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WARREN REAL ESTATE

# SELLER GUIDE



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# WARREN'S COMMUNITY PHILOSOPHY

As a family owned business with deep roots in the area we believe that giving back to our community is the most meaningful and important investment we can make. The health and growth of our community is an initiative we take very seriously.

## Track Record & History

Since 1953, Warren has been a successful and highly reputable force in the Central New York real estate business. Year after year, our statistics show why we are the best choice.

See your agent for local statistics in your area.



**Longest Standing  
Real Estate  
Firm in the Area**

## Tools & Resources

Home to the area's top producers, Warren utilizes the latest technology, state-of-the-art facilities and the best sales techniques to fulfill all your real estate goals.

Home to the area's Top Producers with a track record of Proven Results



- HIGHER Avg. Selling Price
- HIGHER Med. Selling Price
- HIGHER Production per Agent
- FEWER Avg. Days on Market

Locally owned and operated, we strongly believe choosing the right company will make the difference in your home selling experience.

**Our success is directly connected to your success.**





Since 1953, putting people into their dream home has been a way of life at Warren Real Estate. With more than 165 agents and a sales and listing volume that consistently increases annually, Warren still offers the advantages of a truly local agency.

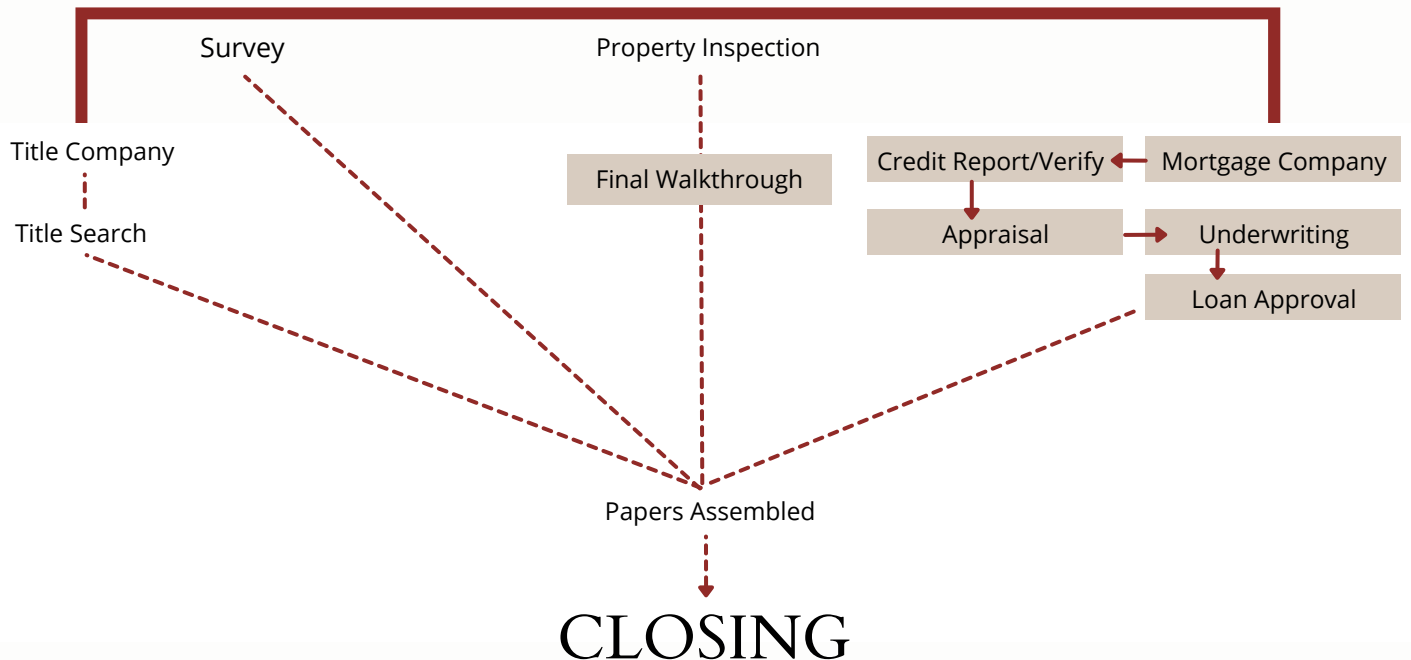
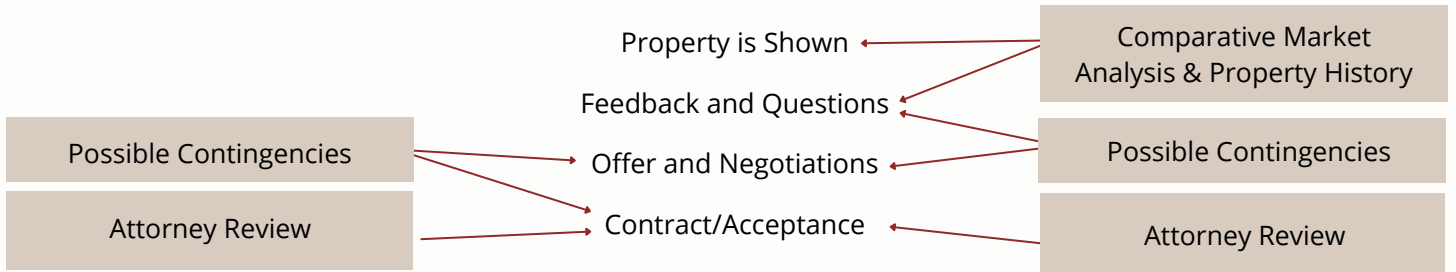
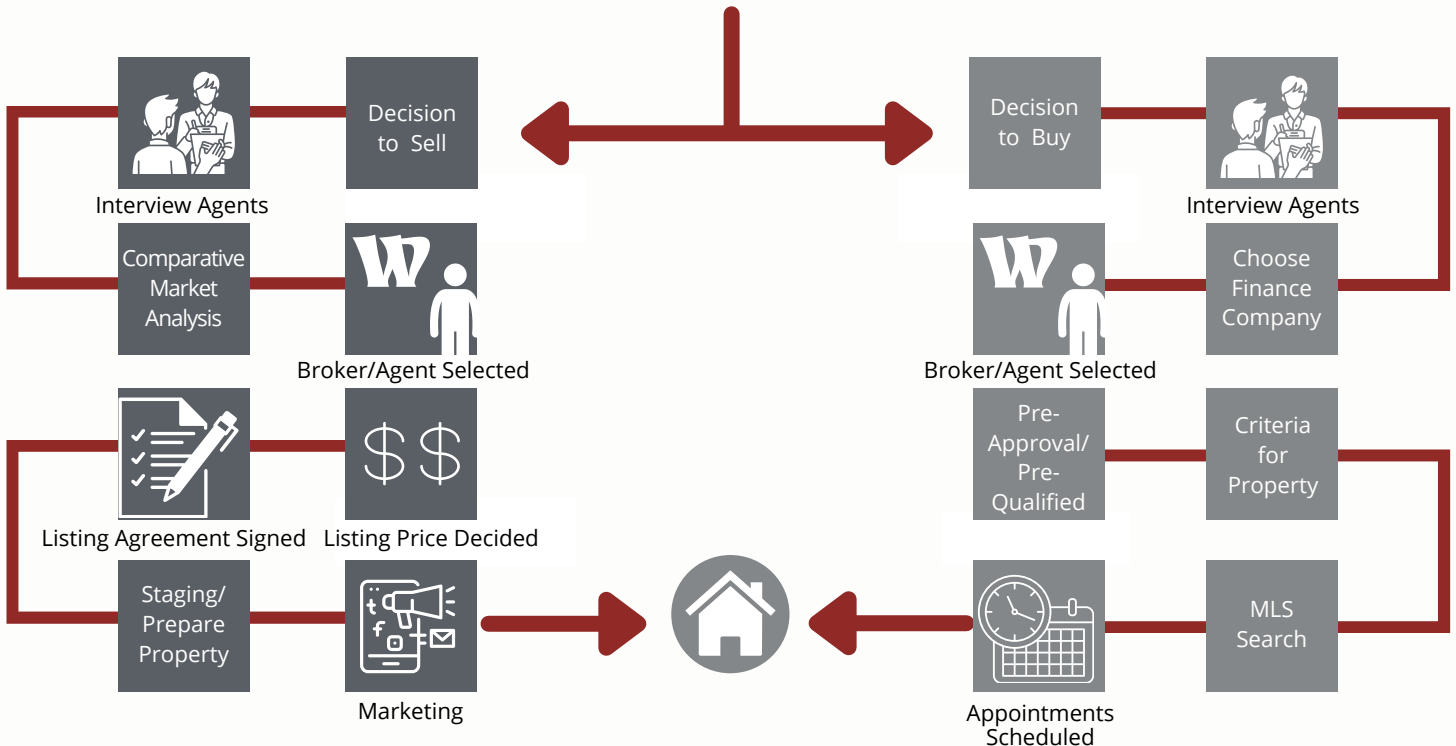


