



Steven Batista

REALTOR®

License # 0675419

201-879-6174

www.stevensellsnj.com

info@stevensellsnj.com

375 Park Ave

Ste 21

Fort Lee, NJ 07024



A Guide To Selling Your Home



COLDWELL BANKER

Steven Batista

Representing Your Home



Steven Batista

REALTOR®

Memberships

Greater Bergen REALTORS®

New Jersey MLS (NJMLS)

Garden State MLS (GSMLS)

Paragon MLS (Hudson MLS)

Designations



Having lived and worked in Northern New Jersey for more than 20 years, I understand what makes our community and the people who call it home so special.

That's what it takes to truly be a local real estate expert. Not just expertise in negotiation and marketing and access to real-time market data, but a love and understanding of our community and the people who live here.

That's just one reason to choose me to stand by your side and it's the foundation of everything I do.



Scan Me!

StevenSellsNJ.com | 201-879-6174

Unique Value Proposition

Less Time

My marketing firepower and exclusive tech tools will maximize your property's exposure to active buyers who want to know about your home.

Least Amount Of Hassle

I'll put my experience to work while navigating the complexities of the real estate transaction, making it a seamless experience for you.

More Money

By attracting the maximum number of interested buyers, your property will sell for the highest marketable price possible.



STRENGTH IN NUMBERS

Coldwell Banker® Worldwide

Agents	96,000
Offices	2,900
Sales Volume (U.S.)	\$265.4 Billion
Closed Units (U.S.)	706,421

Coldwell Banker Realty in New Jersey and Rockland County, New York

Agents	4,217
Offices	46
Sales Volume	\$1.73 Billion
Closed Units	20,349

Tri-State Region

(Includes Coldwell Banker Realty offices in Connecticut,
New Jersey, Rockland County, Westchester County,
Long Island and Queens, New York)

Agents	7,710
Offices	92
Sales Volume	\$11.36 Billion
Closed Units	42,552



#1 NATIONWIDE

Realty Brokerage Group LLC has been the #1 residential real estate brokerage in the U.S. for 24 years*, successfully bringing together home buyers and sellers from across the country.



Company	Sales Volume
1. REALOGY BROKERAGE GROUP LLC	\$184 Billion
2. Compass	\$151 Billion
3. Home Services of America, Inc.	\$150 Billion
4. eXp Realty	\$72 Billion
5. Redfin	\$37 Billion
6. Douglas Elliman Real Estate	\$29 Billion
7. Hanna Holdings/Allen Tate	\$26 Billion
8. @properties	\$16 Billion
9. William Raveis	\$16 Billion
10. HomeSmart	\$15 Billion

LOCAL REACH

We have offices and affiliated agents all across our region actively bringing in buyers and creating more opportunities to showcase your home.



StevenSellsNJ.com | 201-879-6174

Coldwell Banker Realty's proprietary publication, VIEW, is an engaging, full-color magazine Distributed to key audiences throughout the tri-state area. In print, VIEW reaches more than 150,000 potential buyers 16 times per year through a targeted distribution via the Wall Street Journal, The New York Times, The Connecticut Post, The Hartford Courant, Shore Publishing, The Rivertowns Enterprise, Newsday and the New Haven Register. Additionally, a digital version of each issue is posted to CBVIEW.com, the magazine's online companion, and shared via email and paid social media ads.





GET TO KNOW STEVEN

Thank you for taking the time to get to know me a little better.

There is so much more to selling a home than just putting it in the Multiple Listing Service (M.L.S.), displaying a few photos online and sticking a sign in the yard. What sets me apart from other agents is that I go the extra mile to produce, providing excellent service, communication, and accessibility to my clients. More importantly, my relationship with each seller is a partnership in which both parties have responsibilities to each other, while sharing a common goal.

My goal is to get you the most money for your property in the shortest time frame, guiding you to a smooth closing, **reducing stress and saving you time.**

This package contains helpful information about selling your home - from the time it is first listed to the moment you hand over your keys. We are looking forward to working with you on getting your home **SOLD!**

Mission

To revolutionize the real estate industry through unparallel relationships

Values

·COMMITMENT

I am committed to providing the highest level of service by being solution-based and always finding a way to meet my clients' needs.

·INTEGRITY

I am honest and promise to always do the right thing for my company, my business and my clients, resulting in mutual success.

·OWNERSHIP

I hold myself accountable to the highest standards and always raise the bar to do better every day.

·HUMILITY

I never forget that I owe everything to the efforts of our fellow REALTORS®, our families and clients.

·DRIVE

I am driven to be the best in all I do, working as a team to motivate and support each other, and never settling for less than extraordinary

StevenSellsNJ.com | 201-879-6174

 **COLDWELL BANKER**
Steven Batista

What Is a REALTOR?



NATIONAL
ASSOCIATION OF
REALTORS®
MLS

- I am member of the Local, State, and the National Association of REALTORS® (N.A.R.).
- Only Real Estate Agents who are members of the National Association of Realtors® can use this designation.
- REALTORS® subscribe to a higher code of ethics.
- Realtors are required to have continuing education.

"The New Jersey Real Estate Commission mandates that all real estate licensees complete 12 continuing education credit hours every two years to maintain their license," as per NJREALTOR.com

- A real sales person is a fiduciary. According to Investopedia,

"a fiduciary is a person or organization that acts on behalf of another person or persons to manage assets. The highest legal duty of one person to another, being a fiduciary requires being bound ethically to act in the other's best interest."

Important Questions



- Why are you moving?
- How soon do you need to move?
- What expectations are you anticipating from your real estate professional?
- Do you foresee any major challenges when selling your home?
- What will you do if your home doesn't sell?

This information will help me determine the best course of action as we go through the process of selling your home.

Sellers Timeline



Key Professionals

Involved In a Real Estate Transaction

Knowledgeable, customer-focused professionals are available to answer your title and settlement questions. Throughout the purchase process, you may also encounter the following industry specialists who are able to professionally answer questions in their area of expertise.

REAL ESTATE AGENT

A real estate agent is licensed by the state to represent parties in the transfer of property.

LISTING AGENT

A key role of the listing agent is to form a legal relationship with the homeowner to sell the property and place the property into the local Multiple Listing Service.

