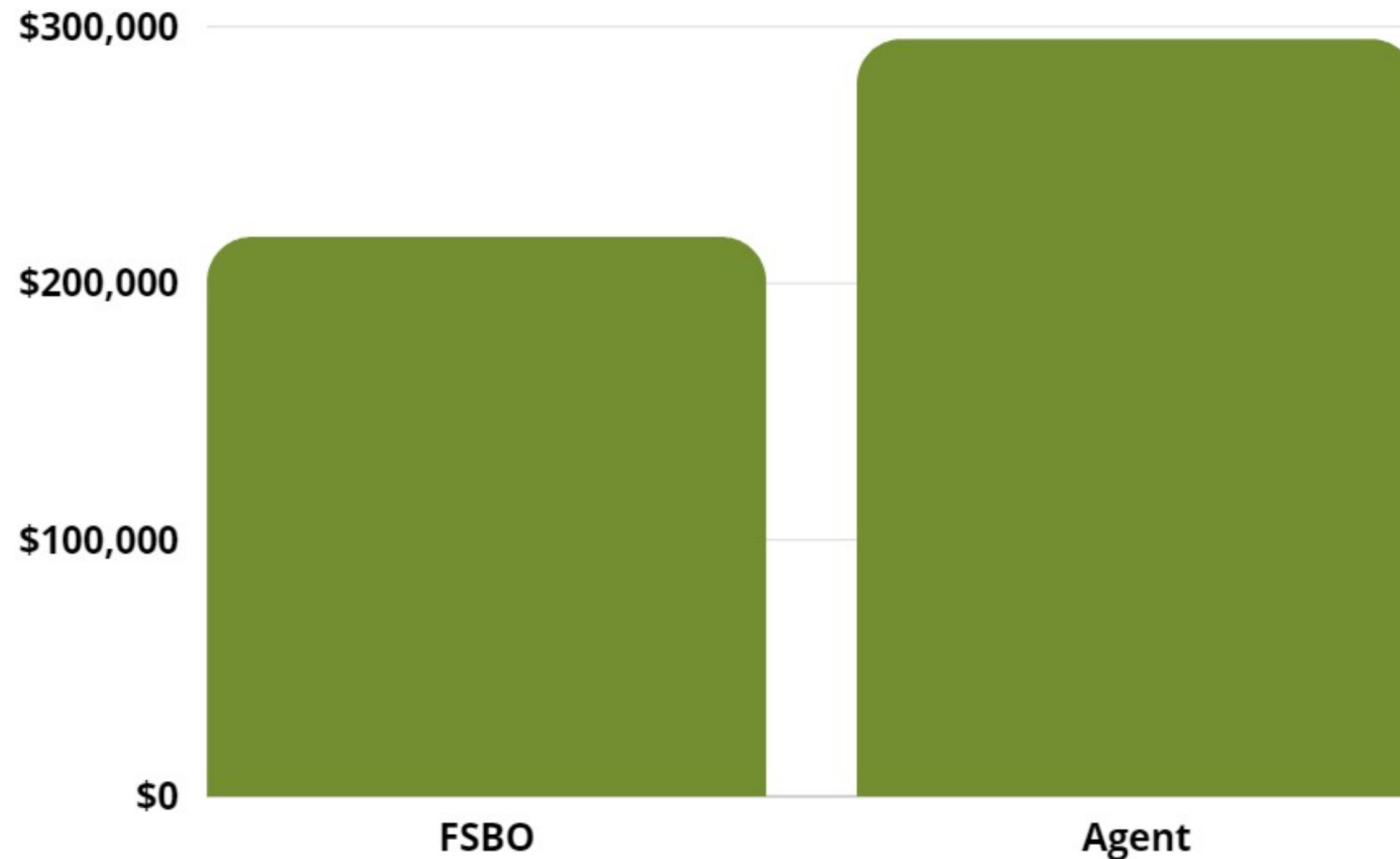
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FOR SALE BY OWNER