**What it means to be local** – committed to the health and growth of our local community; independent and local ownership. Warren Real Estate has a vested interest in our community. We choose local vendors and support local charities and businesses to create a local wealth that benefits everyone. We use sustainable practices; recycle our waste and practice green initiatives to ensure a healthy future for our community and the world.

**Why we support local businesses** – it helps our local economy and local housing market. Whenever ownership coincides with the location of a business, all these transactions reinforce one another and pump up the local economic multiplier, the building block for community prosperity. Local ownership also helps the community to better shape its laws and regulations to serve the local quality of life. Today, many communities are held hostage to their largest companies. Central/Southern New York has a unique make-up of higher education, small businesses and successful not-for-profits, all contributing to a robust economy.

**A locally-owned company** – As the leading local agency, we offer you unmatched familiarity with local market values and trends, housing and commercial property inventory, and all aspects of our community's quality of life. Our exceptional management team is unmatched. We afford you a more personal touch, fast decision making and real accountability. Seven prime, high traffic office locations provide convenience and maximum visibility. We utilize the latest technology and offer the most comprehensive training program for our agents and are proud to be home to the area's top producers.

# THE REAL ESTATE PROCESS



# NATIONAL DATA (NAR) 2023

National buyer and seller trends derived from National Association of Realtors (NAR) 2023 Home Buyer and Seller Profile, a comprehensive annual study.

## BUYERS

**7**

The number of homes  
A typical buyer viewed over a 10-  
week period of time

**41%**

The percent of buyers who  
looked at properties online as  
their first step

**25%**

The share of home buyers  
paying over list price for  
the home they bought.

## SELLERS

**85%**

The percent of sellers who  
recently sold their home  
through an agent or broker

**10**

The median # of years that  
sellers lived in the home they  
sold

**\$107,000**

The average gross  
household income of the  
typical seller

## WARREN

**71**

The number of years Warren  
Real Estate has been  
"The Best in the Business".

