



MYSPACE NYC SELLER'S GUIDE

SELLING IN BROOKLYN & BEYOND

When the time comes for you to make a decision to sell, your options may seem overwhelming. When selling in Brooklyn there is one name that has become synonymous with Brooklyn Real Estate, MySpace NYC.

A Brooklyn-based firm with over 9 years in the market, MySpace NYC has advised owners and investors through the acquisition, development, construction and marketing of projects as small as 6 units to the ground up leasing of 174 units. As of May 2016's entrance into REBNY, MySpace NYC and its team of Brooklyn neighborhood specialists are ready to provide their market expertise to guide you through the process of selling your townhome, condo, or co-op.

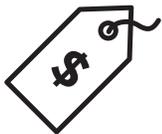
OUTSTANDING TALENT

The MySpace NYC Sales team is led by Shawn Mullahy, one of our 3 partners and an industry professional with over 8 years' experience in NYC real estate. Beginning his real estate career working for Stephen Siegel's SG2 Properties. Shawn was an asset manager in a 75 Building joint venture with Black Rock Real Estate. He then worked for a prominent family office out of Riverdale New York. Shawn has been worked both for and with the leaders in the NYC real estate industry.

In less than 3 years of coming on board with MySpace as a broker, Shawn was able to add the retail and commercial leasing service line to the MySpace resume and was recognized by Co-Star in 2015 as a top broker for all of Queens, Brooklyn, and Long Island. He brings this same attention for detail and experience to the sales division.

AN OVERVIEW OF THE SALES PROCESS

Once you choose to list with a MySpace NYC agent you can be assured that you are not just another number. A senior member of the MySpace NYC Sales team will guide you through the process as set out below.



**1. THE PRICE MUST
BE RIGHT**



**2. CUSTOMIZED
MARKETING**



3. PRESENTATION



4. COMMUNICATION

1. THE PRICE MUST BE RIGHT

Pricing your property to sell is arguably the most important part of the sales process. Here at MySpace NYC we will not promise you an unrealistic price in a desperate bid to get the listing. We would rather 'turn you down, than let you down.' The real estate market is a commodities market driven by rules of supply and demand and with the increased availability of information to buyers, it is important that your space is priced correctly in order to sell.

We will draw upon our market expertise and access to up to the minute information to ensure that your space is priced in a professional manner. When soliciting your business we will provide you with a comparable market analysis that shows you up to the minute comparable and current pricing trends.

2. CUSTOMIZED MARKETING

Once your listing agreement is secured, the MySpace NYC agent and neighborhood specialist will present your listing to the MYSACE NYC marketing department and our online partner Blank Slate, owner of the all things Brooklyn-real estate blog, BROWNSTONER. Comprised of a team of designers, photographers, writers and SEO specialists we will ensure that your listing is exposed to the greatest audience of qualified buyers and investors with a pitch that is unique but accessible. Our rental and retail service lines keep us in tune with the up to the minute trends in what the buyers want and what the neighborhoods have to offer.

As members of REBNY, MySpace NYC will immediately share your listing with the top brokers throughout NYC using the REBNY Listing Service (RLS). The RLS serves as a multiple listing service for the "who's who" of NYC real estate. This allows you the personal hands-on touch of a boutique firm such as MySpace NYC while having your property or project gain exposure to thousands of potential buyers throughout NYC like you would expect from a larger firm.

Over 90% of last year's sales transactions in NYC were co-brokered between the seller's side and the buyer's side. When listing with MySpace NYC, you can be confident that your listing will be shared with all brokers appropriately.

3. PRESENTATION

Buyers' imaginations do not always work in your favor. With MySpace NYC and our strategic partners at CORT Furniture, you can be certain that your home/project will always look its best. MySpace NYC's neighborhood teams will stage and prepare everything ensuring that scheduled open houses are curated in a way that properly showcases your property's potential and neighborhood.

4. COMMUNICATION

You are more than just a number. Your access to our team is 24/365 and we will keep you constantly updated on feedback from brokers and their customers, as well as all developments regarding the sale of your property via traffic reports and real time client registration.