



# SELLERS' GUIDE

Put Yourself In The Best Hands



**VILLAGE GREEN  
REALTY**

*#1 In Ulster County Sales*

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*You can find even more advice on listing and selling your home on our blog,  
[www.villagegreenrealty.com/blog](http://www.villagegreenrealty.com/blog).*



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# Message from JOAN LONERGAN

I'm an Ulster County native, I attended John A. Coleman High School and grew up wading through the streams and wandering the woods of the Catskill Mountains. I returned home to Woodstock in 1986 after studying art and having a successful career in graphic design in the city. I wanted a career that was more grounded in the area. I found myself naturally falling into the role of tour guide and cheerleader for the area when city friends came to visit. So, I got my Real Estate License and the rest is history.



## **I started Village Green Realty with one goal: To do the best job I could for every person who walked through my doors.**

If I went to list a property for clients who thought they wanted to up-size, I was likely to offer them my advice on how they might expand their house in a way that would add value to it so they could stay where they were happy. I just did my best for every client who came my way. As I've slowly expanded my company I've brought in agents who shared my work ethic. My business has grown into the largest Real Estate Company in Ulster and Greene Counties. We have offices in New Paltz, Kingston, Stone Ridge, Woodstock and Windham NY. With 100 agents and support staff we are still expanding.

## **It's amazing what doing your best can accomplish.**

A sale of property is so much more than a financial transaction. It always marks the end of an epoch in a client's life and the beginning of another. I hope Coldwell Banker Village Green Realty can help you as you transition to whatever big thing is next for you.

I really believe that there's not a better place on earth than Upstate New York. Every property here offers a buyer an asset, a living space, and a lifestyle that's connected to the country and to culture. We market our listings from all of these angles. That, combined with the simple directive to always do our best, has made us #1 in Ulster County and Greene County sales\*. I'm so proud of our record and of all the people we've helped to move their lives forward.

I hope the information in this guide is helpful to you as you consider if you would like to sell your home and whom you would like to list it with.

## **JOAN LONERGAN**

Principal Broker, Owner

\*according to Ulster MLS and Columbia/Greene/Northern Dutchess MLS, YTD 2014.



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**Where we love  
is home. Home  
that our feet may  
leave, but not our  
hearts.**

*- Oliver Wendell Holmes*



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# Are You Ready To Get Moving?

Home is where the heart is - it can be hard to move on if your heart isn't in it.

You're invested in your home. You've put equity, memories, time, sweat and your personal style into your property. It can be hard to think of moving on. It can be exciting to think of moving on. For most of our sellers it's a mixture of both.

There are some important questions to consider before you decide to put your house on the market. Answering these questions will help you prepare for the selling process and get the results you want quickly.

## Does everyone in the household agree that selling is the right move?

Wahoo! You've decided to sell your house! Does your partner know? Sounds silly but, we've worked with thousands and thousands of sellers. Each and every one of them had unique circumstances that ultimately led them to pick up the phone and ask us to list their house for sale. The sellers that have the best experience have something in common, something that has very little to do with what we do for them. They've discussed the reasons they're selling with everyone who lives in the house. They know why they're selling and what they hope to achieve as a result of the sale.

## Are you willing to slightly adjust your lifestyle while your house is on the market?

Unless you are Martha Stewart (Martha, you can stop reading here and go arrange some flowers) your house probably doesn't look perfect all the time. On top of that you may have cultivated a personal style that is fabulously quirky. Maybe you spend your time in your home loving, laughing and letting the little things go. That's what home is for! We applaud you for enjoying your home. But (you knew the but was coming didn't you?) the minute you list your home for sale it becomes more than your home, it becomes a product. One that you want to sell within a certain amount of time and for a certain price.

To compete in the real estate market you may have to change your lifestyle *a little* in order to make your home an appealing product. Your agent will give you recommendations, that's one of the reasons you hire them. If you've prepared yourself to make some slight shifts, and you're willing to embrace your agent's expertise, selling can be a smooth. You might even find it a fun, collaborative, creative process! Properties we list spend an average of 157 days on the market (compared to 200 for the Ulster County MLS as a



whole), so having your home showing-ready is a necessary commitment.

## Do you have a plan?

Do you know where you're headed if your home sells 3 months from now? 6 months from now? What if it sells in just 2 weeks? Taking some time to come up with several visions of your near future will help you feel secure and excited every step of the way.

