



Nancy & David Legaz
Licensed Associate Brokers

CAN YOUR HOME SELL IN THIS MARKET?

The short, simplistic answer is YES!

The Legaz Team CAN sell your home even in this "buyer's market" and most importantly **Protect your Equity** even in this economic climate. How?

OUR 212 DEGREE MARKETING PLAN™

At 211 Degrees, Water is Hot.
At 212 Degrees, it Boils.
With Boiling Water comes Steam
Steam can **power a Locomotive!**

That One Extra Degree Makes All The Difference!

We give you that One Extra Degree of Effort
that will get your **home sold**
on **your time frame & on your terms!**

See our Proven "**Active Real Estate Marketing**" at 212DegreeMarketing.com

For some real estate agents, marketing consists of the "3 P's":
Place a sign in the yard, **P**ut it on the MLS, and **P**ray that it sells!"

Selling your home requires an **active, Internet driven approach** because **the Internet is where the buyers begin looking** for their next home. They want to see lots of **beautiful pictures of your home, engaging virtual tours, floor plans**, and find **detailed descriptions** and **neighborhood information**.

We also **actively prospect for buyers** 24 hours a day 7 days a week with our exclusive paid presence on Realtor.com.

- The Legaz Team agents are featured for buyer inquiries in Bayside, College Point & Whitestone – just enter Zip Codes 11356, 11357 & 11360 and our agent is one of two agents featured



- Nancy & David Legaz are featured when home sellers are interested in learning how much their property is worth in Bayside, College Point, Douglaston, Flushing, Little Neck, Whitestone & Port Washington. These sellers become buyers.



The Legaz Team actively prospects for Buyers 24 hours a day / 7 days a week!

Over 11.2 million real estate consumers visit REALTOR.com® every month with thousands of them signing up for new listings, price reduction and open house updates.*

The Legaz Team agents are featured for when Buyers sign up for listing alerts, price reductions and open house updates in Bayside, College Point & Whitestone!

*comScore Media Metrix, September 2010

The Legaz Team is featured for when Sellers sign up to find out how much their home is worth in Bayside, College Point, Douglaston, Flushing, Little Neck, Port Washington & Whitestone. These sellers then become buyers!

Official Site of the National Association of REALTORS®

REALTOR.com

Find Homes Find REALTORS® NEW Finance Moving Home & Garden

2 Listings 2 Searches

Find a home

The most comprehensive source for real estate listings.
107,935,046 Properties 3,549,006 Homes for Sale 136,658 Homes for Rent

Home Type: Homes for Sale Location: Bayside, NY, 11360

Price Range: Beds: Any Baths: Any Search on Map

Search

203 Listings Found
Listings last updated 12 minutes ago

Home Values

How much are Houses worth now?

Get a free home value report for your neighborhood

Street Address (Optional): Zip Code:

Single Family Home Condo/Townhouse

Go

Get **new listings** when they hit the market.

Sign Up for Free

SEARCH ASSIST by REALTOR.com

LEARN WHY HOME OWNERSHIP MATTERS TO YOU.

VISIT HOMESOCIETY.COM

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REALTOR.com

Find Homes Find REALTORS® NEW Finance Moving Home & Garden

Homes > What's Your Home Worth
Find Your Home Bayside, NY

How Much Are Houses Worth Now?

in Bayside, NY Change Location

With a few more details from you, I can customize your Home Value Report

Are you interested in receiving information as:

Buyer Seller

First Name: Last Name:

Email Address:

Phone Number optional:

Your Home Value Report will include comparable homes in

Nancy and David Legaz
Agent
(718)475-2800 Office

According to the National Association of Realtors, we know that **89% of today's buyers start their property search online** and **41% actually found the home they purchased online.**

With that in mind we ensure that your home is presented online in the best way possible. Together with the **professional photographer** and my wife, Nancy (a certified **staging professional** and Realtor) we will stage the home to make it look bigger, brighter, cleaner, warmer, more loving and, best of all, it makes home buyers want to buy it.

With our **Exclusive Legaz Team Internet Marketing Program** we are able to post our listings on more than **500+ Home Search Sites** on the Web.

