



MADO REALTY

HOME SELLER'S GUIDE



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MULTIPLE LISTING SERVICE
MLS®





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DELIVERING EXCELLENCE - ONE HOME AT A TIME!

At Mado Realty, we have been providing the Long Island residents with premium quality real estate services for years. We understand managing the sale or purchase of property is a complex, and often times, stressful process, and we make it our goal to simplify the transaction for our clients.

WE STRIVE TO MAKE THEIR LIVES EASIER THROUGH OUR YEARS OF EXPERIENCE, TRAINING, AND DEDICATION TO SERVICE.

Our innovative and knowledgeable team specializes in guiding our clients through the purchasing and selling process while ensuring they enjoy a positive experience through our standard-setting customer service and insistence on creating lasting relationships built on trust, transparency, and satisfaction.

MISSION

At Mado Realty, our mission is to deliver impeccable services, a personalized experience, and a simplified transaction.

We aim to manage the complex transaction process for buyers and sellers in a way that provides them with optimal results.

VALUES

Trust:

We know that our clients’ lives can be transformed by the way their home buying and selling endeavors end. The process is always a major financial situation that risks large sums of money, and of course, valuable time. So, we build relationships with our clients that allow them to know for certain that they can trust us to manage the whole process in a beneficial way.

Transparency:

We believe in maintaining a high level of transparency with our clients at all times. We involve our clients throughout the whole process, and they always have the opportunity to add their own input.

Satisfaction:

The end of a major financial transaction should be a positive experience. At Mado Realty, we consider it to be our obligation to ensure client satisfaction upon the closing of each and every deal.

Vision:

Ultimately, our vision is to set the bar for real estate services on a national scale. We aim to reach that goal by constantly innovating how we deliver client-oriented real estate services at our Long Island office.

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HOW I CAN HELP YOU

MAKE YOUR SALE SEAMLESS



I WILL APPLY MY KNOWLEDGE AND EXPERTISE TO ACHIEVE THE SUCCESSFUL SALE OF YOUR PROPERTY. HERE IS WHAT YOU CAN EXPECT FROM ME:

- Your needs, interests and objectives will be my top priority. I will want to learn what is important to you, so I can help you attain your real estate goals.
- I will work for your best interests at every stage of the home selling process, from the development and implementation of a Marketing Plan, through the negotiation of purchase offers, to the final settlement of the transaction.
- I will give you reliable information and solid advice so that you can make informed decisions. Please don't hesitate to ask questions.
- Communication is important. We will want to agree to a system of regular contacts (whether in person, on the phone, by mail, fax or e-mail) so I can keep you up-to-date on the progress of the transaction.
- I will communicate with you regularly.



"We have bought two houses and sold one with this team, the only team we entirely trust to perform an exceptional job in every regard. Every part of the process was delivered at high standards, from photography and videography, to the listing and descriptions, to the consultations, meaning our house sold in just a speedy twenty days! This team is always an absolute joy to work with. Without a doubt, we will contact them immediately for any of our further real estate needs. Thank you so much!"

- Mr Smith

AGENCY RELATIONSHIPS

MORE THAN MEETS THE EYE

When real estate professionals work with sellers and buyers, “agency” relationships are established. As you start working with a real estate professional, please ask for a clear explanation of the current agency laws in Long Island, so that you understand these important issues.

There are three kinds of agency relationships



LISTING AGENT

A “listing agent” represents the interests of the seller and has a fiduciary responsibility of reasonable care, loyalty, confidentiality and disclosure to the seller. A seller’s real estate professional (agent) works to assist the seller in locating a buyer and in negotiating a transaction suitable to the seller’s specific needs.



BUYER’S AGENT

A “buyer’s agent” represents the buyer during the home buying process. The buyer’s real estate professional (agent) has a fiduciary responsibility to represent the buyer’s best interests including reasonable care, loyalty and confidentiality.



DISCLOSED DUAL AGENT

A “disclosed dual agent” represents the interests of both the seller and the buyer, during the same transaction. A dual agent has responsibilities to both seller and buyer and must act in the best interests of both parties.

DETERMINING VALUE

FACTORS THAT AFFECT YOUR HOME IN TODAY’S MARKET



LOCATION

Location is the single most important factor in determining the value of your home.



