



THE REISNYC TEAM'S SELLER'S GUIDE

WORLD CLASS MARKETING TOP DOLLAR RESULTS

At eXp Luxury, we understand that exceptional homes deserve extraordinary marketing. Our luxury home marketing program is designed to exceed the standards of any other brokerage in sophistication, quality, and reach.

We leverage cutting-edge digital strategies, stunning imagery, and state-of-the-art technology to highlight the distinctive features of your property. With a global network of 88,000 agents across 25 countries, we connect with high-net-worth individuals and investors actively seeking prestigious residences. In addition, your property will be featured in an unparalleled selection of elite media outlets, ensuring maximum exposure to affluent buyers worldwide.

As your agent, I am dedicated to delivering personalized service throughout every step of the selling process. From strategically pricing your property to expertly negotiating offers, I am committed to ensuring a seamless and successful transaction. My expertise in market trends, negotiation, and client-focused service is your advantage.

Thank you for considering me as your trusted partner. I look forward to collaborating with you to achieve exceptional results in the sale of your exquisite home.



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LUXURY

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Our Achievements

\$32
Million

REVENUE 2022

Realtor of the
Year 2022

AWARDS

Wall Street
Journal

FEATURED

Certified Luxury Home
Marketing Specialist®

SPECIALTIES

What our clients are saying



"My family & I would like to extend to both of you our GREATEST appreciation for ALL that you have done for us. Words will never be enough to express our gratefulness, but our never ending friendship to you will extend to our last days & beyond. In our family's eyes, you are GIANTS among men. Thank you!" -Terence Murphy

"The Reis team helped us reach agreement for purchasing a stable for our operations, a key achievement for our strategic plan. He was able to earn the trust of the sellers, and bring them from skepticism about the transaction to wholeheartedly embracing it. He brought creativity and great wisdom to the transaction and continued to help us bring it to closing." -Alicia Kershaw, Executive Director GallopNYC

" Three words to sum up my experience with Randy - An Absolute Pleasure. Randy is a great real estate agent who is honest about finding you the best apartment at the best cost. He is very good at his job, and most importantly (to me) he is very efficient! I'm the kind of person that asks a lot of questions and Randy provided helpful answers to every single one of them. He was by far the most pleasant and effective real estate agent I have ever worked with. " -Stephen B.

WHY EXP LUXURY



LUXURY





• MILAN • AUCKLAND • LISBON • TORONTO • ATHENS
• HONG KONG • MUMBAI • SANTIAGO • PARIS • LONDON
• SEOUL • SYDNEY • TOKYO • MUNICH • MADRID
• MEXICO CITY • NEW YORK

The First Cloud
Brokerage Connecting
Luxury Globally.



Singular Global Reach

eXp Realty is the world's fastest-growing real estate tech company, boasting a network of over 72,000 agents across the United States, Canada, the United Kingdom, Australia, South Africa, India, Mexico, Portugal, France, Puerto Rico, Brazil, Italy, Hong Kong, Colombia, Spain, Israel, Panama, Germany, and beyond. With our unmatched global presence, we seamlessly connect with buyers and investors worldwide, delivering exceptional results and maximizing value for our clients.

- Direct access to 24 global markets / 88,000 agents
- More exposure for your listing
- More networking opportunities

A Different Approach. Superior Results.

We provide a superior level of service, expertise, and personalized attention to meet every client's unique needs. Our comprehensive approach ensures your home receives maximum exposure, attracting qualified buyers and fostering competition. With our team of dedicated professionals, you'll experience a seamless, concierge-style journey from start to finish. Our commitment is to deliver top-dollar results for your home, quickly and without hassle. The success of our clients speaks for itself.



Nobody Does More To Bring You Top Dollar Results

ELITE LUXURY ADVERTISING

AWARD WINNING PHOTO + VIDEO

GLOBAL EXPOSURE IN 75+ COUNTRIES

IMMERSIVE TECHNOLOGY

AFFLUENT BUYER TARGETING

Elite Luxury Advertising

We are dedicated to offering our clients the most extensive and prestigious global advertising and marketing solutions in the industry. Your home will be featured across premier media platforms, including The Wall Street Journal, Mansion Global, Robb Report, and many others, ensuring unparalleled exposure to discerning buyers worldwide.

Your property is also translated and distributed across dozens of prominent real estate platforms in Asia, Europe, Australia, the Middle East, South America, and beyond. By showcasing your home to a global audience of affluent buyers and investors, we go above and beyond to deliver exceptional results on an international scale.





When image Is Everything

In luxury real estate marketing, nothing is more critical than extraordinary visuals. Premium-quality, professional photography is essential for showcasing your home and evoking an emotional connection with buyers. Elegant, cinematic videos captivate audiences like no other medium, while breathtaking aerial imagery highlights the significance of location and surroundings. Cutting-edge technologies such as 3D VR tours offer buyers an unforgettable, immersive experience. We are dedicated to giving your home the star treatment, utilizing best-in-class photography, videography, and virtual technologies to make it truly shine.

