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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 trusted, successful and highly reputable force in the Central/Southern New York real estate business. Year after year, our statistics show why we are the best choice.

See your agent for our local market reports.



**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 marketing and 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 buying 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 170 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. Nine 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 Warren Real Estate Standard



## Excellence in every transaction

The Warren Real Estate Standard is built on a foundation of ethics, professionalism, integrity, and results. With over 70 years of experience, we set ourselves apart by delivering personalized, confidential service while upholding the highest industry standards. Our agents are dedicated to expert guidance, market knowledge, and unwavering client support, ensuring a seamless experience for buyers, sellers, and investors alike. We foster a collaborative and positive company culture, prioritizing community engagement, comprehensive agent support, and innovative marketing strategies. At Warren Real Estate, excellence isn't just a goal—it's the standard we uphold in every transaction.

**OUR SERVICES** Warren Real Estate is a full-service real estate brokerage specializing in residential, commercial, and luxury properties. We provide expert guidance in buying, selling, and leasing real estate, along with relocation services and market analysis. Our dedicated agents prioritize ethics, professionalism, and results while fostering strong community connections. Whether you're a first-time homebuyer, a seasoned investor, or looking to list your property, Warren Real Estate offers personalized support and comprehensive marketing strategies to help you achieve your real estate goals.

**OUR ASSOCIATES** are dedicated professionals committed to upholding Warren Real Estate's legacy of exceptional service—a tradition that delivers results. Each member of our team is an experienced, highly successful multi-million-dollar producer, well known within the communities they serve. When you choose a Warren Real Estate professional, you gain more than expert guidance; you benefit from the support of a results-driven team committed to your success.

**PERFORMANCE AND RESULTS** are what we are best known for. In our overall market area, Warren Real Estate has maintained a significant market share. This is due in large part to our reputation, our tools, and our team. The experience and expertise of the highly productive Agents who, on a per-person basis, consistently out-produce even the strongest competitors by a considerable margin contribute to exceptional results. There is no substitute for experience. The Warren Real Estate legacy of service and results from the past ensure that this tradition of quality continues into the future and we strive every day to earn the reputation of being known as "The Best In the Business."

**WARRENHOMES.COM**, our well-known website, is designed to serve our clients. We strive to see that it is kept current by providing up-to-the-minute accurate data and providing local resources and connections that you need for a successful transaction. Giving you immediate access to our ever-changing inventory, warrenhomes.com is the only place you need to visit to search the MLS database for our area and to find an agent whom you'll enjoy working with. We'll be here from your first starter home through your lifetime.

# 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 Vestal, 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 branch 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
- 2024** Warren Real Estate opens branch offices in Albany, NY & Sayre, PA
- 2025** Warren Real Estate celebrates its 72nd anniversary. Still family owned and operated, Warren is one of the largest locally owned real estate companies with 9 offices and over 170 Real Estate Agents throughout the Central and Southern New York region.

# Market Conditions



*Reach out to your Warren Agent for a detailed local market report, featuring key trends and essential statistics for your area.*



- Data shows FSBO homes sell for a median of \$360,000 compared to \$425,000 for agent-assisted homes, indicating the impact of professional representation on sale pricing.
- Inventory remains constrained, contributing to affordability challenges and the ongoing decline of first-time buyers.

## NATIONAL MARKET TRENDS

**Home Price Appreciation:** Homeowners have experienced substantial equity gains, with the typical seller having owned their home for a record 11 years and accruing an average of \$140,900 in wealth over the past five years. This sustained price appreciation has fueled greater purchasing power, especially among repeat buyers.

**Existing-Home Sales:** Existing-home purchases now represent 84% of the market, a slight decline as new home sales gain traction. Sellers are staying in their homes longer—median tenure before selling is 11 years—reflecting a shift toward long-term homeownership.

**Buyer Demographics:** The share of first-time buyers has dropped to an all-time low of 21%, with the median age of first-time buyers rising to 40. Additionally, households with children are buying less frequently, now only 24% of buyers, while single buyers and older buyers make up a growing portion of the market.

**Market Influencers:** Real estate agents remain critical, with 88% of buyers and 91% of sellers using agents, who provide trusted guidance, negotiation support, and market expertise. Meanwhile, cash buyers are at a record high, comprising 26% of purchases and leveraging equity and favorable market positioning.