Here are some sample websites:



I think you will find our marketing program unique & our service top of the line!



**Because REALTOR.com®
has millions of listings...**

We will make yours stand out!

Our Objectives are the following:

- To get as many agents and qualified buyers as possible into your home until it is SOLD!
- To communicate the results of my activities to you.
- To assist you, in getting the highest possible dollar value for your property in the shortest period of time with the least amount of inconvenience to you.
- To constantly look for the best possible method of exposing your property to potential qualified buyers in the market.
- To earn your repeat and referral business forever.

To Get Your Home Sold We Will:

- Conduct A Virtual Tour with Professional Photos & Staging
- Render an Interactive Floor Plan allowing buyers to stage their furniture
- Provide the home with its own Website with an unique address URL
- Post your home on over 500 Real Estate websites and search engines.
- Send out 250+ postcards and/or flyers to potential buyers and neighbors who may have a relative or may know someone who is looking to live in the area.
- Feature your home on the back cover of Homes Source in Color monthly
- Provide maximum exposure on Realtor.com with our Showcase subscription which allows for maximum photos
- Submit your home to the Multiple Listing Service providing the maximum amount of photos and using creative remarks to draw attention to your home versus the competition
- Promote your home by networking with other top agents in the area for maximum exposure.
- Use Social Media – Facebook, Twitter, Linked-in, YouTube to attract more buyers
- Develop a list of features and benefits of your home to distribute to interested buyers.
- Suggest and advise you as to any initial changes or staging that you might want to make in your property to make it even more marketable to the buyers.

- Continually update you as to any recent sales and active competition so that you always know the position your property is in, compared to the market.
- Provide additional exposure by installing a professional sign with a call capture rider allowing buyers to obtain curb side information on the home 24 hrs a day – 7 days a week. I instantaneously receive a text message and email with their caller ID contact information for immediate follow up.
- Represent you upon the presentation of all offers to help you negotiate the best price and terms for you.
- Make sure all offers are accompanied with a letter of prequalification from a reputable lender.
- Handle all the details, follow-up and keep you informed while overseeing all inspection, appraisal, mortgage, and other closing procedures.

Communication:

- **Appointment Notification System** – You will never miss an appointment request as our appointment center is open from 8am to 11pm - 7 days a week. When showing agents contact our appointment center (800-746-9464) our operators conduct a computer check to confirm that they are licensed Realtors. You will then be notified of the showing request by your choice of phone, text message or email. If the requested appointment time is not convenient you can request a better time through the system.
- **Showing Feedback** – Our appointment center will send several emails to the showing agent requesting feedback after the appointment. Once the agent enters the feedback it will be emailed immediately to you and I.
- **Homeowner's Listing Activity Website** - You will have 24-7 access to your own listing activity website which will tell you the date & time of future & past appointments as well as valuable feedback from agents who showed your home.
- **Our Buyer Agents preview each listing** - So that they will be familiar with your home and know the best way to present it to prospective buyers.
- **Online Viewing Statistics** – You will receive a weekly accounting of online buyer viewings.
- **Monthly Right Price Analysis & Absorption Rate Reviews** – Our monthly analysis will you allow you to make informed decisions on pricing based on the current market trends to get the home sold for top market value.
- **Daily Updates** – You will receive daily updates on new competitive listings and recent sales.

We are full-time professionals working together with sellers, buyers, realtors, inspectors, contractors, attorneys and appraisers to make your sale as smooth and easy as possible.

***We Give You Top Quality Service & Communication
From The Day We List to the Day We Close!***

Our Easy Exit Agreement:



EASY EXIT AGREEMENT



The Legaz Team is so confident that our real estate system will work for you, that we guarantee you the right to cancel our listing agreement at any time prior to accepting an offer to purchase your home, with no penalties or obligations, if you feel our service doesn't live up to our promise.

Most listing agreements lock you into long-term commitments and lengthy broker protection periods with heavy cancellation fees.

We are offering you a way to list your home that is totally risk-free.

