

**HOW DID WE GET \$100,000
OVER ASK FOR THIS PROPERTY?**

81 BEDFORD STREET

#5C

A Case Study



Nick Sells New York

BACKGROUND

Joel Weiser lived in apartment #5C for many decades. After enjoying all of the splendors the West Village and NYC had to offer, Joel sadly passed away in 2021. The apartment, and all of Joel's assets, were left to his Estate.



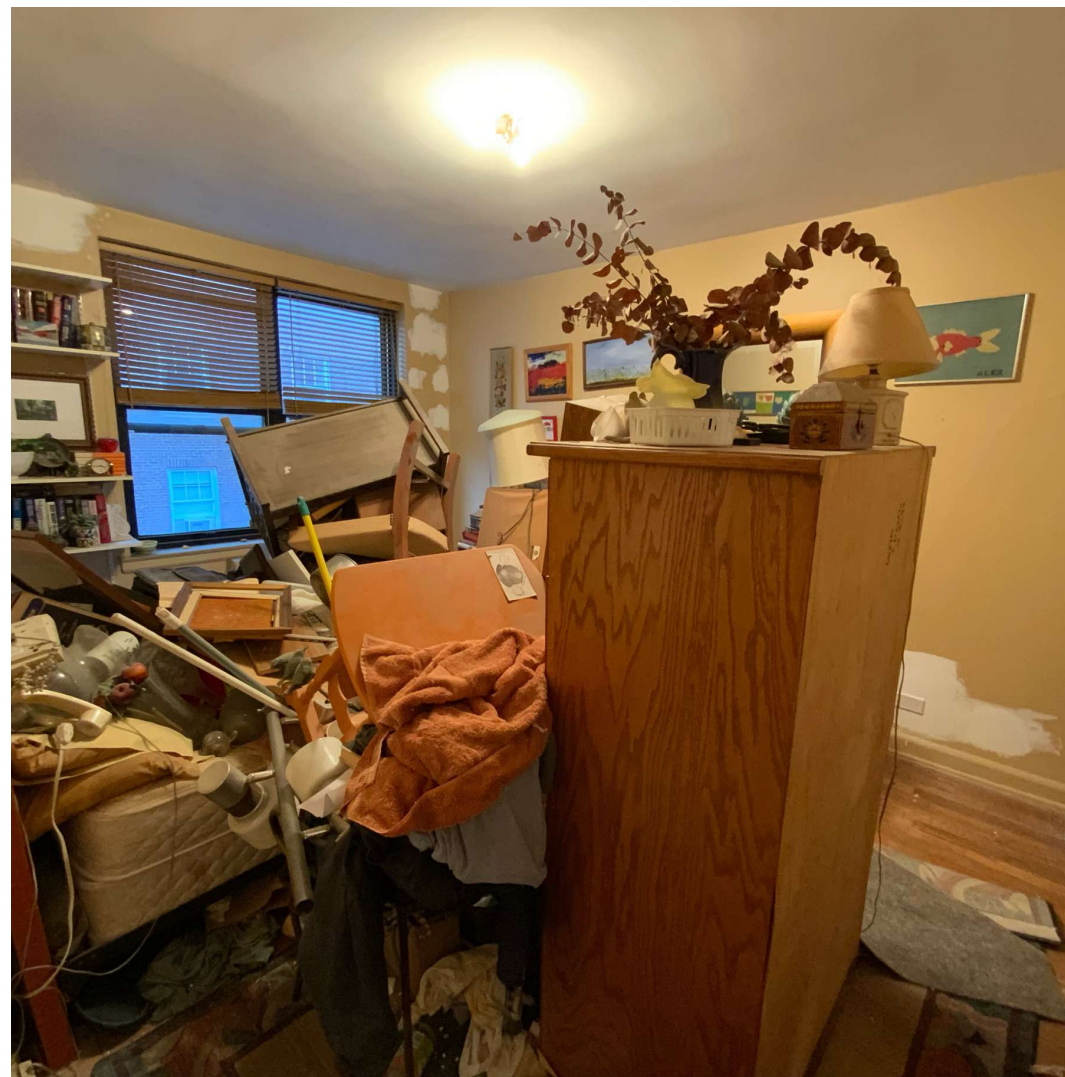
OUR FIRST VISIT

Our team visited #5C in December 2021 and toured the property. During the tour, we made recommendations to maximize resale ROI.