BUYERS

10

The number of weeks a typical buyer viewed properties

46%

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

88%

Percent of buyers utilizing real estate agent services

SELLERS

91%

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

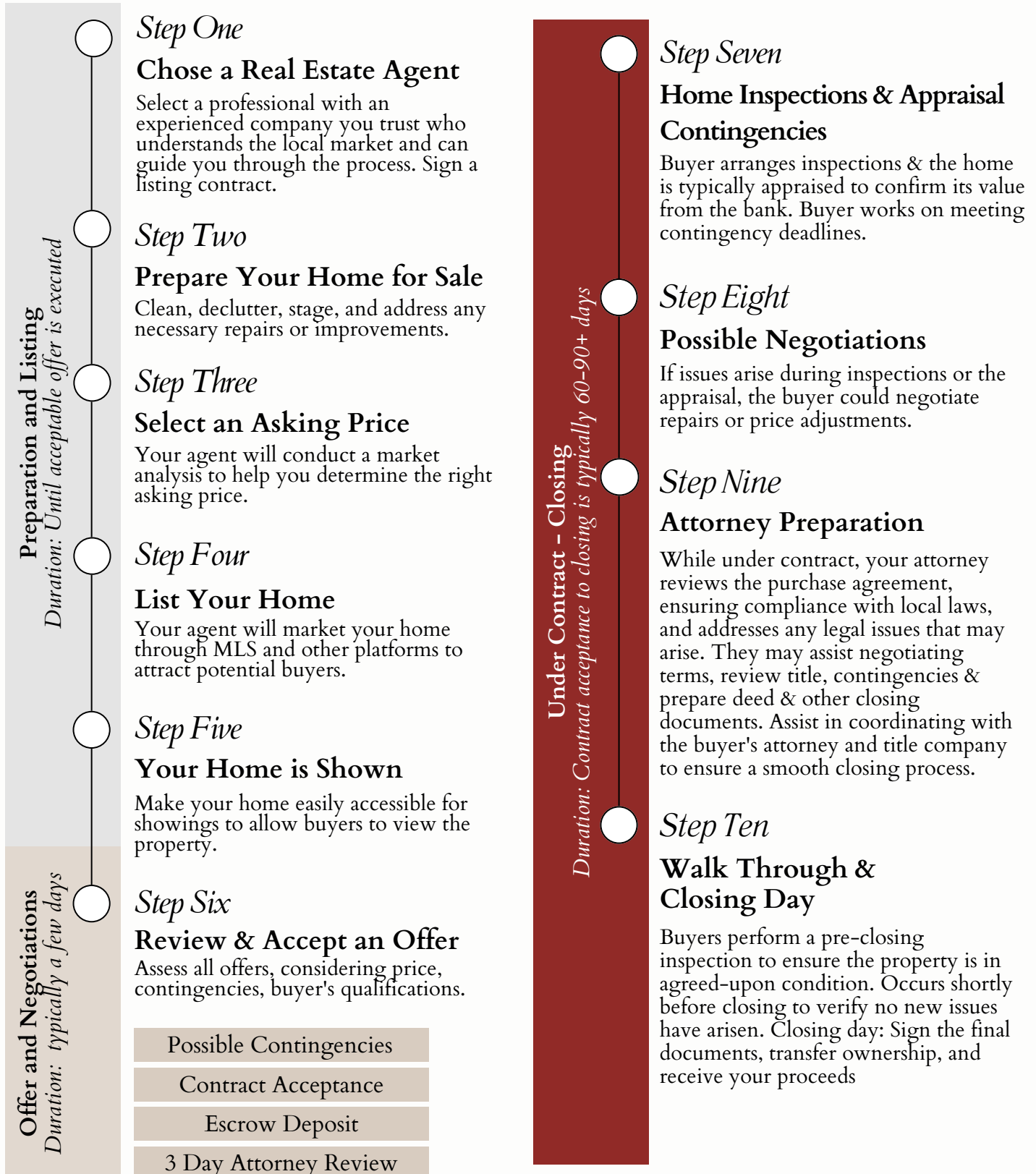
5%

The percent of sellers who sold their home via For Sale By Owner

99%

This year, sellers sold their property typically at 99 percent of their asking price and sold their home within four weeks.

# Understanding Home Selling Process and Timeline



# Valuing Your Home

## A Key Step in the Selling Process

*Properly valuing your home is one of the most important steps in the selling process. Setting the right price can help you attract serious buyers, minimize time on the market, and maximize your return.*

### Comparative Market Analysis (CMA)

The most common method for determining your home's value is a (CMA). This report compares your home to similar properties in your area that have recently sold, are currently for sale, or were listed but didn't sell. Factors such as size, location, condition, and age of the home are considered.

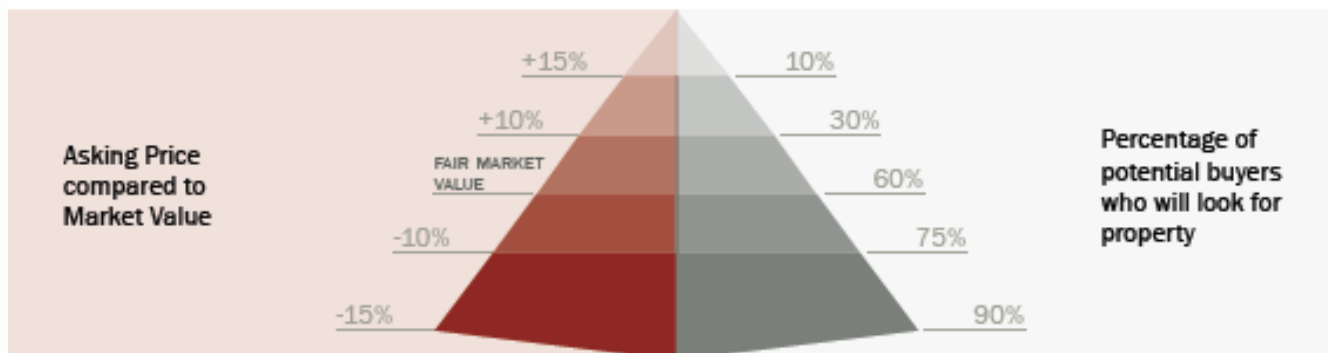
A CMA will provide you with:

- **Sold homes (comps):** Properties that have sold recently in your neighborhood and similar areas.
- **Active listings:** Homes currently for sale that potential buyers will compare to yours.
- **Pending sales:** Properties under contract that may indicate current market demand.

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.





# The Role of Your Agent & Agency Relationships

*A real estate agent is your trusted advocate throughout the home-selling process.*

- **Market Analysis & Pricing Strategy** – Conduct a Comparative Market Analysis (CMA) to determine a competitive listing price.
- **Property Preparation** – Advise on staging, repairs, and improvements to maximize home value.
- **Marketing & Exposure** – Implement a strategic marketing plan, including online listings, professional photography, social media, and open houses.
- **Showings & Buyer Interaction** – Coordinate and manage home showings, providing feedback.
- **Negotiation & Offers** – Represent seller in negotiations, ensuring best possible price and terms.
- **Contract & Legal Guidance** – Help sellers navigate contracts, contingencies, disclosures.
- **Managing Inspections & Appraisals** – Guide sellers through inspection process & appraisal challenges.
- **Transaction Coordination** – Work with attorneys, lenders to ensure a smooth closing.
- **Closing Assistance** – Ensure all final details are handled for a successful closing and transition.
- **Post-Sale Support** – Assist with seller questions after closing and provide guidance for next steps.

## What Does Agency Relationship Mean?

An agency relationship defines the legal connection between you and your agent. When you hire an agent, you enter into an agreement where the agent represents your best interests. This relationship is crucial because it ensures your agent works to your advantage throughout the transaction.

## Fiduciary Responsibilities of Your Agent

As your representative, your agent has fiduciary responsibilities to act in your best interests. These include:

- **Undivided Loyalty:** Putting your interests above all others.
- **Confidentiality:** Keeping your personal information and negotiations private.
- **Full Disclosure:** Providing all relevant information to you.
- **Obedience:** Following your lawful instructions.
- **Reasonable Care & Skill:** Using their expertise to guide and protect you.
- **Duty to Account:** Accurately track, manage, report all funds, ensuring transparency & proper handling.