Our pledge is to provide you with the highest level of service in the real estate industry,

Your right is to evaluate whether we live up to this standard, and to cancel your listing agreement with us at any point, with no penalties or obligations, if we fail to deliver the service we promised.

SELLER'S SIGNATURE

DATE

NANCY M. LEGAZ, KELLER WILLIAMS REALTY

DATE

SELLER'S SIGNATURE

DATE

DAVID M. LEGAZ, KELLER WILLIAMS REALTY

DATE

718-475-2800

KELLER WILLIAMS REALTY LANDMARK
32-55 FRANCIS LEWIS BLVD, FLUSHING NY 11358

LEGAZTEAM.COM

It is because we are so confident that that our real estate marketing will work for you that we offer our **“Easy Exit Agreement.”**

We guarantee you the **right to cancel** our listing agreement at any time prior to accepting an offer to purchase your home, with no penalties or obligations, if you feel our service doesn't live up to our promise.

It takes strong belief in the Quality of one's service to make this kind of stand.

Pricing – Today’s Market is A Tale of Two Markets!

20% are well-priced

80% of the homes are overpriced

20%

The well-priced properties are getting multiple offers!

80%

The overpriced properties are getting none...

DISADVANTAGES OF OVERPRICING

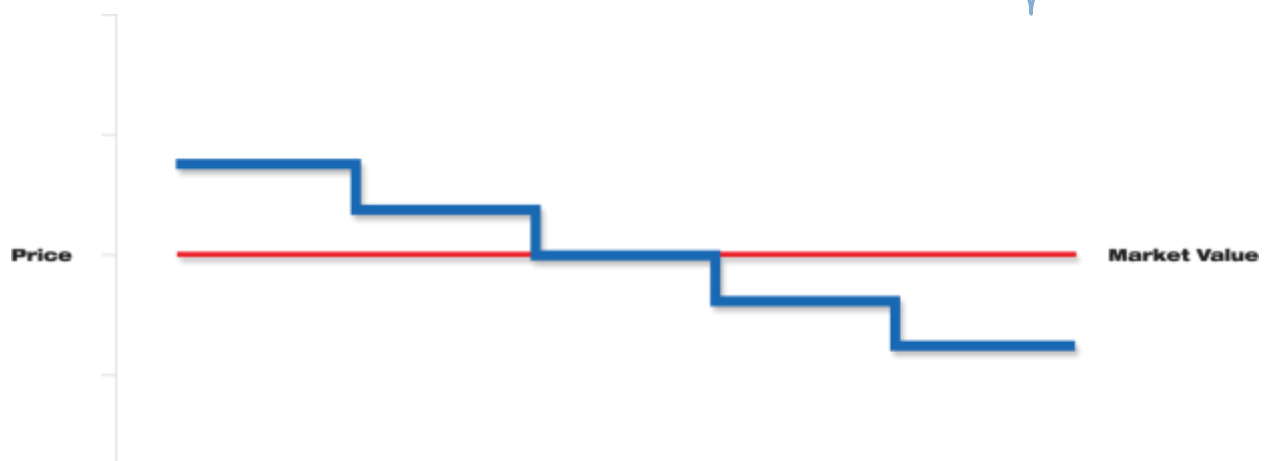
If you **OVERPRICE...**

**The right buyers
Won't see it**

&

**The higher priced buyers
Won't want it**

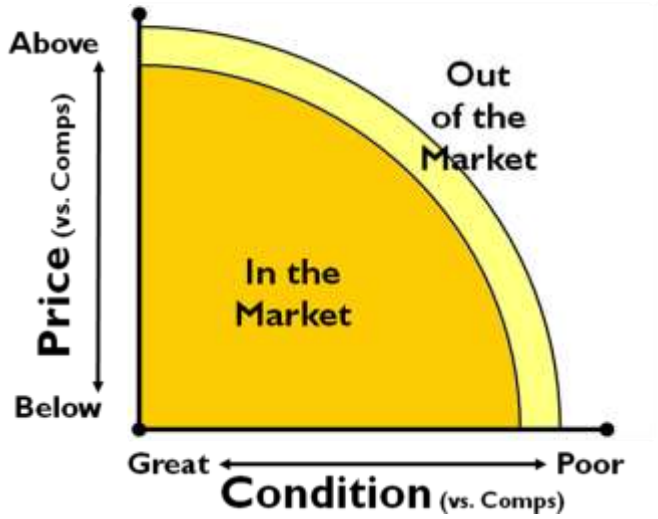
Your home will become STALE!



