

BUILDING TYPES

MARKETING

10 POINT PLAN

PREPARING YOUR HOME

# BARSHAY



NYC MARKETING GUIDE



# CONTACT US

BARSHAY BROKERAGE RE GROUP LLC  
LICENSED REAL ESTATE BROKER  
275 7TH AVE 7TH FLR NY NY 10001  
212.645.8866

INFO@BARSHAY.COM WWW.BARSHAY.COM

MEMBER  
REAL ESTATE BOARD OF NEW YORK (REBNY)  
THE LARGEST MLS DATABASE IN THE  
METROPOLITAN AREA

# WELCOME

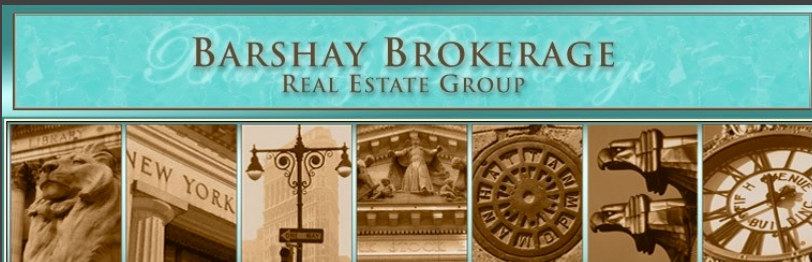
Barshay Brokerage informational guide helps you an Owner, navigate through the NYC Selling or Renting Process.

WE ARE LICENSED REAL ESTATE BROKERS, NOT SALES AGENTS

WE HAVE IN DEPTH KNOWLEDGE OF THE MARKETING & APPROVAL PROCESS

WE HAVE VAST EXPERIENCE IN PREPARING COOPERATIVE AND CONDOMINIUM BOARD PACKAGES

WE ARE WITH YOU THRU THE ENTIRE PROCESS FROM PREPARATION TO CLOSING YOUR TRANSACTION



SIMPLY SERVING NEW YORK CITY...SINCE 2003

OUR PRIORITIES ARE SIMPLE ~ THEY ARE YOURS



---

# BUILDING TYPES

---

## NEW YORK CITY BUILDING DESCRIPTIONS

### Post-War Building

These are buildings constructed after World War II. They may have central air, in wall a/c, doorman, parking garage, and cleaner simpler room layouts without ornamentation.

### Pre-War Building

These are buildings constructed prior to World War II. The more expensive apartments usually boast details such as high ceilings, moldings, fireplaces, decorative wood floors and gracious layouts. They may have doorman services, roof deck and laundry room. A pre-war building can also be a walk-up or townhouse.

### Walk-Up Building

These buildings are built prior to WW II and are pre-war construction. However, they are smaller buildings that may have up to six floors and no elevator. Many do not have a laundry room. Most do not have a live in super. The room sizes vary but most are not roomy and do not have grand pre-war details found in the larger pre-war buildings.

### Townhouse

These were once built as single family homes. Many now offer very interesting and gracious apartments. They usually have charming spaces as well as beautiful details such as fireplaces, high ceilings, detail moldings and decorative wood floors. Most are pre-war walk up buildings, although some have elevators. There will not be a live-in super and may not

have laundry. Some will offer a backyard garden, terrace or roof deck.

### New Construction

These high-rise buildings have been constructed since the late 1980's and have many amenities. Some are built with hotel like features. Many offer concierge services, doorman, roof deck, fitness room, children's play room, meeting room, parking garage, storage room, bike room, pool, and party room.

### Elevator Building

These are small buildings built from the 1950's thru the present, offering elevator service but not a doorman. They usually have laundry facilities and a live-in super.

### Loft

These were once commercial buildings that have now been converted to residential use. Most offer quite large living spaces that are open and airy. They have a very different interior feeling from a traditional apartment. Most have elevator service but a few still are walk-ups. There may be a roof deck and sometimes a live-in super. The exterior of the building is usually a pre-war but the interior is quite contemporary without the pre-war details. These buildings can be found in areas that were once only zoned for commercial space. However, the neighborhoods are now a mix of residential and commercial. Some neighborhood examples are Soho and Tribeca.

---

# MARKETING

---



Real Estate marketing of a property for sale or rent is about reaching the broadest audience possible. The first step is an analysis based on the type of property that will be marketed. Our years of experience, vast knowledge and many tools available to us will help in structuring an appropriate marketing plan for your property. It's this plan that will help achieve a very successful transaction. We have found that the key steps will include some if not all of the following:

- MLS (Multiple listing service)
- IDX/VOW The property will appear on over 300 REBNY Members company websites
- Key national and local real estate search sites such as NY Times, StreetEasy, Realtor.com, Trulia & Zillow
- An individual property website will be created and syndicated to over 100 different search sites.
- Your property will appear on our company website as a "featured listing".
- We send out e-blasts to both agents and personal clients

## NEW AGE MARKETING

The Internet has become an essential and indispensable tool in the home search process. Key property exposure and dispersion across all mediums creates the greatest opportunity for a successful transaction. Barshay Brokerage has the ability to cover all aspects of this marketing style.