BUYER'S AGENT

Works with the buyer to locate a suitable property and negotiate a successful home purchase.

HOME INSPECTOR

Objectively and independently provides a comprehensive analysis of a home's major systems and components.

LOAN OFFICER

Bank or other financial institution representative who helps buyers identify their borrowing options and understand the terms of their loan.

APPRAISER

Works on behalf of a lender and provides a market analysis of the subject property. An appraiser's finding is subjective and combined with market findings of sold properties within the surrounding neighborhood.

INSURANCE AGENT

Helps a homebuyer determine the homeowner's protection coverage needed and then finds the right insurance policy to fit those needs.

REAL ESTATE ATTORNEY

Can give advice on all legal aspects of the real estate transaction. Additionally, they are able to draft and review contracts, help decide how to take title and assist with the closing process. In some states, real estate closings can only be conducted by attorneys.

ESCROW/CLOSING OFFICER

A non-biased third party who works with all participants to facilitate a successful closing of a real estate transaction. At closing, the closing officer will collect the purchase money funds from the buyer and lender as well as the settlement costs from each party. They disburse the funds in accordance with the closing documents and record the necessary documents to transfer ownership of the property.

CLOSING/SETTLEMENT/TITLE AGENT

Performs property title search to ensure a clear title so a title insurance policy can be issued. In some states, they facilitate the transfer of real estate.

Comparative Market Analysis



- Comparables include sales from all real estate agents & companies
- I check public records in addition to MLS
- The best measure of value is sold listings **“Reality”**
- Active listings demonstrate supply & competition
“Fantasy Land”
- Withdrawn/expired listings usually demonstrate an overpriced listings **“Never, Never Land”**

a guide to **selling** your home

Key Market Factors | Comparative Market Analysis

The proper balance of these factors will expedite your sale.

PRICE

Pricing your home properly from the start is the deciding factor on how long it will take to sell it.

CONDITION

The condition of the property affects the price and the speed of the sale. As prospective buyers often make purchases based on emotion, first impressions are so important. Our team will be able to help in optimizing the physical appearance of your home to maximize the buyer's perception of value.

COMPETITION

Prospective buyers are going to compare your property – both the condition and the price – to the other listings in and around your neighborhood. Those buyers will determine value based on properties that are listed or have recently sold in the area.

TIMING

Property values are affected by the current real estate market. Because we can't manipulate the market, we'll collaborate on a pricing and marketing strategy that will take advantage of the first 30 days your property is listed. It's the window of opportunity when buyers and their agents discover your property and are most likely to visit and make offers.

LOCATION

Location is the single most important factor in determining the value of your property.

TERMS

Terms structured to meet our objectives are important to successful marketing.

MARKET FACTORS WITHIN YOUR CONTROL

- Price
- Property
- Condition
- Staging
- Availability for Showing

FACTORS YOU CAN'T CONTROL

- Competition
- Buyer's or Seller's Market
- Interest Rates
- When the Perfect
- Buyer walks through the door



Marketing Your Property

Much of my marketing starts, when we
agree on a **price** for your home.

The best marketing in the world will never sell an
overpriced home.



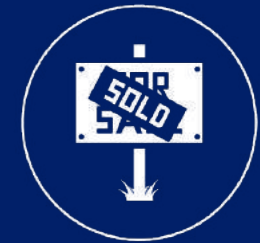
THE RIGHT PRICE

+



GREAT MARKETING

+

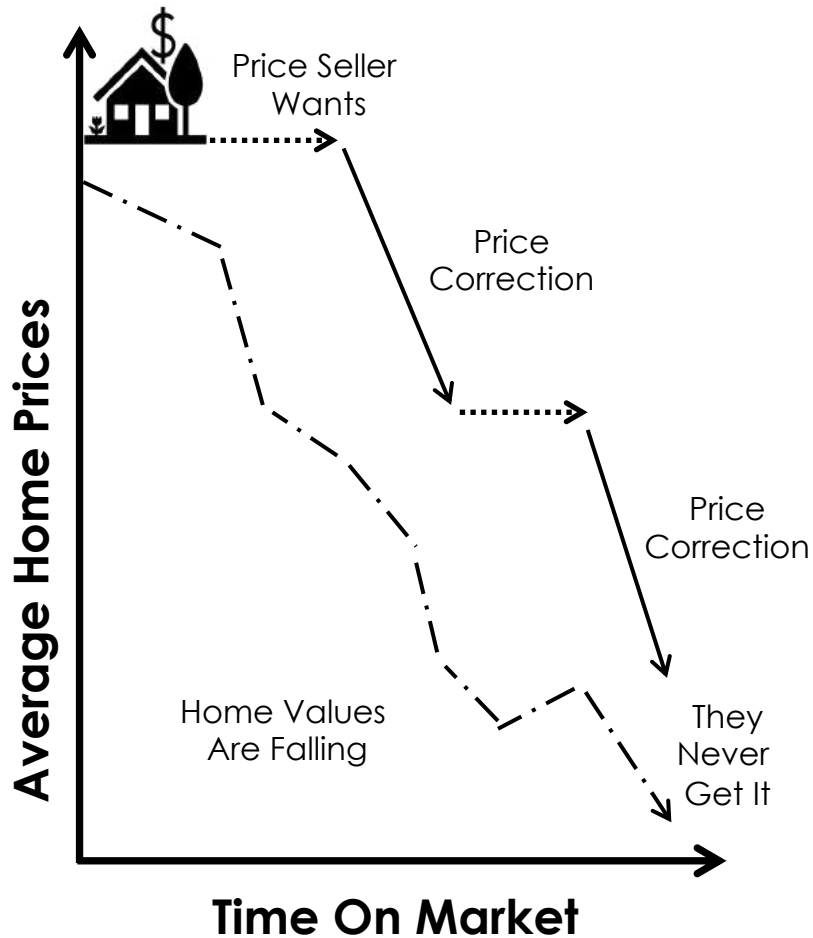


SOLD!

Pricing Your Home

Price Ahead of the Market – Buyer's Market

If sellers find themselves in a market with falling home values, they can end up chasing the market down, because home values are always falling faster than their price reduction.



Price Competitively – The First 30 Days Are Critical

The right price is important.

