

Prepared, Listed, Marketed, & Sold

# Seller's Guide



COMPLIMENTS OF  
**Gabriel "Gabi"  
Shapiro**



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Each Keller Williams Realty Office Is Independently Owned and Operated



# Leading the Industry

When you work with me, you work with a trained agent that has the backing of the world's largest real estate company, consisting of 180,000+ associates around the globe. That puts your listing within the largest real estate network with the furthest reach.

And, by choosing to partner with me and the Keller Williams family, you gain access to a suite of technology that keeps you informed and engaged in what's happening in your neighborhood.

Keller Williams was built on a simple-yet-revolutionary principle: people are what matter most. To help cement this understanding, we've formalized a belief system 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

## EQUITY

opportunities for all

## SUCCESS

results through people

## REPRESENTING YOUR HOME

# Real Experience Real Expertise

Gabi excelled as a member The Whitney Perkins Team at Keller Williams Gainesville where he launched his career and he now serves Westchester, NY. He began his career as rookie of the year and then reached the top 5% of the brokerage. He is a transplant to New Rochelle, NY by way of Philadelphia, PA, Gainesville FL, and Burlington, VT. As a certified Green Realtor, he has special expertise in helping buyers and sellers of homes with solar and other sustainable features. He is committed to helping people invest in a better future through home ownership and clean energy. In addition to real estate, he continues to work as a solar sales consultant so he can help you get a home and then go solar as well! Prior to working in real estate, he taught k-12 music and is a near-native Spanish speaker. He left education to begin working as a solar consultant in 2020 and then as a realtor in late 2021. When he is not assisting buyers, sellers and investors with their real estate transactions he can be found playing jazz bass, cycling, paddling, or walking his dogs.



**Gabriel "Gabi" Shapiro**

### CREDENTIALS

BA Music Comp. & Spanish | Univ. of Vermont  
MA Spanish Language | Middlebury College  
MAT Music Education | University of the Arts

### A SIMPLE VALUE PROPOSITION

#### LESS TIME

My marketing firepower and exclusive tech tools will maximize your property's exposure to active buyers who want to know about your home.

#### LEAST AMOUNT OF HASSLE

I'll put my experience to work while navigating the complexities of the real estate transaction, making it a seamless experience for you.

#### MORE MONEY

By attracting the maximum amount of interested buyers, your property will sell for the highest marketable price possible.

**4** **150**

YEARS IN BUSINESS **TOTAL CLIENTS SERVED**

**31**

CLIENTS SERVED IN 2025

**kw** NY REALTY  
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Keller Williams Realty Market Center  
120 Bloomingdale Rd, Ste. 101  
White Plains, NY 10801

# My essential role as your agent



## Your educator

to help you fully understand the selling process

## Your investigator

to research your property in depth to help show off its strengths

## Your market expert

to help you find the right price to cause your house to sell

## Your marketer

to give your property's listing the broadest reach possible

## Your advocate and fiduciary

who will put your needs first

## Your expert negotiator

to help you get the best price and terms possible

## Your concierge

from start to finish making the process easier and simpler

## Your problem solver

who will help you anticipate issues and resolve the ones that do arise



According to NAR, sellers who worked with an agent sold their homes for 18% more than those who attempted to sell on their own

# The Process

The real estate transaction is complex - and navigating you through every step of the sale is my expertise.

<input type="checkbox"/> Initial meeting, walk-through and needs analysis	<input type="checkbox"/> Receive and present offers
<input type="checkbox"/> Establish a competitive price	<input type="checkbox"/> Facilitate inspection process
<input type="checkbox"/> Sign listing agreement	<input type="checkbox"/> Negotiate any issues
<input type="checkbox"/> Prepare your property for sale: staging, photography, etc.	<input type="checkbox"/> Begin attorney review
<input type="checkbox"/> Launch "coming soon" marketing campaign	<input type="checkbox"/> Negotiate contract
<input type="checkbox"/> Officially list your property	<input type="checkbox"/> Go under contract
<input type="checkbox"/> Launch "just listed" marketing campaign	<input type="checkbox"/> Oversee appraisal
<input type="checkbox"/> Start showing your house and hold open house	<input type="checkbox"/> Move Out
	<input type="checkbox"/> Buyer's Final walk-through
	<input type="checkbox"/> Close

# Preparing for market

Small fixes that can make a large impact

## Exterior

- Keep the grass freshly cut
- Remove all yard clutter
- Apply fresh paint to wooden fences
- Paint the front door
- Weed and apply fresh mulch to garden beds
- Clean windows inside and out
- Wash or paint the home's exterior
- Tighten and clean all door handles
- Ensure gutters and downspouts are firmly attached