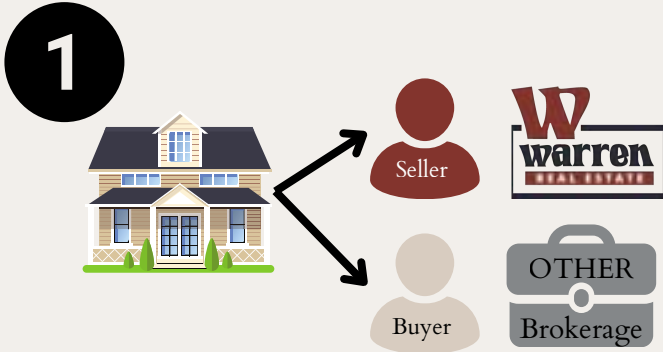
## Buyer's Agent vs. Seller's Agent

- **Seller's Agent:** Also known as a listing agent, represents the seller's interests. Their main goal is to sell the property and represent the seller's best interests. They owe their fiduciary duties to the seller.
- **Buyer's Agent:** Works exclusively for the buyer, representing their interests. They help the buyer find the right property, negotiate offers, and ensure a smooth transaction. Their fiduciary duties are to the buyer.

## Dual Agency

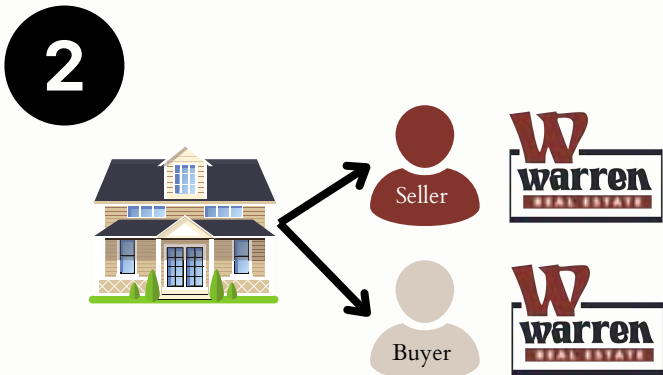
In some cases, a single agent or brokerage may represent both the buyer and the seller in the same transaction. This is known as dual agency. The agent owes fiduciary duties to both parties. As a result, the agent cannot advocate as strongly for either party. Dual agency must be disclosed, and both parties must agree to it. If you're uncomfortable with dual agency, you have the right to choose separate agents for the buyer and seller.

# Agency Relationships For Sellers



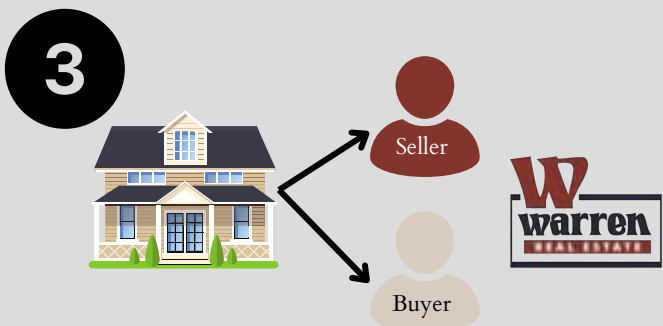
## Seller's Agency

- Two agents associated with different brokerages (companies)
- Seller's Agent has all fiduciary duties to the Seller without limitation (*obedience, undivided loyalty, full disclosure, confidentiality, duty to account, reasonable skill and care*)



## Dual Agency with Designated Sales Agent

- Seller and Buyer are both represented by different agents in the same brokerage.
- Designated agents may represent the best interests of their respective clients like traditional agency except they are unable to provide undivided loyalty. (Cannot disclose confidential information that they may know about Buyer or Seller that they learned in-house)



## Dual Agency

- Single agent representing both the Buyer and Seller
- Agent is obligated to remain impartial towards both parties, serves to facilitate the transaction and will not favor the interests of one over the other.
- Agent owes all fiduciary responsibilities but is unable to provide undivided loyalty.
- Agent cannot suggest a price the Buyer should pay or a price the Seller should accept.

*These terms are commonly used interchangeably: Broker, Brokerage, Real Estate Office, Company*

# The Benefits of Warren Seller Representation

*Partnering with Warren Real Estate ensures a strategic, seamless, and results-driven home selling experience. Our commitment to ethics, professionalism, and market expertise positions your property for optimal success.*

## Market Knowledge

A Warren seller's agent has a deep understanding of the local real estate market, including current trends, pricing strategies, and buyer demand. They provide expert guidance on positioning your home competitively to attract qualified buyers and maximize value.

## Local Leadership Proven Results

With decades of experience and deep community roots, Warren Real Estate's track record of integrity and results speaks for itself. Our agents leverage local expertise and industry-leading resources to achieve exceptional outcomes for our sellers.

## Negotiation Skills

Experienced seller's agents are skilled negotiators. They can negotiate on your behalf to get the best possible terms, whether it's the purchase price or other terms of the transaction. Their expertise can be especially valuable in competitive markets.

## Comprehensive Marketing & Exposure

Your property benefits from high-quality professional photography, targeted digital advertising, social media campaigns, and Warren Real Estate's exclusive networks, ensuring it reaches the right buyers.

## Local Network & Resources

Seller's agents often have established networks with other real estate professionals, such as inspectors, mortgage brokers, and real estate attorneys. These connections can streamline the selling process and ensure you have access to reputable service providers.

## Paperwork & Legalities

Real estate transactions involve a considerable amount of paperwork. A seller's agent can guide you through the process, ensuring that all documents are properly handled and legal requirements are met.

## Advocacy & Representation

Your seller's agent represents your interests throughout the home-selling process. They are dedicated to helping you sell your property for the best possible terms and navigate potential challenges that may arise.

## Strategic Pricing

We conduct in-depth market analysis and comparative evaluations to position your home competitively, maximizing value while ensuring a timely sale.

## Objective Advice

A seller's agent provides an objective assessment of your home, offering insights on its strengths and areas for improvement to enhance market appeal and attract the best offers.