- A property generates the most interest when it first hits the market.
- The number of showings is greatest during this time if it is priced at a realistic market value
- Starting too high and dropping the price later misses the excitement and fails to generate strong activity.
- Many homes that start high end up selling below market value.

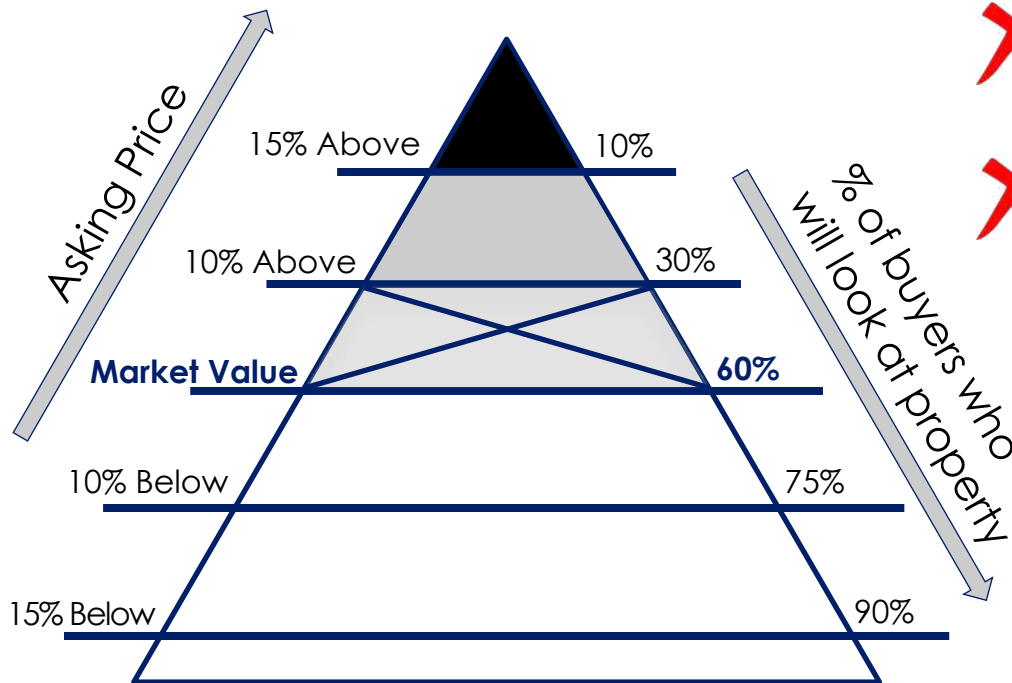


Pricing Your Home

Price Right – Attract Buyers

Pricing your property competitively will generate the most activity from agents buyers.

Pricing your property too high may make it necessary to drop the price below market value to compete with new, well-priced listings.



Pricing Misconceptions

It is very important to price your property at competitive market value when we finalize the listing agreement.

- WHAT YOU PAID**
- WHAT YOU NEED**
- WHAT YOU WANT**
- WHAT YOUR NEIGHBOR SAYS**
- WHAT ANOTHER AGENT SAYS**
- COST TO REBUILD TODAY**

How Buyers and Sellers Determine Value

The value of your property is determined by what the buyer is willing to pay and a seller is willing to accept in today's market. Buyers make their pricing decision based on comparing your property to other properties SOLD in your area. Historically, your first offer, is usually your best offer.



Scan Me!

THE DIRTY LITTLE SECRET ABOUT PRICING

WHAT AGENTS DON'T WANT YOU TO KNOW

*The “**Dirty Little Secret**” Agents Don’t Want You to Know
...that can cost you tens of thousands of dollars!*

Did you know that most agents list homes at a price where property will NOT SELL? Over 70% of homes listed today are initially listed overpriced and require one or more price reductions before they sell. For some reason, most agent don't want to admit that little-known secret that agents typically price homes where they will not sell!

You may be saying, “OK...so they priced it too high initially...no big deal...we can always come down.” Here is the shocking truth.

Overpriced listings end up selling for less because they sit on the market for a long period of time and become stagnant. After weeks and weeks of the property being on the market the “What’s Wrong With That House” (W.W.W.T.H.) Syndrome kicks in.

Here are the actual statistics! The average overpriced listings that actually end up selling, sell for only 87%. This does not include the overpriced listings that don't sell at all. Overpriced listings that remain with their original asking price take over 120 days on average to sell! Homes that are priced right from the beginning, sell for over 97% of list price with an average of only 45 days on the market to sell!*



Scan Me!

THE DIRTY LITTLE SECRET ABOUT PRICING

WHAT AGENTS DON'T WANT YOU TO KNOW

**The “Dirty Little Secret” Agents Don’t Want You to Know
...that can cost you tens of thousands of dollars!**

The TRUTH is that the “Price-It-High, Come-Down-Later Strategy” actually costs you precious equity which can range from 2%, 3%, 5%, or even more!!! When your home is initially listed too high, you lose the opportunity to get the premium value for your house because of this simple, statistical fact:

the longer a house spends on the market, the lower the offers it generates.

This happens for two primary reasons:

1. The “What’s Wrong With That House” (W.W.W.T.H.) Syndrome causes buyers to offer less for your property... if they’re willing to make an offer at all.
1. After price reductions, buyers and agents perceive an increased motivation from the sellers so they make lower offers thinking they are now desperate to get an offer. It doesn’t matter if it’s true or not...their perception affects the seller’s net payout when the property sells.