COMPETITION

Prospective buyers compare your property against competing properties. Buyers will perceive value based upon the properties that have sold or are available in the area.



TIMING

Property values are affected by the current real estate market. As the real estate market cannot be manipulated, a flexible marketing plan should be developed which analyzes the current marketing conditions and individual features of the property.



CONDITION

The condition of the property affects the price and speed of the sale. As prospective buyers often make purchases based on emotion, first impressions are important. Optimizing the physical appearance of your home will maximize the buyer’s perception of value.



PRICE:

Pricing your home properly from the very beginning is an important factor in determining the length of time it will take to sell your home. I use a detailed system of checks and balances to determine the correct price.

THIS INVOLVES 4 STEPS: >>>

DETERMINE THE CORRECT PRICE

RESEARCH AND ANALYSIS



- 1) Thorough understanding of your neighbourhood, your location in your community, and your community amenities.
- 2) Research recently sold homes and their final selling prices.
- 3) Research currently listed homes and their asking prices.
- 4) Analysis to differentiate these homes from yours and make relevant price adjustments.

Once I use this formula to set the price of your home, I continue to monitor the market. The fourth step is an ongoing procedure as market trends can shift and affect your home’s positioning.

Pricing in combination with marketing strategies, ongoing advertising campaigns and exposure, incoming calls fielded quickly and accurately, open houses and plenty of showings combine to create a swift and efficient sale of your home. My goal is ultimately to achieve the highest selling price possible for your home in the most reasonable amount of time.

“Wonderful service. The team is very responsive and cleared all our doubts. Moreover, they kept us involved throughout the whole process. We are extremely delighted with the services they provided.”
- Mr Smith

3 RISKS OF OVER-PRICING

CORRECT SELLING PRICE



- 1) You won't attract offers without leaving room for negotiations. If a buyer views your property, they might not make an offer if negotiations won't bring them within an acceptable price range. Also, reasonable offers will seem like a "low ball" offer and the buyer might not insult you with one.
- 2) A long period on the market will leave buyers wary. As the home doesn't sell due to its overpriced status, buyers will be convinced there are other defects or reasons the home hasn't sold. Statistically, the longer a home is on the market, the greater the likelihood low ball offers will be received.
- 3) You will miss the burst of initial market activity. When a new home enters the market, a great number of buyers receive an immediate email. Homes priced beyond their range, or the expected range of the neighbourhood, will miss the initial flurry and those potential buyers.

DO THE MATH

YOU GET WHAT YOU PAY FOR



IT DOESN'T MATTER IF YOU GET A 1% COMMISSION DISCOUNT IF YOU SELL YOUR HOME FOR 3% OR 5% LESS THAN WHAT IT'S WORTH.

For example would you rather sell at \$3,000,000 with 4% commission or \$3,050,000 with 5% commission?

Please view the table below to help better explain how you get what you pay for.

	4% COMMISSION	5% COMMISSION
Sale Price	\$3,000,000	\$3,050,000
Commission %	4%	5%
Commission payable	\$120,000	\$152,500
Net	\$2,880,000	\$2,897,500
Difference	\$17,500	

“Mado Realty works for you to achieve the best outcome. They are passionate about what they do. Above and beyond is what I experienced with Mado Realty. If you want someone to truly represent you and understand your needs then I highly recommend Mado Realty. They are simply the best in the area.”

- Tray Wilson

WHAT DOES THE SELLER PROVIDE?

START PULLING THESE ITEMS TOGETHER

- 1) The survey of the property.
- 2) A list of any and all improvements made to the home.
- 3) A list of any contractors who have worked on the home including contact names and phone numbers.
- 4) A copy of all utility bills.
- 5) Information on any liens placed against the home.
- 6) Information on any financial judgements against them.
- 7) Information on any restricted covenants.
- 8) Information on Bylaws (pertains to condominiums or co-ops).
- 9) Recent tax bills or new tax assessments.
- 10) Information on community/subdivision fees.
- 11) Information on any warranties from home improvements/appliances/equipment.