*Unless you are Martha Stewart your house probably doesn't look perfect all the time. Maybe you spend your time in your home loving, laughing and letting the little things go. That's what home is for! But now it's not just a home, it's a product....*



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# Preparing To Sell

Getting Your Home Ready to Make the Best Possible Impression



## Prepare For a Quick Sale

“How can I sell my home fast?” is a question our clients ask us all the time. We want selling your home to be quick and painless for you, and we want you to feel you’ve gotten the maximum price you could for it. We want your home to make such an impression on buyers and agents that our phones are buzzing with requests for appointments to tour it. Then we want a great offer to purchase to follow quickly on the heels of the first batch of showings. How wonderful!

The key to selling your home quickly is proper preparation before it goes on the market. While it might be tempting to throw your house on the market now and make it look pretty later we generally don’t recommend it. Your home gets photographed before it goes on the market. Those photographs and the video tour are your home’s major marketing assets. If your home is not properly prepared when they’re taken, you’re selling yourself short. If your house is shown when it is unprepared you may find yourself, many months later, wishing you’d taken some prep time before putting it on the market. Did you know people form an opinion of your property within the first 15 seconds of their arrival? They’re barely out of the car! In order to sell your home quickly you need to enhance

your property’s first impression before any agent or prospective buyer takes a tour. It’s time to think of your home as a product as well as the place you hang your hat. Transform your home into a product your buyers can’t resist by making a few of the changes we suggest below and watch it fly off the shelf!

This list is exhaustive (it may look exhausting), so don’t get overwhelmed reading it. Your house may only need one or two of these tweaks. Your agent can help you pinpoint where you should put your time and energy. They might just tell you to sit back, relax and have a coffee!

## The First Impression

With only 15 seconds to make a great first impression your home should be picture perfect when buyers pull in the driveway. Here are the top 10 exterior items to address when selling your home.

- 1. The Roof.** Replace any broken or missing shingles and repair fascia boards and flashing. If your roof is in very bad condition it may be a turn-off for buyers who don’t want the trouble and expense of a roof replacement.
- 2. The Siding.** Chipping paint or dirty and mossy vinyl siding are buyer turn-offs. Give your home a fresh coat or a good scrubbing and repair any rotten or damaged siding.



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## Prepare. Move!

**3. The Windows.** Replace any cracked or broken glass. Clean the windows to a sparkling shine. Paint if touch-ups are needed and consider installing window boxes with bright flowers or greens.

**4. Landscaping.** Freshly trimmed shrubs, a neat and tidy lawn, and well placed potted plants make a home look well maintained and cared for at very low cost. Grab some hedge trimmers and clip until your home looks like it belongs in Better Homes and Gardens. In the winter some tasteful holiday decorating can make your home feel welcoming.

**5. Walkways.** Repair any cracks or missing bricks in walkways. Clear away any weeds and grass that are breaking through and give them a good sweep. If it's wintertime be sure that the walkways are well cleared of snow for photographs, video filming and tours.

**6. The Driveway.** In Upstate New York the driveway is important feature in a home. Repair any cracks, consider resealing and give it a good cleaning. If there are any items like toys or waste cans that usually call your driveway

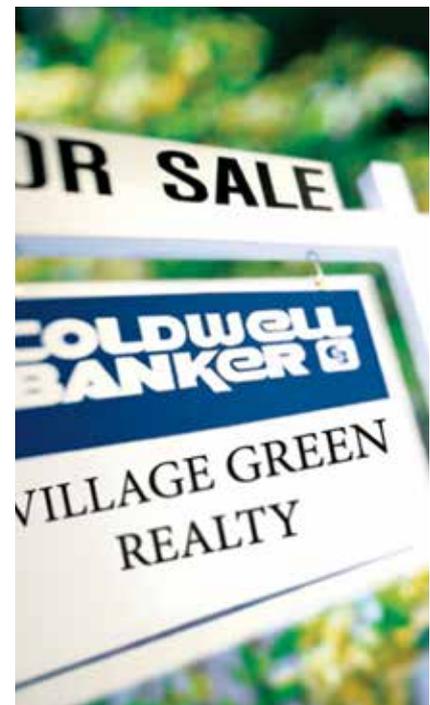
home, remove them to a less conspicuous place. If possible your vehicles should be parked elsewhere for the photo shoot, video shoot and for showings.