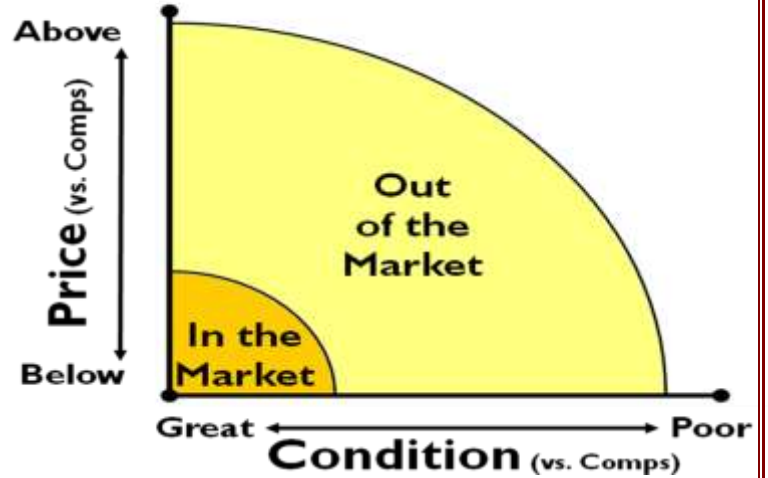
**Over time a home that has not been sold
may attract offers below market value.**