**160+**

The number of real estate  
professionals working every day  
at Warren to help home buyers  
and sellers

**\$593**

Millions of dollars in volume  
of sales by Warren Real Estate  
in 2023 covering 14 counties  
throughout the Finger Lakes  
and Southern Tier

## WHAT BUYERS & SELLERS CAN EXPECT FROM THEIR WARREN AGENT:



1. Immediate Access/Response
2. Honesty & Trustworthiness
3. Experience & Education
4. Communication & Negotiation Skills
5. Professionalism
6. Neighborhood & Market Knowledge
7. Wide Network & Technical Skills
8. Price Guidance





# The Value of Your Home

A Comparative Market Analysis (CMA) is essential to determine the value of a residential property. The market analysis takes into account not only the location and characteristics of the property, but also the amount received from recent sales of comparable properties and the asking price of similar properties currently on the market. The desired end result is to find a price that will attract a willing and able buyer in a reasonable amount of time.

The following are a few things to keep in mind about pricing:

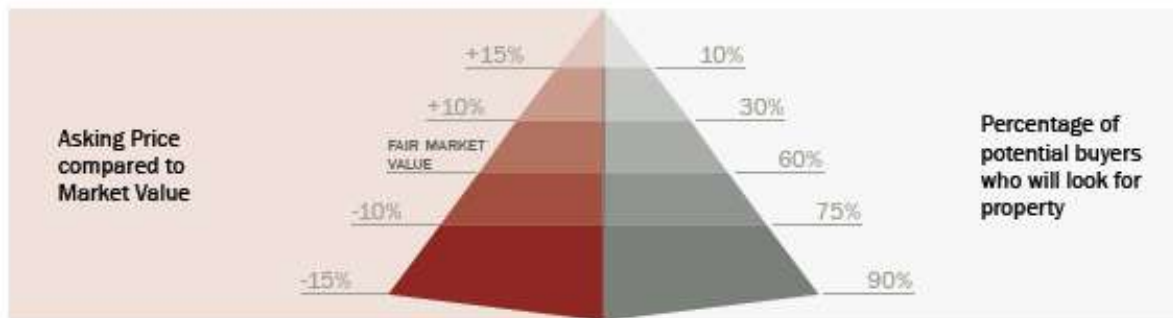
- The market determines the price; realistic pricing will achieve maximum price in a reasonable time.
- The cost of improvements are frequently more than the added value.
- Historically, houses that remain on the market for a long time are less likely to be shown.
- A house that is priced right from the beginning achieves the best results.

## Intelligent Pricing

If a property fails to appraise at fair market value, it will either force the buyer to make up the difference in cash, the seller will have to reduce the price down to market value, or the sale will fall through.

Since mortgages are based on fair market value, not the sale price, more buyers will consider your property when it is competitively priced.

If your property is priced right, more buyers will be interested when it first hits the market.



# Warren ADVANTAGE



- Based on our knowledge of the market we will perform a market analysis to help you establish the optimum price.



- Immediately plug your property into our comprehensive marketing program.



- We will advise you how to prepare your house so it will appeal to the maximum number of buyers.



- Provide you constant feedback about showings, market conditions and advertising.

# Why Choose a Warren Agent

Handpicked by our management team for their professional leadership, commitment, results, and utmost integrity – Warren agents are true allies in your effort to sell your property.



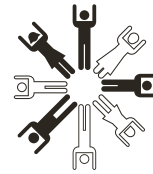
## Industry Leaders

There's no substitute for experience. Compared to national standards, Warren agents are industry leaders, historically the most productive and successful agents in our markets since 1953.



## Innovative

All Warren agents undergo innovative, comprehensive trainings, providing them with a vital skill set for today's ever changing real estate market. Warren tools and resources are the most up to date in the industry, helping lead you with innovation.



## Diverse

With over 150 agents to choose from with diverse backgrounds, representing all facets of the community and all able to accommodate your individual needs.



## Team

Don't go at it alone! Our agents are backed by industry leading technology and a strong management, staff and results-oriented sales team, operating 7 days a week.



## Trusted Advisor

Warren agents will advise and guide you throughout your entire transaction, from the sale through to the closing and beyond.



**Helping you all the way through closing.**

Advising you on important milestones, dates, tasks and deadlines, while guiding you through negotiations.



## Thank you

Thank you for allowing us to do what we love and what we do best – providing you with the best possible real estate service.





# What Will Your Agent Do



Here you will find just a sample of what you can expect from your Warren agent and what skills you should expect from any real estate professional.

## Marketing and Communication

- A tailored and comprehensive marketing plan of action for selling your home.
- Schedule agents and potential buyers through open houses. Monitor their reactions and provide feedback after showings.
- Monitor critical dates, deadlines and contingencies.
- Explanation of multiple offers and other possible similar situations.
- Assist and advise throughout all negotiations.

## Process and Guidance

- Assist you in pricing/CMA to come up with a price for your property. Your agent will monitor and inform you about the current marketplace.
- Advise you on how to prepare and/or stage your house for sale.
- Provide you with a full explanation of agency disclosure and other required disclosures.
- Provide and complete a Seller's estimated net proceeds form.
- Follow through from contract to closing to assure a myriad of details are taken care of.