**7. Gutters and Downspouts.** Make sure your gutters and downspouts are in good repair and if runoff areas are eroded install concrete "spillways".

**8. The Doorway.** The doorway is the visual focal point of your house and also psychologically important to your buyers. Buyers are looking for the perfect place to spend the next phase of their life. If the doorway to your home is in poor repair or unappealing they're unlikely to feel enthusiastic about entrusting their future happiness to the house. To spruce up the doorway consider repainting, replacing the door hardware, installing a kickplate, upgrading the surrounding light fixtures and placing potted plants nearby.

**9. Trees.** If you have trees that seem perilously close to falling on your house, or have broken dangling limbs consider having an arborist address the problems.

**10. Water Features.** If you are lucky enough to have a water feature on your property, show to its best advantage! Have pools, hot tubs and waterfalls working, open, and clean during the photo shoot, video shoot and showings. If you have waterfront property clear the access path to the waterfront so that buyers can safely get a good look.



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Your agent is your best resource as you prepare your house for sale. Not sure what improvements to prioritize? Just ask your agent. Don't want to go overboard and spend more than you need to be competitive in the market? Your agent will help you prepare without going off the deep end.



# Choosing The Right Agent For You

How do you choose the person you will trust your home and your dreams for the future with? With great care. The relationship you have with your agent should be one of trust and respect. You owe it to yourself to take the time to research and interview agents until you find someone you're completely comfortable with. Here are some resources to help you find "the one".

## Read Reviews and Testimonials

Your first stop should be an agent's website. Our agents have a bio, testimonials, and photo slide shows to help you learn a little bit about them, visit [www.villagegreenrealty.com/agents](http://www.villagegreenrealty.com/agents) to view them.

Stop 2, reviews on real estate sites like [trulia.com](http://trulia.com), [zillow.com](http://zillow.com), and [realtor.com](http://realtor.com). Past clients can post reviews that are uncurated by the agents.

## Investigate Their Listings and Sales

Look at an agent's current listings. How are they presented? Do they have plenty of pictures, a video and copy that would make you want to go see the house? If their listings pass the test then look at their past sales. Did the homes they listed sell for near asking price? Or above asking price? You want to be sure that your agent will properly price your home.

## Ask a Question

It's important that you get along well with your agent, but it's also important that they are responsive when a potential buyer or a buyer's agent contacts them about your home. If an agent looks like a possible match for you pick up the phone or contact them on a real estate website with a question. If they answer you quickly and well you should consider an interview.

## Interview Them

It's ok to sit down with several real estate agents to chat about your house and your expectations. After the interviewing process you should choose whichever of the agents meets the criteria below. If no one quite fits the bill keep looking!

- You feel comfortable sharing your hopes for how the selling process will go and some financial details with them.
- You've compared the marketing they

offer with what other agents and companies offer and you feel they are competitive (focus on the internet marketing, that's where buyers are looking).

- They are responsive to your preferences for how you'd like to be contacted and your expectations of their duties as your agent, even if your preferences differ slightly from what they usually offer.
- They have experience with properties similar to yours, are excited about your property, and you feel satisfied that they are competent and have the support (like office staff, a manager, or a partner agent) to make your property a priority even if they should get very busy during your listing period.

Choosing the right agent at the start is your surest path to success!



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# Insider Tips: How Buyers Search



Web search has completely changed real estate. One of the surprising (and little talked about) effects of web search is how it has made pricing properly at the start of a listing much more important than it was back in the days of paper.

**Information.** Buyers used to see the properties their agents took them to. Maybe something caught their eye in a newspaper ad and they'd ask their agent to take them there, but really, they were basically in the dark. No more!

**Buyers have access to every listing, all the time.** Real Estate sites allow them to search and sort by their preferences and compare listings with a fine tooth comb by looking at the pictures and the list of features.

For sellers this means that their listing has to be equal to, or better than the listings it's appearing with in those searches. If it's not, it needs to cost less, or a smart buyer is going to pass it by with barely a glance. You don't want that! And neither does your agent.

## No More "Testing The Market".

Most real estate sites allow buyers to sort listings by the number of "days on the market". If your property is newly on the

market it comes up at the top of this search. This is great! Unless your property doesn't compare well with similar properties.