The Technology of Luxury

Achieving the right exposure for your property among highly qualified and motivated buyers worldwide requires expertise in cutting-edge technology. We leverage innovative solutions, including AI-driven buyer targeting and advanced market analysis, to ensure your property reaches the ideal audience with precision and impact.

We utilize stunning virtual technologies for image enhancement and immersive tours, ensuring your home is presented flawlessly. Your property is showcased across social media platforms and optimized for all types of mobile devices, reaching buyers wherever they are. Additionally, our dedication to real-time reporting and analysis keeps you informed at every stage of the process.



How we use Technology

INTELLIGENT

- AI Driven Buyer Targeting
- Strategic Market Analysis
- Robust Performance Tracking

VIRTUAL

- Immersive 3D Virtual Reality
- Photorealistic Renderings & Floorplans
- Remote Showings Globally

GLOBAL

- eXp Luxury Global Network 100+
- International Search Sites Key
- Investor Markets

SOCIAL

- Showcase to 10,000+ Social Media Audience
- Intensive Social Video Advertising

CONNECTED

- Fully integrated systems to deliver
- Maximum exposure across all media



MOBILE

- Custom QR Code
- Mobile-perfect Property Website
- Buyer Mobile Alerts

Designed to Command Attention

We believe extraordinary homes deserve extraordinary marketing. That's why we use professional design and ultra-premium materials to present your home with unmatched elegance and sophistication. From hardcover coffee table books and illuminated signage to expertly crafted digital assets, we ensure your home remains the centerpiece of attention.



Nobody does more to make
your experience effortless.



Our Concierge Commitment

A STRATEGY TAILORED TO YOU

Every client's needs are different, and we approach each sale with a bespoke strategy to deliver the best possible outcome based on your goals. With our deep experience in complex high stakes transactions on your side, you can feel confident in the results.

- Private Sales
- 1031 Exchange
- Relocation
- Investment
- Leasing
- Estate & Probate
- Repair & Renovation
- Historical Designation

A TEAM OF EXPERTS ON YOUR SIDE

Each successful transaction is the result of precise coordination by our specialized team of professionals. From tech and creative to sales and marketing, your home is in the hands of best talent in the business

- Sales
- Marketing
- Technology
- Creative
- Legal
- Financial

YOUR PRIVACY & SECURITY COME FIRST

We take special care to ensure a discreet, private and secure experience for our clients from start to finish. We understand that selling a home can involve disruption and stress and our team works overtime to deliver a concierge experience with discretion and diligence.



THE PROCESS



LUXURY



Your Property Journey

Selling a property is far more than a simple transaction—it's a dynamic, multi-step process designed to secure the best possible outcome in the shortest amount of time. From analyzing current market conditions to leveraging advanced marketing strategies, every detail plays a vital role. Below, we outline the key components that contribute to a successful property sale.

MARKET ANALYSIS

Evaluate current real estate trends to price your property competitively.

STAGING

Prepare your home to appeal to buyers, enhancing its best features.

LIFESTYLE AND PROPERTY VIDEOS

Showcase both your property and the lifestyle it offers, enhancing its attractiveness to potential buyers.

MARKETING STRATEGY

Featuring your property in upscale, lifestyle magazines targets a high-net-worth audience who appreciate the finer things in life, elevating your home's profile in circles that matter.

PURPOSEFUL PHOTOGRAPHY

High-quality photographs that make your property stand out in today's crowded market.

NEGOTIATION SKILLS

Leverage expert negotiation techniques to secure you the best possible deal.



Getting your Home Sold

01

PRE-SALE AND STRATEGY PLANNING

As your realtor, I will create a customized pre-sale and strategy plan designed to position your property for a swift and successful sale.



02

PREPARE THE PROPERTY

I will manage every aspect of preparing your property, ensuring it is market-ready and highly appealing to potential buyers.



03

PREPARE MARKETING

I'll craft a customized marketing strategy to maximize exposure and attract qualified buyers to your property.



Getting your Home Sold

04

GOING LIVE ON THE MARKET

—

I will expertly launch your property listing, ensuring it goes live with maximum impact to capture immediate attention from potential buyers.



05

THE ESCROW PROCESS

—

I'll guide you through the escrow process, ensuring a smooth transaction from initial offer to closing.



06

CLOSING THE SALE

—

I'll manage all the details to ensure a smooth and successful closing, finalizing the sale to your satisfaction.



Our Marketing Strategy

Selling a luxury property demands a refined and specialized approach that surpasses traditional methods. As your realtor, I start with a comprehensive market analysis tailored specifically to high-end homes, ensuring your property is priced strategically to attract the ideal buyers. I recognize that luxury is not solely defined by square footage—it's about the distinctive features and lifestyle your property embodies.

To truly highlight the essence of your home, I arrange for expert, magazine-grade photography and videography. These stunning visuals capture your property's distinctive features and luxury, forming the foundation of our marketing efforts. We then amplify its reach through a range of powerful platforms, including top-tier real estate websites and tailored social media campaigns, ensuring your property receives the spotlight it deserves.