## Interior



- De-clutter and de-personalize
- Remove excess wall hangings
- Clean or paint walls and ceilings
- Vacuum and Shampoo carpets
- Clean and organize cabinets and closets
- Repair all plumbing leaks, including faucets and drain traps
- Clean all light fixtures
- Consider updating appliances

## For showings

- Secure valuables
- Leave lights on
- Open drapes in the daytime
- Make arrangements for pets to be secured and out of sight
- Infuse the home lightly with a tasteful comforting scent like apple spice or vanilla
- Vacate the property while it is being shown

# It's in the Details

## EYE-CATCHING YARD SIGNS

Coming soon. For sale. Just sold. You have certainly seen these signs throughout your neighborhood - and their purpose is clear: to create excitement and interest around a listing. While much emphasis is placed on online advertisement these days, many buyers still look for their next home the old-fashioned way - by simply driving around their desired neighborhood. Professionally designed signage and property fliers will market your home 24/7 and capture attention from highly qualified buyers looking specifically in your area.

## YOUR LISTING, AMPLIFIED

When you list with me, we'll have access to the Keller Williams Listing System, or KWLS. This proprietary, exclusive system ensures your property is marketed online 24/7 through hundreds of the most popular search sites.

## DOOR-KNOCKING

While online marketing is critical in today's business environment, sometimes nothing beats

grabbing a pair of comfortable shoes, some fliers, and pounding the pavement. You can rest assured that if selling your property quickly and for the best price possible requires knocking on a hundred doors, I'll do it.

## HIGH-QUALITY PROFESSIONAL PHOTOGRAPHY

Crisp, clear photos will make your property pop online and maximize visual appeal. I work with highly qualified, professionally trained real estate photographers who specialize in making your house look its absolute best.

## ENGAGING VIDEOGRAPHY

Video is at the heart of an effective digital marketing campaign and can provide a distinct advantage in a competitive market.

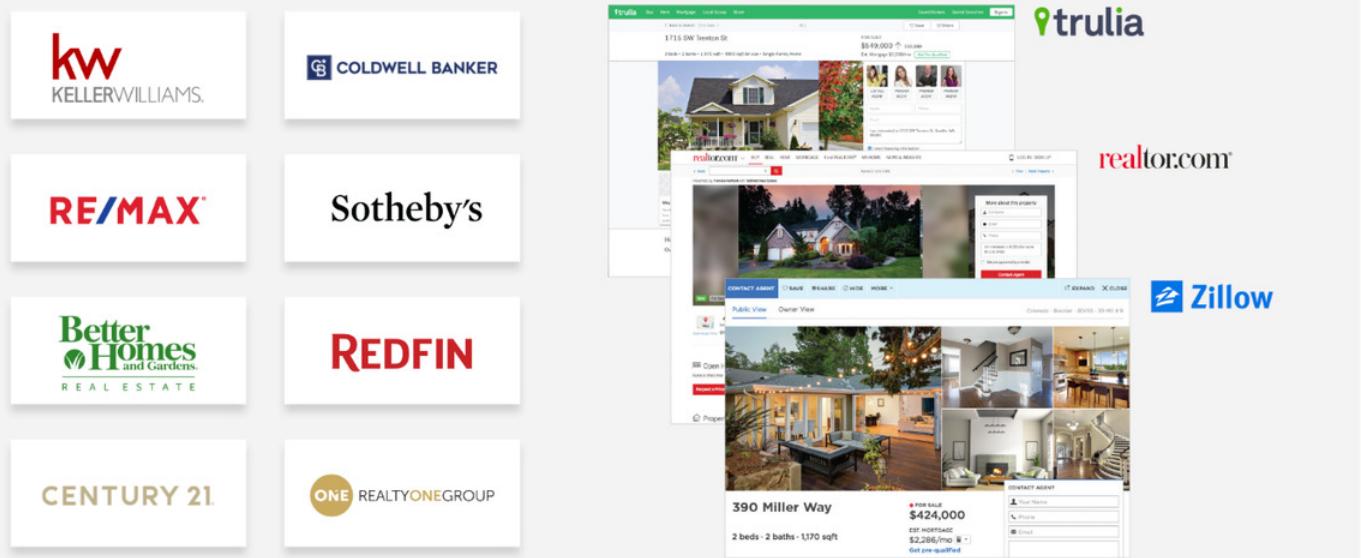
## MASS MOBILE MARKETING

When you choose to work with me, your home will be listed on my mobile app and will be put in the hands of millions of buyers!