If you've decided to see if there's some special buyer out there who's willing to pay more than what an analysis of comparable properties says it is worth you might watch your house move slowly down that "days on the market" search. Even if you choose to lower your price later to be competitive, buyers may assume that there's something wrong with your property because it's been on the market for a while at a good price. Horrors! Natural scepticism and an active imagination has just taken your house out of the running in a buyers mind!

## "Saved Searches".

Most real estate websites allow buyers to create a search that fits their needs and then save it. After that, when a property that fits their parameters hits the market the site sends them an email with the pictures and details - even if they never return to that website again! It's amazing. When your property hits the market it gets automatically sent to buyers who have said they want something *exactly like what your selling*. That "saved search" email is gold. It might literally be your best chance to sell your property quickly. BUT, if your property isn't priced competitively and the buyer who's receiving that email doesn't see the value in your property you will lose that first, best chance.

A savvy agent is going to want to price your property in the competitive sweet spot that will turn web searches into a selling tool instead a pitfall. They'll want what's in your best interests.



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## Listing Searches

The most searched listing types this month in Ulster County on Realtor.com, Zillow.com and Trulia.com.

- 1 3 Bedrooms  
\$200,000 - \$300,000
- 2 3 Bedrooms  
\$100,000 - \$200,000
- 3 3 Bedrooms  
\$300,000 - \$400,000
- 4 2 Bedrooms  
\$100,000 - \$200,000
- 5 4 Bedrooms  
\$200,000 - \$300,000
- 6 4 Bedrooms  
\$100,000 - \$200,000
- 7 3 Bedrooms  
\$400,000 - \$500,000
- 8 Multi-Family  
\$100,000 - \$200,000
- 9 4 Bedrooms  
\$400,000 - \$500,000
- 10 4 Bedrooms  
\$300,000 - \$400,000



## How Do Agents Calculate Market Value?

When you mention to friends and neighbours that you're thinking of putting your home on the market they'll likely tell you what they think you can "get for it". They're basing their pricing on what their brother-in-law sold his house for (sometimes their brother-in-law lives in a state far-far away), or on ads they've seen in regional publications. Your friends have the best of intentions. They're excited for you! But the wise seller doesn't get attached to the numbers they're throwing out. They're pretty unscientific because they're not based on solid data from *your* market.

Real estate agents go through a process called comparative market analysis in order to calculate the market value of a home

First they visit the home. They look at all the stats of course; like the number of bedrooms, full and half baths, acreage, out-buildings, and square footage. They look at the condition of the home. The condition is everything from the age and health of the roof and systems to the wear of the flooring, trim and wall finishes. They arrive at an overall rating for the condition which is anywhere from excellent (like new) to poor (needs extensive remodelling).

They look at the age of the home. Antique homes, new homes and mid-century modern homes have a "cool" factor in the eyes of buyers in this market. So, they might have a higher market value than a house built in the 80's and 90's in similar condition.

They look at some additional features that add value to buyers in this market like art

studio space, views, guest space, green building and solar power, and anything else that they know adds to the "cool factor". Working constantly with buyers, attending caravans where they tour new listings, and previewing what's coming on the market keeps them up to date on what's important to the buyers who will be looking at your home as a possible home for themselves and to market competition.

After an agent has toured the home they return to their office where they begin to look analytically at comparative properties that have been on the market in the past 6 months to a year.

First they look at properties that are currently on the market to see how they compare and contrast from the subject property. They figure out how this property is going to measure up to its current competition.

Then they look at comparative properties that sold in the last 6 to 12 months. They look at the actual sales price and make

adjustments for any differences in the properties (for example they would add value for a view or subtract value for a roof that needs replacing).

They also look at the properties that did *not* sell over the same period. Those properties were priced too high for the market. Again, chances are the agent toured this property and can pinpoint the reasons it did not sell at that price point. Invaluable information as you price your home.

Only after examining all this information, do they arrive at a final market price to bring to you. Agents are happy to share all of the data that led them to their market price. Just ask!



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# 5 Reasons To Market Your Home With a Video Tour

We've had incredible success marketing the homes we list with Video Tours. Sure every homeowner wants a video tour taken of their property. It's a bit flattering right? Like having your picture appear in the local newspaper. But beyond the little vanity boost do video tours really do anything to promote your home to buyers? Is it possible they can make it sell faster? Or for a higher price? Absolutely!