## Education and Guidance

Educate and guide sellers on market conditions, pricing strategies, buyer demand, real estate requirements, and effective home preparation to maximize value and attract strong offers.



## 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.

## Helping you all the way through closing.

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

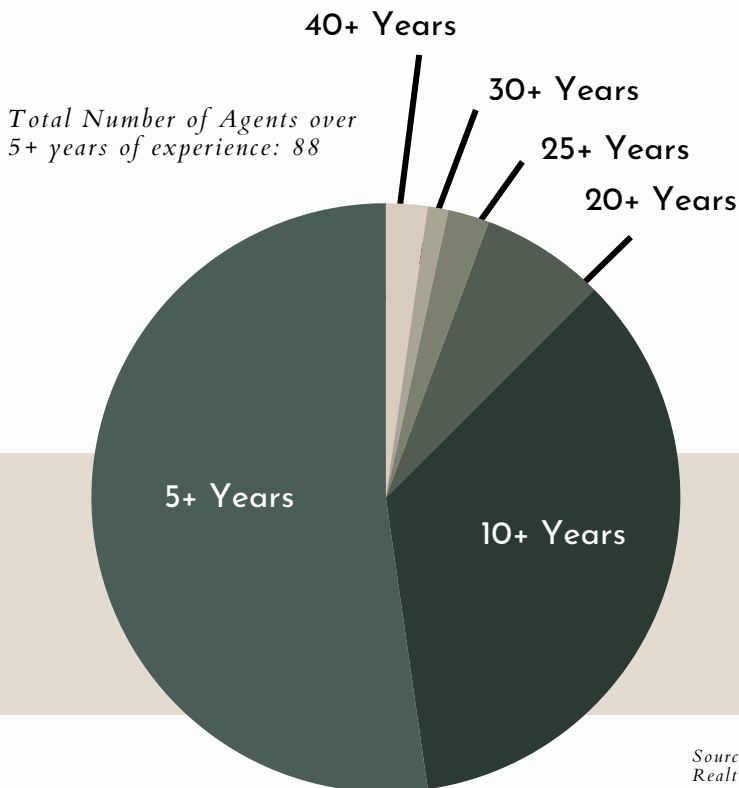
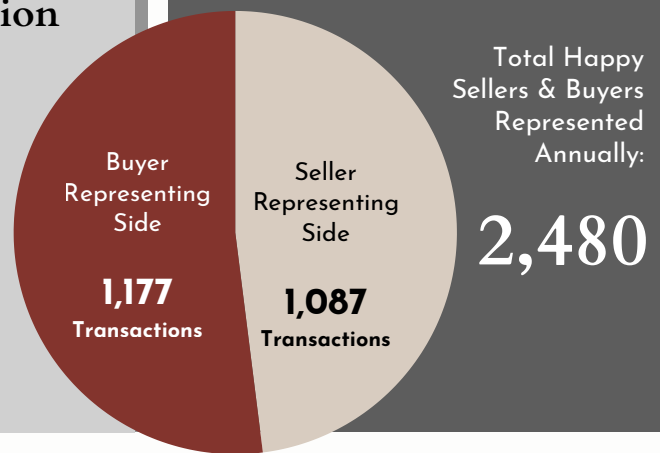
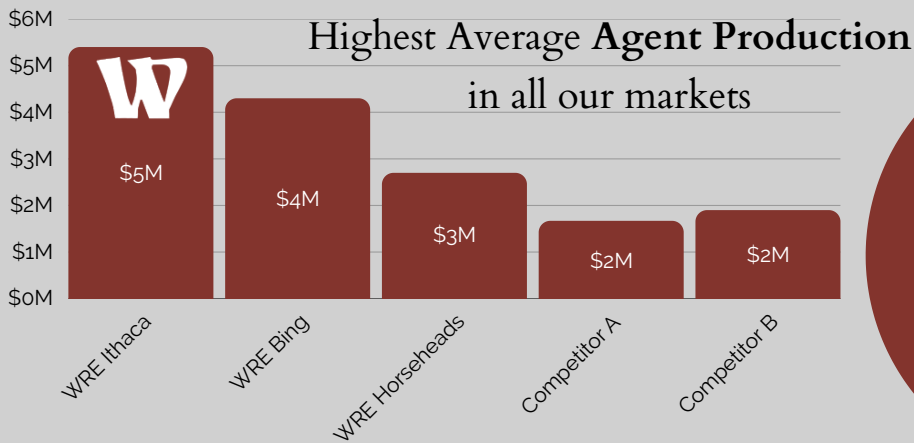




# The Warren Advantage

An unwavering commitment to set the highest standard of excellence in the real estate industry. We are dedicated to delivering quality beyond expectation in every facet of our business: to our client, agents, employees and communities. There's no substitute for experience. Our success is in your results.

Home to the Area's Top-Performing Agents. Since 1953.



There's no substitute for  
**experience**  
*years of expertise*

Total Agent Combined  
Years of Experience:

**1,213**

Years in the  
Business

**73**

Source of Information: 2024 - Greater Binghamton Board of Realtors, Ithaca Board of Realtors, Elmira Corning Board of Realtors, Lone Wolf Technologies Reporting

# 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 20 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.
- **Open 5 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, and more.
- **High-quality** photography and brochures to maximize buyer appeal.
- **Full exposure** - the ability to list on all area MLS and NYC boards.
- **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).



### COMPANY HIGHLIGHTS

**73**

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

**185+**

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

**\$708M**

Millions of dollars in volume of transactions at Warren Real Estate in 2025 covering 14 counties throughout the Finger Lakes Northern PA, and Southern Tier

## What Will Your Agent Do

- **Market Analysis & Pricing Strategy** - Conduct a Comparative Market Analysis (CMA) to determine a competitive listing price.
- **Property Preparation** - Advise seller on staging, repairs, and improvements to maximize home value.
- **Marketing & Exposure** - Implement a strategic marketing plan, including online listings, professional photos, social media & open houses.
- **Showings & Buyer Interaction** - Coordinate & manage home showings, providing feedback.
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- **Closing Assistance** - Ensure all final details are handled for a successful closing & transition.
- **Post-Sale Support** - Assist with seller questions after closing & provide guidance for the next steps.



