



*Your
New York - New Jersey
Real Estate Connection!*

**WE HAVE 5 OFFICE LOCATIONS.
SERVING NEW YORK CITY,
BROOKLYN, STATEN ISLAND AND NEW JERSEY.**

New Jersey- Colts Neck

340 NJ-34 Ste. 112

Colts Neck, NJ 07722

(732) 845-3200

Staten Island- South Shore

655 Rossville Avenue

Staten Island, NY 10309

(718) 605-9300

Staten Island- North Shore

1678 Hylan Blvd.

Staten Island, NY 10305

(718) 987-7900

Brooklyn Location

8823 3rd Avenue

Brooklyn, NY 11209

(718) 748-7000

New York City Location

379 West Broadway

New York, New York 10013

(212) 601-8800

www.defalcorealty.com



Your Partner for Success

Business Philosophy

Robert DeFalco Realty was founded in 1987 by Robert DeFalco, Broker/Owner, a real estate broker who wanted to help families achieve their dream of homeownership. His company was founded on the philosophy "treat people well; the customers and the clients best interest must be considered first and foremost". Robert DeFalco's tradition of honest and ethical service has become the company's hallmark. Robert DeFalco Realty is led by a professional team of highly motivated real estate associates who have experience in all aspects of the real estate business.

Business Presence

All Robert DeFalco Realty listings are posted on all major real estate websites. They provide all their sales associates with the latest technology and support. Robert DeFalco Realty makes the home buying/selling experience easy and convenient. Robert DeFalco Realty is currently Staten Island's No. 1 realty office for total combined sales, with the greatest market presence and market share of any realtor on Staten Island. Robert DeFalco is proud of his reputation for honest, ethical, and courteous service. As Robert DeFalco Realty continued to grow, so did his support staff, giving the company an enviable position in the Staten Island marketplace. His Colts Neck office continues to make fantastic achievements with his experience and knowledge. Robert DeFalco Realty has over 250 real estate professionals.

Convenience and Exposure

All Robert DeFalco listings are posted on ALL major real estate websites. We provide our sales associates with the latest technology and support. Robert DeFalco Realty works hard to make the home buying, selling experience easy and as stress free as possible.

Note from the Broker...

I have been in the Real Estate business since 1987 and have been trusted with Staten Island, Brooklyn and New Jersey's Real Estate needs.

Our combined knowledge and experience has made the dream of owning a home a reality for thousands of NY and NJ families. We want each of our customers and clients to experience the best Real Estate service, from the people who know it best. This dedication to honest, ethical, and courteous service is the foundation of our No. 1 reputation. In addition, we have incorporated the latest technology, internet marketing, social media and we continue to seek new and effective ways to market properties for sale or rent. The result is a winning combination in the home buying and selling experience.

Our goal is to provide our clients with the same level of service that we would expect. We want everyone of our customers to know that we are the best at what we do/ My name is on the building and on every sign and it's important to me to meet expectations.

Robert DeFalco



The #1 Independent Office for Sales, Service & Reputation!

- Broker/Owner with over 30 years of real estate experience.
- Over 350 licensed full & part time professional sales associates/ brokers to serve you.
- 5 convenient offices located in Staten Island, Brooklyn, Manhattan and New Jersey.
- Full Residential & Commercial Divisions
- Full time rental, commercial and land division, and largest new homes sales department on Staten Island.
- Member of MLS/Staten Island Board of Realtors, New York State Association American Club, Chamber of Commerce, Vice President of Grasmere Merchants Association, Past Vice Present of Grasmere Civic Association and Member of NYC Builder Association.
- Multi-lingual office speaking the following languages: Albanian, Cantonese, Chinese, French, Greek, Hebrew, Italian, Lithuanian, Mandarin, Polish, Russian, Spanish, Hindi, Urdu, Punjabi and Yugoslavian, Slavian, Croatian, Bosnian.
- Serving Brooklyn, Staten Island Manhattan & Monmouth, Middlesex & Ocean Counties