- 54% of buyers stated that the use of the internet was the first step taken <sup>1</sup>
- 90% of home buyers searched online during their home buying process <sup>2</sup>
- 51% found the home they wanted to purchase on the Internet 87% of the buyers used a real estate agent or broker to complete the purchase process <sup>3</sup>
- 80% of customers use a Smartphone to search for property on the Internet <sup>4</sup>
- 1% of Buyers found the home they purchased in the Newspaper <sup>5</sup>
- Top 3 Social Network Referrers are 1. Facebook, 2. LinkedIn, 3. Twitter <sup>6</sup>
- 

1. National Association of Realtors (NAR) 2. Google Data 3. NAR  
4. NAR 5. Properties Online 6. Google Data

---

# 10 POINT MARKETING PLAN

---

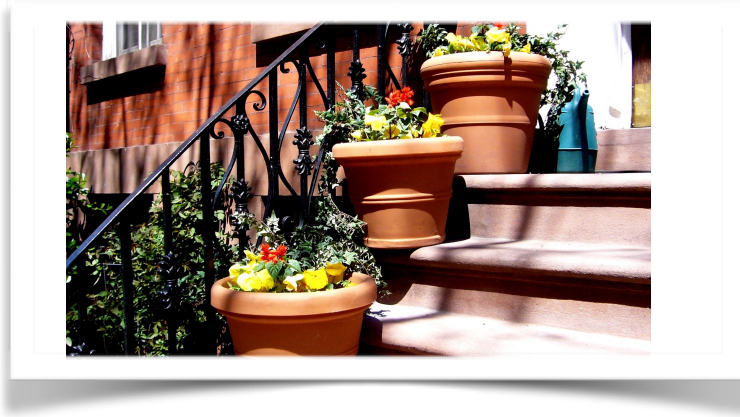


1. MLS: Your property is listed in The Real Estate Board of NY (REBNY) Multiple Listing Service reaching over 450 firms and 14,000 agents in NYC.
2. IDX/VOW: Your property will appear on over 300 real estate firm websites. When a customer is searching another firm's website your property will appear.
3. Internet Websites: Over 90% of customers conduct a search on the internet for property and nearly all of them will go to one or all of the five key Websites. Your property will appear on all of them: New York Times, StreetEasy, New York Times, Realtor, Zillow & Trulia.
4. REBNY Syndication Program: Your property will appear on nearly 100 real estate search sites and websites both Domestically and Internationally.
5. Property Website: We create an individual property website that highlights only your property and is syndicated separately to over fifty real estate search sites.
6. Company Website: Your property is given "featured listing" status on Barshay Brokerage website.
7. Customer E-blast: Your property will be emailed to our Barshay Brokerage's list of nearly 3,000 private customers.
8. Agent E-blast: We design a specific flyer for your property emailed to over 13,000 REBNY member agents & brokers.
9. Broker Open House (if necessary)
10. Customer Open House (if allowed by the building)

---

# PREPARING YOUR HOME FOR THE MARKET

---



Discuss with your agent the small decorating home improvements that will make substantial difference in the look and stature of your home.

1. Make repairs, even minor ones make a difference.
2. Gather together warranties and guarantees on appliances and other items that will remain with the apartment.
3. De-clutter! Throw out or file newspapers, magazines and papers. Pack away most of your small decorative items and personal photographs. Store out-of-season clothing and excess furnishings.
4. Wash your windows inside and out. Clean blinds, curtains or shades.
5. Keep everything extra clean. Wash fingerprints from light switch plates. Mop and wax floors, vacuum carpets. Clean inside and outside of appliances and cabinetry. Clean and polish bathroom tiles, tub, floor and countertop.
6. Clean carpeting and drapes to eliminate cooking odors, smoke, and pet smells.
7. Install higher wattage bulbs in lights to make rooms seem brighter.
8. Keep items to a minimum on counter tops and furniture.
9. All your cabinets and room doors should close properly.

10. Clean walls, touch up paint where necessary. If required, complete apartment painting.
11. Organize your closets and keep them spacious not stuffed.

## Staging your Home

If your home will be vacant discuss options:

- A. Staging your Home
- B. Virtual Staging your Home (for the internet)

If your home will remain furnished:

Remove or re-position some of your furniture and art work, creating a larger open palate so a prospect can visually see themselves living in your home.

## ADDITIONAL SERVICES FOR HIRE:

- Coordinating the replacement/upgrading of fixtures, appliances, paint colors, as well as any other items that need to be enhanced.
- Apartment renovation management
- Prepare renovation submission package
- Staging the apartment



# BARSHAY

Our Priorities are Simple ~ They are Yours