FROM OFFER TO COMPLETED SALE

WHEN MY MARKETING EFFORTS BRING A PURCHASE OFFER, I WILL:

NEGOTIATE THE AGREEMENT	COMPLETE THE TRANSACTION	FOLLOW UP AFTER THE SALE CLOSES
Explain the offer to you and answer your questions.	Explain to you in detail all the steps that will occur for a successful closing, and answer any questions you might have	Confirm that all your real estate-related needs have been met, and provide information on service providers you may require.
Help you determine the best course of action by pointing out potential advantages and disadvantages of the offer and clarifying the choices available to you.	Work with the buyer’s broker, lawyer, mortgage agent and others to help coordinate their activities and keep the transaction moving forward.	Be your point of reference for information on your city and all of your real estate needs.
Prepare an Estimate of Net Proceeds based on the proposed price and terms.	Monitor progress of inspections, the buyer’s loan and other contingencies as called for in the purchase contract. Resolve questions or problems that might arise, in order to ensure a timely closing.	
Negotiate through the buyer’s agent and handle possible counter-offers to reach a final agreement.	Accompany the buyer and buyer’s agent during their final walk-through of the property.	
Help you locate a new home if remaining in this area or refer you to a trusted agent if you are relocating.	Assist you in handling details required for the completion of the sale.	
	Communicate with you on a regular basis so that you can stay informed and as worry-free as possible.	



8 MISTAKES TO LOOK FOR

DON'T MISS THESE...



THERE ARE 8 MISTAKES THAT HOME SELLERS NEED TO WATCH FOR:

- 1) Complacent marketing when selling a home.

2) Taking for granted the “curb appeal” of your home.

3) Not preparing the home to show its best - clean, de-clutter & stage.

4) Forgetting what you would want to see if you were the buyer of your home.
- 5) Thinking you need to be in the home to explain things to a prospective buyer.

6) Not knowing how to price your home to sell.

7) Fix, repair and replace any items that need attention.

8) Using a “convenient” Realtor® rather than an experienced Realtor®.

“Mado Realty is very professional and the best we ever dealt with. They are responsive in communication, very trust worthy and fair to both sellers and buyers. Mado Realty is extremely knowledgeable of the community and area they are dealing with. I am not reluctant to recommend them to anyone who would like to either buy or sell property. Thank you for your wonderful work!”

- Jodie Brown

YOU ARE THE KEY PLAYER ON THE TEAM

WHAT IS YOUR ROLE?

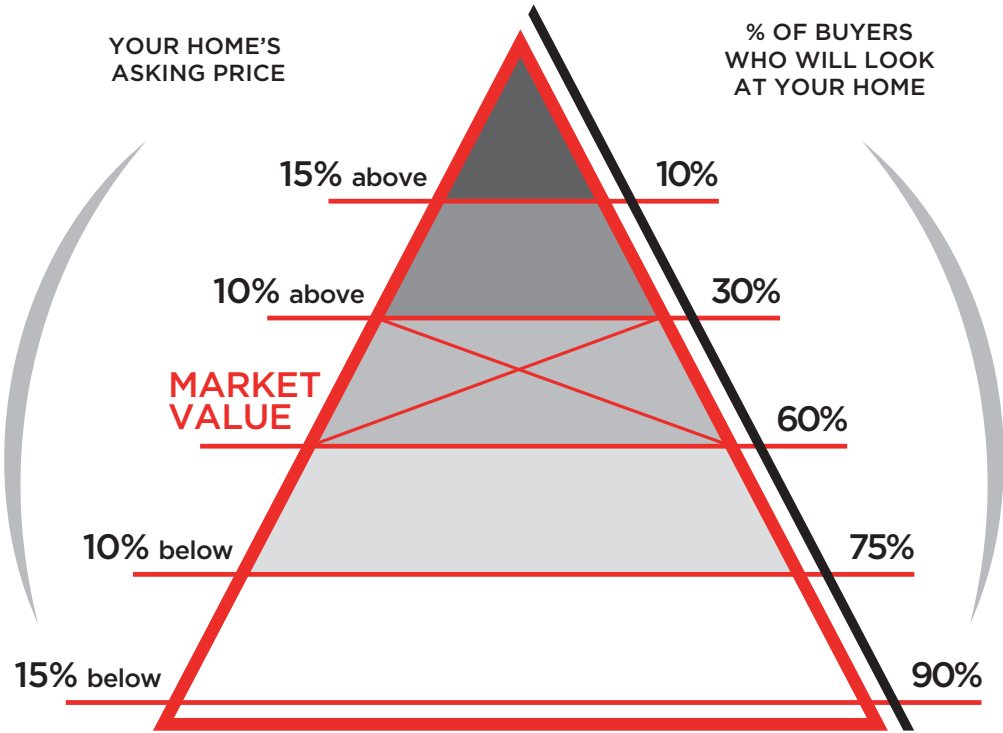
You are the key player on the home selling team. No one has a more important role in the home selling process than you. Here are some ways your participation can contribute to a successful sale.

