



VILLAGE GREEN  
REALTY

*the* **LOCAL EXPERTS**

Innovative Service, Marketing, and Advice



SELLER'S GUIDE

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*You can find even more advice on listing and selling your home on our blog,  
[www.villagegreenrealty.com/blog](http://www.villagegreenrealty.com/blog).*



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## Message from JOAN LONERGAN, LICENSED REAL ESTATE BROKER/OWNER

I'm an Ulster County native who grew up wading through the streams and wandering the woods of the Catskill Mountains. I returned home to Woodstock in 1986 after studying art and having a successful career in graphic design in the city. I wanted a career that was grounded in the area. So, I got my Real Estate License and the rest is history.

**I started Village Green Realty with one goal:  
To do the best job I could for every person who walked through my doors.**

As I've slowly expanded my company I've brought in agents and a partner who share my work ethic. Our business has grown into the #1 Real Estate Company in Ulster and Greene Counties\*, and we're now in Orange County, Columbia County and Dutchess County as well. With well over 100 agents and support staff, we're still expanding. I'm so proud of our record, and of all the people we've helped.

A sale of property is so much more than a financial transaction. It always marks the end of one epoch in a client's life and the beginning of another. I hope Coldwell Banker Village Green Realty can help you as you transition to whatever big thing is next for you.

## Message from CANDIDA ELLIS, LICENSED REAL ESTATE BROKER/OWNER

I came to this country from England as a teenager, to attend High School in New York City.

I completely fell in love with the city, and after moving to Palm Beach and working as a corporate Aircraft Broker and living in Los Angeles for some years, I found my way home to NYC in the mid-nineties.

I was lucky enough to purchase a little Victorian home in Kingston as a weekender in 1998, and after the tragic events of September the 11th, I decided to take a leap of faith, as so many have, and move to the Hudson Valley permanently. My horses, my husband, and I are now settled in Ulster County. Twenty years later, I still marvel every single, solitary day at the beauty, diversity, culture and amazing lifestyle here.

As luck would have it, Joan and I met, and I began working for Village Green Realty in 2006. Fast forward...a perfect partnership grew! Together we have a fantastic time every day; growing our business. Joan and I share a simple philosophy; integrity, unparalleled service to our clients, and straight-forward business practices. And I get to share my discovery of this wonderful place and amazing lifestyle every day (I am pretty sure the secret is out).



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\*According to Hudson Valley and Catskill Region MLS and Columbia/Greene/Northern Dutchess MLS, 2011 through date of printing.

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***“Where we love is home.  
Home that our feet may  
leave, but not our hearts.”***

***- Oliver Wendell Holmes***



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# Are You Really Ready?

Home is where the heart is - it can be hard to move on if your heart isn't in it.

You're invested in your home. You've put equity, memories, time, effort and your personal style into your property. It can be hard to think of moving on. It can be exciting to think of moving on. For most of our sellers, it's a mixture of both.

There are some important questions to consider before you decide to put your house on the market. Answering these questions will help you prepare for the selling process and get the results you want quickly.

## Does everyone in the household agree that selling is the right move?

Wahoo! You've decided to sell your house! Is everyone in the household as excited about the prospect of moving as you are? Sellers who are on the same page, who share a common vision of what will happen after the sale, are sellers who are ready. They've discussed the reasons they're selling with everyone who lives in the house, they all understand the adjustments they'll make in their lifestyle while it's on the market, and every one of them is looking towards the future. When you need to ready your home for a showing at the last minute, having a gung-ho team who works together makes it easy.

## Are you willing to slightly adjust your lifestyle while your house is on the market?

Unless you are a domestic virtuoso, your house probably doesn't look perfect all the time. Don't worry; we bet it looks a lot better than you think!

The minute you list your home for sale you'll begin to feel differently about it. Your home is no longer simply a home, it's a means to an end. You'll begin to look at your home through a different lens - a buyer's lens. You may start to see little adjustments you can make that will make your home more appealing to buyers. Those adjustments might inconvenience you slightly on a day-to-day basis, but they're worth it.