## Top 10 Considerations in Choosing the Right Agent

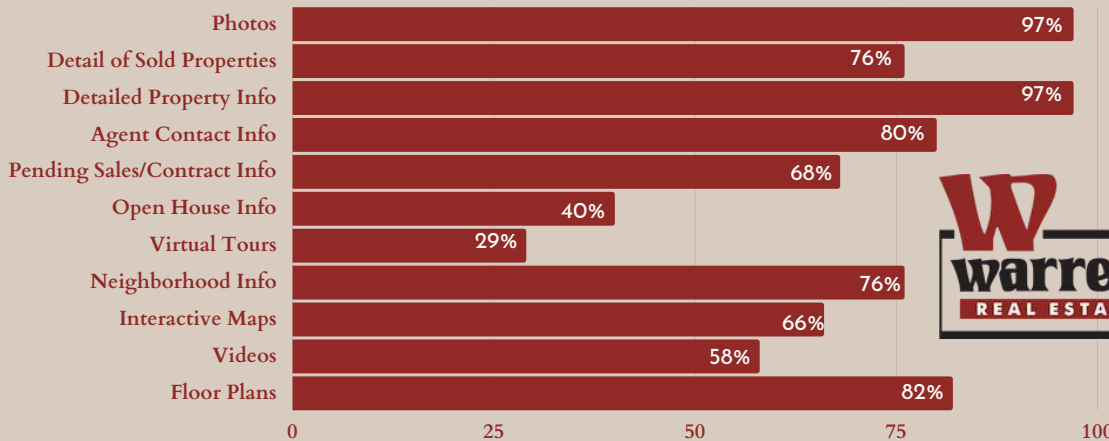
IMMEDIATE ACCESS  
HONESTY AND TRUSTWORTHINESS  
EXPERIENCE AND EDUCATION  
PRICE GUIDANCE  
WIDE NETWORK

PROFESSIONAL, FRIENDLY, AND ASSERTIVE  
NEIGHBORHOOD KNOWLEDGE  
GOOD COMMUNICATION AND TECHNICAL  
MARKET KNOWLEDGE  
NEGOTIATION SKILLS

# WHY WARREN

## MARKETING, SERVICES & BENEFITS

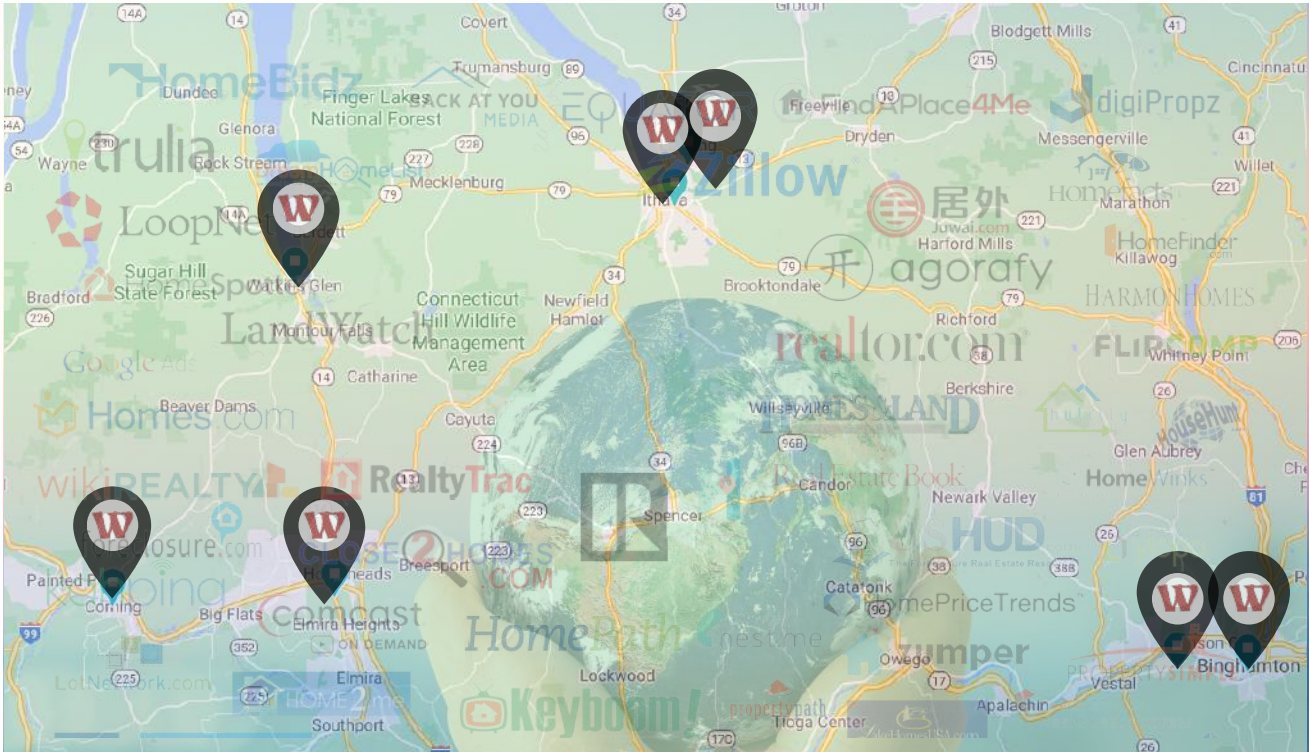
- **#1 Locally and family-owned Real Estate Company** - established in 1953.
- **Highest Average Sale Price.**
- **Highest Sell to List Ratio.**
- **Lowest Days on Market.**
- **Most skilled agents** in the area: **Highest** per agent production for any large firm and more top agents than any other company.
- **Highest Agent to Manager/Staff ratio** in the industry, ensuring any problems are handled promptly.
- **Interoffice marketing strategies** - high networking & communication.
- **Offices are open 6 days a week** with full-time Managers and Administrators.
- **Single property website** with each listing with a premier syndication strategy.
- **Industry-leading technology** (website, campaigns, CMAs, CRM, marketing)
- **High-quality** photography and brochures to maximize buyer appeal.
- **Full exposure:** the ability to list on all area MLS and NYC
- **Syndication** to hundreds of websites.
- **National and International** referral network.
- **Broker inspections and open houses** (at sellers' discretion).
- **Full-service** transaction management and professional client care and guidance
- **Comprehensive** local market reports, guides, and marketing.
- **Warren Legacy Collection** (Luxury Marketing Package).