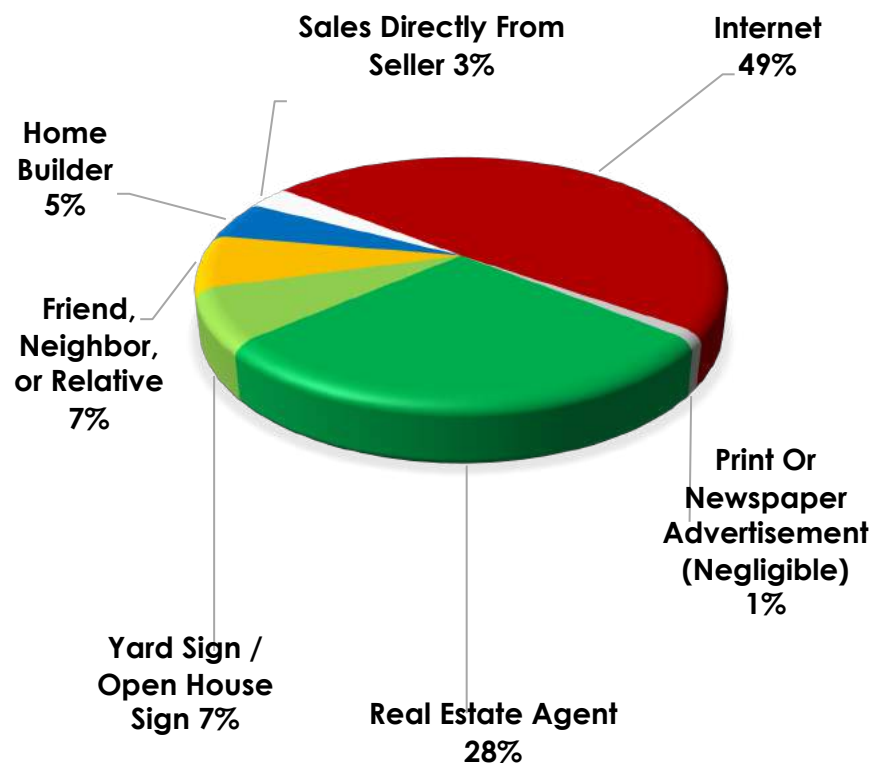
“Beware of agents who set the list price on homes at unrealistically high levels simply to get listings. They will tell you what you WANT to hear ... because they are AFRAID if they tell you the truth up front...they might not get the listing. DO YOU WANT THE TRUTH?”

I will always tell you the truth and the THE TRUTH IS...I don’t want your listing. I want to help you get WHAT YOU WANT... which is to get your property SOLD in the best amount of time, for the BEST PRICE and the least hassle. If that is what you want...PUT ME TO WORK TODAY!



REACHING BUYERS

Where buyers found the home they purchased.
(Percentage distribution)



MARKETING SYSTEM BEFORE WE LIST

HOME STAGING CONSULTATION

To ensure the "wow factor," we offer, upon request, professional staging consultation to prepare your home for sale.

PROFESSIONAL COLOR PHOTOGRAPHY

Only the best photos highlighting the features of your home will be placed online.

ADVERTISING

We allocate funds for online advertising to attract hundreds of buyers per month and increasing brand awareness.

SEO

We optimize our listings and website content to rank higher on search engine result pages.





MARKETING SYSTEM WHEN WE LIST

GLOBAL NETWORKING 1 in 12 real estate transactions in the US involve an international party. We expose your listing to the global marketplace.

YARD SIGN Placement of the "For Sale" sign in your yard will attract the attention of neighbors and drive-by traffic.

FINANCING RIDERS As agents of Keller Williams, we can offer Zero Plus Loans to buyers for your property. We advertise these special financing options on your listing, attracting buyers to contact us directly about your property.

SUPRA KEY LOCKBOX
Your property's security is a top priority. The lockbox records information on everyone who accesses your home, restricting access to your home to licensed professionals.

AGENT MARKETING We market heavily to agents as 87% of residential sales involve REALTORS®.*

***According to the National Association of Realtors®**

MASSIVE INTERNET EXPOSURE
We will market your home on over 350 sites and blogs to reach local, national and international buyers.

KEY HOME SEARCH SITES 95% of home buyers use the internet to search for homes, so we will list your homes on popular search sites like Zillow, Trulia & Realtor.com.*

SOCIAL MEDIA Your home will be featured on our blogs and social media pages.

EMAIL MARKETING We market to and communicate regularly with qualified buyers in our database.

BUYER SCREENING We market to agents who will bring pre-qualified buyers to your home, reducing stress and eliminating "tire-kickers."

CENTRALIZED SHOWING SERVICE
Remote showing convenience that texts / calls / emails sellers to make sure they know about showings ASAP. We follow-up for feedback within 24 hours of showings.

MARKETING STRATEGY AFTER WE LIST

QUICK, RELIABLE RESPONSIVENESS
We promise to return all calls within two hours of receiving them.

CANVASSING YOUR NEIGHBORHOOD
We will attempt to personally talk to your neighbors, as they occasionally refer buyers to your property.

SKILLED NEGOTIATING Your best interest is our best interest, and we will represent you in every phase of the transaction.

UPDATES ON THE MARKET We constantly monitor what the market is doing in your area and inform you accordingly through weekly and monthly reports.

ONLINE ACTIVITY MONITORING We will continue to track how many hits your listing generates and respond to online inquiries.

AVAILABILITY Our call team is available every day to field calls on your listing.



COLDWELL BANKER
Steven Batista

StevenSellsNJ.com | 201-879-6174

Action Plan

ACCURATE PRICING

To get you top value for your house. In today's market the single most important marketing strategy is setting the right price on your property to generate serious top-dollar offers that maximize and protect your valuable equity.

MASSIVE PROSPECTING

To pro-actively find qualified buyers in the best time for you. I actively engage in finding buyers for your home every day. Instead of "sit- back-n-wait" marketing, I contact 150 to 200 new people every week looking for buyers for your home, utilizing multiple lead generation systems to locate more potential buyers for your home.

CUTTING-EDGE MARKETING

To expose your home to the greatest number of buyers fast. Your house will be exposed to virtually all the qualified buyers through the most effective and innovative marketing means available:

Multi-Region MLS, yard sign, Custom property website, Online Virtual and Video Tours, Custom Flyers, E-mail flyers to top agents and clients, Broker Open House, Multiple Open House Events, extensive syndicated internet advertising on over 12,000 key real estate websites, and more.

SKILLED NEGOTIATING

To earn the most money and best terms for you. With every lead and every offer, you will receive professional representation and negotiations for the best price and terms. Protecting your equity and serving your best interest is paramount to me!

SUCCESSFUL CLOSING

To make your transition and plans go smoothly. Our professional team has the systems and trained personnel in place to handle all the details of the transaction with diligence and expertise so you can feel confident and get on with your plans.