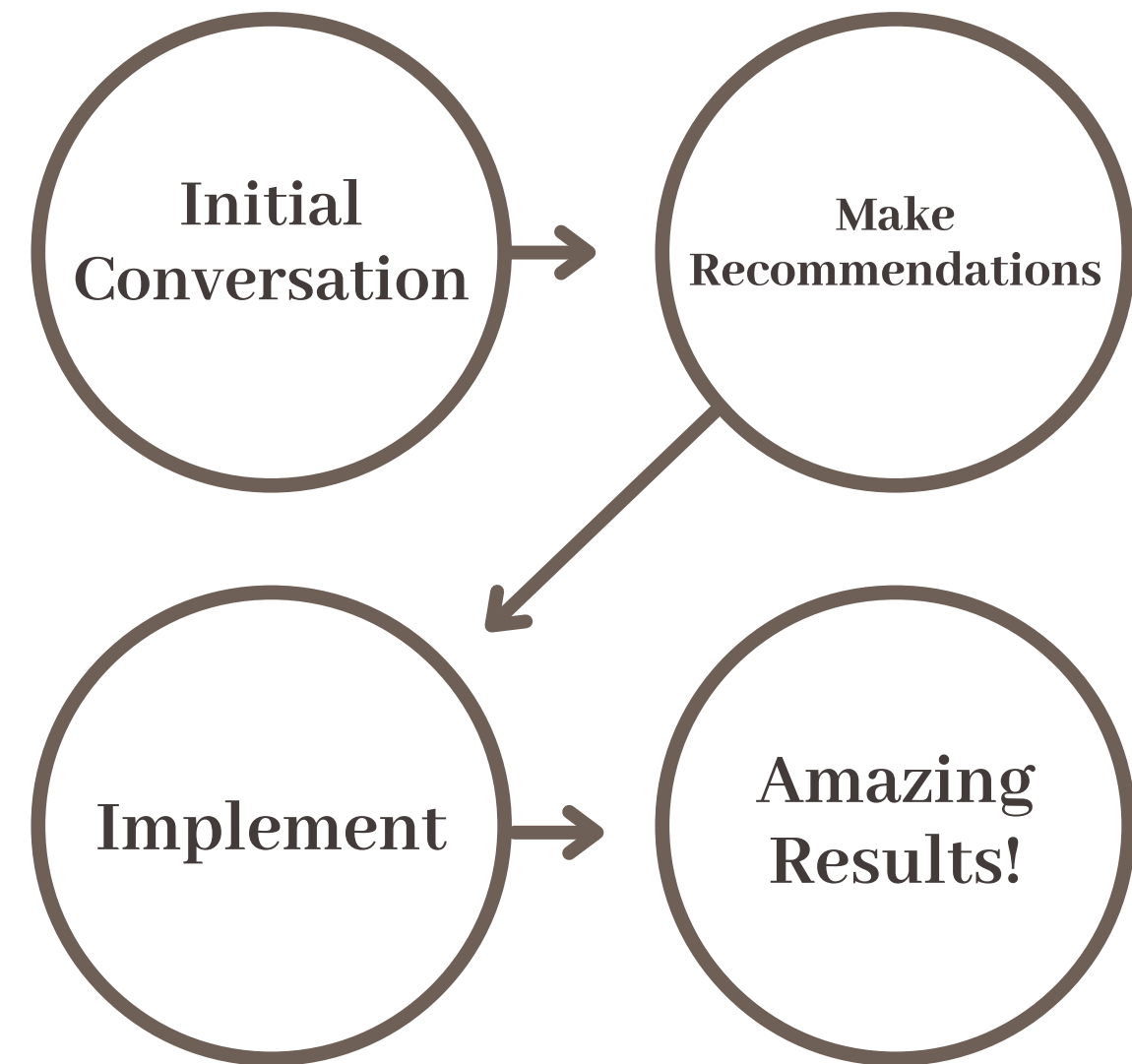


NEXT STEPS

The sellers took our advice, first by removing everything from the property. Our team then facilitated all contractors to sand the floors, paint the apartment, clean the apartment and windows, change light fixtures, fix broken items, and stage the apartment.