Tiny things like putting away small appliances so that your countertops can take center-stage have an impact. Your agent will give you recommendations; that's one of the reasons you hire them. If you've prepared yourself to make these slight shifts, and you're willing to embrace your agent's expertise, selling can be smooth. You might even find it a fun, collaborative, creative process!



Properties in our area spend an average of 110 days on the market\*, if it's important to you to be on the low end of the spectrum, having your property showing-ready when you list is a necessary commitment.

## Do you have a plan?

Do you know where you're headed if your home sells 3 months from now? 6 months from now? What if it sells in just 2 weeks? Taking some time to come up with several visions of your near future will help you feel secure and excited every step of the way.

\*According to Hudson Valley Catskills Region MLS residential sales statistics 2018.



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# Preparing To Sell

Getting Your Home Ready to Make the Best Possible Impression



## Prepare For a Quick Sale

“How can I sell my home fast?” This is a question our clients ask us all the time. We want selling your home to be quick and easy for you, and we want you to feel you’ve gotten the highest sale price possible. We also want your home to make such an impression on buyers and agents, that our phones are buzzing with requests for appointments to tour it. Then, we want a great offer to purchase to follow quickly on the heels of the first batch of showings. How wonderful!

## We’ve Got 15 Seconds

Did you know people form an opinion of your property within 15 seconds of their arrival? They’re barely out of the car! Clearly, it’s critical that your home make the best first impression possible to both buyers and their agents.

The key to selling your home quickly is proper preparation before it goes on the market. While it might be tempting to just “get it done,” - to put your house on the market now, and make it look pretty later, we generally don’t recommend it. Your home will be photographed before it goes on the market. Those photographs and the video tour are your home’s primary

marketing assets. If your home is not properly prepared when they’re taken, you may sell yourself short. Months later, you may find yourself wishing you’d taken some prep time.

Here is a checklist of the items that contribute to that all-important first impression. This is an exhaustive list (it may look *exhausting*), so don’t get overwhelmed. Your house may only need one or two of these tweaks. Your agent can help you pinpoint where you should put your time and energy. They’ll help you understand how to make your home immediately irresistible to discerning buyers. Who knows, maybe everything on your property is in great shape! Your agent may tell you to sit back, relax, and have a coffee!

## Our Exterior Checklist

Here are the top 10 exterior items to address when selling your home.

1. **The Roof.** Replace any broken or missing shingles, and repair fascia boards and flashing. If your roof is in very bad condition it may be a turn-off for buyers who don’t want the trouble and expense of a roof replacement.
2. **The Siding.** Chipping paint or dirty, mossy vinyl siding are buyer turnoffs. Give your home a fresh coat or a good scrubbing, and repair any rotten or damaged siding.
3. **The Windows.** Replace any cracked or broken glass. Clean the windows to a sparkling shine. Paint if touch-ups are needed, and consider installing window boxes with bright flowers or greens.



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## Prepare. Move!

4. **Landscaping.** Freshly trimmed shrubs, a neat and tidy lawn, and well placed potted plants make a home look well maintained and cared for at very low cost. Grab some hedge trimmers and clip until your home looks like it belongs in *Better Homes and Gardens*. In the winter, some tasteful holiday decorating can make your home feel welcoming.

5. **Walkways.** Repair any cracks or missing bricks in walkways. Clear away any weeds and grass that are breaking through, and give them a good sweep. If it's wintertime, be sure that the walkways are clear of snow and ice for photographs, video filming, and tours.

6. **The Driveway.** In Upstate New York the driveway is an important feature in a home. Give it a good cleaning, repair any cracks, and consider resealing. If there are any items like toys or waste cans that call your driveway home, remove them to a less conspicuous place. If possible, your vehicles should be parked elsewhere for the photo shoot, video shoot, and for showings.