# Multiple Listing Options for Sellers

Every seller's needs and goals are unique. In alignment with NAR's multiple listing options for Sellers, we offer three distinct ways to market your property, each providing a different level of exposure and strategy. These options are designed to maximize your home's value while respecting your preferences for visibility, timing, and marketing approach.



## Option 1 Full MLS Listing

*This is our most comprehensive listing option, designed to give your property maximum visibility and unmatched reach.*

### Where It Shows Up:

- Listed in the MLS for members and agents across participating brokerages
- Syndicated through IDX on MLS
  - Displayed on public real estate websites
  - Visible across broker platforms
  - Shared across multiple online portals and listing sites
- Provides the widest possible exposure

### Benefits:

- Maximum Exposure
- Broad Buyer Competition
- Price Discovery Through Open Market
- Transparency & Market Credibility
- Faster Timelines for Well-Priced Listings

## Option 2 Exempt Office Exclusive Listing

*For sellers seeking only in house marketing, the Exempt Office Exclusive listing offers the most discreet option.*

### Where It Shows Up:

- Marketed exclusively within Warren Real Estate
- Accessible only to Warren Real Estate agents
- Shareable with Warren Real Estate clients and customers
- Not submitted to the MLS
- No public-facing marketing, syndication, signage, or online advertising
- Maintains the highest level of privacy and discretion

### Benefits:

- Most restricted exposure
- Privacy & Discretion
- Controlled Exposure
- Soft-Launch / Market Testing
- Stronger In-House Buyer Matching
- Reduced Market Noise
- Flexibility to Go Public Later

## Option 3 Delayed Marketing Listing

*This option allows broad professional exposure with delayed public advertising*

### Where It Shows Up:

- Listed in the MLS for member & agents across brokerages
- Shareable directly with agents, registered buyers, and clients
- NOT syndicated through IDX to public real estate websites (Zillow, Realtor.com, etc.)
- No public-facing marketing, signage, or online advertising
- Maintains professional exposure while limiting public visibility

### Benefits:

- Broad Agent & Buyer Network Exposure
- Controlled Public Visibility
- Professional Market Validation
- Competitive Buyer Access W/out Public Noise
- Stronger Pricing Confidence
- Flexibility to Expand to Full Public Syndication Later



# Your Property on **MLS**

*Your property is instantly shared with thousands of agents and their qualified buyers on the Multiple Listing Service.*



## **Local MLS Exposure – Board of REALTORS®**

When you list with Warren Real Estate, your property is entered into your Local Board of REALTORS® MLS, the trusted source for real estate data and surrounding areas. Your listing is immediately visible to all local and regional agents and buyers searching within this high-demand market.



## **Regional Power – UNYREIS (Upstate New York Real Estate Information Services)**

Your listing is seamlessly shared throughout the UNYREIS network, covering:

**Rochester, Finger Lakes, Ithaca, Elmira, Otsego–  
Delaware, and Chautauqua–Cattaraugus regions.**

Access to thousands of agents and brokers across  
Upstate New York\*\*.



## **Statewide Reach – NYSAMLS (New York State Alliance of MLSs)**

Through NYSAMLS, your property is syndicated to three major MLS services:

- UNYREIS (Rochester/Finger Lakes)
- CNYIS (Syracuse/Central NY)
- WNYREIS (Buffalo/Western NY)

Together, these systems cover over 50 counties across New York State\*\*, ensuring your property is seen by buyers throughout the region.

\*\*Please be aware that while all of our other offices benefit from the ListHUB platform and its associated regional and statewide MLS Alliance advantages, the Binghamton and Albany offices are not currently part of the MLS Alliance.



## **National & International Exposure – ListHub Syndication**

We leverage ListHub, the industry's leading listing distribution platform, to automatically push your property to:

Syndication to over 70 national and global websites, plus around 900 other “powered-by” destinations via their extended networks including Realtor.com, Zillow, Trulia, Homes.com, and more!

## **Why It Matters:**

Local + Statewide + National marketing in one seamless process. Your listing is visible to millions of consumers across multiple platforms.

Backed by Warren Real Estate's trusted brand and expert agents.





# Global Exposure:

## *One Listing, Hundreds of Websites*

We partner with Listhub, an online marketing platform publishing listings to more than 70 national websites with an extended network of 900+ sites. From Realtor.com to Zillow, we've got you covered!



# ListHub

ARKDIA

Zillow®

Properstar

安居客  
anjue.com

THE  
Real Estate  
Book®



Homes.com™

realtor.com®

RealtyTrac®

REDFIN

trulia

## Unlock More Control with ListHub

- **ListHub** is an online marketing platform for brokers and agents, provided through the NYS Alliance of MLSs.
- Serving over **500 MLSs** nationwide.
- Publishing listings to more than **70 national websites** with an extended network of 900+ sites, plus customizable filters for choosing your publishers.
- Managing over **2.5 million listings daily**, supporting 50,000+ brokers and agents.
- Ensuring online accuracy by syncing directly with the MLS.
- Global audiences, with select international real estate portals. Performance tracking tools that measure listing traffic and engagement.

## Protections for You & Your Listings

- Publishers update listings **at least twice daily**.
- Listing data is only used for **consumer display** while active on the market.
- Publishers must show key details like **price, address, and broker name**.
- Compliance with all **state laws** regarding real estate content display.
- Consumer leads are routed directly to the broker's **designated email**, giving you lead management control.

# 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®



At Warren Real Estate, we uphold the Realtor® Code of Ethics, ensuring integrity, professionalism, and trust in every transaction. This code, established by the National Association of Realtors (NAR), sets the highest standards for honesty, fair dealings, and client advocacy. Our agents are committed to ethical practices, transparent communication, and putting our clients' best interests first. Whether representing buyers or sellers, we abide by these principles to maintain excellence in our industry and community.