THE PROCESS



WE'RE HERE TO...

work with you throughout the entire process. Our full-service team works to get you the best possible result.

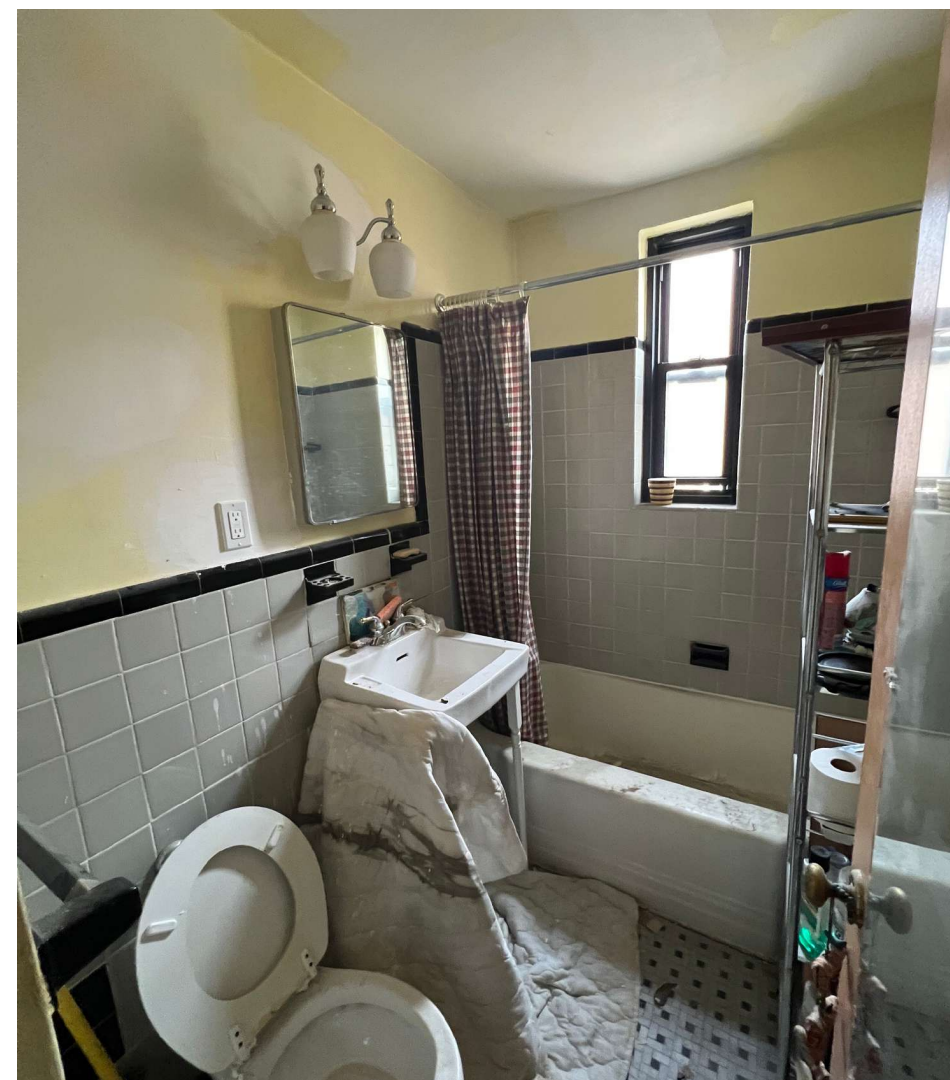