7. **Gutters and Downspouts.** Make sure your gutters and downspouts are

in good repair, and if runoff areas have eroded, install concrete spillways.

8. **The Doorway.** The doorway is the visual focal point of your house - it's psychologically important to your buyers. Buyers are looking for the perfect place to spend the next phase of their life. If the doorway to your home is in poor repair or unappealing, they're unlikely to feel enthusiastic about entrusting their future happiness to the house. To spruce up the doorway consider repainting, replacing the door hardware, installing a kick plate, upgrading the surrounding light fixtures, and placing potted plants nearby.

9. **Trees.** If you have trees that seem perilously close to falling on your house, or have broken dangling limbs, consider having an arborist address the problems.

10. **Water Features.** If you are lucky enough to have a water feature on your property, show it to its best advantage! Have pools, hot tubs, and waterfalls working, open, and clean during the photo shoot, video shoot, and showings. If you have waterfront property, clear the access path to the waterfront so that buyers can safely get a good look.



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Your agent is your best resource as you prepare your house for sale. Not sure what improvements to prioritize? Just ask your agent. Don't want to go overboard and spend more than necessary to be competitive in the market? Your agent will help you prepare without going off the deep end.

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# Listing With Us

The Local Experts

At Coldwell Banker Village Green Realty we understand that selling your home is so much more than a financial transaction; it's a turning point for you! Here are some great reasons to entrust Village Green Realty with your home.



## We're Different

A real estate agent's job is to put your house on the market, pound a sign into the ground and then head off to their "real job"...right? Well, there's a whole lot more to it than that. Our agents and staff spend their full work week (and work weekend) providing our clients with the ultimate service. In a sea of sameness, we're ok being different. We monitor trends, we adopt the new technologies home buyers ask for, and we never settle for the status quo.

## We're Local

Village Green Realty began in a tiny little office in Woodstock 27 years ago. Since then, we've grown to 6 offices and over 100 agents! Each of our agents specializes in the area they know best. They're local experts on everything from the real estate market to the closest hiking trail and the best place to get fresh goat cheese! Having enough local experts to cover 7 counties (Ulster, Dutchess, Greene, Columbia, Orange, Sullivan, and Schoharie), most of the Hudson Valley and Catskill Mountains, is one of our greatest assets.

## Brand Power

As Village Green Realty grew, we saw an opportunity to do more for our clients. By joining forces with Coldwell Banker, we've been able to exponentially improve our listings' visibility, bringing them more local, national and global attention than we could have without our Coldwell Banker affiliation. ColdwellBanker.com, and the luxury real estate website ColdwellBankerLuxury.com connect thousands of homebuyers with our listings every month. Coldwell Banker's national presence and advertising campaigns engender instant recognition, helping buyers who are unfamiliar with our market feel immediately comfortable with us. When they see that blue logo, they know they're dealing with knowledgeable professionals.

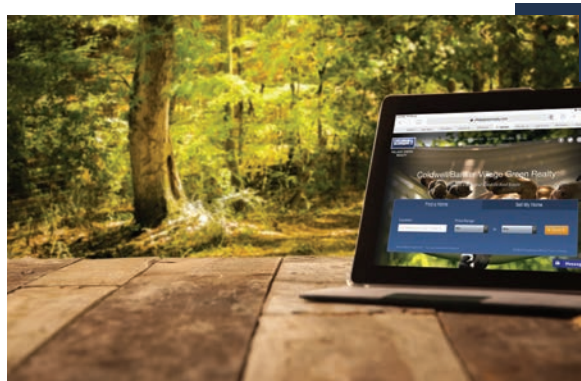
The best part of our relationship with Coldwell Banker is that we are able to leverage the power of the brand to our advantage, while still being entirely locally owned and managed. Making us truly locally grown, nationally known, and globally connected.