# Seller Broker Fees Simplified



Seller

Seller Consultation: Agent reviews process and expectations, Property Evaluation, Marketing Plan and Compensation

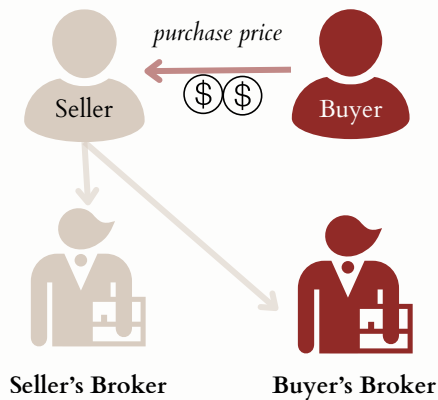


Seller's Agent

## Seller Offering Buyer Broker Compensation



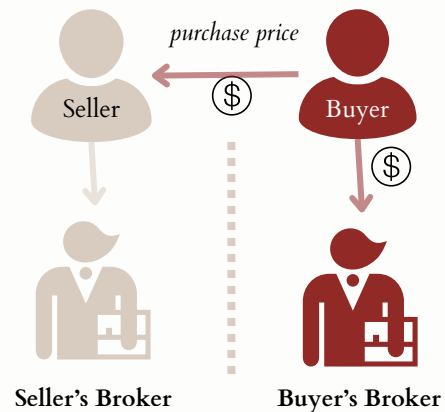
*Buyer's Broker Compensation included in the asking price*



## Seller NOT offering Buyer Broker Compensation



*Buyer's Broker Compensation NOT included in the asking price*



### Seller Payment

Seller prices property accordingly to include both Seller's and Buyer's Broker fees, paid from Seller proceeds at closing.

*This strategy of offering a buyer broker fee attracts the most buyers and may enable more offers by shifting the financial burden of their closings costs into their purchase price.*

### Dual Agency, Dual Agency w/ Designated Agents and Unrepresented Buyers

Dual Agency occurs when one agent represents both the buyer & seller in a transaction. Dual Agency w/ Designated Agents means different agents from the same brokerage represent each party. For unrepresented buyers, no buyer agent is involved, potentially leading to the seller's agent(s) facilitating both sides.

### Buyer Payment Options:

1. Include Buyer Broker Fee in purchase contract to be paid by Seller proceeds at closing (directly or through concessions)
2. Paid directly by Buyer to Buyer's brokerage at closing.
3. Combination of both 1 & 2

*This strategy can limit potential buyers, as it increases their out-of-pocket expenses and may limit their purchasing price. You may likely be presented with a purchase offer that includes the Buyer broker fee.*

# Seller Dangers with Unrepresented Buyers



## You Likely Won't Save Money

*Contrary to popular belief, working with unrepresented Buyers will not likely save you money.*

**Negotiation Challenges:** 1) Lack of Experience: Unrepresented buyers may not fully understand the negotiation process, which can lead to unrealistic expectations and prolonged negotiations. 2) Inadequate Offers: Buyers without representation may make offers that are not competitive or properly structured, causing delays or complications in the sale.

**Financial Risks:** 1) Financing Issues: Unrepresented buyers might not be pre-approved for a mortgage or fully understand their financial limitations, potentially causing the deal to fall through. 2) Appraisal Problems: Without proper guidance, unrepresented buyers might struggle with appraisal issues, affecting the sale price and process. Increased

**Facilitation Fee:** Seller's agents will likely have a facilitation fee for the increased workload of additional responsibilities, such as explaining procedures, handling paperwork, managing all buyer-side aspects of the transaction, and ensuring all steps are completed correctly. Agent will invest much more time in managing both sides of the transaction.

**Pricing and Lack of Market Knowledge:** Unrepresented buyers might lack knowledge of current market conditions, leading to disagreements over pricing and terms.

## Please Beware of Liability and Disadvantages

**Legal Issues:** 1) Incomplete Documentation: Unrepresented buyers might lack knowledge of necessary legal documents, leading to incomplete or incorrect paperwork. 2) Disclosure Requirements: Sellers might fail to properly disclose defects or issues with the property, leading to potential legal disputes.

**Ethical Concerns:** 1) Conflict of Interest: The seller might face ethical dilemmas, especially if the buyer lacks understanding, potentially leading to accusations of unfair practices. 2) Fairness and Transparency: Ensuring the transaction is fair and transparent can be challenging without a buyer's agent to mediate and advocate for the buyer.

**Compliance and Regulation:** 1) Failure to Comply: Unrepresented buyers might not be aware of local, state, or federal regulations, resulting in non-compliance and possible fines or legal issues. 2) Inspections and Contingencies: Buyers without representation may overlook important inspections or contingencies, leading to future problems for both parties.



# Seller's Estimated Net Proceeds

<b>Sale Price:</b>		
<b>Expenses:</b>		
Deed Stamps (\$6.00 per \$1K of sale price)		
Abstract Extension (varies, est. \$200)		
Survey or Recertification (est. \$500 for most small lots)		
Attorney Fee (est. \$800-1200, check with your attorney)		
Real Estate Professional Fee (%)		
<i>Listing Broker Compensation</i>		
<i>Buyer Broker Compensation</i>		
Certificate of Compliance		
Septic Pumping & Cert. (If needed - est. \$550)		
Water Bacteria Test (if required, est. \$50)		
Adjustments (rents, taxes, etc.)		
Miscellaneous		
<b>Total Expenses:</b>		
Seller's Net (sale price - expenses)		
Less Present Mtg. Balance		
Less Secondary Financing		
<b>Seller's Final Net:</b>		



# 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

# 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*

### 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.*

## 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)

PA Disclosures are required for Pennsylvania transactions, available upon request.



*Scan to read the PA  
Consumer Written Notice*

## 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.

# Understanding Contracts & Agreements



When you're selling a home, one of the most important steps in the process is reviewing and signing contracts and agreements. These legal documents protect both you, the seller, and the buyer, and outline the terms and conditions of the transaction. Here's is what you can expect:

## 1. Purchase Agreement (Sales Contract)

The purchase agreement is the primary document that outlines the terms of the sale. It includes:

- **Purchase price:** The amount you're agreeing to sell the property for.
- **Earnest money:** A deposit showing the buyer is serious about buying the property, which is applied toward the purchase price.
- **Closing date:** The date when ownership of the property will officially transfer to the buyer.
- **Contingencies:** Conditions that must be met for the sale to go through, such as financing approval, home inspections, or the sale of the buyer's current home.
- **Seller concessions:** Costs that the seller may be asked to agree to cover on behalf of the buyer, such as closing costs or repairs, to help facilitate the sale.