PRE-MARKETING:

- Professional staging consultation to get home in “showcase” showing condition, if applicable.
- Install Supra lockbox for REALTOR® access and install a Keller Williams For Sale Yard Sign.
- Necessary professional repairs and touch-ups to the property determined and scheduled.
- Marketing Photos and HD Video taken of the property and emailed submitted to seller for approval
- Marketing description written and submitted to seller for approval.
- Copies of all listing documents made and e-mailed to seller.
- Property inspection ordered (if chosen by seller)
- Your property pre-marketed and promoted through Steven Batista's personal real estate networks

EXCLUSIVE 10-DAY MARKETING BLITZ:

- Submit your home to our local Multiple Listing Service (M.L.S.) and other syndicated websites.
- Post 25-plus photos and set up virtual tour of your home on M.L.S. and syndicated to over 12,000 real estate websites.
- Market on social media platforms.
- Reverse prospecting query activated on M.L.S. for any agent/buyer searches that match your property.
- Contact buyer leads, center of influence, past clients and home owners in your neighborhood for prospective buyers.
- Develop a list of features & benefits of the home so other real estate agents can showcase your home to their potential buyers.
- E-mail a features sheet to the top 100 real estate agents in your marketplace for their potential buyers.
- Promote your home to agents at the weekly company sales meeting.
- Conduct broker tours and open house of your home.
- Open House Event published to all REALTORS® for their buyers.
- Open House Event would be conducted on Saturday and/or Sunday between 1:00 P.M.-4:00 P.M.
- Gather feedback from real estate agents who have shown your home and ask if their client will be presenting an offer.
- Report to seller all showing activity and feedback during the first few days on the market.
- Update you on the various methods of financing that a buyer might want to use.
- Represent you on all offer presentations and assist you in negotiating the best possible price and terms.

EXCLUSIVE 10-DAY MARKETING BLITZ (Continued):

- Offers presented to seller.
- Best offers negotiated to get you the best terms and price.
- Sales Contract executed by buyer(s), seller(s), buyers agent(s), and sellers agent(s).
- Communicate with your real estate attorney to start the attorney review period.
- Schedule a home inspection, if applicable, and an appraisal for the buyers, upon the conclusion of attorney review.
- Follow up with the buyers mortgage company to ensure that the mortgage contingency clause is fulfilled by the deadline.
- Confirm that all deposits are submitted by the specified date on the contract.
- Ensure that the title company delivers clear title.
- Schedule and obtain the necessary township certificates and fulfill other closing requirements.
- **Deliver your check at closing!**

Phase 2: (In the unlikely event an acceptable offer has not been received)

- E-mail report on number of prospective buyer inquiries, showings, buyer calls, internet hits, and web leads.
- Update Comparative Market Analysis (C.M.A.) done for property and sent to the seller(s).
- Schedule update call from Steven Batista to evaluate all market activity, feedback, and pricing.
- Pricing and Marketing Strategy adjustments as necessary.
- Marketing Blitz repeated until successful sale of the property.

*Keep in mind, the marketing plan is only the **marketing aspect** of your listing. All of my daily and weekly activities are focused on getting qualified buyers in your home and generating an acceptable offer for the sale of your property. I work diligently at every stage to represent you and to serve your best interest. Thanks again for the opportunity to represent you in the sale of your property and with this move in your life.*

Committed to your best interest,
Steven Batista
Real Estate Listing Specialist

EXCLUSIVE PROPERTY MARKETING

In today's competitive real estate market, the key to success is differentiation – doing common things in an uncommon way. In fact, differentiation from the competition has become the cornerstone of service to our valued clients.

We are proud to deliver exceptional property marketing that is designed to attract attention, showcase your property's distinctive qualities and help your home sell quickly and for the best price. From professional photography to a single-property website, brochure, direct mail and TV promotion, we ensure that your property is uniquely positioned to sell.



Professional Photography
30 professional photos perfect for print and online to make your property look its very best



Single-Property Website
Professionally designed property website that is viewable on all devices and easily shared via social media



Just Listed Flyer
"Just Listed" announcements are supported with text sent to my preferred contacts



Property Tour
Exclusively produced photo slideshow with narration



Print Advertising
Emphasizing property advantages in ads of the region's premier print publications



TV and Online Promotion
Professionally produced spots featured on Gulf Coast Business' TV show, At Home in North Texas. Screened at 10:30 am and posted on GulfCoastSpeakers' YouTube channel



Property Brochures
Beautiful, professionally printed property brochures to showcase your home



Mobile Brochure
Exclusive yard sign paired with QR Mobile Brochure technology that delivers your home's unique details and price to consumers mobile phones



Seller Update
Detailed report outlining everything that has been done to bring your home to market and maximize its exposure



Silver Envelope Home Announcement
Sharing, better property at your home is what's needed to put neighborhood in silver envelopes that get noticed



Targeted Online Advertising
Geographic targeting technology markets your property directly to local buyers online and on social media



Area REALTOR® Notification
Agents at all local real estate companies in your area will be notified that your home has come on the market



Online Property Syndication
Your home will be displayed on hundreds of websites, including the most-visited real estate websites in the world

Working With Offers!

When a buyer submits an offer, we should negotiate the best deal and consider the following terms for the sale:

Purchase Price

Usually carries the most weight; this is your bottom line, however, there are other factors to consider.

Closing Date

Ideally, when would you like to close on your home? The quickest, is usually the best in order to avoid complications during a transaction. However, you may have personal factors to consider, such as children finishing school or purchasing and closing on your new home. A buyer that can work with your timeline should be more attractive to you.

Financial Structure

Cash is king, but if not, a pre-approval letter is the next best thing!

Included & Excluded Items

Generally, you decide what is included and excluded in the sale. Everything is negotiable!

Additional Provisions

In order to strengthen their offer, buyers may include provisions such as limiting inspection requests to safety and environmental issues. Provisions such as these may be valuable and save time, headache and money as the transaction unfolds.

Once we receive an offer, you can take the following actions:

Accept

Great! We can move onto Attorney Review.

Reject with no counteroffer

This usually means that the offer is not even attractive to negotiate. The price may not work for you. *For example the buyer may have a sale contingency which means that they must sell their home before they can buy your home, and you may or may not be willing to work this. Unless the offer is extremely unattractive, we generally encourage you to make a counteroffer.*

Call For Highest & Best

This means that we received multiple offers! We are now asking all buyers to put their best foot forward. In this situation, the buyer cannot know the price and terms that the other buyers are offering.