## Our Agents

Coldwell Banker agents are a special breed. Not only are they committed to a standard of excellence and professionalism, they also have access to the most extensive training in the business. That consistent, innovative training makes them the most qualified agents around. You can be sure you've put yourself in good hands with a Village Green Agent. Read our agents' stories at [www.villagegreenrealty.com/agents](http://www.villagegreenrealty.com/agents).

## Our Team

We have an amazing team of managers, administrators, marketing assistants, videographers and photographers. Our agents have backup in every corner, and our management is committed to seeking out the means to give superior service to all our clients. Our offices are staffed so that you and your buyers can always reach someone. We even have an appointment center to handle phone overflow, so we're never too busy for you.



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# Listing With Us

The Local Experts

## Our Marketing

Before the internet, Real Estate Agents would always say, "You never know where you'll find your buyer." That's not true anymore. We know exactly where the buyers are. They're browsing the internet and apps on their smartphones and desktops, they're visiting the towns and villages we work in, they're talking to our agents and to agents who work with other companies, and they're tapping on the flyers in the windows of our offices - in other words, they're everywhere. Our marketing plan has two phases; first, make your house look and sound great, second, put it in front of as many buyers, in as many places as we can.



### Marketing Team

An in-house team of Marketers assist your CBVGR agent with copywriting, photo selection, and placement of advertising. They follow the trends, analyze data, and fix issues, so your agent has time to take your calls.



### Photography

Our in-house photographer/videographer is an expert at shooting your home's best angles and providing your agent and the marketing team with everything they need to present it to buyers.



### ColdwellBanker.com

With 69.9 Million yearly visitors Coldwell Banker is the most visited real estate brand online. ColdwellBankerLuxury.com provides a luxury search experience for local, national and international buyers.



### The Big 3

Listing your home on an MLS causes it to appear on the 3 most popular real estate portals. What it might not do is appear correctly! Our marketing team researches and repairs inaccuracies in our listings because accuracy is important to your buyers.



### VillageGreenRealty.com

With average monthly traffic that's 4,806% higher than the site of our nearest MLS competitor\*, villagegreenrealty.com is a destination for serious buyers interested in finding a home here in the Hudson Valley and Catskills region.



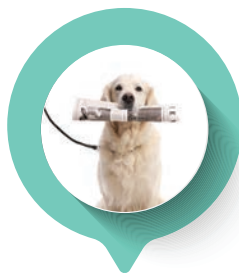
### Social Media

We don't just post our listings on our social media channels - we promote them. We pay to have our listings delivered to an audience of homebuyers.



### Newsletter

Every month or so, our staff publishes an e-newsletter that goes out to 50,000 subscribers, the bulk of them homebuyers, who have used our website and asked to be kept up-to-date on new listings.



### Print Advertising

You've probably heard it said that "Print is dead." Basically, this is true; most buyers no longer find their next home in a newspaper or magazine, but a few do. We're committed to catching every buyer. So, we continue to do weekly and monthly print campaigns.



### Connections

From CBVGR sponsored caravans (when we all climb in cars and tour our listings) to special emails to our colleagues, to posting in social media groups for agents, we make sure that everyone in the industry who might have a ready and willing buyer, knows about your home.



### Location

Our offices are strategically placed across the Hudson Valley. We're in the thick of things, in villages where there's a lot of foot traffic. Our agents are always available to talk to buyers who are drawn in by the treats we keep for their pets, and our listings in the windows.



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\*Hudson Valley Catskill Region Closest MLS competitor data per SEMRush Feb 2019.

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# How Do Agents Calculate Market Value?

When you mention to friends and neighbors that you're thinking of putting your home on the market, they'll likely tell you what they think you can "get for it." They're basing their pricing on what their brother-in-law sold his house for (sometimes their brother-in-law lives in a state far-far away), or on ads they've seen in regional publications. Your friends have the best of intentions. They're excited for you! But the wise seller doesn't get attached to the numbers they're throwing around. They know they need solid numbers based on current local market data.

Real estate agents go through a process called comparative market analysis in order to calculate the market value of a home.

