



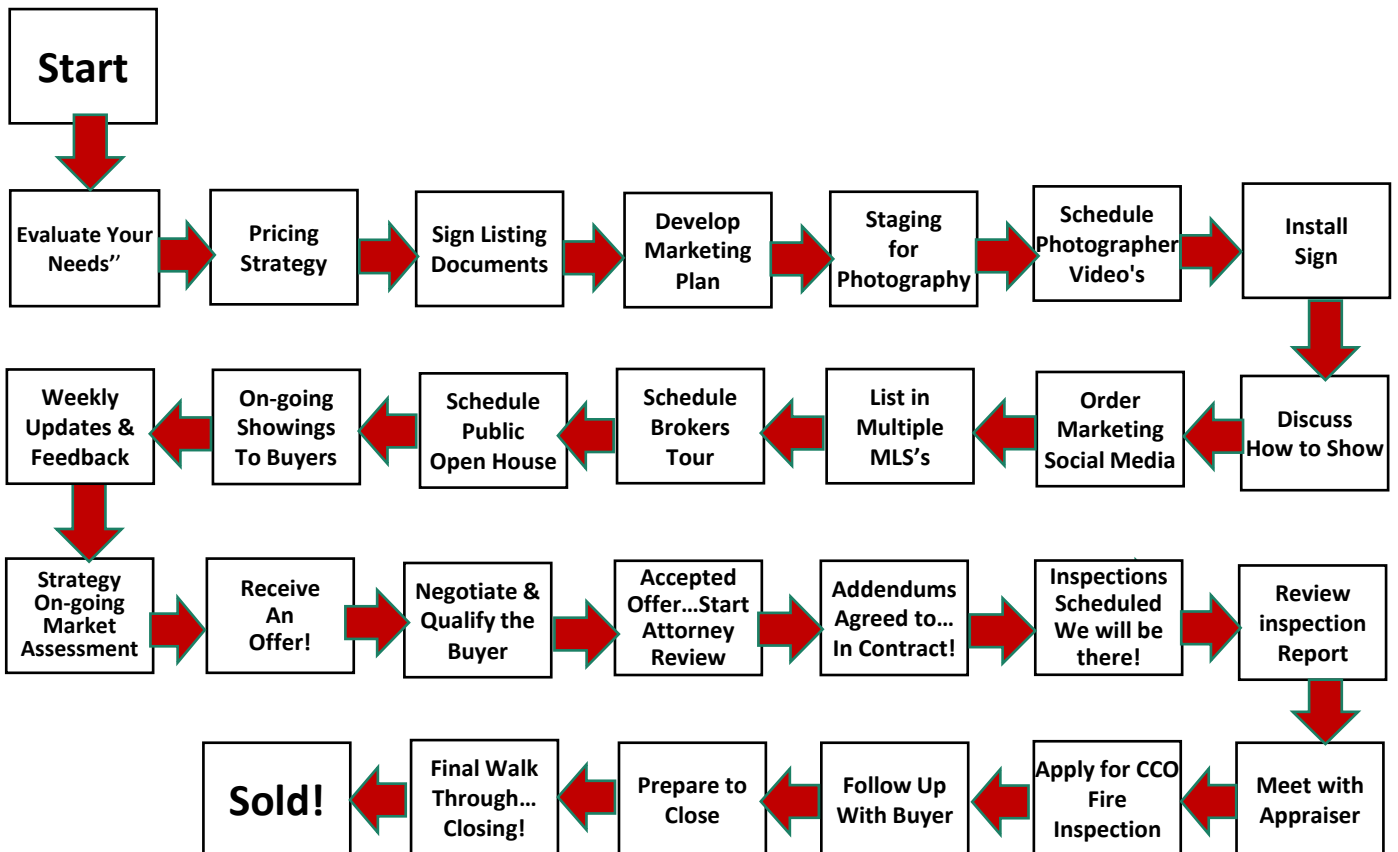
**THE AGENCY**  
Redefining real estate

# The PLJ Group Seller's Guide





# THE AGENCY



*There are many steps and moving parts to get to the finish line...Each Property and each seller are unique, and so are the buyers...This is not a one size fits all plan, but a guide to get us started*

*Every Real Estate Transaction is unique*

*Let our experience guide you through*

# Know your Market

*A Normal Market* is enough inventory to supply 6 months of housing. If your town or area has 100 listings at any given time, and that same area sells 100 units per 6 month period, this is normal.