# Your Custom Marketing Plan

DIGITAL MARKETING THAT DRIVES RESULTS

Every brokerage website, every listing portal



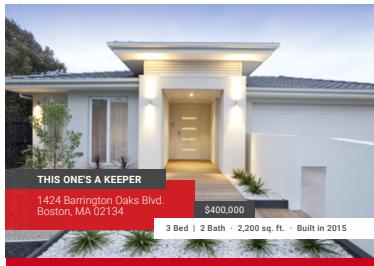
The collage includes the following elements:

- KELLERWILLIAMS. logo
- COLDWELL BANKER logo
- RE/MAX logo
- Sotheby's logo
- Better Homes and Gardens REAL ESTATE logo
- REDFIN logo
- CENTURY 21 logo
- REALTYONEGROUP logo
- Trulia listing screenshot
- realtor.com listing screenshot
- Zillow listing screenshot

Search engine optimized



# Your Media Plan



Property Brochure

Develop a property brochure to be distributed during property showings



Classified ads

Gain extra visibility on Facebook Marketplace, Craigslist, Google Local Services



Just-Listed Postcard

Send a direct mail just-listed postcard to the surrounding area, and similar neighborhoods

## Coming Soon and Just-Listed Email

Send a targeted announcement to my personal database, as well as fellow agents with potential buyers

## Open House Invitation Email

Send targeted emails to surrounding communities and prospective buyers

## Custom Property Website

Create a dedicated website for your property to support highly targeted marketing efforts

## Agent Website Property Feature

Showcase your property on my professional website

## Facebook and Instagram Posts

Leverage Facebook and Instagram posts to highlight coming soon, just listed, property features, and upcoming open houses

## Instagram Story

Leverage Instagram to capture the most compelling features of your home, from architectural photos to property walk-through videos

## Paid, Boosted Facebook Ads

Leverage boosted ads to reach nearby active and passive buyers

# Open House Strategy

Whether or not an open house is where your buyer comes from, they serve a strategic purpose - aggregating interested buyers in a specific geographic area. By showcasing your property with an open house, or simply leveraging the leads generated at another nearby open house, we will create and target a highly-qualified, localized group of buyers and may strike up a competitive spirit.

## CAPTIVATING STAGING

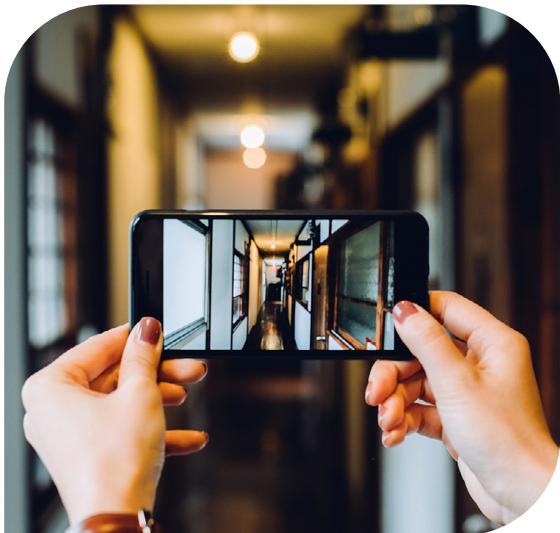
Staging is what creates a “wow factor” when a buyer walks through the door of your property. Whether it is just basic re-arranging, digital staging, or professional in-person staging; it’s what creates an emotional response and can often influence whether or not an offer is made.

- Placing a yard sign and directional signs on key corners, all with balloons and riders
- Getting on the phone the morning of the open house to remind everyone about attending
- Scheduling other open houses in the area in various price ranges to attract the maximum amount of interested buyers
- Distributing fliers, dynamic emails, and a lead-optimized landing page to actively drive buyers to your open house
- Personally knocking on your neighbors’ doors to invite them to attend and tell their friends



# Key Factors

A variety of factors will influence your property's market value. Fundamentally the market value is what buyers are willing to pay and what sellers are willing to accept.



## Buyer's Market vs. Seller's Market

Supply and demand determine who has more leverage in the transaction. Low inventory leads to seller's markets while more supply would create a balanced or buyer's market.

## Location, Location, Location

Some factors we can't control...by definition location of real estate can't be changed but the location will have a huge impact on what buyers are willing to pay.

## Economy

The broader economy including interest rates, unemployment rates, stock market conditions, and consumer sentiment influence what buyers are willing and able to pay and what terms they might be comfortable with.