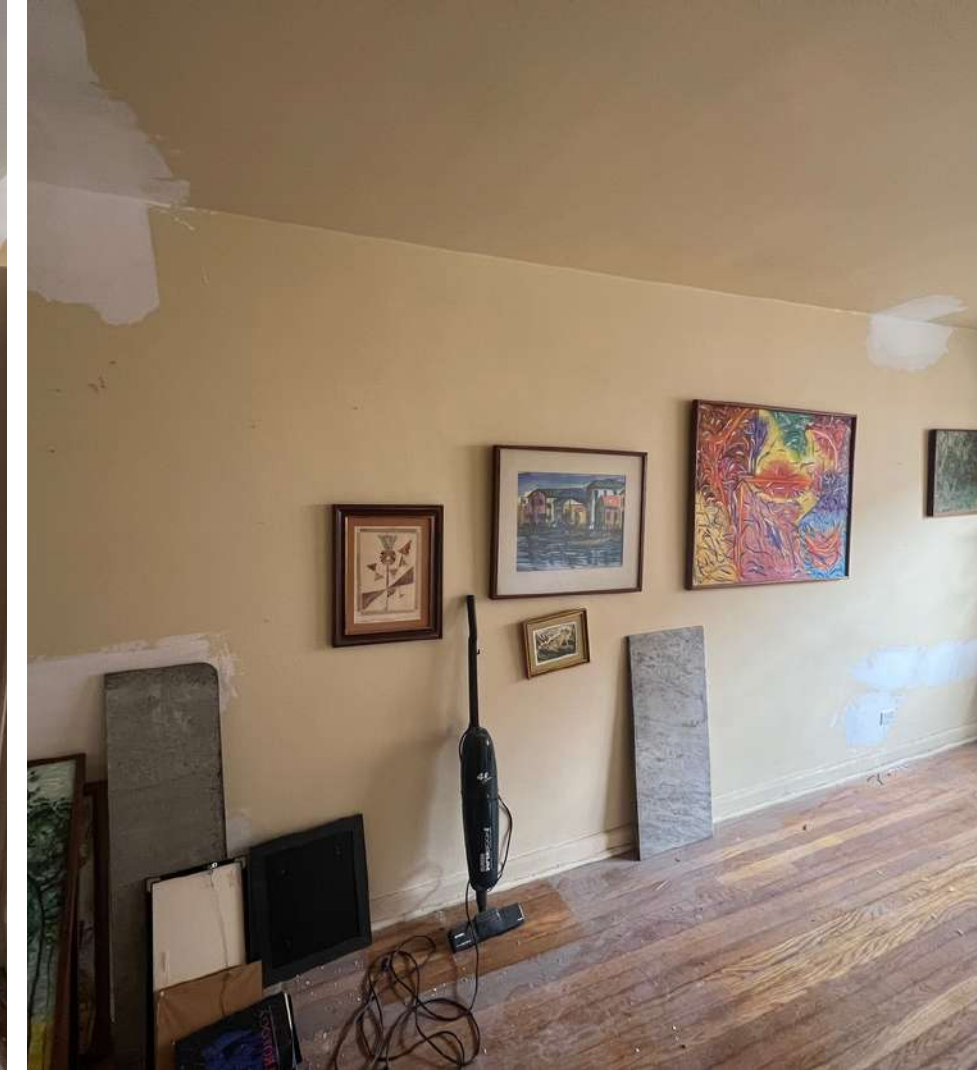
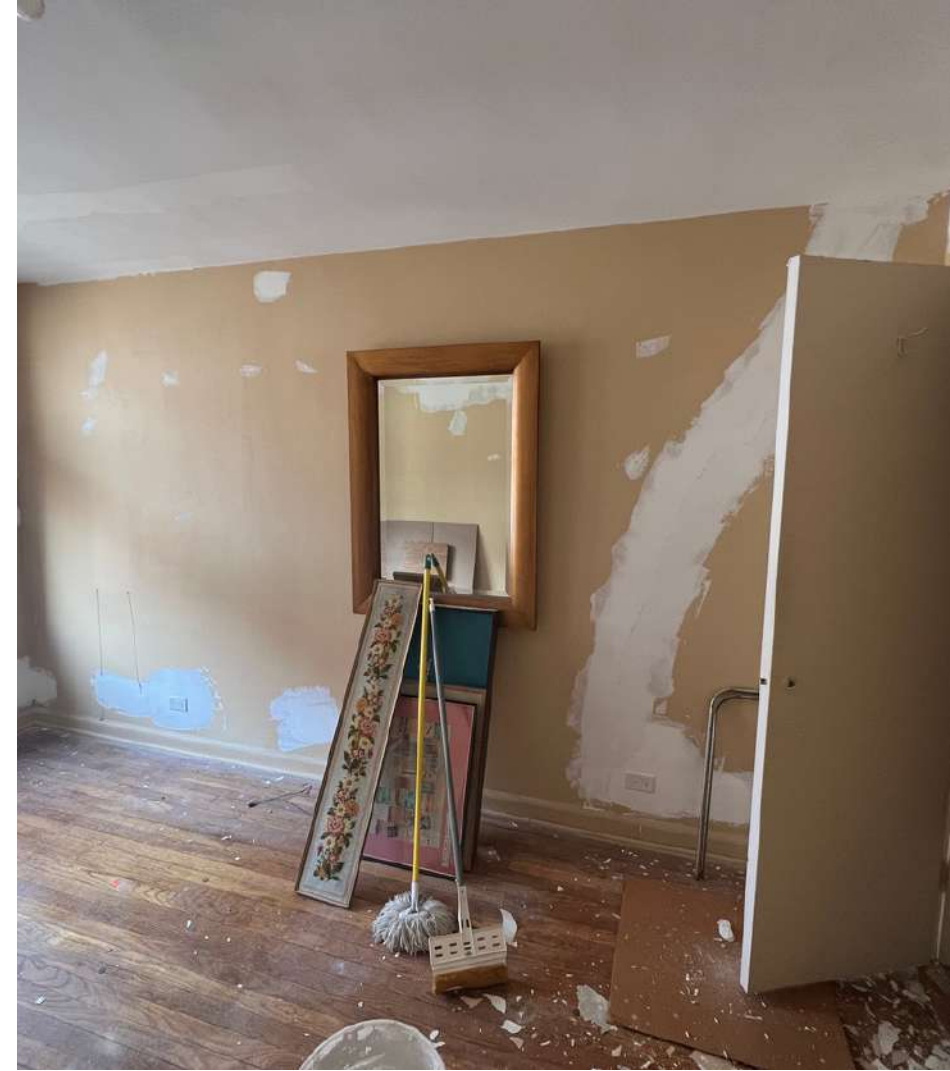
THE HARD WORK