Pricing Strategy

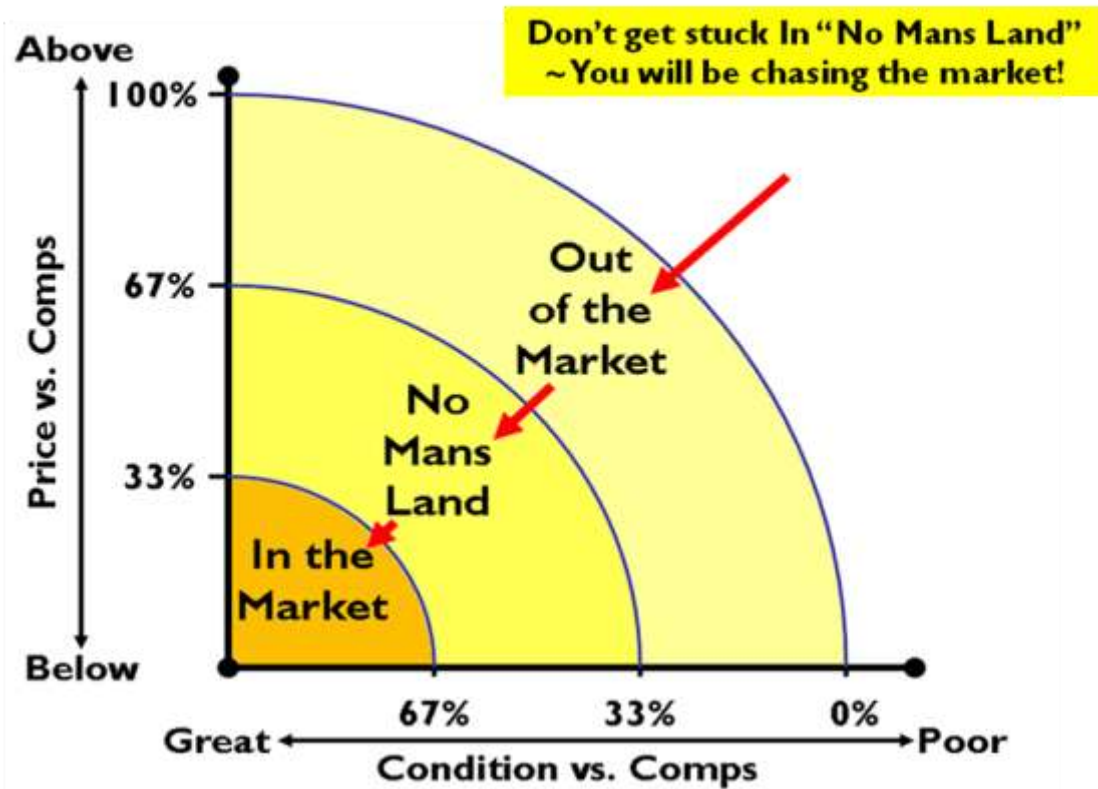
Seller's Market



Buyer's Market

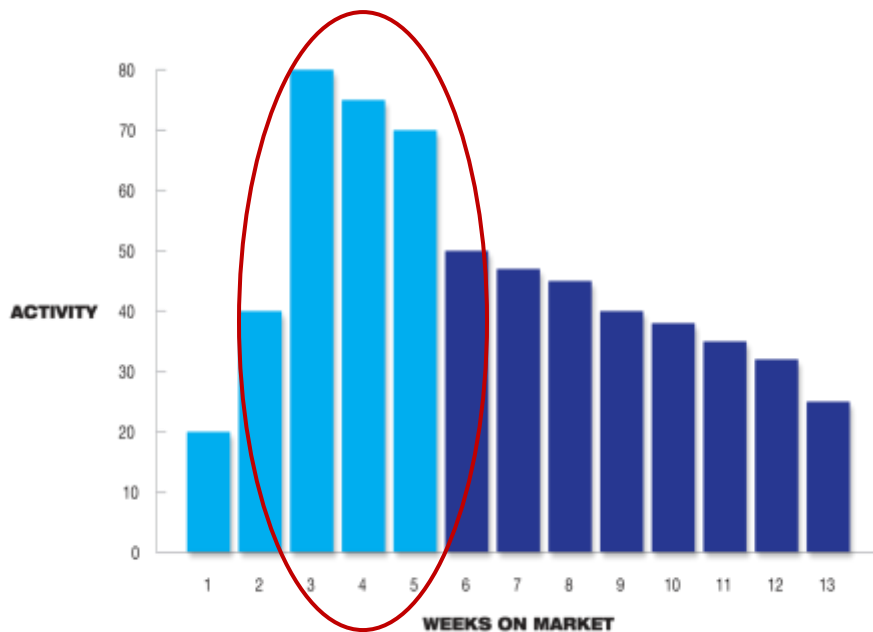


Where do you wish to be?



Window of Opportunity

Interest vs. Weeks on the Market



Pricing correctly helps you strike a deal when there is more competition for your home

- You can only come to the market as a new listing ONCE!
- Timing is extremely important in this Real Estate Market.
- A property attracts the most activity from the real estate community and potential buyers when it's first listed.

Where Buyers First Learned of the Home They Purchased

According to the 2009 National Association of Realtors Survey



Our 212 Degree Marketing Program is designed to reach all the buyers!

MEET OUR TEAM

Thank you!

... for considering THE LEGAZ TEAM to market your home!

When you select Nancy & David Legaz to be your REALTOR, not only do you get our experience as TOP PRODUCERS, you receive the benefits of our TEAM.



David Legaz, prior to entering real estate attended Queensboro Nursing School, NYPD Police Academy and a very successful career as a Police Officer and retiring as a Sergeant after 911. David brings his people skills and computer knowledge that he obtained from the NYPD into the real estate field. David was named to the International Associate Leadership Council (ALC) which is comprised of the top twenty percent of all Keller Williams Realty agent body nationwide in addition to being selected to the ALC at his market center. The purpose of the Associate Leadership Council is to guarantee that the associates have a vehicle for giving direct input as to the operation of Keller Williams Realty. David is also the Technology Coordinator at his Market Center and can often be found teaching in his office. David was also appointed as Director to the local Board of Realtors in 2011.



Nancy Legaz entered the real estate career after giving birth to our only son, David Jr.. She attended college at St. John's University. She had been previously employed by ABC TV, MTV, Disney and Capital Cities as a manager in Marketing & Research department. Nancy brings this strong marketing experience to the Legaz Team. As an Accredited Staging Professional, Nancy offers all our seller clients her expertise in getting their homes ready to sell. Through Staging Nancy will make the home look bigger, brighter, cleaner, warmer, more loving and, best of all, it makes home buyers want to buy it.