Reject with counteroffer

This means that we are not willing to accept the buyers terms, however, we are open to negotiations. This is the best way to work out a deal that is a win-win for all!

No Matter the buyer's offer, I am here to guide you through the process and negotiate the best deal possible!

zipForms Plus is a real estate transaction management software that connects parties involved in a transaction to digitally sign and share documents.



Always Secure

You can rest assure that all your personal information and documents are private and protected with zipVault®.



Easy

zipForms Plus simple design allows for an easy to navigate experience when buying or selling a home. No noise, no distractions – just review, sign and share documents.



zipForm® Plus
by zipLogix™

When It Is Time To Sign A Signature Packet, Signers Will Receive An Email Containing Their Documents For Signing

1. Open the e-mail and tap the link inside of it.
2. Click the link and it will launch signers into their secure, zipCommunity™ area, where they may choose from one of three different options to proceed to their documents and the signing process.
3. These options are:
 - a. **Create a FREE account, to sign in to their existing zipCommunity™ account**
 - b. **Already have an account**
 - c. **Proceed directly to sign documents as a guest without choosing to utilize the zipCommunity™ secure area to do so.**
4. After creating and confirming the signing password, the signer can choose a signature. The signer can choose from one of six pre-generated signature fonts, or he or she can draw their own signature. Clicking on the slider button allows the signer to toggle between these two options.
5. The signer can then click on the "Let Me Review" button to be stepped through the signature process line by line, or the "Go" button to jump to each signature task line automatically

6. [Click to visit zipForms Plus Support Guide for further instructions](#)

Attorney Review Period

In New Jersey, when a purchase agreement is signed by the buyer and seller, it is **not yet a binding contract**. Once a contract is fully executed, the buyer and seller enter an **attorney review period**. During this time, you may choose to consult an attorney who can review and/or cancel the contract. We highly recommend that you exercise this option. The buyer retains the same right to obtain an attorney who represents their interests in the sale.

During this period, either attorney can cancel the contract for any reason. Typically, both attorney's will add/remove language, clarify issues, and legally represent their clients' needs. This is not where terms are completely renegotiated. For example, this would not be a good time to renegotiate the purchase price.

HOW LONG DOES IT LAST?

Attorney review is complete when both attorneys have made their revisions and both parties agree to the revisions made by both parties. This could be 3 hours, 3 days, 3 weeks or anything in between.

During this period, both buyer and seller are vulnerable to a cancelled contract. In order to avoid this, it is best to conclude attorney review as quickly as possible.

WHAT YOU NEED TO KNOW

Make sure to select a responsive, experienced real estate attorney to represent your interests. Be readily accessible and clearly communicate your needs, as well as desire to conclude attorney review in a timely manner.

Your attorney works for you! Be clear about your desire to sell this property. We are here to assist you and facilitate a smooth transaction but only your attorney can finalize your contract purchase. **Clear, open communication and prompt responses are the key to a smooth transaction!**

StevenSellsNJ.com | 201-879-6174



Adam S. Tuttle
Real Estate Attorney
310 Cedar Ln #3D
Teaneck, NJ 07666
(201) 837-8855

Susana Gutierrez Manna
Real Estate Attorney
277 Closter Dock Rd, #5
Closter, NJ 07624
(201) 750-7564

Melissa Suarez
Real Estate Attorney
473 Sylvan Avenue,
2nd Floor
Englewood Cliffs, NJ 07632
(201) 569-1166

Preferred Legal Experts



COLDWELL BANKER

Steven Batista

Important Dates to Remember

Once the property is under contract there are a number of items that must be completed. Below are the major tasks the buyer is responsible for completing within the timeframe outlined in the final contract.

Home Inspection Due Date: _____

Deposit Due Date: _____

Commitment Due Date: _____

YOUR HOMEWORK:

- ☐ Respond to home inspection requests in a timely manner
- ☐ Provide any information available about your home that the buyer is looking for to facilitate the transaction
- ☐ Apply for your Certificate of Continued Occupancy

The goal is to clear all of these contingencies and get your home SOLD!

UNDER CONTRACT

Once the property is under contract, we can no longer accept other offers. This also means that the buyers are contracted to buy the property, however, there are a number of exit contingencies that the buyer may exercise:

- **Inspection Contingency**
If the home inspection reveals major issues that we cannot find a fair solution for, either party may elect to cancel the contract.
- **Mortgage Contingency**
The buyers must qualify for a mortgage .
- **Appraisal Contingency**
The property must appraise for the purchase price. If the property does not appraise, either party may cancel the contract or a new purchase price may be negotiated.
- **Title Contingency**
The title to the home must be clear of any liens. This contingency grants the buyer the right to review a title report, which documents the home's history of ownership.



INSPECTIONS | FROM OFFER TO CLOSE

Inspections and potential repairs are the number one reason sales don't close. Typically, buyers have a certain number of days in which to inspect the property and accept or reject the property based upon these mechanical and structural inspections.



HOW THE SELLER
SEES THE HOUSE



HOW THE BUYER
SEES THE HOUSE



HOW THE INSPECTOR
SEES THE HOUSE

Save yourself time, money and disappointment
Do deferred maintenance NOW!

HOME WARRANTY PLANS

Home warranty plans go a long way to alleviate some of the risks and concerns buyers have when purchasing a home. For a modest price, The seller can provide a one-year warrant covering specified heating, plumbing, electrical, water heater, or appliance breakdowns. Coverage under most plans commences at closing



CLOSING 101 | FROM OFFER TO CLOSE

The closing process finalizes the sale of your home and makes everything official which is also known as settlement. The closing is when you get paid and the buyer receives the deed to your home.

A FEW THINGS TO BRING TO THE CLOSING:

- A valid government-issued picture ID
- House keys
- Garage door opener(s)
- Mailbox and any other spare keys

WHAT TO EXPECT:

The escrow officer will look over the purchase contract & identify what payments are owed & by whom; prepare documents for the closing; conduct the closing; Make sure taxes, title searches, real estate commissions & other closing costs are paid; ensure that the buyer's title is recorded; and ensure that you receive any monies due to you.