WHAT ARE  
ONLINE  
BUYERS  
LOOKING  
FOR?

Source: 2022 National  
Association of Realtors Profile  
of Home Buyers & Sellers

# Locally Owned. Global Reach.



Since 1953, Warren Real Estate has had its finger on the pulse of real estate in Central/Southern New York. A spectacular area of the state that offers big city appeal with a small-town feel. With rolling hills, vineyards and numerous lakes. We are proud to be locally owned and operated, while having the technology, marketing strength and global reach of our largest competitors. Marketing your property and representing your best interests is something we take very seriously. Thank you for allowing us to serve you.

Binghamton • Downtown Ithaca • Horseheads/Elmira  
Corning • Vestal • Village of Cayuga Heights • Watkins Glen



# Preparing Your Home



## YOUR HOME'S CURB APPEAL

- Mow lawn
- Trim shrubs
- Edge gardens and walkways
- Weed and mulch
- Sweep walkways and driveway, remove branches, litter or toys
- Add color and fill in bare spots with plantings
- Remove mildew or moss from walls or walks with bleach and water or other cleaner
- Take stains off your driveway with cleanser or kitty litter
- Stack woodpile neatly
- Clean and repair patio and deck area
- Remove any outdoor furniture which is not in good repair
- Make sure pool or spa sparkles
- Replace old storm doors
- Check for flat-fitting roof shingles
- Repair broken windows and shutters, replace torn screens, make sure frames and seams have solid caulking
- Hose off exterior wood and trim, replace damaged bricks or wood
- Touch up exterior paint, repair gutters and eaves
- Clean and remove rust from any window air conditioning units
- Paint the front door and mailbox
- Add a new front door mat and consider a seasonal door decoration
- Shine brass hardware on front door, outside lighting fixtures, etc.
- Make sure doorbell is in good working order

## GENERAL INTERIOR TIPS

- Add a fresh coat of interior paint in light, neutral colors
- Shampoo carpeting, replace if necessary
- Clean and wax hardwood floors, refinish if necessary
- Clean and wash kitchen and bathroom floor
- Wash all windows, vacuum blinds, wash window sills
- Clean the fireplace
- Clean out and organize closets, add extra space by packing clothes and items you won't need again until after you've moved
- Remove extra furniture, worn rugs, and items you don't use; keep papers, toys, etc. picked up--especially on stairways
- Repair problems such as loose door knobs, cracked molding, leaking taps and toilets, squeaky doors, closets or screen doors which are off their tracks
- Add dishes of potpourri, or drop of vanilla or bath oil on light bulbs for scent
- Secure jewelry, cash and other valuables

## THE LIVING ROOM

- Make it cozy and inviting, discard chipped or worn furniture and frayed or worn rugs

## THE DINING ROOM

- Polish any visible silver and crystal
- Set the table for a formal dinner to help viewers imagine entertaining here

## THE KITCHEN

- Make sure appliances are spotless inside and out (try baking soda for cleaning Formica stains)
- Make sure all appliances are in perfect working order
- Clean often forgotten spots on top of refrigerator and under sink
- Wax or sponge floor to brilliant shine, clean baseboards
- Unclutter all counter space, remove countertop appliances
- Organize items inside cabinets, pre-pack anything you won't be using before you move

## THE BATHROOMS

- Remove all rust and mildew
- Make sure tile, fixtures, shower doors, etc. are immaculate and shining
- Make sure all fixtures are in good repair
- Replace loose caulking or grout
- Make sure lighting is bright, but soft

## THE MASTER BEDROOM

- Organize furnishings to create a spacious look with well-defined sitting, sleeping, and dressing areas

## THE GARAGE

- Sell, give away, or throw out unnecessary items
- Clean oily cement floor
- Provide strong overhead light
- Tidy storage or work areas

## THE BASEMENT

- Sell, give away, or throw out unnecessary items
- Organize and create more floor space by hanging tools and placing items on shelves
- Clean water heater and drain sediment
- Change furnace filter
- Make inspection access easy
- Clean and paint concrete floor and walls
- Provide strong overhead light

## THE ATTIC

- Tidy up by discarding or pre-packing
- Make sure energy-saving insulation is apparent
- Make sure air vent is in working order
- Provide strong overhead lighting

## WHEN IT'S TIME TO SHOW

- Make sure your property profile folder, utility bills, MLS profile, house location survey, etc. are available
- Open all draperies and shades, turn on all lights
- Pick up toys and other clutter, check to make sure beds are made and clothes are put away
- Give the carpets a quick vacuuming
- Add some strategically placed fresh flowers
- Open bathroom windows for fresh air
- Pop a spicy dessert or just a pan of cinnamon in the oven for aroma
- Turn off the television and turn on the radio music at a low volume
- Make a fire in the fireplace if appropriate
- Put pets in the backyard or arrange for a friend to keep them
- Make sure pet areas are clean and odor-free
- Make sure all trash is disposed of in neatly covered bins

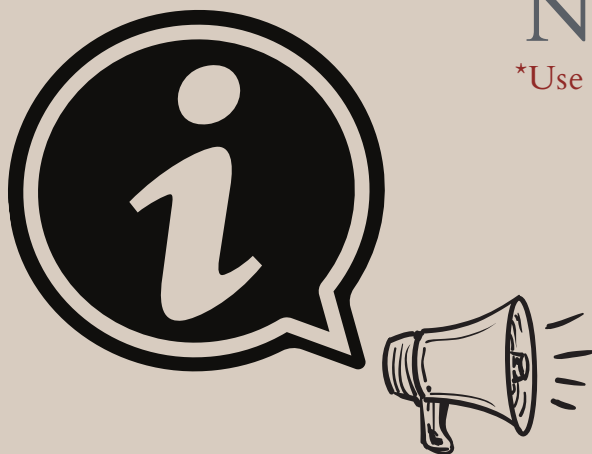
# Guidelines For Sellers

## Preparing for Home Inspection



A home inspection typically takes 3-5 hours so plan on being away for at least that amount of time. The following will improve safety and efficiency for the inspector.