For Sale by Owner (FSBO) accounted for 8% of home sales. Nationally, the typical FSBO home sold for \$217,900 compared to \$295,000 for agent-assisted home sales.¹



\$295,000
\$217,900
\$77,100
more by selling with
an agent

¹ Source: National Association of REALTORS®, Profile of Home Buyers and Sellers, 2019



CUSTOMER SUCCESS STORIES



RONI

“—

| My experience working with Jennifer was amazing! Her marketing strategies and overall professional image made the sale of my home quick and easy. I received a top dollar and could not ask for a better agent to represent me. I look forward to using Jennifer for all my future properties.

—”



GALINA

“—

| I highly recommend Martino and Mark Gleyzerman to purchase or sell homes. I had a very good experience. Mark was very honest, professional, and knowledgeable!

—”



DONNA

“—

| When it came time to sell my high-end house, all the agents I spoke to said it would take at least 2 years to sell...well, Michelle had the house sold within 6months...and it turned out it was the #5 most expensive house sold on Staten Island in 2019!!! It was a pleasure dealing with Michelle and Martino Realty Group!

—”

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LET'S WORK TOGETHER!

THANK YOU

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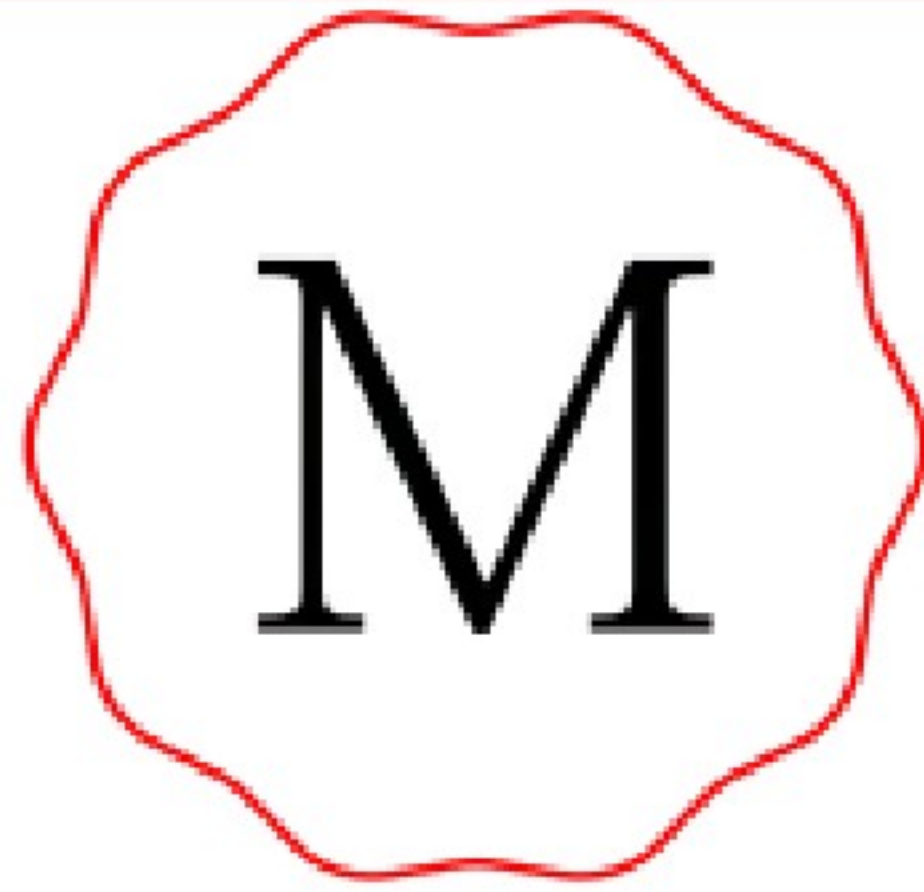
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