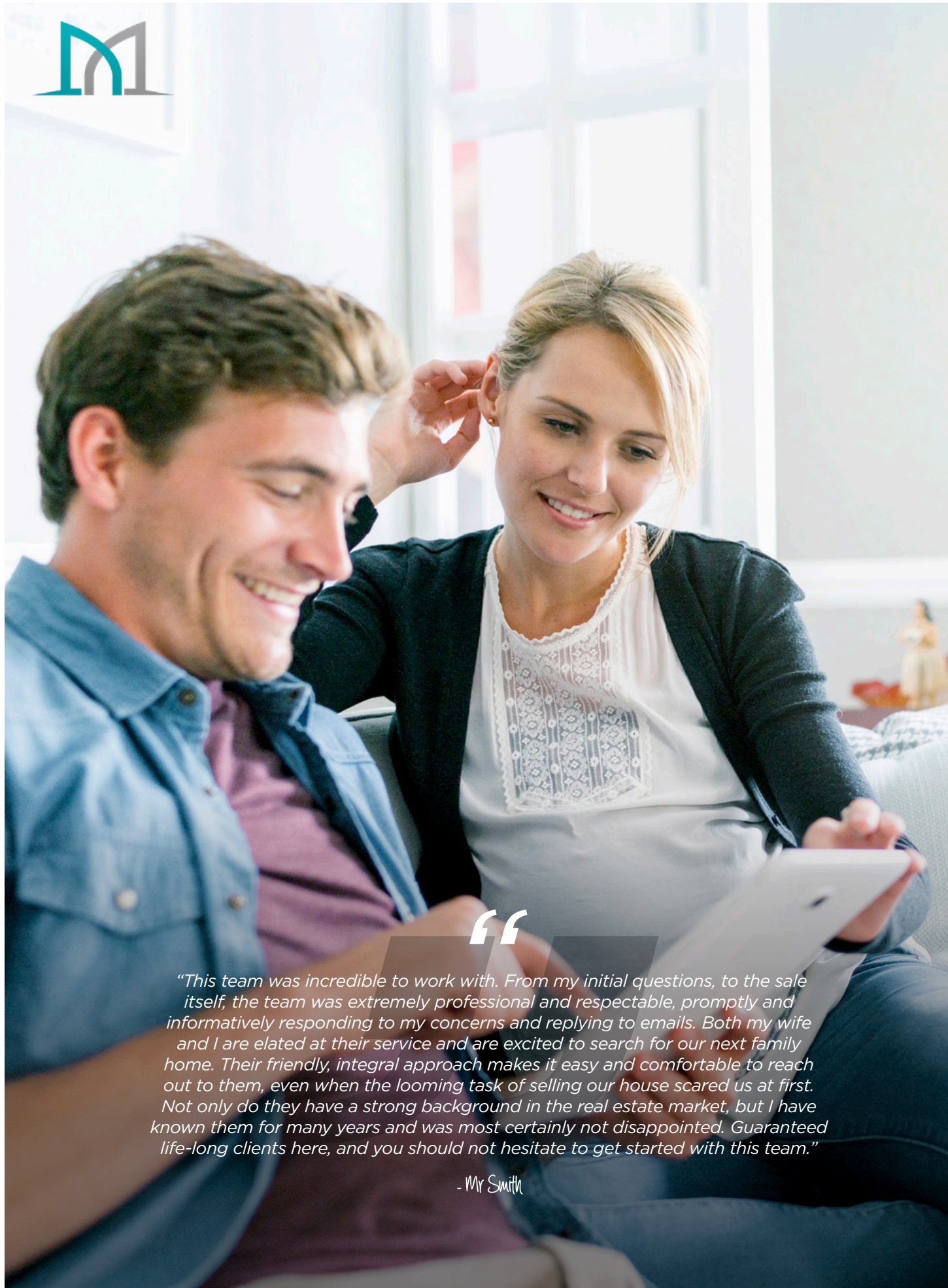
- Ensure that the house is easily accessible to real estate professionals.
- Try to be flexible in the scheduling of showings.
- When you are not at home, let me know how you can be reached in case an offer is received.

