

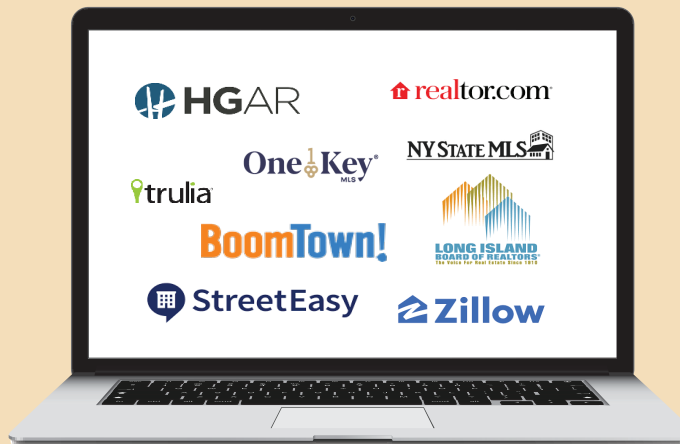


**LET US FIND YOUR
DREAM HOME**



POWERFUL PLATFORMS | MAXIMUM EXPOSURE

Insignia Realty Associates recognizes that a majority of people search online for properties to purchase. We have invested heavily in maintaining a leadership position in website optimization technologies and full online media coverage of the properties we represent.



Insignia's investment in technology combined with our local real estate expertise will provide you with the best resource in the industry.

We harness the power of the internet to give your listing maximum exposure across all of the most popular platforms available. We utilize all available resources to attract qualified buyers and maximize opportunity.



2021 Real Estate Market PROFILE OF BUYERS & SELLERS

As reported by the National Association of Realtors

BUYERS AT A GLANCE

- First-time buyers made up **34%** of all home buyers (an increase from 31% in 2020)
- **11%** of home buyers purchased a multi-generational home
- **14%** of recent home buyers were veterans with **3%** active duty service members

AGENTS

- **87%** of buyers purchased their home through a real estate agent or broker
- **90%** of sellers worked with a real estate agent or broker
- **90%** of buyers would use their agent again or recommend their agent to others agents

TOP NEIGHBORHOOD SELECTION FACTORS



QUALITY OF NEIGHBORHOOD



CLOSER TO FAMILY & FRIENDS




AFFORDABILITY & CONVENIENCE TO JOB

SELLERS AT A GLANCE

TOP REASONS WHY SELLERS RELOCATE

Buyers typically purchased their homes for 100% of the asking price with 29% purchasing over.

 **15%** To be closer to family & friends

 **14%** Current home too small

 **12%** Change in family situation





Insignia Realty Associates... Your trusted real estate resource.

If you are in the market for a REALTOR® who is ready to put their boundless energy, business savvy and extensive knowledge of all types of residential in property Long Island to work for YOU, then you have come to the right place.



Exceptional Service From an Exceptional Team

Founder Annmarie Portaro and co-owner Liz Sartorio share a visionary strategy focused on our clients and our community, contributing to Insignia Realty Associate's growth and success. Annmarie and Liz's leadership, market expertise, creativity, and tireless work ethic have made Insignia Realty Associates a trusted resource for buyers and sellers by prioritizing their needs at every step of the way. They're committed to providing their agents with the guidance, tools and support to meet their needs. As a locally owned, non-franchised, independent real estate model, our company is built on delivering personalized guidance and professional advice throughout each stage of every real estate transaction.

A Family of Professionals

Our agents are the foundation of our firm. Our Insignia team is a family of like-minded professionals—always growing, while supporting each other and our clients' success. Each Insignia Realty Associates agent understands that when buying or selling a home, you need a Realtor that delivers results and is communicative, knowledgeable, approachable and energetic—and we deliver on our promise. For them, helping others find that special place to call home is a deep personal calling. By working in a non-competitive environment, our team is able to offer individual personalized service and open communication.

Community Impact.

With our Long Island roots, Insignia Realty Associates is uniquely connected to our communities. Giving back to the communities we serve is one of our core values. Over the years, Insignia Realty Associates has worked alongside individuals, families, investors and business owners to discover and experience all that the Long Island real estate market has to offer. Our family of professionals are committed to your success—and are committed to consistently delivering the highest level of personalized service and support.



HOW TO WRITE A ZILLOW REVIEW

1. Go to www.zillow.com
2. Click on the “Agent Finder” tab at the top of the website
3. In the search bar, type in your real estate agent’s first and last name then hit enter
4. Click on the agent that you would like to review
5. Underneath their name click on “Write Review”
6. Select the amount of stars you’d like to give for each category
7. In the text box, please write about your experience (Please be as descriptive)
 - How did the agent perform during the transaction?
 - Did the agent go above and beyond for you? Please explain
8. If you already have a Zillow account, select that button, otherwise please select “I have to create a Zillow account”
9. Fill out the remaining information and click on “Submit Review”



Thank you! We appreciate your review!