## #1. You'll Be Forced To Get Your Home 100% Showing Ready



You've seen all the staging shows, you've read all the articles. Of course you live in your home. But the point of selling it is to not live there anymore right? Anyone who tells you that you don't really need to get your home looking as pristine as this home on the left, is selling you a bill of goods. Buyers, regardless of their price range, want to feel that they are buying into the best possible version of their future. Your property video has the potential to inspire dreams! There's something that's a little more fun about getting your home ready for its film debut than getting it ready for some strangers to tromp through it. Grab onto that spark of cinematic inspiration and make your house its best version of itself. Think of it as a movie set and declutter, brighten with lamps and by removing (if only temporarily) light blocking window dressings. Do that at the beginning and you'll be able to keep it that way. It won't be such a drag to get ready when those strangers do show up to tromp through. Staging early will help with the video, the photos, and SHOWINGS!

## #2. Views of Properties With Video Tours are 10-1 Over Properties Without Videos

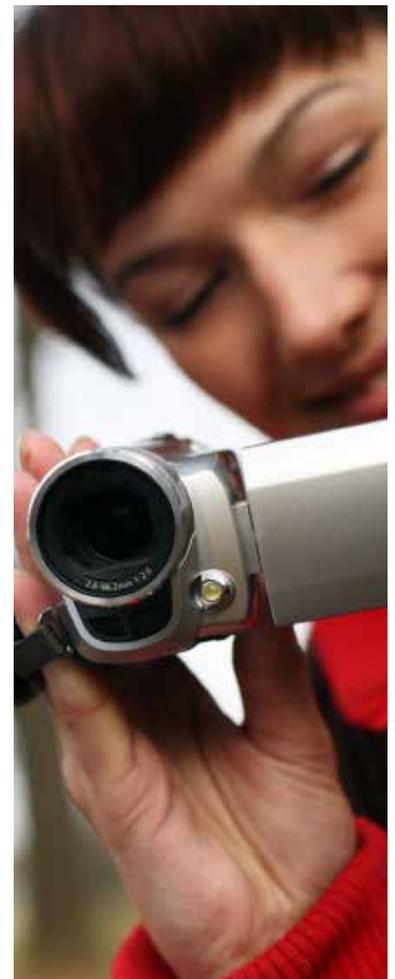
For some reason this one is always a little tough for people to swallow. But it's TRUE! A property that has a video or virtual tour attached to it gets 10 views online for every 1 view properties without them get. When buyers are searching online many of them sort their searches so that they will only see properties that have video tours and virtual tours. They ignore the other listings! Or they decide to look first at the listings with tours and then go on later to the properties without tours. But if they get excited by a listing that has a tour they may never make it to your listing if it doesn't have one.

## #3. Agents will be intimately familiar with your home instantly.

Here's a dirty little secret, Real Estate Salespeople don't always get to physically preview every home that comes on the market. They know their own listings, the mls sponsors caravans where the agents drive around together, and we do our own Coldwell Banker Village Green Realty caravans. BUT in the first two weeks of June this year 298 new listings came on the market in Ulster County. 298! Even the most diligent of agents can't preview that many properties in 2 weeks! Or even half of them.

Every morning agents take a look at what's new on the market, what prices have changed, and if anything has been added to a listing to see which properties match the criteria of buyers they're working with; buyers who in many cases have moved beyond running their own searches on real estate websites, are ready to buy, and are depending on the expertise of their agent

to suggest properties they will likely be interested in. The agents have the buyers who are ready to go NOW! And they only want to suggest properties to their clients that they are confident they will like. A well made video saves the agent a trip to preview your property (whenever they can fit it into their schedule). You won't have to ready your home for the agent to tour it to see if it will meet their clients expectations,



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and the agent can send your property to their clients right away with confidence.