First, they visit the home. They look at the basics of course; like the number of bedrooms, full and half baths, acreage, outbuildings, and square footage. They look at the condition of the home. The condition is everything from the age and health of the roof and systems, to the wear of the flooring, trim, and wall finishes. They arrive at an overall rating for the condition; anywhere from excellent (like new) to poor (needs extensive remodeling).

They look at the age of the home. They also take into consideration any "cool factor" that might affect the value. Sometimes mid-century homes are "in," sometimes everyone wants an antique farmhouse, and sometimes buyers are clamoring for a-frame cabins from the 1970s. The popularity of a home's type might elevate the value.

They consider additional features that add value to buyers in this market, like art studio space, views, guest space, green building and solar power. Working constantly with buyers, attending caravans to tour new listings, and previewing what's coming on the market keeps agents up-to-date on competitive listings and what's important to the buyers who will be looking at your home.

After an agent has toured the home, they return to their office where they begin to look analytically at the comparable properties that have been on the market in the past 6 months to a year.

First, they look at properties that are currently on the market to see how they compare and contrast with the subject property. They figure out how this property is going to measure up to its current competition.

Then, they look at comparable properties that sold in the last 6 to 12 months. They look

at the actual sales price of those homes and make adjustments for any differences in the properties (for example they would add value for a view, or subtract value for a roof that needs replacing).

They also look at the properties that did not sell over the same period. Those properties were priced too high for the market. Again, chances are the agent toured this property and can pinpoint the reasons it did not sell at that price point; invaluable information as you price your home.

Only after examining all this information does an agent arrive at a final market price to bring to you. Agents are happy to share all of the data that led them to their market price. Just ask!



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## You & Your House Are Unique

# How To Choose The Right Agent For You

How do you choose the person you will entrust with your home and your dreams for the future? With great care. The relationship you have with your agent should be one of trust and respect. You owe it to yourself to take the time to research and interview agents until you find someone you're completely comfortable with. Here are some resources to help you find "the one."

### Read Reviews and Testimonials

Your first stop should be an agent's website. Our agents have a bio, testimonials, and photo slide shows to help you learn a little bit about them. Visit [www.villagegreenrealty.com/agents](http://www.villagegreenrealty.com/agents) to view them.

Your next stop should be reviews of agents on Real Estate sites like Trulia.com, Zillow.com, and Realtor.com, where past clients can post their experiences.

### Investigate Their Listings and Sales

Look at an agent's current listings. How are they presented? Do they have plenty of high-quality pictures, a video, and copy that would make you want to go see the house? If their listings pass the test, then look at their past sales. Did the homes they listed sell for near

asking price? Or above asking price? You want to be sure that your agent will properly price your home.

### Ask a Question

It's vital that you get along well with your agent, but it's also important that they are responsive when a potential buyer, or a buyer's agent, contact them about your home. If an agent looks like a possible match for you, pick up the phone or contact them via a real estate website, and ask a question. If they answer you quickly and well, you should consider an interview.

### Interview

It's OK to sit down with several real estate agents to chat about your house and your expectations. After the interviewing process, you should choose whichever agent meets the criteria below. If no one quite fits the bill, keep looking!

- You feel comfortable sharing your hopes

for how the selling process will go, and some financial details with them.

- You've compared the marketing they offer with what other agents and companies provide, and you feel they are competitive.
- They are responsive to your preferences. You may want to updates via phone, text, email or Facebook chat. You might want to check in weekly, or only when there is a significant development. If your preferences differ slightly from what an agent usually offers, they should be willing to adjust for you.
- They have experience with properties similar to yours, are excited about your property, and you feel satisfied that they have the support (like office staff, a manager, or a partner agent) to make your property a priority even if they become quite busy.

Choosing the right agent at the start is your surest path to success!



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# How Buyers Search:



Web search has completely changed real estate. One of the surprising (and rarely discussed) effects of web search is how it has made properly pricing a property at the outset far more critical than it was back in the days of paper.