- Make sure all household appliances are in working order for testing such as water heaters, heating systems & devices, stoves, plumbing fixtures, toilets, tubs, sinks, gas space heaters, gas fireplaces, and electrical breakers.
- Talk with your real estate agent about making arrangements for pets during the inspection.
- If there is a ceiling attic hatch, make sure there is clearance for the fold down ladder or space to accommodate a ladder.
  - a. For example, if the hatch is in a closet ceiling, clear out the closet enough for a ladder and a person to get through the hatch; sometimes this involves removing shelves and clothes rods. Small amounts of insulation sometimes come out of the attic so you may want to cover or remove belongings. If wall or ceiling hatches are caulked or inadvertently painted shut, please cut them open.
- Clear items from around the electrical panel(s), water heater, furnace or boiler, sump pump, washer / dryer, water meter, etc.
- If there is a crawlspace, make sure that the access door or hatch is accessible and can be easily opened by hand or with a screwdriver.
- Make sure that snow is cleared from the driveway, sidewalks, and all exterior doors.
- Algae often grow on sidewalks, steps, and patios making them very slippery when wet. For safety please clean off the algae with stiff broom and vinegar & water solution.
- Windows are often found painted shut so consider freeing them or the inspector will report that they are inoperable.
- Notes regarding house operation, pets, what you want left on, off, locked or unlocked are very helpful. For example: 'friendly dog in crate in bedroom', 'don't let cat in basement', or 'leave garage door unlocked', or 'electric baseboard heaters disconnected'.



## Need more Local Information?

\*Use your smartphone photo app to scan and get access to our lists:



- ATTORNEYS
- RADON TESTERS
- MOLD TESTERS
- REMEDIATORS
- BANKS
- TAX RATES
- CHAMBER OF COMMERCE

# Pre-Listing Checklist



- 3 sets of keys to the home
- Any declarations, covenants or deed restrictions on the property
- Items that will be excluded from the sale
- List of completed projects or repairs under ownership
- Copies of any recent inspections or environmental hazards
- Locate your Abstract
- Suggested:
  - Survey and/or plot
  - Prior year's tax bills
  - Prior year's utility bills
  - Prior year's water and sewer bills or source of water
  - Information on assessments and special assessments (if applicable)
  - Age of all major appliances and major components with documentation, if possible

## What to Expect

### IMMEDIATE ACTIONS BY YOUR AGENT

- A Lockbox will be installed at your property
- Warren Real Estate FOR SALE sign placed on your property
- Your property information will be submitted to MLS
- A comprehensive and aggressive online and print marketing plan will be implemented for your property including information brochures and your own property website
- Your property will be showcased on WarrenHomes.com
- Your property will be syndicated to hundreds of websites
- Promotion of your property at Warren meetings
- Your property will be promoted through Local Association of REALTORS®





# Commercial REAL ESTATE



Our Commercial Division provides a state of the art marketing system combined with professional and competent representation that can give your property the best exposure possible in the marketplace.

Contact us today to learn more about how we can best serve all your real estate needs.

## Common Commercial Practice Areas Include:

- Development Sites
- Re-Development Sites
- Commercial
- Commercial Land
- Commercial/Residential
- Commercial/Industrial
- Inns and B&B's
- Hotels
- Farms
- Mixed Use
- Mobile Home Parks
- Manufacturing
- Restaurants
- Retail
- Schools
- Warehouse
- Wineries

## 94% of Consumers Begin their Search Online

More buyers means a better chance of finding one willing and able to meet your terms, price and desired closing date.

Warrenhomes.com is mobile friendly and has the ability to translate into over 30 languages. Locally owned. Global reach.





# Federal & NYS Required Disclosures

*Your agent will walk you through the myriad of details and paperwork involved in selling a home. There are many legally required disclosure forms that you will learn more about. Here is a sample of some of the disclosures you should become familiar with.*

## Property Condition Disclosure (PCD)

### Types of Disclosures New York Property Sellers Must Make

The PCDA requires sellers to complete a standard form disclosure statement. The language of the disclosure statement comes directly from the law and contains numerous questions about the property, organized by topic, including:

- **General information:** age, ownership, utility surcharges and possession of the property
- **Environmental:** whether the property is located within a flood plain, wetlands, or agricultural district, near a landfill; whether the property contains asbestos, lead pipes, or fuel storage tanks; whether a radon test has been performed on the property; or whether petroleum products or hazardous or toxic substances are known to have been spilled, leaked, or otherwise released on or from the property
- **Structural:** water, fire, smoke, or insect damage and the condition of the roof, beams, and other such elements, and
- **Mechanical systems and services:** utilities, water source and quality, sewers, drainage, flooding.

The disclosure statement also asks you to check off any systems or property components that have known defects from a list that includes plumbing, air conditioning, heating, hot water, security and other detection systems, foundation, walls, sump pumps, floors, chimneys, patios, decks, or driveways. If any of these systems or components are defective, you should describe the defect in detail in the spaces provided on the form. (N.Y. Real Prop. Law § 462.)