Karolina Slupinska - our Lead Buyer Specialist & Accredited Buyer Representative began her Real Estate career in 2005. She has a Marketing & Management degree from Baruch College and several years experience in Office Management, Interior Design and Home Staging... With a strong passion for art, technology, her kind nature and positive attitude, Karolina was a perfect match for the Legaz Team. Karolina is also an Accredited Staging Professional who provides clarity to a buyer with her enhanced creative vision and home functionality.



Carol Vigorito – our Buyer Specialist & Certified Buyer Representative is a lifetime resident of the Northeast Queens. Carol brings a wealth of knowledge and expertise to the Legaz Team about buying and selling real estate in this fabulous Melting Pot of a borough. Let her show you what is special and unique about each neighborhood.

***The Legaz Team SELLS a home every 13 days
for 97.2% of its asking price
36 days quicker than the industry average.****



***The Legaz Team has continually been
amongst the TOP PRODUCING Teams
on the Multiple Listing Service of Long Island.****



Teamwork: together everyone achieves more

With the assistance of nearly **200 Keller Williams agents** in our office speaking many **different languages and dialects**, including Chinese, Mandarin, Cantonese, Korean, Filipino, Spanish, Italian, Greek, Polish, Arabic, Russian and Yiddish, etc **we are able to reach all the buyers!**

*as per the Multiple Listing Service of Long Island year ending 2010

Awards

Keller Williams Realty has been honored to receive many prestigious awards.



- **Entrepreneur Magazine**
Franchise 500 List: No. 78 / Overall Franchise Company; No. 66 / America's Top Global Franchises
- **Franchise Times**
#41 Top 200 Franchise Chains by Worldwide Sales
- **Inman News** Co-Founder and Chairman of the Board Gary Keller named one of the 100 Most Influential Leaders in Real Estate
- **J.D. Power and Associates** Keller Williams Realty Named Highest Ranked in Home Buyer Satisfaction by J.D. Power and Associates, Three Years in a Row
- **Training Magazine** Highest ranking real estate franchise on the annual Training Top 125, #47 Overall

Keller Williams Realty has ranked "Highest in Overall Satisfaction for Home Buyers Among National Full Service Real Estate Firms," Three Years in a Row!

Keller Williams Realty received the highest numerical score among full service real estate firms for home buyers in the proprietary J.D. Power and Associates 2008-2010 Home Buyer/Seller StudySM, 2010 Study based on 3,096 total evaluations measuring 7 firms and measures opinions of individuals who bought a home between March 2009 and April 2010. Proprietary study results are based on experiences and perceptions of consumers surveyed March-May 2010. Your experience may vary. Visit jdpower.com



About Keller Williams Realty Inc. – Founded in 1983, Keller Williams Realty Inc. is the second largest real estate franchise operation in North America, with more than 750 offices and more than 78,000 associates in the United States and Canada. The company's agent-centric culture emphasizes access to leading-edge education and promotes an economic model that rewards associates as stakeholders and partners. Keller Williams Realty, which began franchising in 1990, is growing by more than a thousand agents a month. Keller Williams Realty associates place high value on professional education and a full-time commitment to real estate sales.

The Keller Williams Belief System

At the core of Keller Williams Realty is a conviction that who you are in business with matters. We believe that the company we keep can contribute to our lives in untold ways. To help cement this understanding, we've formalized a belief system called the WI4C2TS that guides how we treat each other and how we do business.



Win-Win: or no deal

Integrity: do the right thing

Customers: always come first

Commitment: in all things

Communication: seek first to understand

Creativity: ideas before results

Teamwork: together everyone achieves more

Trust: starts with honesty

Success: results through people

***It is this Belief System that allowed us to be the
#1 Office in Queens for Sales Volume - 2009 & 2010****

*as per the Multiple Listing Service of Long Island years ending 2009 & 2010

A Seller's Guide to interviewing a real estate agent to sell your property

There are thousands of real estate licensees in our area. Choosing the right agent for your home can be confusing. It is especially difficult when you speak with several different agents, and they all seem so convincing.