*A Seller's Market* exists when inventory is low and demand is high...Buyer's are forced to pay a premium on housing because of multiple offers...Bidding wars by multiple buyers will cause the price and terms to go up and benefit the seller.

*A Buyer's Market* exist when inventory is high and demand is low...Buyers have many choices. Sellers are forced to offer a lower price, or enhance the property giving the advantage to the buyers.

Talk with us...Marketing in a Seller's Market or Buyer's Market can be Very Different...

**We Want our Seller's to Maximize their investment!**





## What are your Goals?

**We are here to listen!**

**Why are you selling?**

**Are we a good fit?**

**What do you love about your home?**

**Where are you going?**

**Have you used other realtors in the past? Were your expectations met?**

**We would like a tour of your home, tell us all about it, we want to know everything!**

**We will always be honest about pricing your home, and advise you about the market and your competition.**

**We will come up with a customized marketing plan built around you and your goals!**



## Experience:

Peter (Broker, (Broker Sales Associate)

Lorraine (Sales Associate)

Allison DePiero (Sales Associate)

We are the hands-on professionals, full time, well educated Real Estate Professionals...With Many years of experience...

Remember, *Experience is not expensive, it is priceless!*

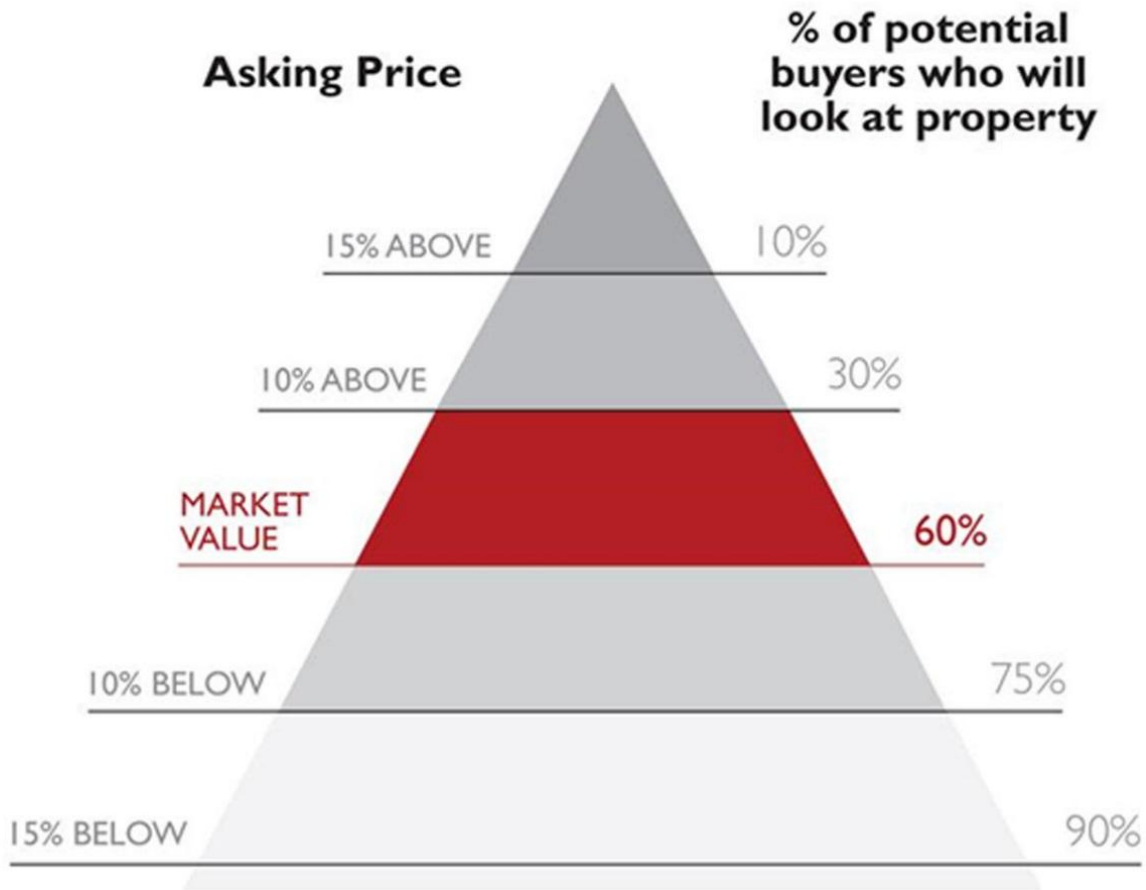


THE AGENCY



*We believe that through collaboration...we, as a team, can not only achieve your goals, but to exceed them...We work primarily by referral, and surpassing your expectations is our goal!*