## 2. Disclosures

Before finalizing your purchase, you, the seller is required to disclose any known issues with the property. This includes problems like structural issues, past flooding, or pest infestations.

## 3. Inspection and Repair Agreements

Once you've accepted an offer, the buyer typically has a designated timeframe to conduct home inspections. If any issues arise, they may request repairs or negotiate a price adjustment. These negotiations are documented in an addendum to the purchase agreement. You can accept, counter or reject the buyer's request.

## 4. Financing Agreement

If your buyer is financing the purchase, their lender will provide a loan agreement outlining the mortgage terms, including the interest rate, monthly payments, and repayment schedule. As the seller, it's important to ensure the buyer's financing is secure to avoid delays or complications before closing.

## 5. Closing Documents

At closing, you'll sign various documents to finalize the sale. These may include the deed transfer, closing statement, and any required disclosures. You'll also review the settlement statement, which outlines the final financial details of the transaction.

## Key Tips for Understanding Contracts:

- **Review everything carefully:** Take your time and consult with your real estate agent or attorney if anything is unclear.
- **Ask questions:** Don't hesitate to ask your agent or legal professional about any terms you don't understand.
- **Be aware of deadlines:** Contracts often contain strict timelines for when certain steps must be completed.

*Understanding these contracts and agreements is essential to ensuring your real estate transaction is smooth and legally sound. By staying informed and asking the right questions, you can confidently navigate the home-selling process.*

# Understanding Contingencies & Multiple Offers

Contingencies in real estate contracts are conditions that must be met for the sale to proceed. They protect both the buyer and seller, but can also impact the attractiveness of an offer.

## What Are Common Contingencies?

Common contingencies include:

- **Financing Contingency:** Protects you if you're unable to secure a mortgage. Without it, you could risk losing your earnest money.
- **Inspection Contingency:** Allows you to request repairs or cancel the deal if major issues are found during a home inspection.
- **Appraisal Contingency:** Protects you if the property appraises for less than the agreed-upon price. You can renegotiate or cancel the contract if this happens.

## How Contingencies Impact An Offer

While contingencies offer protection for buyers, they can make an offer less attractive to sellers. In a competitive market, sellers often prefer offers with fewer contingencies, as they carry less risk and are more likely to close smoothly.



## Multiple Offers

Multiple Offers can work in your favor as a seller. When you receive more than one offer, you have the opportunity to choose the best terms, whether it's the highest price, most favorable contingencies, or strongest buyer qualifications. However, it's important to review offers carefully with your agent. Some considerations:

- **Evaluate All Terms, Not Just the Price** – While the highest offer may seem appealing, consider other factors such as contingencies, the buyer's financing, and their closing flexibility.
- **Review Buyer Qualifications** – Look at the strength of each buyer's financing. A pre-approved buyer with minimal contingencies is often more reliable than an offer with a large financing contingency.
- **Consider the Earnest Money Deposit** – A larger deposit can signal the buyer's serious intent and commitment to the deal.
- **Stay Flexible with Timelines** – If you have a preferred closing date, see which buyers can meet that schedule.
- **Avoid an Emotional Decision** – Don't just focus on the price—make sure the offer aligns with your needs and goals, especially regarding contingencies and timelines.
- **Counter Offers** – Discuss options for counter offers with your agent.
- **Keep the Lines of Communication Open** – Stay in touch with your agent throughout the process to help guide you toward the best decision.
- **Be Transparent** – If you're leaning toward one offer, be honest with buyers to foster trust, and give them a chance to improve their offer if necessary.



# 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:

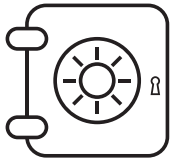


- ATTORNEYS
- RADON TESTERS
- MOLD TESTERS
- REMEDIATORS
- BANKS
- TAX RATES
- CHAMBER OF COMMERCE

# Safety Tips for Home Sellers

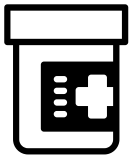
If you are trying to sell your property, there are some safety guidelines you should follow to keep yourself and others safe. The fact is your home is being exposed to strangers. Potential buyers want to see your entire home, even inside closets and kitchen cupboards. While the vast majority of homebuyers 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.



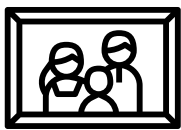
## SECURE WEAPONS

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



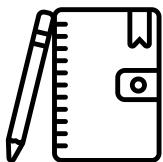
## CLEAR OUT THE MAIL

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.

# Real Estate Sellers FAQ



## 1. How should I prepare my home for sale?

- Answer: Start by decluttering, deep cleaning, and making necessary repairs. Consider staging your home to highlight its best features. A fresh coat of paint and good curb appeal can also make a significant difference. Remember you are moving, so begin packing items as well as eliminating items that may not make the move to your new home.

## 2. How is the selling price determined?

- Answer: The selling price is typically determined by a comparative market analysis (CMA) conducted by your real estate agent, which considers recent sales of similar properties, current market conditions, and your home's unique features.

## 3. How long will it take to sell my home?

- Answer: The time it takes to sell a home can vary based on market conditions, location, price, competition (other comparable homes on the market at the same time) and the condition of your property. On average, homes can take anywhere from a few weeks to several months to sell.

## 4. What are closing costs, and how much will they be?

- Answer: Closing costs are fees associated with the finalization of a real estate transaction. They typically include agent professional fees, title insurance, legal fees and taxes. These costs usually range from 6% to 10% of the sale price.

## 5. Should I make repairs or sell my home as-is?

- Answer: Making necessary repairs can help sell your home faster and at a higher price. However, if the repairs are too costly or time-consuming, selling as-is may be a viable option, though it might attract lower offers. Your real estate agent can help advise on the best areas, cost vs. return, or best use of time for updates or repairs.

## 6. What happens during a home inspection?

- Answer: A home inspection is conducted by a professional inspector who examines the property's condition, including the roof, foundation, plumbing, electrical systems, and more. The buyer usually orders and pays for the inspection. Home inspector should be licensed and the inspection may take 3-5 hours. There might be a second visit to collect test kits (for radon and mold) and that the buyer(s) may be present for all or part of the inspection.

## 7. How do I handle multiple offers?

- Answer: Your real estate agent will help you evaluate each offer, considering not just the price but also the terms and contingencies. Together, you can decide which offer is most favorable and negotiate accordingly.