#### #4. YouTube is the #2 Search Engine in the World

3 billion people search YouTube for recipes, comedy, products and properties a month. If you don't have a property video you're missing out on potential buyers. There are Real Estate salespeople who post slide shows on YouTube as a way to give their listings some exposure there. But there's a problem with pulling that little switcheroo. The person who is watching that video is a person, not just a person but a potential buyer. When you pull a bait and switch, let them think they're going to see a video and then give them a slideshow, they get annoyed. They get annoyed with the agent, annoyed with



you, and annoyed with your property! That's no way to get showings! If you have a great hd property tour you can be sure that your bases are covered, and that at the very least you're not going to annoy potential buyers so they'll discard your house as an option for them.

#### #5. Buyers Who Have Already Seen a Video Tour are More Than Just Curious, They're Interested!

Visit our YouTube channel at <https://www.youtube.com/user/CBVGR>, watch a property video and then see if you can answer the following questions about the property.

- Does this look like somewhere you might be able to live?
- Are the grounds too big or small for you?
- Is the connection to the outside enough for you?
- Does it have the amenities you'd like in a home?
- Is there enough parking for you?
- Is it a style you like?
- Do you have a general idea of the flow and layout?

Were you able to answer most of those questions? Probably. At the very least you know whether or not you like it. So will a buyer after watching the video.

If you have a property video tour the buyers who come look at your house will already know that on a basic level they like it. So many sellers and agents waste time showing homes to people who have had their curiosity sparked by a few photos and a description of the property. Often they get to the house and it's not at all what they were expecting. When the same buyers have seen the video it's pretty easy for an agent

to gauge their actual interest in the property. And when the buyer gets to your home, it will be exactly what they were expecting.

Here's another dirty little secret; every time you have to prep your home for a showing you'll inevitably get just a little excited about the prospect of these buyers being the ones. Some sellers get really excited. It can be disappointing when the buyers take a cursory look and walk out because they imagined something completely different. If the buyers have already seen a video you'll go through fewer of those cycles as a seller. We like our sellers to be happy in all things, and using video tours is one of the ways we ensure our sellers the least amount of discouragement possible during the selling process.

**Property videos are so much more than just marketing window dressing.** They do make a difference. Visit our YouTube channel to see all our property videos and if you have any questions about marketing your home with a video tour contact one of our agents.

## Insider Tips: Video By The Numbers

#3

Buyers say videos are the 3rd most important source of info for them when they look at homes. Right behind details and photos!

90%

Of internet users say videos are helpful in making a purchasing decision.

73%

Of homeowners say they would hire a real estate agent who uses video to market their home.

4%

of real estate agents nationwide use video to market the properties they list.



**Put Yourself In  
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# Listing With Us

Put Yourself In The Best Hands

**At Coldwell Banker Village Green Realty we understand that selling your home is so much more than a financial transaction. It's a turning point for you! Here are some great reasons to entrust Village Green Realty with your home.**



## We're Different

A real estate agent's job is to put your house on the market, pound a sign into the ground and then head off to their "real job"...right? Well, there's a whole lot more to it than that. Our agents and staff spend a their full work week (and work weekend) providing our clients with the Ultimate service. In a sea of sameness we're ok being different. We monitor trends, we adopt the new technologies home buyers ask for and we never settle for the status quo.

## We're Local

Village Green Realty began in a tiny little office in Woodstock over 20 years ago. Since then we've grown to 5 offices and nearly 90 agents! Each of our agents specializes in the area they know best. They're local experts on everything from the real estate market, to the closest hiking trail and the best place to get fresh goat cheese! Having enough local experts to cover most of the Hudson Valley and Catskill Mountains one of our greatest assets.

## Brand Power

As Village Green Realty grew we saw an opportunity to do more for our clients. By joining forces with Coldwell Banker we've been able to exponentially improve our listings visibility, getting them more local, national and global attention than we could have without our Coldwell Banker affiliation. ColdwellBanker.com and the luxury real estate website Coldwell Banker Previews International connect thousands of homebuyers with our listings every month.

The best part of our relationship with Coldwell Banker is that we leverage the power of the brand to our advantage but we're still entirely locally owned and managed. Making us truly locally grown, nationally known, and globally connected.

## Our Website is Built For Our Market

Villagegreenrealty.com was built with your buyers in mind. Buyers in the Hudson Valley and Catskills are often new to the area. They may not know much about the fantastic towns and villages we call home, often they only know they'd like to buy something "Upstate".

Since 42% of homebuyers start their search on line and 92% use the internet during their home search process providing the local information they need to narrow their search down makes sense.