- If approached directly by a buyer who is not represented by a real estate professional, please contact us. Do not allow them into the property unescorted.
- Remove or lock up valuables, jewelry, cash and prescription medications.
- If possible, do not be present when the property is being shown.
- Securely pen up pets, or take them with you.
- Be cautious about saying anything to buyers or their sales professionals that could weaken your negotiating position, especially regarding price or your urgency to sell.

- Let me know of any change in the property’s condition that would need to be disclosed to potential buyers.
- Be available to review with me the list price and condition of your property if it has not sold in a reasonable period of time.
- Maintain the property in ready-to-show condition.

Feel free to contact me at any time with questions or concerns.





“

“This team was incredible to work with. From my initial questions, to the sale itself, the team was extremely professional and respectable, promptly and informatively responding to my concerns and replying to emails. Both my wife and I are elated at their service and are excited to search for our next family home. Their friendly, integral approach makes it easy and comfortable to reach out to them, even when the looming task of selling our house scared us at first. Not only do they have a strong background in the real estate market, but I have known them for many years and was most certainly not disappointed. Guaranteed life-long clients here, and you should not hesitate to get started with this team.”

- Mr Smith

WHAT TO EXPECT AND WHEN

WHAT IS THE PROCESS?

HOME SELLING CONSULTATION

In the home selling consultation I will cover the procedures, marketing plan and review the comparative market analysis (CMA) to help you to determine the best price for your home. My strong marketing plan starts immediately and continues throughout the entire listing period. Once an offer is received, you will be represented at the highest level of competence and professionalism to achieve a successful closing.

TOPICS COVERED IN THE CONSULTATION INCLUDE:

- Attracting buyer's.
- In-house marketing and strong support staff.
- Financing.
- Your Next Home.
- Understanding your home's market value.
- Determine the best price for your home.
- Consequences of pricing too high.
- Comparative Market Analysis.
- Recommendations to make your home more marketable.
- Get your home ready to show.
- You are the key player on the team.
- Important ways to help promote your home.

MARKETING STAGE ONE

- Professional photography, virtual tour, video, drone and floorplan arranged by the agent.
- For sale sign ordered and installed.
- Listing posted on MLS, realtor.ca and various websites including my own and my brokerages.
- Promote the new listing to sphere and other agents in office and send invitation to the Agents / public open house.

MARKETING STAGE TWO

- Implementation of online marketing strategy across multiple social media platforms.
- Custom brochures created and printed, along with floor plans.
- Just listed postcards of open house.
- Realtor® tour / agent open house.
- Public open house.
- Private showings.
- Follow up from opens, showings and feedback.

CONTINUED MARKETING

- Weekly follow-up on market and agent feedback.
- Review marketing plan.
- Review market activity.
- Discuss your price.
- Update any and all changes to other agents.
- Maintain brochure stock.
- Seasonal changes as required.

FROM OFFER TO CLOSE

- Negotiate terms of contract in your best interest.
- Deliver full copy of contract.
- Submit paperwork to brokerage.
- Confirm paperwork with lenders.
- Deliver seller property disclosures to buyers agent.
- Schedule inspections.
- Confirm appraisal with lender.
- Consult with buyer's agent on progress.
- Transfer utilities.
- Change of address cards.
- Schedule moving.
- Represent you at closing.
- Key to selling agent.
- Move snap.

SHOW OFF YOUR HOME

HOW SHOULD YOU PREPARE?



You only get one chance to make a first impression, and that is no more evident than when selling a home. Buyers will actually make an opinion of your home within the first 15 seconds so it is crucial to create a positive “curb appeal.”