**Information.** Buyers used to see only the properties their agents presented to them. Perhaps a home in a newspaper ad caught their eye, and they'd ask their agent to take them there. But, basically they were in the dark - dependent upon their agent. No more!

**Buyers have access to every listing, all the time.** Real estate sites allow them to search and sort by their preferences and compare listings with a fine tooth comb - looking at pictures, videos, local information, and lists of features.

For sellers, this means that their listing has to appear to be equal to, or better than, the listings it appears with in those searches. If it's not, it needs to cost less or a smart buyer is going to pass it by with barely a glance. You don't want that! And neither does your agent.

## No More "Testing The Market."

Most Real Estate sites allow buyers to sort listings by the number of "days on the market." If your property is newly on the market, it comes up at the top of this search. This is great! Unless your property doesn't compare well with similar properties.

If you decide to see if there's some special

buyer out there who's willing to pay more than what an analysis of comparable properties says your home is worth, you might watch your house move pages and pages deep in that "days on the market" search. Even if you lower the price later to be competitive, buyers may assume that there's something wrong with your property because it's been on the market for a while. Horrors! Natural scepticism and an active imagination have just taken your house out of the running in a buyers mind!

**"Saved Searches."** Most real estate websites allow buyers to create and save a search that they tailor to their own preferences. When a property that meets the buyers parameters hits the market, the site sends them an email with pictures and details - even if they never return to that website again! It's amazing. When your property hits the market it will be sent to buyers who have said they want something exactly like what you are selling. That "saved search" email is gold. It might just be your best chance to sell your property quickly. BUT, if your property isn't priced competitively, and the buyer who receives that email doesn't see the value in your property, you've lost that first, best chance.

A savvy agent is going to want to price your property in the competitive sweet spot that will turn web searches into a selling tool instead of a pitfall. They'll want what's in your best interest.

# Insider Tips: Social Media By The Numbers



There are dozens of social media networks. Real estate buyers browse for homes on the networks where photos and video are the focus.

**36%** percent of 2018 buyers who were Millennials; the largest generational group of buyers in 2018

**80%+** the percentage of Millennials who say they use YouTube and Facebook

**50%+** the percentage of Millennials who say they use Instagram.

**68%** the percentage of US adults who use Facebook

**73%** the percentage of US adults who use Youtube

Buyers are on social media networks. Wherever buyers are, you'll find us. We use Youtube, Facebook, and Instagram to advertise our listings and connect with potential buyers to great success.

**.85%** CBVGR's Facebook Engagement Rate (the median engagement rate for brands is .16%)

**14.6%** CBVGR's Instagram Engagement Rate (the median engagement rate for brands is 1.73%)



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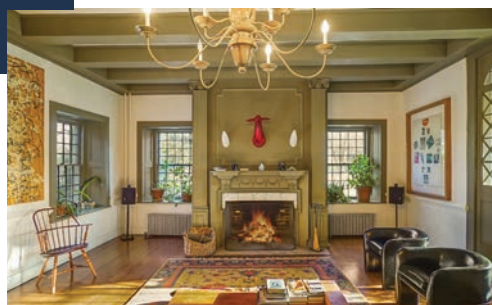


# THE POWER OF IMAGES

## 6 REASONS TO CARE ABOUT PHOTOS AND VIDEO

We know, we know, “A picture’s worth a thousand words,” might be the world’s most overused phrase. But, it’s used so often because it’s true. We’ve had incredible success marketing the homes we sell with Video Tours and Professional Photography. Every homeowner wants gorgeous photos and a video tour taken of their property. It’s a bit flattering, right? Like having your picture appear in the local newspaper. But, do video tours and high-quality images really do anything to promote your home to buyers? Is it possible they can make it sell faster? Or for a higher price? Absolutely!