## Pricing and Positioning

We can't control competing listings, but we can strategically price the home to attract buyers' attention. Every buyer wants the most value for the price and the price relative to other active listings will show off your home's value.

## Timing

The best time to sell is when it is right for you and your family - however, there are seasonal trends that we should account for. Spring and summer mean more buyers but also more listings to compete with; while winter and fall bring more serious buyers and fewer competing listings.

## Condition

We will want to put our best foot forward and spruce up what we can to prepare for market. However, large projects will likely not pay off - I will help you focus on high impact but simple repairs to prepare for market.

## Availability

The easier it is to show your property - the more likely we are to ensure that all potential buyers can see it.

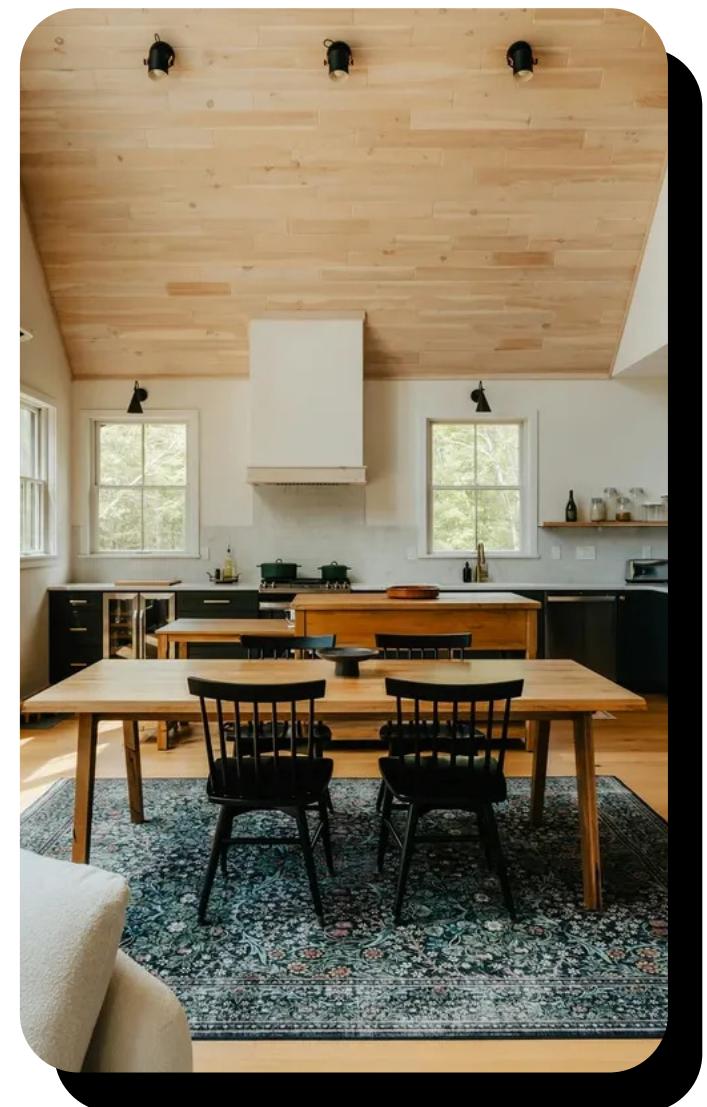
*The proper balance of price with these factors will ensure that we get you the best price and a quick sale!*

# Pricing your home to **sell**

Pricing is a partnership - together we will agree on a price that will cause your house to sell. The price will be based on market factors and an assessment of comparable sales nearby. No two properties are exactly alike so the value will be adjusted to account for differences in features, condition, location, and timing.