CURB APPEAL

- A freshly painted or stained exterior is a sure way to give your home a newer and well cared for first impression. Sometimes even painting the front or just retouching the trim can make a world of difference.
- Your home’s landscaping has a dramatic impact on the buyers’ first impression. Neatly trim all trees and shrubs. Keep the lawn freshly cut and repair any brown or dead patches of grass. Weed all areas of the landscaping and add some fresh mulch to any garden beds.
- Thoroughly clean all windows, including the trim. Be sure all windows open easily and replace any damaged screens.
- Any damage to the roof should be repaired, even missing shingles.
- Check the street in front of your home for debris and litter.
- Sweep the sidewalk, walkway and steps to your door. Remove weeds that may be growing between the cracks. If the concrete is cracked consider having it repaired.
- Your driveway should be swept clean and any oil stains should be removed if possible. If it is needed, try to have the surface resealed. Even parking cars in the driveway can have an impact. Remove cars from your driveway and park them down the street.
- If you have a fence in front, consider painting or staining it.
- Oil or repair any squeaky or broken gates.
- Paint or replace an old looking mailbox.
- Be sure all outdoor lamps look clean and work. Adding new lamps or outdoor lighting can be an inexpensive way to spruce up the front of your home’s appearance.

ENTRY AND INTERIOR

- The front entrance and doorway is still part of the first impression so be sure this area is clean and free of clutter.
- Paint or stain the doors, and possibly change the door hardware.
- Bright light in a home creates a sensation of a larger and more positive space, so be sure to have all windows open and lights on.
- Mirrors can be useful to magnify the available light and create a larger sense of space.
- If you plan to re-paint your interior before selling, use neutral colours and stay away from strong shades or highly patterned wallpaper.
- Sound can have an effect on potential buyers so avoid running dishwashers or laundry machines.
- Light classical music can help to create a positive experience.
- Not everyone likes pets, so try to make arrangements ahead of time for them to be elsewhere during the showings.
- The best way to achieve a “new house” smell is to re-paint or add a fresh coat of polyurethane to natural wood.
- Lemon oil or lemon wax not only cleans well but adds a fresh scent.
- Flowers will not only look beautiful, but also create a fresh aroma.
- Bake some cookies just before buyers come to enhance a warm touch.

LIVING ROOM

- The living room is a major selling point of your home. A buyer wants to be able to picture themselves relaxing here in comfort.
- Carpets or wood floors should be cleaned, as well as base boards.
 - Clean all furniture and remove any extra clutter.
 - A few well-placed plants and flowers can add a fresh look; be sure plants are healthy and well cared for.
 - Thoroughly clean the fireplace and turn on for showings.
 - Eliminate the possibility of sounds of loud music or television.
 - Light classical or instrumental music can have a positive effect.
 - Open any blinds or drapes to provide natural lighting.
 - Vacuum drapes and dust blinds.
 - The use of mirrors can enhance the perception of a room’s size and provide more natural light.
 - Remove any items of strong personal statements of religion or politics.

GARAGE / BASEMENT / ATTIC / STORAGE

- Even all of your storage areas such as the garage, basement and attic can say a lot about how well you have cared for your home. If everything is clean and well-organized, it gives the appearance that you have always kept things up well. If messy and disorganized, the buyer may lose confidence in the history of upkeep of your home.
- Painting these areas can have a positive impact.
 - Replace or install adequate lighting.
 - Clean out furnace and replace filter.
 - Be sure there are no signs of pest infestation.
 - Hang items on the wall or place on shelves.
 - Eliminate dampness in basement with a de-humidifier.
 - Clean oil stains on garage floor.
 - Install a garage door opener.
 - Hold a yard sale or garage sale to get rid of extra unwanted items.



SHOW OFF YOUR HOME

CONTINUED...

BEDROOMS & CLOSETS

Your bedrooms are areas that can typically have many personal items that may need to be put away or possibly locked up. For children's rooms, pay special attention daily to keeping them as neat and clean as possible for times of short notice of visiting buyers.