SELLER'S CLOSING COSTS & INFORMATION

COST TO SELLER

1. State \$4 for every \$1,000
2. Mortgage Satisfaction
 - \$525 per Mortgage in Suffolk County
 - \$755 per Mortgage in Nassau County
3. Equity Loan Satisfaction
4. Attorney's Fees
5. Broker
6. Termites Treatment/Damage Repair
7. Obtain Certificate of Occupancy

DOCUMENTS NEEDED PRIOR TO CLOSING

1. Survey
2. Deed
3. All Certificates of Occupancy—House, Deck Pool, Shed, etc.
4. Mortgage Information—Where payments are sent, account number
5. Lease Agreement—If Rental Property or Legal Accessory Apartment forms and traditional marketing strategies. Their goal is always the same—help you meet your needs and objectives.

REIMBURSED FOR...

1. Oil in Tank
2. Real Estate Taxes



SOCIAL MEDIA

Technology is an important part of building your business. We have customer platforms to give you an edge on social media. Social media has made itself a huge part of the internet and hosts millions of users per day. Insignia Realty Associates makes a point to take full advantage of what social media marketing has to offer. For real estate agents, social media marketing is one of the most affordable methods for them to market themselves. It gives them a platform to share all types of information about their business such as their contact information, their listing, or even when they are having an open house. Social media allows for immediate exposure on the internet.

An agent's online presence is just as important as how they market themselves. Maintaining a strong presence allows the agent to provide customer service in real time to other users on their social media platform. Agents can raise awareness about themselves and their listings quickly as well as promote themselves in a positive way.





TIPS TO SELL YOUR HOME

GET READY

Prepare your home to sell by decluttering, deep cleaning and making repairs as necessary to increase the value of your home and generate the most interest. Think open, airy, bright and spacious as these are selling points that many buyers look for in a home.

MAKE THE CALL

Contact Insignia Realty Associates at [1-833-offer21](tel:1-833-offer21) or [631-361-2110](tel:631-361-2110). We will pair you with the perfect agent to guide you through every step of the process and handle your listing with the utmost care and attention.

KNOW YOUR WORTH

Let our agents help you to determine the current value of your home based on its individual selling features coupled with area trends.

SET THE STAGE

Some buyers can visualize potential in an open space, but there is nothing more inviting than the warmth of a staged home that really showcases all the potential it has to offer.

LIGHTS, CAMERA, ACTION

Hire a professional photographer to take photos and footage of your home utilizing proper lighting and camera angles to highlight all the major selling points.

MARKETING

Work with your agent to create a personalized marketing strategy for your listing to maximize exposure on all available platforms & listing agencies.



STEPS TO SELL YOUR HOME

Insignia Realty Associates is here to help!

- 1 **CONTACT**—Contact Your Insignia Realty Associates Agent.
- 2 **VALUE**—Our agent will help you determine the current value of your home.
- 3 **MARKETING**—Your agent will prepare a personalized marketing campaign.
- 4 **STAGING**—Stage your home to stand out from the competition.
- 5 **PHOTOGRAPHY**—Professional photography for your home.
- 6 **PAPERWORK**—Verify taxes, certificates of occupancy, survey and all other pertinent information.
- 7 **MULTIPLE LISTING SERVICE (MLS)**—Launch listing on MLS, insigniarealtyassociates.com, and other national/local real estate websites.
- 8 **SHOWING**—It's time to start showing your house!
- 9 **OPEN HOUSE**—We will host an open house to find the right buyer for your home.
- 10 **BUYER**—Agents can confirm the qualifications of the buyer.
- 11 **NEGOTIATE**—Negotiate offers & terms to obtain maximum value for your home.
- 12 **OFFER**—Acceptance of the offer.
- 13 **INSPECTIONS**—Home inspections & termite inspection.
- 14 **CONTRACTS**—Execute the contract of sale with your attorney.
- 15 **APPRAISAL**—Work with a bank to appraise your home.
- 16 **MORTGAGE**—Receive written mortgage commitment (45-60 days).
- 17 **TITLE**—Title search ordered by purchaser's attorney.
- 18 **MOVING**—Call movers for estimates.
- 19 **UTILITIES**—Transfer all utilities and have your oil meter read (if needed).
- 20 **WALK-THROUGH**—Final walk-through scheduled 12-24 hours prior to closing.
- 21 **CLOSING**—Closing occurs at lending institution or attorney's office.
- 22 **CONGRATULATIONS ON YOUR SALE!**