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WORK IN PROGRESS

- We Facilitated:
 - Sale, donation, removal of contents
 - Fixing broken items
 - Sanding floors
 - Cleaning windows
 - Changing light fixtures
 - Painting of walls, ceilings, closets, baseboards, and crown molding
 - Cleaning of the entire apartment
 - Professional Staging
 - Professional Photography
 - 360 Virtual Tour
 - New detailed floorplan
 - ... and all of our other pre-listing marketing



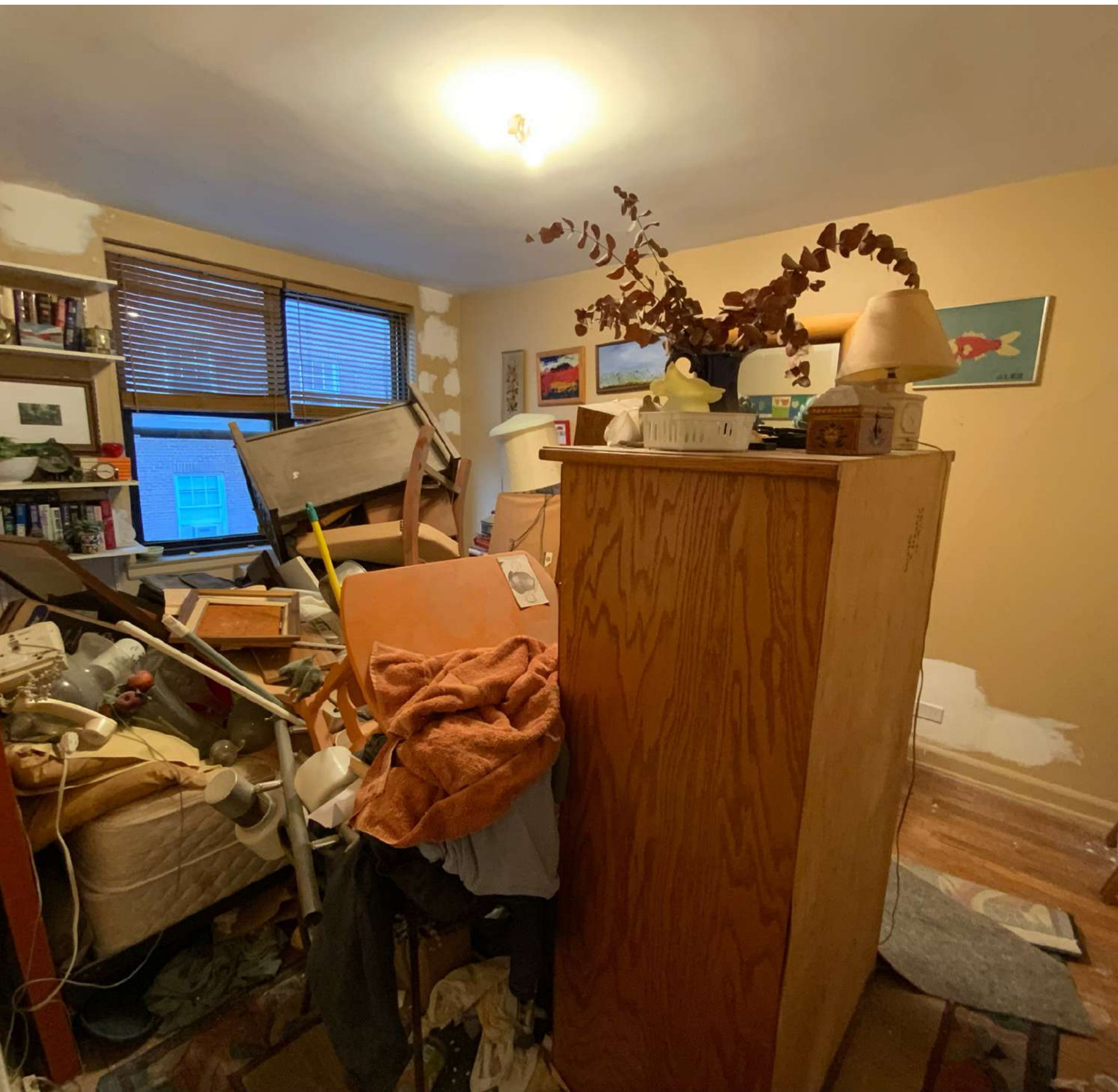
BEFORE



AFTER!



BEFORE



AFTER!



BEFORE



AFTER!



BEFORE



AFTER!



THE RESULTS



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LISTING THE APARTMENT

We listed the apartment for \$950,000 based on all of the comps and data available to us. Using our 150-Point Marketing Plan, we achieved maximum exposure for the property.



2 OFFERS...IN 3 WEEKS

After just 3 weeks on the market, we received 2 offers. The sellers ultimately accepted an offer for \$100,000 over the asking price, or \$1,050,000. This was \$250,000 over similar apartments in the West Village that sold in the prior 6 months.



**WE LOOK
FORWARD TO
WORKING
WITH YOU!**



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A modern living and dining area with a glass table, grey sofa, and large window. The room features a glass dining table with four chairs, a grey tufted sofa with yellow and white pillows, a glass coffee table, and a large window with a view of a brick building. A round mirror is on the wall, and a white console table holds a lamp and a bowl of fruit.

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