- Bedrooms should be neat and tidy.
- Clean rugs, wash windows and introduce a fresh scent from flowers or lemon oil.
- Open blinds or drapes or turn on lighting to have the room well lit.
- Add a ceiling fan for an extra touch.
- Beds should be made.
- Clothing or additional clutter should be put away.
- Remove and lock up any personal items, such as jewelry.
- Organize closets and remove any extra items.
- Closet organizers are a good investment that show well.
- Mirrors and mirrored closet doors can add extra light and a larger sense of space.

BATHROOMS

The bathroom has now become an important selling feature of your home. Bathrooms are now well planned out, larger with more storage and also incorporate more style and sense of design as well as function. There are many ways to improve your bathroom and promote a fresh look.

- Place a vase of fresh flowers on the vanity.
- Replace an old toilet seat with a new one.
- Replace an old light fixture with a newer style.
- Place all personal care items out of sight.
- Add colour and richness with new towels and shower curtain.
- Empty waste baskets.
- Remove stains from toilets, bathtubs and sinks.
- Repair or replace dripping faucets and showerheads.
- Spray a light fragrance to give the room a pleasant odour.
- Repair any cracked caulking around the shower and sink.
- Mirrors should be spotless.
- Remove and secure any prescription medicine from medicine cabinet.

BACKYARD / POOL / SPA

Your home's backyard and deck/patio area should be a relaxing outdoor environment. This is where buyers would like to imagine themselves spending a nice summer evening or having friends and family over for a weekend BBQ. Help paint the picture by taking special care of this area.

- Be sure the lawn is freshly cut and the grass looks green.
- Trim shrubs and trees.
- Rake up fallen leaves or other debris.
- Remove any evidence from pets.
- Weed all garden beds and add some fresh mulch.
- Sweep off deck or porch.
- Remove any extra clutter such as garden tools or toys.
- Properly roll and hang all hoses.
- Pools or spas should be sparkling clean.
- Filter and heating equipment should be cleaned.
- Repair cracked cement.
- Wash off patio furniture.



“Mado Realty provided excellent customer service. They are sincere, reliable and always contactable. They are a warm and friendly bunch, I have no hesitation in recommending them again and again.”
- Zoe Jones

MOVING DAY CHECKLIST

WHAT DO I DO NOW?



As we all know, moving day can be quite a headache if not well planned ahead of time. Here is a helpful guide to make planning and organizing for the big move much easier. Follow this easy-to-use guide and your moving day will be a success!

MOVING DAY MINUS SIX WEEKS

- ☐ Change address at post office (effective on moving day). Keep a list of needed address changes, check off as you notify.
- ☐ Change magazines and other computer addressed mail now.
- ☐ Start a file of vital papers and reminders (accordion file or 3-ring binder with pockets keeps them in their proper categories).
- ☐ Get estimates from moving companies or truck rentals if you move yourself. Plan ahead if moving in peak season of June-September.

MOVING DAY MINUS FIVE WEEKS

- ☐ Select moving company, confirm moving date and decide who will pack up, professionals or yourself. Paid packers typically come the day before moving day.
- ☐ Start sorting. Decide what to move, what to sell, give away, or discard. Trim down as much as possible before take off.
- ☐ Sketch floor plan of new home, decide furniture placement.
- ☐ Inventory your possessions, with value and year of purchase if possible. Photo or video records are ideal.
- ☐ Start do-it-yourself packing: seldom used dishes, glassware, books, off-season clothes, workshop, garage tools, hobby equipment, etc.
- ☐ Establish staging area for packed cartons in extra room or garage.

MOVING DAY MINUS FOUR WEEKS

- ☐ Take care of legal contracts (on your own or with the help of a lawyer, insurance agent, and/or accountant). Include:

- ☐ Credit cards, bank accounts, charge accounts.
- ☐ Utilities and telephone services
- ☐ Memberships in social, athletic and religious organizations; make arrangements to move membership.
- ☐ Insurance: homeowners, automobile, medical, life & disability.
- ☐ Employment agreements
- ☐ Wills, trusts, and other legal or financial matters: safety deposit box.
- ☐ Leased products and services.
- ☐ Talk with veterinarian about moving pets, get records.

MOVING DAY MINUS THREE WEEKS

- ☐ Arrange for children’s medical/ dental records, birth certificates and school transcripts. Ask doctor/dentists to recommend colleague in the new city, if required.
- ☐ Fill prescriptions and get copy from doctor for new pharmacist or optometrist, if required.
- ☐ Drop off dry cleaning (remember to pick it up!)