## 8. What is an earnest money deposit?

- Answer: An earnest money deposit is a sum of money the buyer provides to show their serious intent to purchase the property. It is typically held in escrow and applied to the purchase price at closing.

## 9. How will showings and open houses be managed?

- Answer: Showings and open houses are usually coordinated by your real estate agent. They will schedule and host these events, ensuring your home is presented in the best possible light to prospective buyers.

## 10. What are my obligations for disclosure?

- Answer: Sellers are required to disclose any known material defects or issues with the property. This can include problems with the structure, systems, or environmental hazards. Full disclosure helps avoid legal issues down the line.

## 11. Can I stay in my home during the selling process?

- Answer: Yes, you can stay in your home while it's on the market. However, it's important to keep it clean and ready for showings, and to be flexible with viewing times to accommodate potential buyers.

## 12. What should I do if my home isn't selling?

- Answer: If your home isn't selling, consider reviewing the pricing strategy, enhancing the property's condition, improving marketing efforts, or offering incentives to buyers. Consulting with your real estate agent can provide additional insights and strategies.

## 13. How do I handle the transition after selling my home?

- Answer: Plan your next steps in advance, whether it's purchasing a new home, renting, or relocating. Ensure you coordinate the closing dates to allow for a smooth transition and avoid any potential housing gaps.

# Real Estate Sellers

## *This Will Most Likely Happen*



- You will become anxious or nervous at times.
- The dates on your contract will change, perhaps multiple times.
- You will become irritated or annoyed about frequent and last minute paperwork requests with multiple deadlines to manage.
- A seller may negotiate 2-5 times on one transaction. You will negotiate the purchase price and potentially the escrow deposit, closing date, financing terms, other terms, inspection and/or appraisal.
- You will want to tell your friends and family all about your experience on social media (please don't).
- You may not get an offer immediately
- People will cancel their showings last minute or possibly even no-show
- Despite being reminded not to, people will leave lights on, not always shut doors
- People will ask for last minute appointments, even though we may ask for 24 hour notice
- They won't always listen to instructions, ie: wear booties, take off shoes, etc
- You may have missed expectations with your Realtor. Please communicate with them if you feel like they are not meeting your expectations.
- You will become emotional at some point in the process.
- You will not know your closing date until a week (or possibly days) before closing and your agent may not even be notified until after you are. Please stay in touch with your attorney on scheduling.
- You may discover that you can clean your entire house in record time when a showing is scheduled in an hour.
- You may make elaborate plans to hide your pets during showings, including bribing friends and neighbors for temporary pet-sitting.
- You may hastily shove clutter into closets and under beds before a last-minute showing, then play hide-and-seek to find your stuff later.
- You might learn about all the quirky and "unique" features of your home that you never noticed until the inspector pointed them out.
- You might try to keep a straight face when a buyer makes a ridiculously low offer, while your inner voice is screaming, "Are you serious?"
- You may run into nosy neighbors at your open house who are more interested in snooping than buying.
- You might walk through your empty house one last time and have a melodramatic moment, complete with an imaginary movie soundtrack playing in your head.
- You might plan a small celebration for closing, only to realize you packed all the wine glasses and have to drink champagne out of coffee mugs.

Helping you through the process  
is one of our most important jobs.  
*No surprise is a good surprise.*





# Real Estate Sellers

## *What NOT to do*

- **Overprice the Home:** Setting an unrealistic price can deter potential buyers and cause the property to sit on the market for too long.
- **Neglect Necessary Repairs:** Ignoring needed repairs can turn off buyers and result in lower offers or issues during the inspection.
- **Fail to Clean and Declutter:** A messy or cluttered home can make a poor first impression and make it harder for buyers to envision themselves living there.
- **Hide Major Issues:** Attempting to conceal significant problems with the property can lead to legal trouble and a failed sale when discovered during the inspection.
- **Refuse to Negotiate:** Being inflexible with negotiations can alienate potential buyers and result in missed opportunities.
- **Ignore Curb Appeal:** Neglecting the exterior of the home can create a negative first impression and reduce buyer interest.
- **Stay During Showings:** Being present during showings can make buyers uncomfortable and less likely to spend time viewing the property.
- **Leave Pets Unattended:** Allowing pets to roam freely during showings can be distracting and unappealing to potential buyers. Don't overuse air fresheners to cover pet or other smells, as this may raise red flags for potential buyers.
- **Use Poor Quality Photos:** Listing photos that are dark, blurry, or unprofessional can significantly reduce interest in the property.
- **Skip Staging:** Failing to stage the home can make it harder for buyers to see its full potential.
- **Provide Inaccurate Information:** Misleading or incorrect information about the property can lead to trust issues and legal problems.
- **Ignore Agent Advice:** Disregarding the guidance of your real estate agent can result in missed opportunities and mistakes.
- **Over-Personalize the Space:** Highly personalized decor and furnishings can make it difficult for buyers to envision themselves in the home.
- **Be Unavailable for Showings:** Making it hard for buyers to schedule showings can reduce the number of potential offers.
- **Disregard Market Trends:** Ignoring current market conditions can lead to pricing errors and longer time on the market.
- **Leave Valuable Items Out:** Leaving valuables in plain sight during showings can be a security risk.
- **Do Not Neglect Having a Plan B:** Failing to plan for what happens if the home doesn't sell as quickly as expected can lead to financial stress.
- **Do Not Neglect Paperwork:** Not staying on top of the required documentation can cause delays and complications in the sale process.
- **Do Not Ignore Feedback:** Not paying attention to feedback from showings can prevent you from making necessary improvements to attract buyers.
- **Mismanage Multiple Offers:** Mishandling multiple offers by not thoroughly evaluating them or not communicating effectively can result in losing the best deal.

Avoiding these pitfalls can help ensure a smoother, more successful selling experience.

# 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.

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



# 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.

---

## A PROVEN TRACK RECORD 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

**Sayre Office**

2316 Elmira St.  
Sayre, PA 18840  
(607) 398-6416

**Binghamton City Office**

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

**Vestal Office**

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

**Albany/Guilderland Office**

2555 Western Ave.  
Altamont, NY  
(518) 861-9810

**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