*Please ask your agent about PCD exceptions*



## OTHER IMPORTANT DISCLOSURES

- NYS Agency Disclosure
- NYS Anti-Discrimination and Fair Housing Notice
- Audio Recording Device Disclosure Form
- Agricultural District
- Electric Availability
- Green On-Bill Recovery
- Home Equity Theft Protection
- Lead Paint
- Property Condition
- Smoke/CO Detector
- Uncapped Gas Well
- Utility Surcharge
- Oil, Gas, Mineral, Timber Rights
- Reasonable Modifications & Accommodations Notice (for Residential Leases Only)



# Protect Your Family from Radon

*A Guide for NYS Homeowners*



*Learn about Radon and what it means to your home selling/buying process.*

\*Use your smartphone photo app to scan and see the NYS Department of Health Radon Information.



## HOME SURVEILLANCE INFORMATION

### Required Audio Recording Device Disclosure Form

- It is illegal to unlawfully engage in wiretapping, mechanical overhearing of a conversation (the intentional overhearing or recording of a conversation or discussion, without the consent of at least one party thereto, by a person not present thereat, by means of any instrument, device or equipment), or intercepting or accessing of an electronic communication, and any such action may result in criminal charges against the party doing the recording or eavesdropping. N.Y. Penal Law § 250.05 (felony eavesdropping).
- If the seller has any audio surveillance or recording devices in their home and intends to keep it activated during any visits (showings, inspections, open houses, appraisals, walkthroughs, etc), the seller must disclose this to all parties by completing the **Audio Recording Device Disclosure Form** and in the agent remarks on the MLS.
- Without written consent, it is not legal to listen or record conversations.

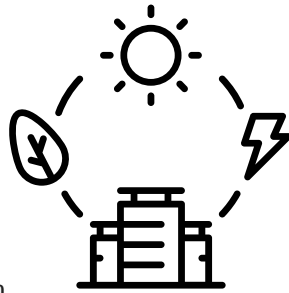
# COMPANY NEWS

Since 1953 - Proud and honored to have served the real estate needs of so many in the community. Expanding on a legacy started by Ann Warren in 1953, her grandson Bryan Warren currently leads the company with the same values of providing superior services to clients and having a true commitment to the staff, agents, and communities we serve. Warren has grown to be the area's #1 locally owned real estate services provider.

## GOING SOLAR

Warren Real Estate is proud to announce our investment in the Ridge Road Solar, LLC Community Solar Farm, located in Horseheads, N.Y.

The energy generated from the solar farm will offset 100% of the electric usage at both of our Ithaca offices, both of our Greater Binghamton offices, and our Elmira/Horseheads office.



## EXPANDING WARRENHOMES.COM

Warren Real Estate is dedicated to providing the latest technology and marketing strategies. As a result, the WarrenHomes.com site has undergone a full renovation, with more resources and information, a new aesthetic and more comprehensive maneuverability for an overall enhanced experience.

## COMMUNITY PHILOSOPHY

We believe that giving back to our community is the most meaningful and important investment we can make. We are reminded of the importance and strength of our communities amid the COVID-19 pandemic. The health and growth of our community is an initiative we take very seriously. We are proud to have supported over 50 local and amazing nonprofit organizations in 2022.

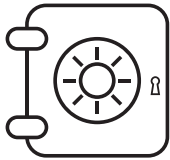




# Safety Tips for Home Sellers

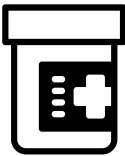
If you are trying to sell your property, there are some safety guidelines you should follow to keep yourself and others safe. The fact is your home is being exposed to strangers. Potential buyers want to see your entire home, even inside closets and kitchen cupboards. While the vast majority of homebuyers are safe, honest people and are accompanied by a licensed real estate agent, precautions are necessary for the rare possibility that just one could see your home as an opportunity for crime.

Here are some security measures to consider before your home is shown to buyers:



## VALUABLES OUT OF SIGHT

Remember to remove keys, credit cards, jewelry and other valuables from the home or lock them away.



## MEDICATIONS PUT AWAY

Remove prescription medications from medicine cabinets and bedside tables.



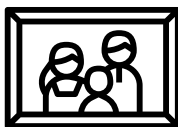
## SECURE WEAPONS

Firearms, knives (including knife blocks in the kitchen), and other weapons need to be removed from sight and locked away.



## CLEAR OUT THE MAIL

Bills, invoices, credit card statements, and anything with your social security number or other identifying information should be removed from view.



## TAKE DOWN THE FAMILY PHOTOS

Family photos and anything labeled with names should also be removed.



## KEEP A RUNNING LOG

Request that all visitors sign a guestbook or roster



There are many reasons for using a licensed real estate agent, but one good reason is your **Warren Real Estate agent is a professional** that takes precautions to minimize security risks.



# PROTECT YOUR MONEY FROM MORTGAGE CLOSING SCAMS WHEN BUYING A HOME

.....  
Every day, hackers try to steal your money by emailing fake wire instructions. Criminals will use a similar-looking (but fake) email address and steal a logo and other info to make it look like the email came from your real estate agent or title company.

You can protect yourself & your money by following these steps:  
.....

## BE VIGILANT

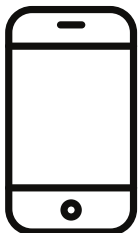


**Call, don't click:** Verify all wiring instructions before transferring your funds. Call the title company using an independently obtained and known phone number. Don't use phone numbers or links from an email. **Be aware:** It's extremely rare that wiring instructions will change at the last minute, or that this information will be provided by email.



## PROTECT YOUR MONEY

.....  
**Confirm everything:** Ask your bank to confirm the name on the receiving account before sending a wire. **Verify Immediately:** Within four to eight hours, call the title company or real estate agent to confirm they received your money.