- Provide a marketing strategy for your property to include, as appropriate, periodic advertisements in the Staten Island Advance, Homes & Land Magazine and Staten Island Real Estate Properties.
- Periodic open houses and lawn signs with homeowners approval.
- Provide a written Competitive Market Analysis to help you determine the most effective listing price for your property. This analysis may be updated to reflect changing market conditions.
- Review financing alternatives and assist you in determining those which best enhance the availability of your property. Competitive below market financing through Cardinal Financial.
- Provide regular progress reports throughout the marketing period and discuss with you comments and feedback received from agents and buyers who have viewed your property.
- Show your property to pre-approved buyers.
- Submit to you all written offers as presented; assist with negotiations; and provide an estimate of your net sales proceeds prior to acceptance.
- Your property marketed on 25 major websites (7 photos minimum).
- Upon acceptance of an offer by you, monitor pre-settlement activities throughout the closing process as permitted by law or local practice.
- Serving New Jersey, S.I. and Brooklyn to further generate activity for your property.

As independently owned and operated Realtor, Robert DeFalco Realty is dedicated to providing you with service that is professional, courteous, and responsive in helping you market your property. We appreciate your allowing us to help you with the marketing of your property. If at any time you have a question, concern, comment or suggestion, please contact:

Ever wonder how a buyer for your home will find you?



According to the National Association of Realtors today's buyers use a wide variety of resources when searching for a home. The following sources were used by buyers when purchasing a home in **2023**

95% Online Website. 92% Real Estate Agents. 49% Yard Sign. 48% Open House. 1% Newspaper

Buyers found the following important when searching for a home:
89% Photos.. 25% detailed info about properties.



9 out of 10 Home Buyers today first go to the internet when looking for a home...

Local Multiple Listing Service 95%
Realtor.com 51%

Real Estate Company Sites 43%

Other Real Estate sites 37 %

For Sale by Owner Sites 8%

Your Home Will Be Advertised on the following:

*Subject to availability and criteria of property.



Research shows that you are 500% more likely to sell a home through the internet than through the newspaper

Don't forget www.defalcorealty.com!

Our state of the art website features all of our listings as well as a CRM that lets our agents know immediately when there is an interested buyer in your listing. Within seconds the listing agent will be in contact with this prospective buyer.

additional internet



exposure

A photograph of a modern workspace. A large computer monitor sits on a wooden desk, displaying the text 'Keeping up with technology NEVER compromising service!'. To the left of the monitor is a black adjustable desk lamp. To the right is a stack of white books. In front of the monitor is a white keyboard and a black pen.