Showings are strongest when your listing is new, and fresh on the market...If you price too high, offers will not come in, and as time goes by, buyers stop coming. As the Days on the Market grow longer, your property gets flagged as overpriced, or worse, something must be wrong with it!...***Our job is to help you price your property so that you get highest and best, without going too high.***

## ***Invite us In...***

***We have a professional stager and decorator to help you be your best!***



### ***The Property:***

We will work with you to see your home with fresh eyes...Your home should look, feel, and smell as good as it possibly can. Light Bright and Airy are the buzz words we hear every-day from our buyers...De-clutter, touch up paint, repair imperfections, fix leaks, replace worn carpet, and re-stage furniture.

***30% of all sellers wished they had taken the time and effort to stage their home, fix minor repairs, deep clean, minor updates. Most buyers are looking for, and will pay more for a move-in ready home***

***We will work with you to stage your home for buyers and photography...and that includes outside as well!***



**Now we are ready. We start with our professional photographer. We may take a hundred digital photographs in high resolution; some are fine-tuned or enhanced using state of the art equipment. Only the best photos and videos showing positive features of the property are used. We also have the ability to add aerial photography, using a drone, best used for larger properties and estates. Floor plans and virtual tours are also available.**



Professional  
Photography & Videos  
Count !

Studies have shown that **professional** real estate **photography** can **help** a listing **sell** around 50% faster than comparable **homes** without **professional photography**.

The images & videos you use to represent your listing can have a major impact on potential buyers...Whether Real Estate Web Sites or Social Media

*(Twitter, Instagram, Facebook, linked-in, Tic Toc, X, Google, Etc.)*

Let Us Help You Look Your Best!



# The Internet:

- *Statistics show 94% of buyers start their new home search on the internet!*
- Your home is entered into at least Two Multiple Listing Services, ThePLJGroup.com, The Agency One Rock RE, and social media.
- The Two Multiple Listing Services will list all the pertinent information about your property including up to 50 pictures and a virtual tour. Realtors® will be able to see all the stats on your property, showing information, and the commission they earn if their buyer is the buyer of your property. Buyers can also see your property, but, without your personal information.
- The MLS's distribute your property via International Data Exchange, and third party portals such as Zillow, Trulia, Realtor.com, Redfin Etc.



- The Agency Rock One RE site allows Videos and Multiple pictures of your property, and at the click of a button, available in multiple languages.
- The Agency One Rock RE is synonymous with quality in all prices, and high-end properties with offices in many countries. They also distribute your property to major portals such as The Wall Street Journal, The New York Times, the London Times, these papers are published in many languages and distributed throughout the world in print and digitally
- A true global network. Facebook, Twitter, Instagram, Linked In, You Tube, Pinterest, Google, and other social media outlets round out your online exposure.



# Social Media



**Coming Soon!**

The PLJ Group  
info@ThePLJGroup.com  
REAL ESTATE  
COMMERCIAL SERVICES

ThePLJGroup.com

Colonial on quiet tree lined street in Oradell, NJ. Smart Home. Three generous bedrooms. Four full bathrooms. Hardwood throughout. Finished basement with office, family room, wet-bar, and full bath. New Appliances, and Furnace.  
Call or Text Juliette for Info

Juliette Gorham 973-769-1684 Peter Szwed 201-805-6242 Lorraine Zito 201-960-6670

**Just Listed!**

The PLJ Group  
info@ThePLJGroup.com  
REAL ESTATE  
COMMERCIAL SERVICES

For info contact us at  
info@ThePLJGroup.com

199 Brewster Road, at Cedar Hills, Wyckoff, NJ  
Offered at \$799,000

Peter Szwed 201-805-6242 Juliette Gorham 973-769-1684 Lorraine Zito 201-960-6670 Serena Pederiali 201-364-8908

**Open House!**

245 Brookside Avenue, V. ....  
Open House Sunday 1-4... 6/23/2020  
Offered at \$895,000... This is a Short Sale, Bring in All Offers

Five Bedrooms, Four Baths, All Hardwood Floors, Gourmet Kitchen, Three Car Garage, Full Basement  
Christie's International Real Estate Northern New Jersey, Franklin Lakes, Office 201-904-2085

***Create a Buzz!...Build Anticipation!!***

Once we have committed to list...and the pricing, staging and photography are done...