### #1. You’ll Be Forced To Get Your Home 100% Showing Ready



You’ve seen all the staging shows, you’ve read all the articles. Of course, you live in your home! But the point of selling it is to not live there anymore, right? Anyone who tells you that you don’t really need to get your home looking as pristine as the home above is selling you a bill of goods. Buyers, regardless of their price range, want to feel that they are buying into the best possible version of their future. Images of your home have the potential to inspire dreams!

There’s something a little fun about getting your home ready for its film debut. Embrace it! Grab onto that spark of cinematic inspiration and make your house look pretty. Think of it as a movie set and declutter, brighten with lamps and remove (if only temporarily) light-blocking window dressings. Do this at the beginning, and you’ll be able to keep it that way. Staging early will help with the video, the photos, and SHOWINGS!

### #2. Photos Are The First Thing Buyers See!

On most websites, the first thing buyers see is the photo of the outside of your house - in the real estate business we call it the “hero

photo” because it either saves the day... or it doesn’t. If you want to sell your home anytime soon, photos should be your main concern. While not every home will benefit from having a video tour taken (ask your agent about homes where video just doesn’t make sense), absolutely every home should be marketed with high-quality photography. Homes with high-quality photography sell 32 times faster than those without! How about if you want to sell it at the best possible price? Photos help with that too! For homes in the \$200,000 to \$1 million range, those with high-quality images sell for \$3,000 to \$11,000 more than those without.

Your agent’s endgame should be to have people falling over one another to see your house. Their plan should be to stay up until the wee hours, waiting on that one, final, competing offer so that you can sell to the highest bidder. If they show up to take your photos with a smartphone, none of that is going to happen. Smartphone photos don’t inspire urgency in buyers.

We invest in an on-staff photographer. We feel it’s the only way to consistently give buyers what they want. According to a National Association of Realtors 2018 study, 87% of homebuyers who searched using the internet said that pictures were one of the most useful features on real estate websites. We’re not sure what the other 13% are looking at. Presenting your home as a hot commodity that’s worth the investment inherent in professional photography is the way to catch the eye of your buyers, and then keep them coming back to your listing until they can’t resist making an appointment.

### #3. Properties With Video Tours Receive 403% More Inquiries than Those Without

For some reason, this one is always a little tough for people to swallow. But it’s TRUE! A property that has a video tour attached to it gets more inquiries. Why? Well, here’s a test:

Visit our YouTube channel at [Youtube.com/CBVGR](https://www.youtube.com/CBVGR), watch a property video, and then see if you can answer the following questions about the property:

- Does this look like somewhere you might be able to live? Are the grounds too big or small for you?
- Is the connection to the outside enough for you?
- Does it have the amenities you’d like in a home?
- Is there enough parking for you?
- Is it a style you like?
- Do you have an understanding of the flow and layout?

Were you able to answer most of these questions? Probably. At the very least you know whether you like the house in the video or not, and so will a buyer after watching



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your video. Property videos answer buyers questions before they know to ask them. By the time the final frame fades, they know whether they want to see it in person, or not. This makes their lives, and yours, easy. So many sellers and agents waste time showing homes to people who have had their curiosity sparked by a few strategically selected photos. The buyers tour the house, and it's not at all what they were expecting. When the same buyers have seen a video, it's pretty easy for an agent to gauge their actual interest in the property. And when the buyer gets to your home, it will be exactly what they're expecting.

#### #4. Agents Will Be Intimately Familiar With Your Home Instantly

Here's a dirty little secret, Real Estate Salespeople don't always get to physically preview every home that comes on the market. They know their own listings, the MLS sponsors caravans where the agents drive around together to tour one another's listings, and we do our own Coldwell Banker Village Green Realty caravans. BUT, in the first two weeks of May 2018, 224 new listings came on the market in the Ulster County area. 224! Even the most diligent of

agents can't preview that many properties in 2 weeks! Or even half of them.

