



## LISTING GUIDE

• **What** does it mean to list my property with NYCG? It means you are putting your property on the market, and are partnering with one of the top privately owned firms to assist you with your property lease or sale. We will represent you as our client and work towards your best interest in getting you maximum value in the time frame suitable for your situation.

• **Who** will I be working with? We have agents who specialize in different areas of the real estate market. We will partner you with the best agent for your location, or choose an agent you are already working with. The key is NYCG works as a team, so no matter who your agent is, the company as a whole is working toward getting you the best deal possible.

• **When** should I list my apartment? If you are looking to sell, 6 months before your ideal move out or sale date, and if you are looking to lease 30-60 days before your property becomes vacant. These are the best times to list your property on the market.

• **Where** will my property be listed? This is completely your discretion. We do many private off market listings. Otherwise, Your property will be featured on the front page of the NYCG website, in our store front windows, and it will go to the RLS, which is the NYC Broker database. It will also be sent to our global network of brokers, buyers, and investors. In addition, your property will be listed on all the top websites on the internet and an aggressive post card mailing campaign featuring your property will be mailed on a monthly basis. Our goal is to give your property maximum exposure, and we will work everyday to ensure its visibility and procure you a deal.

• **Why** should I list my apartment w NYCG? Simply, we do what all the other brokers do, but better! Over 15 years of experience with thousands of transactions, allows us to save you time, money and a headache. Hiring us to represent you means we will take all the calls, answer all the questions, reply to all the emails, do all the showings, photograph, video, stage, and present your property in it's best light to get maximum value. More importantly, we know the pulse of the market and know the proper pricing strategy needed to sell or lease within the desired time frame. We know how important your listing is and we like keep our clients informed and part of the deal by providing traffic sheets which show you the activity of your listing in realtime. You can log in and see how many people viewed your property, how many phone calls and how many emails were sent. We keep ourselves accountable because we know your property is important and we treat it with the highest level of priority. Our goal is get your referral not just the commission. Our promise is we will deliver and our commission is performance based. If we don't procure you a buyer or tenant, then you don't pay us. It's that simple.

• **How** do I list my property with NYCG? It is easy. Just contact us via phone or email, you can even stop by one of our office locations to speak with us in person. Then one of our neighborhood specialists will come see the property, evaluate it, and determine the best marketing and pricing strategy with you. Once this is in place, we just need your authorization and contractual consent to represent you. That is all. All our consultations are free. There is no payment, deposit, or money due upfront. We do not charge for marketing services or our time, just when we close the deal.

• **How** much will this amazing service cost after you sell or lease my property? We take a percentage; 3-6% of the final sale price, or 8-15% of a lease's annual rent, as a one time payment. (The percentage varies depending on the level of representation, exposure needed, and various market conditions)



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