We start with "Coming Soon" → "Just Listed"  
on the Multiple Listing Services, Facebook, Instagram, Twitter,  
Linked-In, and Other Sites....Then → "Open House"

This maximizes the turnout, and if done correctly, leads to multiple offers and maximizes the sellers return on investment!

# Closing:

In many cases the home inspectors may find some code violations or hidden damage, sometimes the seller has an open permit in the town...any issues that come up, we will deal with and guide you to the closing...*We coordinate attorneys, buyers, lenders, inspectors, appraisers, any and all issues that may come up...We will also assist in obtaining your final CCO/fire inspections. We are a valuable resource at this time... there are many moving parts that must be managed*



Franklin Lakes Office  
201 904 2085

**876 Trailing Ridge Road, Franklin Lakes, NJ...4.975 Acres on a Private Lake**  
**State of the Art Kitchen, Primary Suite, Infinity Pool with Waterfall**  
**Find us at: [ThePLJGroup.com](http://ThePLJGroup.com)**

**Sold & Closed**



*Give us a call or text... See what we can do for You!*



Lorraine Zito 201-960-6670 Peter Szwed 201-805-6242 Allison DePiero 732-299-6047

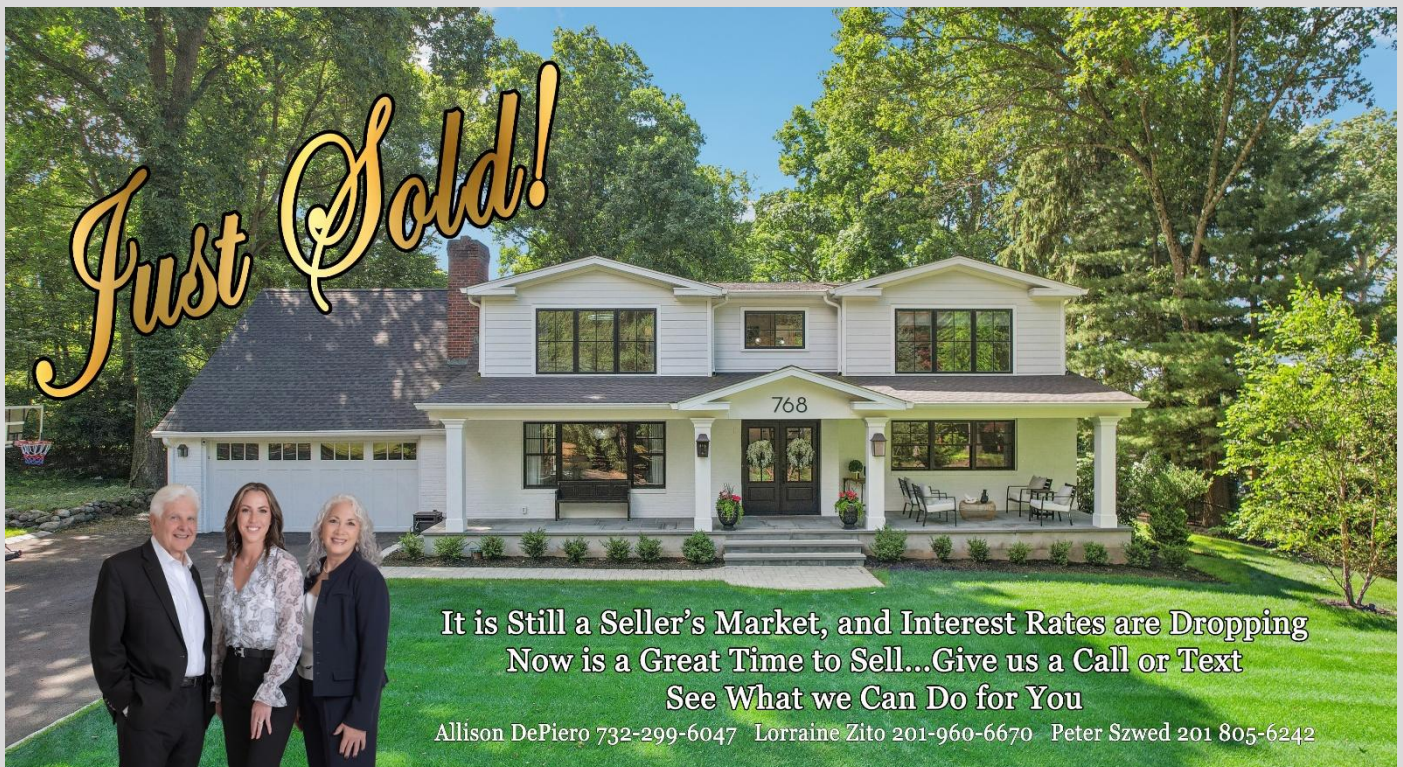
## *Summation*

In conclusion...our Marketing campaigns achieve results with a combination of different approaches including print, digital, and media coverage. The strength of our team and brand allows us to engage in strategic local and global marketing efforts, whilst bringing a very personal approach to your specific needs.

There are thousands of details which we can talk about...and customize a Marketing Plan just for you. Our Job is to get you the highest and best! We are also duty bound, as your fiduciary, to work with you to achieve your goals, with discretion...Which includes keeping you informed as to the market place, what other home (similar to yours) have been listed, sold, changed price and to recommend changes to your home if necessary.

Remember, Lorraine, Allison and Peter are full time Realtors® and have seen many of the homes that have sold over the years in the Northern New Jersey Market...*The PLJ Group pride themselves on returning calls and texts as quickly as possible.*

### *Approaching Perfection through Collaboration*



- We Truly believe that our most important asset are our clients, and to that end, the best decisions are reached through collaboration.
- **Lorraine Zito** (Sales Associate): Started in commercial real estate before settling into residential. She is Certified in Short Sales/Foreclosures (SFR Certified) and a New Construction Certified Professional. Lorraine has also taken the "At Home with Diversity Seminar" and is a Certified Luxury Home Specialist.