## WHAT TO DO IF YOU'VE BEEN TARGETED -

### Immediately:

Call your bank and ask them to issue a recall notice for your wire.

File a complaint with the FBI at [www.IC3.gov](http://www.IC3.gov).

Report the crime to your local FBI office.

**Making a report within the first 24 hours provides the best chance of recovering your money.**

.....  
For more information about mortgage closing scams, please visit: [NAR.REALTOR/WIRE-FRAUD](http://NAR.REALTOR/WIRE-FRAUD)  
*This is for informational purposes only and should not be considered legal advice.*

Source: NATIONAL ASSOCIATION OF REALTORS®



# A Message From Bryan H. Warren

*PRESIDENT & PRINCIPAL BROKER*

”



*Bryan Warren*

As owner and President of Warren Real Estate, I want to assure you that you have made the best decision in choosing us to handle the sale of your home. Since 1953, we have worked to build roots, trust, reputation and have a proven record of success.

To continue in the tradition of assuring the best service, I want to directly extend an invitation to call me personally if you have any questions about our company, how we will handle the sale of your home, or if you have any problems throughout the process of selling your home. We have a track record of immediately handling any problems that can occur throughout the process of your purchase with as little hassle as possible - I want to assure you of this.

Thank you for your trust in our company and our agents. Please contact me with any questions you may have so I can ensure a successful transaction.

# THROUGHOUT LOCAL HISTORY



- 1953** Ann Warren became the first woman Realtor® in Ithaca, New York. She started Warren Real Estate in her home at 301 Wyckoff Ave.
- 1962** Warren Real Estate expanded the business and purchased an old farmhouse on Triphammer Road. At the time, Triphammer Road was farm country, the 'middle of nowhere.' Ann could see that things were going to develop in that direction and established one of the first commercial businesses in that area.
- 1967** Jim Warren, Ann's son, enters the family business.
- 1970s** Market remains steady.
- 1980** Ann was diagnosed with cancer and passes. The recession came and the business came to a standstill.
- 1982** Jim Warren made a commitment to bring the business back around. He reinvested his personal savings and acquired Stage Realty, a mid-sized Ithaca realty company, increasing the number of Warren agents.
- 1983** The risk to expand paid off as the market began to improve. Warren Real Estate was back on the upswing.
- 1985** Warren Real Estate purchased Peggy Cornwall's dress shop, 830 Hanshaw Road, and prepares for growth.
- 1990s** The market began to take off. Warren Real Estate slowly builds up to 17 Realtors®.
- 1998** Bryan Warren, Jim's son, joins the family business just as the market begins to improve, and brings a new vision of building on the family legacy.
- 1999** Addition is built on to existing office.
- Early 2000s** Expansion continues & Warren outgrows its existing offices.
- 2003** Annual sales top \$75 million.
- 2006** Annual sales top \$126 million.
- 2006** Warren Real Estate builds a new state-of-the-art two-story building at 830 Hanshaw Road. Office expands to over 65 agents. Warren becomes the largest locally owned independent real estate firm in Tompkins County.
- 2007** The Tompkins County Chamber of Commerce named Warren Real Estate of Ithaca the David R. Strong Memorial Small Business of the Year.
- 2007** Warren Real Estate adds a new 3500 sq. foot location in downtown Ithaca, at 301 E. State Street.
- 2009** Warren Real Estate moves forward stronger than ever despite the national economic climate.
- 2012** Warren Real Estate concludes the year as #1 for dollar volume sold in our market.
- 2013** Warren Real Estate takes a major stake in downtown Ithaca by developing a prime site in the heart of the city, expanding their downtown office, and adding 38 housing units in a state-of-the-art 6-story building.
- 2013** Warren Real Estate opens a branch office in Binghamton, NY, expanding its reach to the Southern Tier.
- 2014** Warren Real Estate finishes 2013 as #1 in the marketplace again with a sales volume of \$200 million.
- 2018** Warren Real Estate opens a branch office in Horseheads (2015) and Watkins Glen (2018) expanded their reach into Central NY. Concludes 2018 as #1 in the marketplace.
- 2020** Warren Real Estate continues to expand despite the global pandemic. Grateful to be able to continue to provide services safely, Warren opens two new offices: a second location in Binghamton, NY, and a branch in Corning, NY.
- 2021** Looking at climate change and our environmental impact, Warren Real Estate partners with Renovus Solar in the development and installation of a solar power farm, which will be used to service Warren offices and the community.
- 2022** Annual sales volume exceeds \$600 million
- 2023** Warren Real Estate celebrates its 70th anniversary. Still family owned and operated, Warren is one of the largest locally owned real estate companies with 7 offices and over 175 Real Estate agents throughout the Central and Southern New York region.

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## FINDING YOUR PERFECT PLACE SINCE 1953



### **Ithaca City Office**

140 Seneca Way Suite 200  
Ithaca, NY 14850  
(607) 277-2660

### **Ithaca Village Office**

830 Hanshaw Road  
Ithaca, NY 14850  
(607) 257-0666

### **Binghamton City Office**

33 Front Street  
Binghamton, NY 13905  
(607) 235-3333

### **Binghamton Vestal Office**

3456 Vestal Parkway E.  
Vestal, NY 13850  
(607) 217-5673

### **Corning Office**

76 E. Market Street  
Corning, NY 14830  
(607) 936-2844

### **Horseheads/Elmira**

2493 Corning Road  
Elmira, NY 14903  
(607) 398-6416

### **Watkins Glen Office**

210 N. Franklin Street  
Watkins Glen, NY 14891  
(607) 703-0111