**Keeping up with
technology NEVER
compromising service!**

DeFalcoRealty.com

SIREP.com

SILive.com

Realtor.com

Zillow

Trulia

Crags List

Homes.com

RealtyTrac

Kahping

LandWatch

Foreclosure.com

Lands of American

Keyboom.TV

HomePath

wikirealty

LotNetwork

AdWerx

apartmentlist

Apartments.com

Comcast

Commercialssearch

Dreamhoucelist

Elookyloo

Findaplace4me

FreedomSoft

GCHomeSearch

Guidancerealty

Harmonyhomes

Home2.me

HomeBidz

HomeFacts

HomeFinder

Homepocket

HomeSpotter

HomeWinks

Househunt

Houses.net

Housevaluestore

imageswork

Juwai.com

Takehomesusa

LandandFarm

Learnmorenow.com/FindHomes

Listingvideos

MHBay.com

Myhousekit

myrenttoown

Nestigator

NewHomeSource

Openrealestatecommunity

Point2homes

Propertiesonline

Property Shark

Express.realquest

Realtystore

Relola

Rentberry

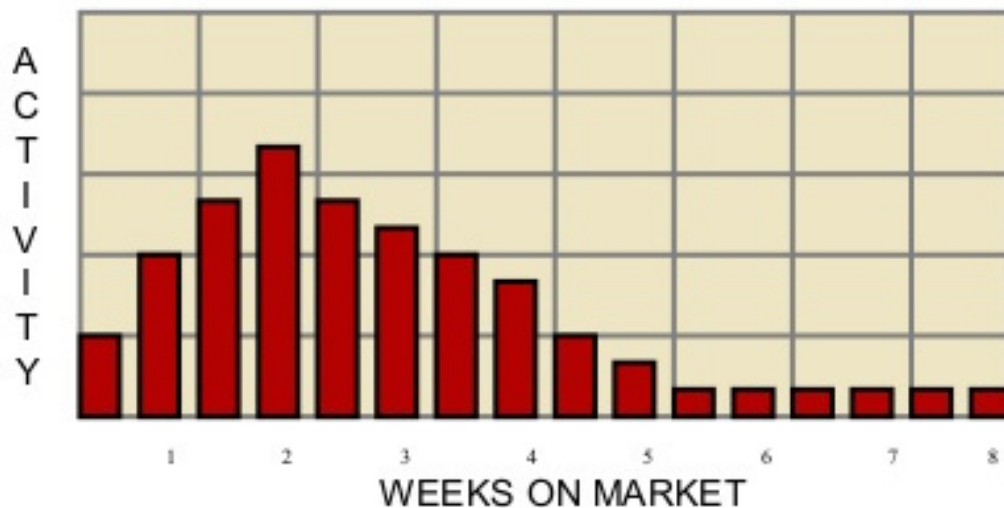
Rentrance

Listingstoleads



Let's Price Your Home Correctly From The START!

Selling Price Vs. Timing



- Timing is extremely important in the real estate market.
- A property attracts the most activity from the real estate community and potential buyers when it is first listed.
- It has the greatest opportunity to sell when it is new on the market.

You need to price your home prudently from the beginning, when buyer interest will be high.

1. LOCATION. There are positive and negative factors to almost every location. Let's pretend your property is next door to a fire station. You need the kind of marketing professional that can sell the benefits of not having to worry about your home burning down, or perhaps savings on fire insurance. No matter where your property may be located, there is a ready, willing, and able buyer in the marketplace. You just have to be creative and sell the benefits!

2. CONDITION. First impressions are important in getting a property SOLD. Painting the front door and trim, making sure the doorbell works, storing furniture and clothing and cleaning off counter tops are just a few things I suggest to my clients to make properties more marketable. Its attention to detail that sets me apart and enables me to get properties sold.

3. PRICE. How quickly you want to sell your home has a direct relationship with the price. A very important statistic to consider in order to property price your property is the percentage of selling price compared to the listing price. This gives you a realistic guidelines as to what's happening in the market place. However for an honest price analysis of your property, call me and I will share with you the price I honestly expect you to receive in today's real estate market.

4. TERMS. Many times serious buyers who are relocating to an area only look at those properties which are available immediately. Lets talk about all the terms you could offer to make your property more marketable.

5. THE AGENT & COMPANY YOU SELECT. I pride myself in selling properties which other agents couldn't sell. I understand the frustrations involved when sellers are not able to accomplish their real estate objectives. If your serious about selling and not just listing your property, lets talk. I will give you an honest evaluation of what it is going to take to get your property SOLD!

INTEREST RATES: Rates go up and down. No one can guarantee that the interest rate will not go up again. Currently we know what the rates are. If rates increase buyers are knocked out of the marketplace. With fewer buyers in the market place, the chances of finding a buyer willing to pay your price decreases.

NEW PROPERTY COULD COST MORE. Lets say your selling a \$100,000 property and looking to buy a \$150,000 property. If both properties appreciate at the same rate of 3% over the next six months, you gain \$3,000 on your existing property. However the \$150,000 property will now cost you \$154,500 or a net loss of \$1,500.00

TIME IS ON YOUR SIDE. The very fact that you have time on your side could save you thousands. By waiting, many sellers have put themselves in a have to sell situation and ended up having to accept an offer for less than what they wanted. Don't feel pressured.

SUPPLY & DEMAND. Right now, there are a certain amount of buyers and a certain amount of sellers. We re currently dealing with a known set of circumstances. There is no guarantee that in a few weeks, or a few months, there might be fewer buyers, or more sellers.

Hire a Professional, to provide
YOU with ALL the FACTS!



Example Marketing Plan

1 Input into MLS	2 Key or LBX 	3 	4 	5 	6 Set Appointments	7 Bring Buyers 
8 Social Media 	9 Caravan 	10 	11 	12 MTG Company	13 Mailings 	14 Open House
15 Feedback 	16 Feedback Open House 	17	18 EMAIL Blast 	19 Bring Buyers 	20 Advertise MLS	21 Open House
22 Feedback 	23 Feedback Open House 	24 Advertise to Realtors	25 EMAIL Blast 	26 Broker Open 	27 LIVE VIDEO 	28 Gather All information for Meeting
29 Open House	30 Meeting 	31				

Have Questions???