- **Allison DePiero** (Sales Associate) Resident and mom of Bergen County, is an expert on the “ins and outs” of the area. She is an active member of the community, the school systems, and local sports organizations. Allison has a background in retail purchasing and inventory management for multiple billion dollar companies. With over 10 years experience managing people and high dollar accounts, she is an experienced negotiator and passionate about building trustworthy and meaningful relationships with her clients. Allison takes great pride in providing exceptional customer service every step of the way.
- **Peter Szwed** (Broker/Sales Associate): Holding: GRI(Graduate of Real Estate Institute), CRS(Certified Residential Specialists), ABR(Accredited Buyers Representative), ePro(Proficiency in Technology), Certified Luxury Home Specialist...Residing in North Jersey with his family for the past 60 years.



## Testimonials

- “Peter and Lorraine delivered everything they promised and then some. They sold our home in 3 weeks, with multiple offers”  
M & BH formerly of Oakland, NJ
- "Working with Lorraine and Peter was the best part of the whole home purchase experience. We look forward to working with them again."  
YJC from Park Ridge, NJ
- "We wish Lorraine & Peter could have been responsible for building our house and not just helping us find the home. The whole thing would have gone far smoother. We appreciate their candid assessment and honesty, which we found not only refreshing, but extremely helpful."  
LMG from Park Ridge, NJ
- "They delivered everything they promised and surpassed our expectations during our sale."  
J & VM from Franklin Lakes, NJ
- "Peter and Lorraine were with us every step of the way through our sale. Even when problems arose they were there to guide us and knew who to contact in order to get them repaired. They were the glue that kept the sale process together."  
RT & NP from Hawthorne, NJ
- “They were the best Real Estate experience we have ever had. We will Definitely tell our friends and family about them! ”  
P & JL F from Franklin Lakes, NJ
- Allison is quite simply the best Realtor we have ever worked with. She is informed and prepared and arms her clients with the best data possible, allowing them to make sound decisions. I can’t recommend Allison and her team enough. A Must Use!  
Joe Mendel

# We are a True Team...Working together for our clients

- We are there for you, by email, phone or text, all of us (and our staff) are involved in your transaction, and we promise to get back to you quickly.
- You will get weekly updates, daily if required...we are there for every detail!
- We work with you, and help you achieve your goals...We work with our Clients like we would work for our families or ourselves, a true fiduciary relationship.
- We do our best to help you to limit liability.
- We are there for inspections.
- We follow up on all showings, and report back to you.
- We are your liaison between attorneys, inspectors, lenders, appraisers, and so much more
- We know and understand the stress and emotions of selling and buying...we truly listen to you, and help you through the entire project.
- [info@ThePLJGroup.com](mailto:info@ThePLJGroup.com)
- [ThePLJGroup.com](http://ThePLJGroup.com)

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