

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

333 EAST 69TH STREET

#8H

A Case Study



Nick Sells New York

BACKGROUND

The Balgley Family purchased unit #8H at 333 East 69th Street over 40 years ago. They spent many enjoyable years in the apartment and raised their family. When Covid struck, the owners decided it would be better to be closer to family on Long Island and the apartment became vacant and untouched for years.



OUR FIRST VISIT

Our team visited #8H in September 2022 and toured the property. During the tour, we made recommendations to maximize resale ROI.

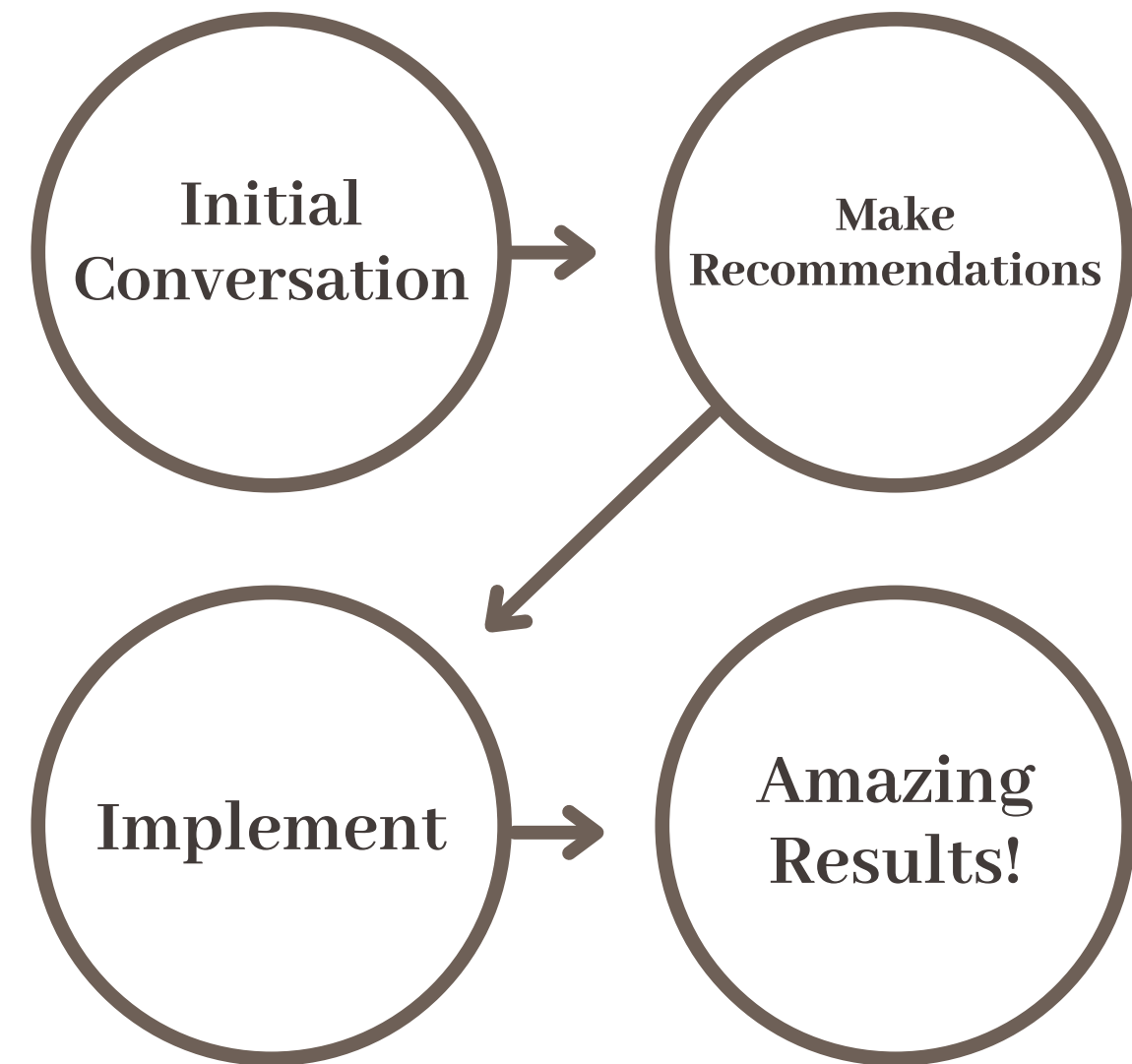


NEXT STEPS

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.