Our website is packed with local info including slideshows, town profiles, lists and links to local businesses, resources, entertainment and arts. We've created a place where buyers can come learn the difference between Esopus and Phoenicia or Rhinebeck and Woodstock. While we help them learn, we feature our listings and direct buyers to the listings they're most likely to find interesting.



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# Listing With Us

Put Yourself In The Best Hands

## Our Marketing

We've developed a very special marketing program that serves our sellers in 2 ways.

First, when a property is listed Multiple Listing Service it always goes out automatically onto lots of real estate websites, particularly the "big 3", zillow.com, trulia.com and realtor.com. That's standard amongst real estate agencies. But listings can also be tweaked so that they appear more frequently and with better placement on the big 3. That's not standard - we do that! We do everything in our power to get buyer eyes on your listings. The second advantage of our marketing program is that all of that technical tweaking is done by our administrative staff, not our agents. It frees our agents to up to be available to you and to sell your house! They're not required to spend hours a day buried in website forms just to make our listings appear where the buyers are looking.

Of course our marketing program includes print advertising, placement on ColdwellBanker.com and Coldwell Banker Previews International for luxury properties, office caravans where Coldwell Banker Village Green agents tour our new listings, facebook promotion and last but certainly not least, videos!

## We Offer Property Videos

Real estate listings that include a video receive 403% more inquiries than those without. So, why do so few agencies offer video tours?

They're costly and time consuming to produce. Some do put together slide-shows that play the same photos that appear in the listing and call them vid-

eos. While this might seem like a reasonable substitute. But pressing play on a video expecting to see a video walkthrough and instead finding a slideshow of the same photos they've already seen is aggravating to home buyers. It's a classic bait and switch. So we give buyers exactly what they're expecting. An High Definition video walkthrough.

There's an extra bonus for our sellers. The buyers who tour our listings have already seen the video. They have a very clear idea of exactly what the home is and they like it enough to pay a visit! Every first showing of a property with a video tour is like a second showing of one without. For our sellers that equals less aggravating showings with better results.

## Our Agents

Coldwell Banker agents are a special breed. Not only are they committed to a standard of excellence and professionalism they also have access to the most extensive training in the business. That consistent, innovative training makes them the most qualified agents around. Our agents frequently make up the bulk of the top 50 agents in Ulster and Greene Counties. You can be sure you've put yourself in good hands with a Village Green Agent. Read our agents' stories at [www.villagegreenrealty.com/agents](http://www.villagegreenrealty.com/agents).

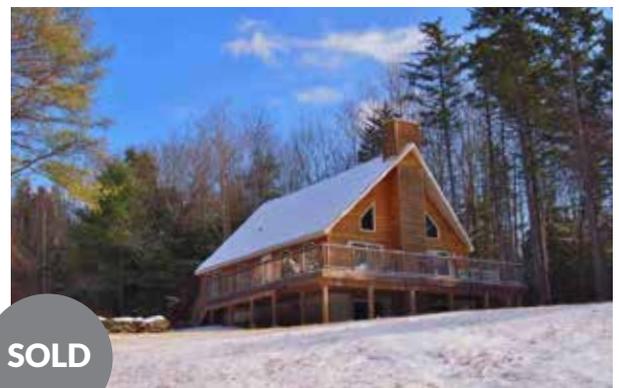
## Our Team

We have an amazing team of managers, administrators, marketing assistants and videographers. Our agents have backup in every corner and our management is committed to seeking out the means to giving superior service to all our clients. Our offices are staffed, so that you and your buyers can always reach someone. We even have an appointment center to handle phone overflow so we're never too busy for you.

## Our Track Record - #1 in Ulster County and Greene County\*

**We became #1 in sales in Ulster County and Greene County one client at a time. It would be our pleasure to help you in the same way we've helped each and every one of our clients. Put yourself in the best hands.**

\*according to Ulster County MLS and Columbia/Greene/Northern Dutchess MLS Statistics YTD 2014





# SELLERS' GUIDE

Put Yourself In The Best Hands



**VILLAGE GREEN  
REALTY**

*#1 In Ulster County Sales*

kingston 845-331-5357

new paltz 845-255-0615

stone ridge 845-687-4355

windham 518-734-4200

woodstock 845-679-2255

[www.villagegreenrealty.com](http://www.villagegreenrealty.com)