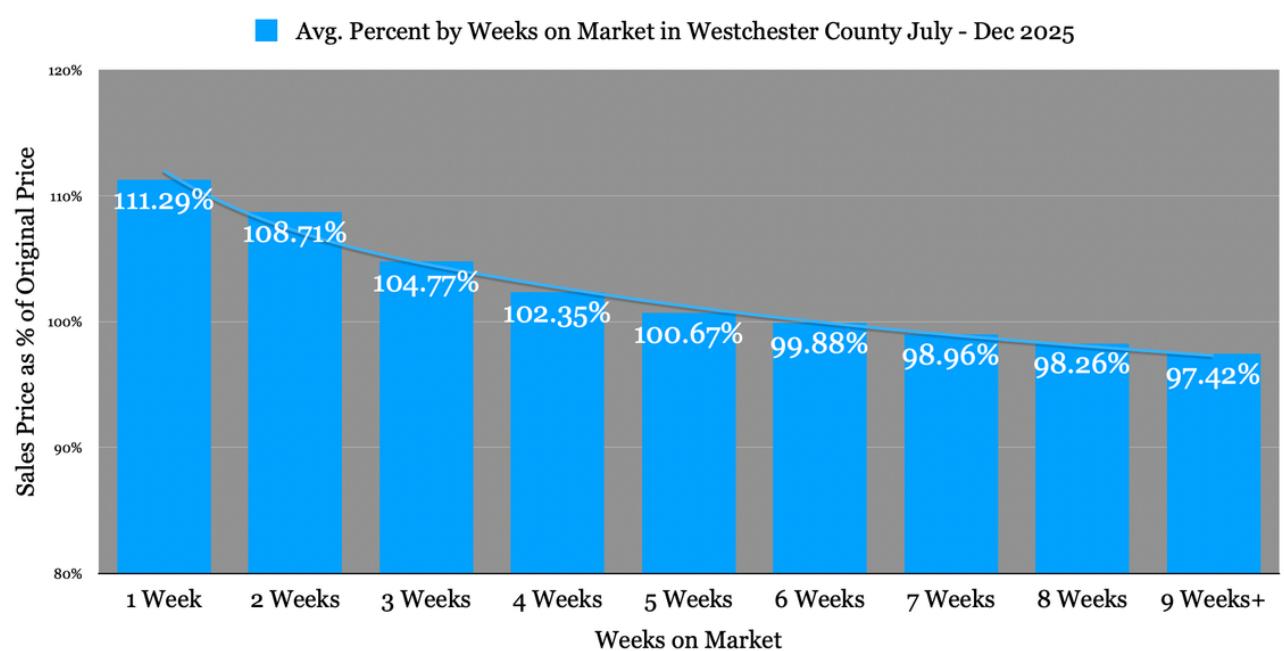
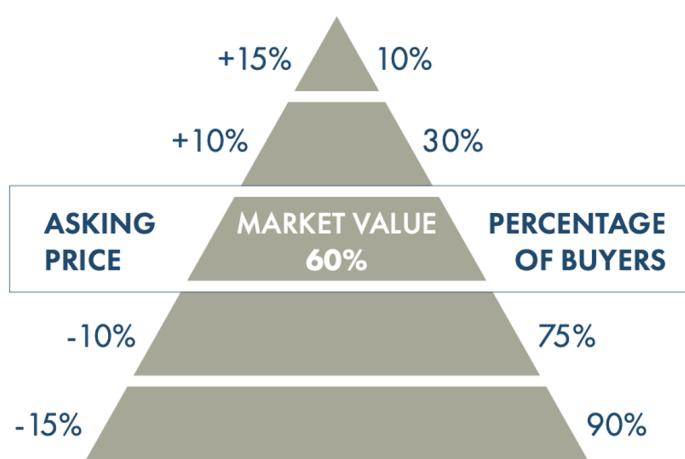
As soon as we hit the market - there will be one of three outcomes:

- We have showings and receive offers within the first few weeks because we priced it right
- We get showings but no offers because we are priced slightly too high
- We get no showings and no offers because the price is much too high



## Window of opportunity

The first couple weeks on market are critical and it is important to assess feedback and adjust pricing or address physical concerns early on. The longer a property sits on market, the lower the sales price is likely to become. Once a house sits for too long buyers are likely to wonder "what's wrong with this one?" or "I wonder why everyone else has passed on this?".



## REPRESENTING YOUR HOME

“

Gabi was my realtor. Had to quickly sell my home. Service was wonderful and got the house sold quickly. Gabi is very personable, kind, and informative. If I ever look to buy another home again: will use their services.

- Katherine W.

“

Gabi was very responsive day, night and weekends. He didn't push, but always offered advice. Switching to Gabi, we got better feedback and way more foot traffic than previous agent. The house was an unusual property to sell, but they forewarned us and we got sold in a reasonable amount of time for the market.

- Dan E.

“

Gabi was very helpful and professional with the sale of our first home. He communicated well and explained how everything worked, and he helped the whole process go smoothly

- Nolan K-S.

# Here's how you can get in touch with me

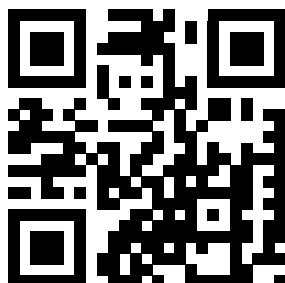
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