The goal is to reach a global audience of discerning buyers who value luxury and are ready to invest in quality. I also utilize premium print materials and may arrange exclusive private viewings for pre-qualified buyers. My objective is not only to meet your expectations but to surpass them, ensuring a seamless and profitable sale of your exceptional property.

Listing Launch

Your property will be showcased prominently on eXpLuxury.com, the premier platform for luxury real estate. We start by crafting an engaging listing, featuring high-quality photos, comprehensive descriptions, and key property highlights to captivate potential buyers.

This listing is then shared across our vast network of over 90 advertising partners, maximizing its exposure to a broad audience of potential buyers. Furthermore, we implement targeted marketing strategies, including email campaigns, social media promotions, and prominent placements on high-traffic websites, to further enhance visibility.

Our all-encompassing strategy guarantees that your property gets the attention it deserves, boosting its visibility and attracting qualified buyers every step of the way throughout the selling process.



Print Marketing

As your realtor, I'll leverage premium print materials such as brochures and flyers to elegantly highlight your property. These high-quality assets provide a tangible experience that digital channels can't match, appealing to discerning buyers. Strategically distributed, our print marketing ensures your property remains top of mind among a select audience of high-net-worth individuals, adding an extra layer of sophistication to our comprehensive marketing approach.

PROPERTY BROCHURE

A professionally designed property brochure serves as a tangible keepsake that showcases your home's unique features, keeping it top-of-mind for potential buyers.

LUXURY MAGAZINES

Featuring your property in upscale, lifestyle magazines targets a high-net-worth audience who appreciate the finer things in life, elevating your home's profile in circles that matter.

EXCLUSIVE EVENT INVITATIONS

Invitations to exclusive property-viewing events create buzz and urgency, attracting genuinely interested, high-caliber buyers to experience your home in person.

ADVERTISING

Strategically placed print ads in luxury-focused publications reach a curated audience of high-net-worth individuals, increasing your property's visibility.

Digital Marketing

In today's digital world, online visibility is essential, particularly for luxury properties that demand a global audience. As your realtor, I employ advanced digital marketing strategies to present your property to a curated group of high-net-worth individuals. By utilizing top-tier real estate websites, targeted social media campaigns, and search engine optimization, we maximize your listing's reach and attract qualified buyers seeking a home as exceptional as yours. This digital approach enhances our traditional marketing efforts, creating a comprehensive strategy designed to sell your luxury property quickly and profitably.

WEBSITE

A dedicated website for your property acts as a 24/7 open house, allowing potential buyers to explore its features at their convenience.

VIDEO

High-quality videos offer an engaging way to showcase your property's lifestyle and features, capturing the attention of discerning buyers.

3D WALK THROUGHTS

A 3D walkthrough provides an immersive experience, allowing prospective buyers to tour the property virtually, deepening their connection before an in-person visit.

SOCIAL MEDIA

Strategic social media campaigns amplify your property's exposure, reaching a targeted audience of high-net-worth individuals likely to be interested in a luxury home.

LISTING SERVICES

Premium listing services ensure that your property appears on top real estate platforms, increasing visibility among qualified buyers actively searching for luxury homes.

Negotiations



Once the contract terms are finalized, I'll ensure a transaction overview is shared with all parties involved. Throughout this stage, I'll carefully track and record all key deadlines. The property will undergo an appraisal and inspection, and any follow-up negotiations will be handled promptly. Additionally, I'll compile and forward all required financial and supporting documentation to the managing agent for processing.

Time to Close



A key component of this process is the property appraisal and comprehensive home inspection. If any issues or discrepancies arise during these evaluations, I will lead the necessary negotiations to resolve them. Finally, once all financial details and additional documentation are collected, I will ensure everything is meticulously organized and submitted to the managing agent for review and final approval. Our commitment to a seamless experience remains steadfast throughout, ensuring a smooth transition and peace of mind for everyone involved.



I will manage every step to ensure a successful sale. Once the buyer has completed inspections, cleared all contingencies, and secured financing, we'll arrange the final walkthrough. The process will conclude with you handing over the keys to the new homeowner, marking the successful closure of the sale.

Next Steps

Please prepare these documents in advanced of our meeting.

GENERAL

- A copy of your survey (if you have one).
- The average costs of your utilities (electricity, water, hydro).
- Receipts, permits and/or warranties for any recent home improvements (roof, windows, furnace, kitchen appliances, etc.).
- A completed “10 best features of your home” sheet.
- Any other relevant information (copy of floor plans, builder info, permits).
- 2 copies of your front door key.
- Any alarm codes.

FOR CONDOMINIUM OWNERS

- Maintenance fees and a list of maintenance fee inclusions (gas, hot water, etc.)
- Parking and locker numbers, fob key to the building and any common areas, and unit buzzer number Strata plan.
- A list of bylaws and restrictions.
- Strata minutes from the last 2 years.
- Details of any building updates (roof, balconies, boiler etc).
- Details of any pending building.
- Improvements and/or pending levies (vote on or proposed).
- What is approximate value of the contingency reserve fund?



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