YOUR COSTS:

Sellers commonly pays the following at closing:

- Mortgage balance and prepayment penalties, if applicable
- Other claims against your property, such as unpaid property taxes
- Unpaid special assessments on your property
- Real estate commission
- Title insurance policy
- Home warranty

AFTER THE CLOSING, KEEP THE FOLLOWING FOR TAX PURPOSES:

- Copies of all closing documents
- All home improvement receipts on the home you sold

WHAT'S INCLUDED In The Sale Of A House

Contracts commonly used in New Jersey home sales state that the house, fixtures, improvements, and accessories are part of the sale. Here are examples of what stays and goes.

GOES WITH THE SELLER

- Beds
- Lawn Mower
- Patio
- Refrigerator
- Area Rugs
- Table Lamps
- Decorations
- Washer
- Patio Furniture
- Dining Room Table
- Couches
- Potted Plants
- Television
- Detached Bookcases
- Paintings
- Dryer



You Can Request Items That Aren't Included
In The Contract To Stay Behind



If you want to exclude items from the sale, such as a dining room chandelier, the contract includes a place for that. Our team is here to help you properly document your intent.

STAYS WITH THE PROPERTY

- Doors & Mailbox Keys
- Built-in Speakers
- Lighting Fixtures
- Television Wall Mounts
- Garage Door Openers
- Smoke Detectors
- Window Shutters
- Landscaping
- Security Equipment
- Stove
- Blinds & Window Shades
- Water Softener System
- Ceiling Fans
- Curtains And Rods

There May Be Exceptions

Certain items stay or go depending on whether they are permanently installed and built-in. Freestanding refrigerators go with the seller, but built-in units would likely stay. A grill on wheels on the patio leaves, but one that encases in stone as part of the outdoor kitchen stays put.

3 Factors determine if something is permanently installed and built-in:

- How is the the item attached?
Will the property be damaged by its removal?
- Is the item customized or standard for the property?
- Was the installation intended to be permanent or temporary

OPTION

1

THE INDUSTRY STANDARD:

**Commission is 6%
of the purchase price.**

1. The commission is distributed in the following order:
 - a. 3% commission fee for the listing side
 - b. 3% commission fee minus a \$300.00 advertising fee which will be paid by the cooperating real estate agent who produces a qualified buyer.

Listing Concierge
Platinum Package

Most Popular

OPTION

2

**Commission is 5%
of the purchase price.**

1. The commission is distributed in the following order:
 - a. 3% commission fee for the listing side
 - b. 2% commission fee minus a \$225.00 advertising fee which will be paid by the cooperating real estate agent who produces a qualified buyer.

Listing Concierge
Silver Package

OPTION

3

**Commission is 4% of the
purchase price if am Disclosed
Dual Agent**

As a Disclosed Dual Agent of both the Seller and the Buyer, Buyer's Agent will be working equally for both parties to the real estate transaction, and will provide services to complete the transaction without the full range of fiduciary duties ordinarily owed by an agent who represents Buyer alone, or the Seller alone.

Listing Concierge
Gold Package

All plans offer full real estate services.

Properties that are marketed through Listing Concierge sold for 50% closer to the asking price and had a 2-7% higher sales price.

MY NO RISK LISTING PROGRAM



EASY EXIT AGREEMENT

UNLIKE MOST OTHER AGENTS, WE DON'T LOCK YOU DOWN TO ANY LONG-TERM LISTING CONTRACTS.

WE BELIEVE THAT WE NEED TO EARN YOUR BUSINESS EVERY DAY THAT WE ARE WORKING FOR YOU.

IF THERE'S EVER A TIME WHERE YOU'RE NOT HAPPY WITH THE SERVICE IN WHICH WE PROVIDE,

JUST LET US KNOW AND WE CAN SHAKE HANDS AS FRIENDS AND GO OUR SEPARATE WAYS.


The Only Result THAT MATTERS IS SOLD!

Steven Batista and the Coldwell Banker Realty Team know that a promise is only as good as the end result. And the only result that ultimately matters is that your home gets sold—and sold for the right amount and in the time frame that works for your plans.

Real estate agents will often say anything to get the LISTING, but many follow a business model that “Lists to List!”. They want to dominate the market with LISTINGS, but are not as concerned if all of the homes really SELL. They are going for a “numbers game” business model: List enough properties and SOME will sell. You can normally spot these agents as they might have a higher number of listings. They will take them at any commission and on any terms just to keep a high number of listings going. Where they fall short, however, is that they do not put their money where their mouth is. Their marketing effort and presence seem to diminish greatly once the listing agreement is signed. Then they are off getting the next listing rather than SELLING their listings. Their listings often “expire” from the market, unsold, just as yours unfortunately has.

MY MOTTO IS SIMPLE, “LIST TO SELL!”

List Your Home With Steven Batista



In conclusion, selling your home is a huge responsibility which I intend to take very seriously. I am truly grateful that you have considered me to assist you with this monumental move in your life. It means the world to me and I can't wait to get started which is easy.

When you choose Steven Batista, you will receive:

- ✓ *Excellent service and support*
- ✓ *A market analysis of your home*
- ✓ *A winning marketing plan*
- ✓ *Every effort to sell your home promptly*
- ✓ *The resources of Coldwell Banker*

List Your Home Now With Steven Batista!

References

1. Robert Diaz (Oakland, NJ, telephone number 646-238-2224)
2. Jorge Larrea (Hackensack, NJ telephone number 201-207-3602)
3. Victor M Arroyo (Jersey City, NJ, telephone number 917-331-8430)
4. Johnny Batista (Garfield, NJ (2X)
(Ridgefield Park, NJ)
(Lyndhurst, NJ , telephone number 917-531-8919)
5. Erik Motta (Maywood, NJ telephone number 201-852-2200)
6. Suzanne Hamsho (West New York, NJ, telephone number 646-753-1996)
(Leonía, NJ)
7. Luz Marina Del La Torre (Fort Lee, NJ, telephone number 917-596-5321)
8. Alwin D. Alquiros (North Bergen, NJ telephone number 201-850-8024)
9. Maricelis Mussa (Ridgefield Park, NJ , telephone number 201-456-3647)
- 10.Patsi Arias (Cliffside Park, NJ, telephone number 201-290-4407)
- 11.Joseph Pessar (Englewood, NJ, telephone number 201-233-8811)
- 12.George Akay (New Milford, NJ telephone number 201-982-6372)
- 13.Robert Luna (Hackensack, NJ, telephone number 201-914-2267)



Scan Me !