There is a way... to determine who is the most likely to succeed in getting your price and terms. The key is knowing the right questions to ask. This is particularly important now, as homes are selling more slowly.

The following list provides you with questions to ask your prospective real estate agent. The list will not only help you select the right Realtor®, but also get you the very best from the one you choose...

- ✓ Do you sell real estate full time?
- ✓ How many years have you been in the business?
- ✓ What professional designations do you have?
- ✓ Do you have any references with you?
- ✓ What was the last training event that you attended?
- ✓ Can I see your marketing plan & personal resume?
- ✓ How many hours per day do you actively prospect for buyers?
- ✓ What percentage of your listings sold last year?
- ✓ How many homes have you sold in the area this year?
- ✓ Do you offer an "Easy Exit Agreement?"
- ✓ What's your ratio of sales price to list price?
- ✓ What's the average number of days it takes for your listings to sell?
- ✓ What is your policy on Open Houses?
- ✓ What is your internet strategy?
- ✓ How many websites will my home featured on?
- ✓ What new strategies have you been using to get the home sold fast in today's market?
- ✓ Does my home need any repairs or changing in any way?
- ✓ Do you have a full service team to in the sale?

Common objections from sellers and how Nancy & David Legaz handle them:

1. ***I only want to give you a 90 day listing.*** We can appreciate that, especially if you have been listed before with a sub-par real estate agent. It generally takes 3-4 months on average in this market to get a home sold. Do you want to list your home for sale at 10-20% below fair market value- to guarantee an immediate sale within 30-60 days? And... we do have an EASY EXIT listing agreement. All you have to do is tell me you are not happy with our Team and you can fire us at no cost to you.

2. ***We were thinking about another company.*** I think you realize a company doesn't sell a house... it's the individual agent's activities.

3. ***We'll save the commission by selling it ourselves.*** I agree, you can save the commission by selling it yourself. Buyer's who are looking for a "For Sale By Owner" are looking for a bargain, and will discount their offer by 6%. What's worse is the fact that only 2% of all For Sale By Owners sell themselves – especially in this market. Can you afford to have only a 2% chance of selling your home?

4. ***Let's list high, we can always come down later.*** By pricing your property at market value, you expose it to a much greater percentage of prospective buyers. This increases your chances for a sale while ensuring a final sale price that properly reflects the market value of your home. Another critical factor to keep in mind when pricing your home is timing. A property attracts the most attention, excitement and interest from the real estate community and potential buyers when it is first listed on the market. Improper pricing at the initial listing misses out on the interest period and may result in your property languishing on the market. Eventually leading to a below the market value sale price, or even worse, no sale at all. Therefore, when it is new on the market and the price is reasonably established.

5. ***Another agent said they could get me more money.*** That agent will list your property at high price and assume they can take the listing now, and then start beating you up on the price week after week! They're afraid to tell you the truth upfront. I'm not afraid to tell you the truth. We are all connected to the same MLS data. The more accurately we price your home in the beginning the sooner you'll sell at the best price.

6. ***Another agent said they would cut their commission.*** That makes me nervous! If other agents don't have the courage to stand up to you regarding their own worth, how strong could they possibly be defending you and the price set on your home? If they give in now, they'll give in later when the negotiations begin. You can't afford to leave any money on the table with a mediocre agent handling the sale. Besides, our group will net you more money, as we deliver a higher sales price to list price ratio.

An agent has to share half of the 6% commission with their broker. The remaining 3% then is divided equally in thirds. 1% goes to taxes, 1% to marketing and 1% goes to the agent for food, shelter and clothing. If the agent reduces his compensation don't you think he will take it from your marketing?

Call the Legaz Team today 718-475-2800!

Our Promise To You...

Nancy & David Legaz

Licensed Associate Brokers

ABR, CRS, e-PRO, GRI, SRES

32-55 Francis Lewis Blvd * Flushing, NY 11358

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Fax: 718-475-2801