Every morning agents take a look at what's new on the market, and which prices have changed, to see which properties match the criteria of buyers they're working with. In many cases, their buyers have moved beyond running searches for themselves on real estate websites, and are depending on their expert agent to suggest properties that will interest them. The agents have the buyers who are ready to go NOW! And agents only want to recommend properties to their clients that they are confident they will like. High-quality, detailed photographs (and lots of them), as well as a well-made video, save the agent a trip to preview your property (whenever they can fit it into their schedule). You won't have to ready your home for the agent to preview it, and the agent can send your property to their clients immediately, with confidence.

#### #5. YouTube is the #2 Search Engine in the World

YouTube had 1.8 billion monthly users in 2018, all searching for recipes, comedy, products, properties and everything else. If you don't have a property video, you're missing out on potential buyers.

There are Real Estate Salespeople who post slide shows on YouTube as a way to give their listings some exposure there. But there's a problem with pulling that little switcheroo. The person who is watching that video is a person - not just a person, but a potential buyer. When you pull a bait and switch, they get annoyed. They get annoyed with your agent, annoyed with you, and annoyed with your property! That's no way to get showings! Property videos need to be just that, videos.

#### #6. The More Marketing Assets, The More Marketing

We market properties using many different venues. From real estate portals, to Instagram to Facebook, to newsletters, to blogs - you want your house out there! For some venues, a video is best, for others a series of photos that each reveal a titillating detail of your home, for others, a vague photo and a special story about the history of your home is just the ticket. The more we collect on your home, the more marketing we can do! Make sure you connect with an agent who understands the importance of high-quality images and has the resources to obtain them. Then tell them all your stories!



## Insider Tips: Video By The Numbers

**403%**

Properties with videos receive 403% more inquiries than those without a video.

**50%**

Of internet homebuyers say videos are very helpful in researching properties.

**82%**

It's projected that by 2021 82% of all internet traffic will be video views.

**12%**

Only 12% of Real Estate Agents nationwide use video to market the properties they list.



# Still Have Questions?

No guide to selling your home can possibly answer every seller's questions. Below are some of the questions we are asked most frequently. You probably have more! We'd love to answer them for you. Just reach out to any one of our agents, or to an office manager; they'll put you on the right path.

## Should I be present for showings?

This one is easy. No. Buyers want to be able to look at your home and talk to one another, and their agent, about how it fits what they're looking for. If you are there, they'll spend all their time trying to avoid you in order to accomplish this, or worse, they'll pay attention to you, instead of your house. Go out, grab a coffee, visit a friend, but don't stay there.

## Who pays a brokerage's commission?

It's standard for the seller to pay a commission to the company that lists and sells their home. That commission, in turn, gets divided between the selling brokerage and the brokerage that brings a buyer, and then again between the two brokerages and their agents.

## Do I have to leave my chandeliers behind?

We know what you're thinking...*really, this is an FAQ?* Absolutely. People get very attached to their light fixtures! This is just fine. You can exclude things like light fixtures, appliances, stone lions, and even toilets (we don't recommend this one) as long the items you are excluding are clearly noted in the listing on MLS and then again in the contract for sale.

## I don't have a survey. Do I need one?

Long story short, no. But if you are selling land, a home on a large parcel, or a home on a parcel that has the potential to be subdivided, buyers will appreciate having a survey.

## Everyone's always talking about contingencies. What's a contingency?

Sometimes a buyer can only buy a home under a particular set of circumstances; they need to sell their own home first, or they need to obtain financing. When these circumstances are detailed in an offer to purchase or in a contract for sale, they are called contingencies.

Occasionally the contingencies will be on the seller's side of the transaction.

## How long will it take for my home to sell?

This all depends on how well your home is presented, both in marketing and when buyers come to see it, and if it has been priced properly. In the current market, homes that are properly priced, sell. The average days on the market for residential properties in 2018 was 110 days. When you take into account that properties purchased with a mortgage can take two to three months to make their way through the mortgage machine, you get a clear picture of just how fast buyers are snapping up homes. Fast. If your home is well priced and well represented, you'll be on to whatever's next for you before you know it.





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