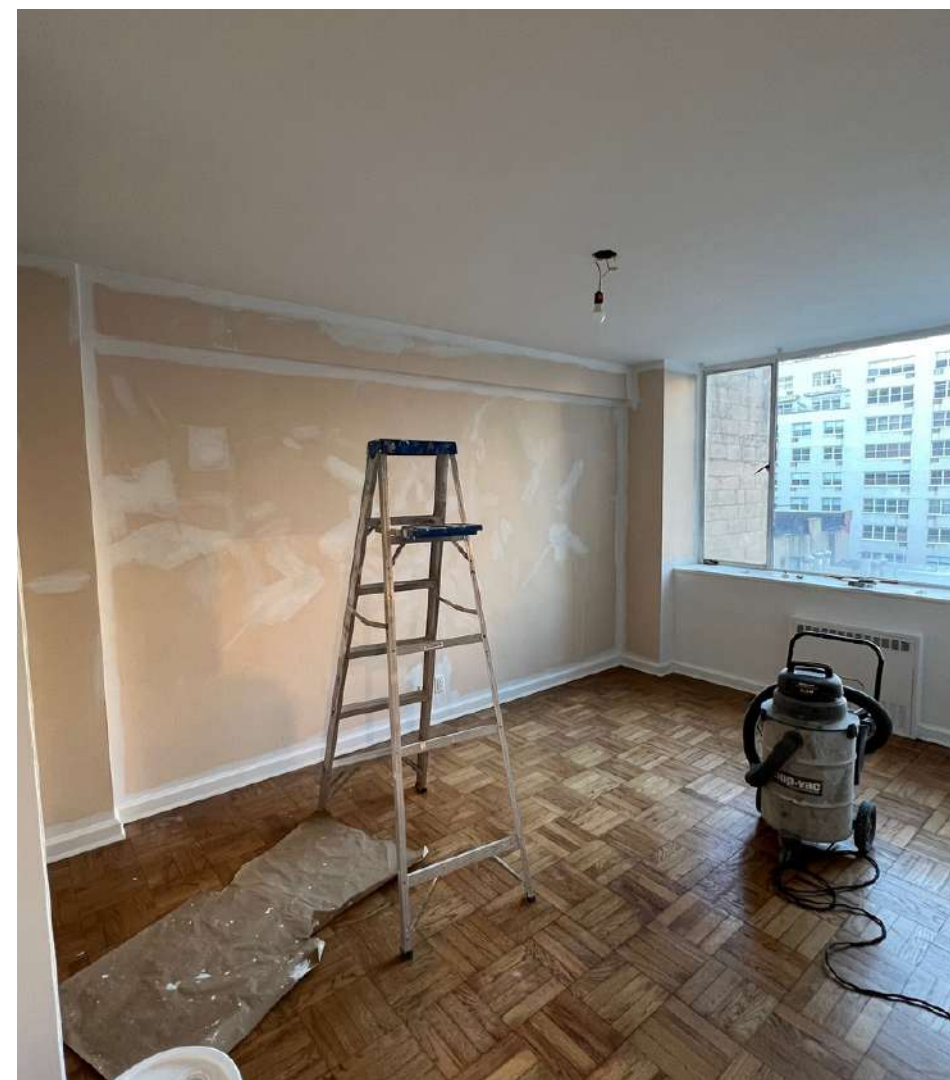
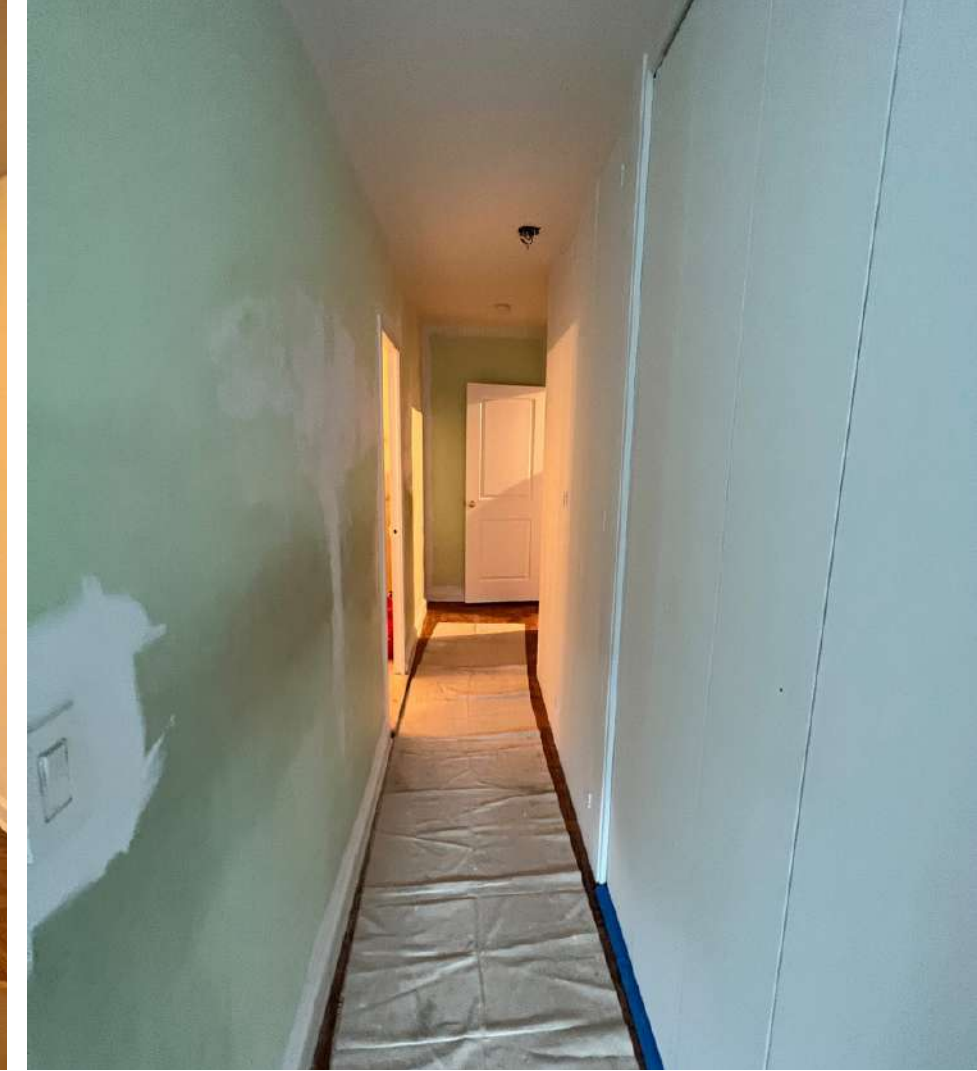
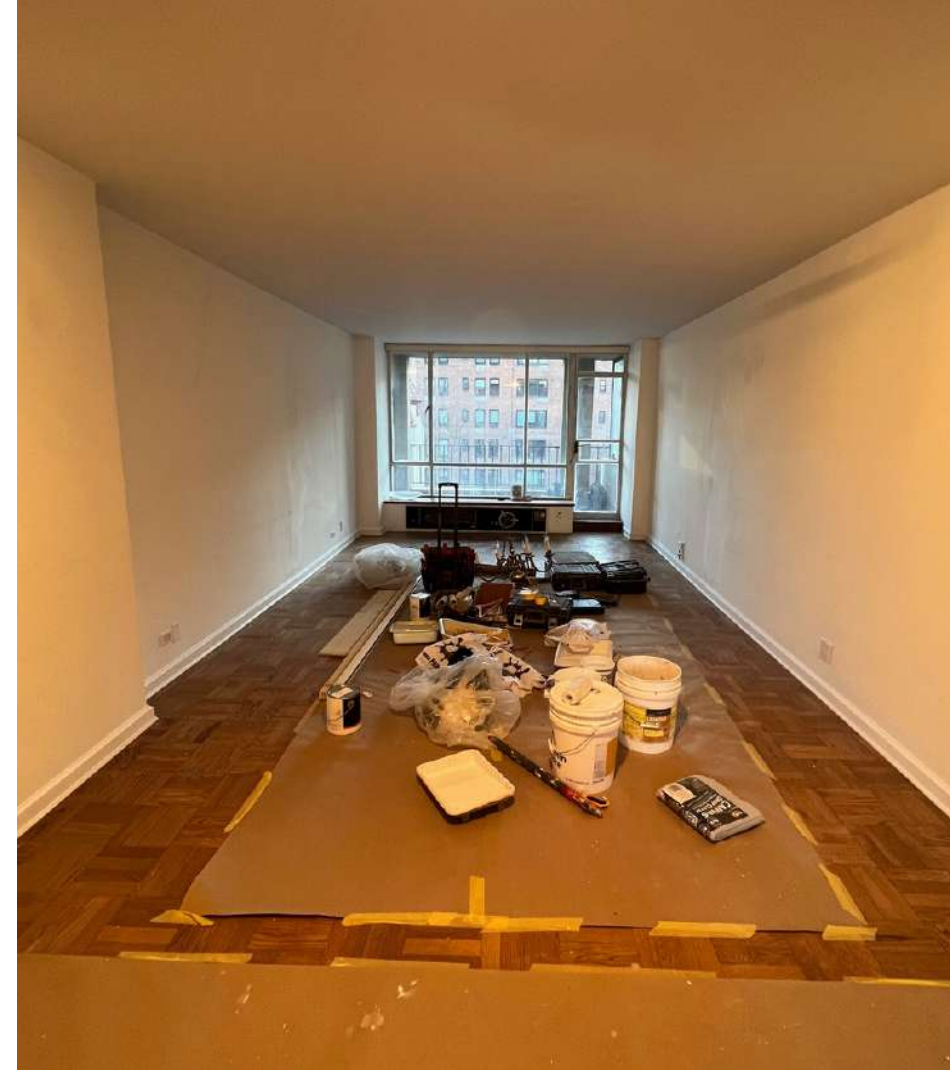
THE HARD WORK



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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!



BEFORE



AFTER!



THE RESULTS



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LISTING THE APARTMENT

We listed the apartment for \$1,600,000 based on all of the comps and data available to us. Using our 150-Point Marketing Plan, we achieved maximum exposure for the property.



3 OFFERS...IN 3 DAYS

After just 3 days on the market, we received 3 offers. The sellers ultimately accepted an offer for **\$100,000 over the asking price, or \$1,700,000.** This was \$300,000 over a similar apartment in the building that sold just 24 months prior.



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



Nick Sells New York



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