Frequently Asked Questions

I Don't Want To Pay An Agent's Commission. Won't I Net More Money If I Sell My Home Alone?

It would appear that way. But according to statistics, the median selling price of a home sold by owner was 15.4% less than agent assisted transactions*. That means in most cases, agents pay their own commissions, and sellers still receive more money than if they had done all the work themselves. So typically with an agent, you net more money and free yourself from all the paper, details and legalities involved throughout the process.

Are There Things We Should Do To Our Home To Help Ensure The Maximum Price?

Yes. There is a benefit to making sure your home looks its best prior to offering it for sale. There are also small remodeling jobs that will pay off at resale. Even if you choose to sell your home without assistance, I would still be happy to advise you about specific improvements that will increase your home's marketability and value.

If I Listed With You, How Would You Advertise My Property?

I don't just list homes; I market them. I will make sure your home is marketed to potential buyers around the clock, 24 hours a day, 7 days a week. As part of my marketing plan, I will customize a marketing plan to reach buyers most likely to purchase your home. I know how to maximize the power of the Internet for my clients, while also using traditional methods including, brochures, yard signs and direct mail.

Will You Be Present At All Showings?

At open houses, I, or a member of my team, will be there. For showings, potential buyers will bring their own agents to see your home. Most buyers prefer only their own agents be present when evaluating a prospective new home.

What If Another Agent Tells Us They Can Get Us More For The House?

Some agents will quote a higher listing price just to get your business, but an overpriced house will not sell. If you choose to work with me, I will conduct a comparative market analysis prior to recommending an asking price for your home. I will explain how I arrived at the price, but ultimately the decision is up to you. I will offer my professional opinion on how the market will value your home.

***Source: The 2004 National Association of REALTORS®**

If I Worked With You, Would I Have Any Responsibilities During The Marketing Of My Home?

Your primary job during the sale of your home will be to keep it neat and clean for showings and open houses. A large part of a home's appeal involves staging, which is everything from furniture placement to home fragrance. I will advise you on how to stage your home well, giving you easy tips and quick fixes to maximize your home's appeal. Other than that, I will handle all of the advertising and marketing, screening of prospective buyers, offer evaluations, negotiation of terms of sale and management of your closing.

What Happens Once We Get An Offer?

I will help you consider each offer and negotiate the best deal for you. Once you've accepted an offer, I will guide you through the entire closing process and ensure everything proceeds smoothly.

Terms To Know

APPRAISAL

An estimate of value of property resulting from analysis of facts about the property; an opinion of value.

ANNUAL PERCENTAGE RATE (APR)

The borrower's costs of the loan term expressed as a rate. This is not their interest rate.

BENEFICIARY

The recipient of benefits, often from a deed of trust; usually the lender.

CLOSING DISCLOSURE (CD)

Closing Disclosure form designed to provide disclosures that will be helpful to borrowers in understanding all of the costs of the transaction. This form will be given to the consumer three business days before closing.

CLOSE OF ESCROW

Though varied from state-to-state, escrow generally refers to the date the buyer becomes the legal owner and title insurance becomes effective.

COMPARABLE SALES

Sales that have similar characteristics as the subject real property, used for analysis in the appraisal. Commonly called "comps."

CONSUMMATION/CLOSING

Occurs when the borrower becomes contractually obligated to the creditor on the loan, not, for example, when the borrower becomes contractually obligated to a seller on a real estate transaction. The point in time when a borrower becomes contractually obligated to the creditor on the loan depends on applicable State law. Consummation is not the same as close of escrow or settlement.

DEED OF TRUST

An instrument used in many states in place of a mortgage.

DEED RESTRICTIONS

Limitations in the deed to a parcel of real property that dictate certain uses that may or may not be made of the real property.

DISBURSEMENT DATE

The date the amounts are to be disbursed to a buyer and seller in a purchase transaction or the date funds are to be paid to the borrower or a third party in a transaction that is not a purchase transaction.

EARNST MONEY DEPOSIT

Down payment made by a purchaser of real property as evidence of good faith; a deposit or partial payment.

EASEMENT

A right, privilege or interest limited to a specific purpose that one party has in the land of another.

ENDORSEMENT

As to a title insurance policy, a rider or attachment forming a part of the insurance policy expanding or limiting coverage.

ESCROWS/IMPOUNDS

A trust type of account established by lenders for the accumulation of borrower's funds to meet periodic payments of taxes, mortgage insurance premiums and/or future insurance policy premiums, required to protect their security.

HAZARD INSURANCE

Real estate insurance protecting against fire, some natural causes, vandalism, etc., depending upon the policy. Buyer often adds liability insurance and extended coverage for personal property.

LEGAL DESCRIPTION

A description of land recognized by law, based on government surveys, spelling out the exact boundaries of the entire parcel of land. It should so thoroughly identify a parcel of land that it cannot be confused with any other.

LIEN

A form of encumbrance that usually makes a specific parcel of real property the security for the payment of a debt or discharge of an obligation. For example, judgments, taxes, mortgages, deeds of trust.



Terms To Know Continued

LOAN ESTIMATE (LE)

Form designed to provide disclosures that will be helpful to borrowers in understanding the key features, costs and risks of the mortgage loan for which they are applying. Initial disclosure to be given to the borrower three business days after application.

MORTGAGE

The instrument by which real property is pledged as security for repayment of a loan.

PITI

A payment that includes Principal, Interest, Taxes, and Insurance.

POWER OF ATTORNEY

A written instrument whereby a principal gives authority to an agent. The agent acting under such a grant is sometimes called an Attorney-in-Fact.

RECORDING

Process of filing documents affecting real property with the appropriate government agency as a matter of public record.

SETTLEMENT STATEMENT

Document providing a detailed breakdown of costs involved in a real estate transaction.

TILA-RESPA INTEGRATED DISCLOSURE (TRID)

A rule issued by the Consumer Financial Protection Bureau (CFPB) that combines and integrates the disclosures under the Truth in Lending Act (TILA) and the Real Estate Settlement Procedures Act (RESPA).

Effective in October 2015.