- ☐ Pick up anything being repaired or serviced.
- ☐ Let me know of any change in the property’s condition that would need to be disclosed to potential buyers.

MOVING DAY MINUS TWO WEEKS

- ☐ Check your address change list. Is everyone notified?
- ☐ Collect children’s games, activities for the trip.
- ☐ Have major appliances serviced for move, if needed. Check owners manuals.
- ☐ Start packing often-used belongings.

MOVING DAY MINUS ONE WEEK

- ☐ Return borrowed items, library books and collect anything borrowed from you.
- ☐ Cancel newspaper delivery, effective on moving day.
- ☐ Plan meals and snacks, to minimize shopping and use up on-hand food. Have quick-fix foods ready for moving day, or plan to eat out/carry in.

- ☐ Consider having kids go to friends/babysitter for moving day.
- ☐ Plan to secure pets or have them go to friends/kennel for moving day.
- ☐ Arrange to have utilities turned on in the new location on move-in date.
- ☐ Empty oil and gas from lawnmower and other equipment.
- ☐ Pack everything in kitchen you can do without until you unpack at your new home.

MOVING DAY MINUS ONE DAY

- ☐ Finish packing kitchen things.
- ☐ Empty, defrost and clean refrigerator. Leave door open to dry well.
- ☐ Empty safe deposit box. Make arrangements to pay movers (personal cheques may not be accepted).
- ☐ Pack suitcase with personal belongings to use until moving truck arrives at new home.
- ☐ Mark boxes (coloured stickers are ideal) for room placement in the new house. Check inventory carefully.

- ☐ Pack “CARE” carton of essentials (toiletries, canned and dry food, can opener, light bulbs, trash bags, sauce pan, etc.) to be loaded last and unloaded first.
- ☐ Load the car, if you are driving.

MOVING DAY!

- ☐ Strip beds.
- ☐ Load last minute items in car.
- ☐ Be available to movers for questions/suggestions, but don’t try to supervise the van packing. Be sure movers know how to contact you en route. Give them a map to the new home.
- ☐ Check rooms, cupboards, closets, drawers, dishwasher, washer, dryer.
- ☐ Sweep or vacuum.

Feel free to contact me at any time with questions or concerns.

WHO ARE WE

YOUR REAL ESTATE PROFESSIONALS



SEVIM “SUE” MAGDEN
SALES REPRESENTATIVE
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Having earned great respect in the New York market and neighborhoods, Sue Magden, our licensed broker and owner, has over ten years of professional experience. With experience in accommodating any kind of property for both residential and commercial requirements – sale or rental – she is excellent at maintaining strong relationships with property managers.

Sue has a bachelor’s degree in International Relations from studying in Turkey, from where she relocated to New York, earning an MBA from Dowling College. Her detailed understanding of the complicated network of property listings makes her a crucial member of the team. She specializes in accommodating property listings in a range of different areas for different budgets.

Sue’s advanced knowledge and experience in a vast range of real estate niches allows her to provide outstanding resources and services to unravel and simplify the complicated process of looking for a new home or commercial space. In short, you can expect honesty, an extremely high bar for integrity, and flexible scheduling for any kind of project for those with busy schedules.



SEMIRAL CATALBAS
SALES REPRESENTATIVE
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www.madoinc.com

A native of the Turkey region, Semiral Catalbas graduated from the University of Textile in Istanbul, before working as a project manager for five years.

As well as raising her kids, Sem has attended SCCC in New York and earned an associate’s degree in Liberal Arts. Because her family business in Turkey was involved in real estate, Sem built a strong passion for selling on the property marker. She has served multiple clients to high standards in the New York market. When she isn’t selling or buying properties and helping her clients, Sem loves spending time with her kids, or just driving about, looking at houses to find their features and flaws. With her curious mindset, she can quickly understand what life is like inside just from the house’s appearance from the outside.

WE WOULD LOVE TO BE YOUR AGENCY OF CHOICE

It’s important to have an agent on your side to protect your best interests in the largest financial transaction most will face in their life. Our team is here to guide you through the process from start to finish and make the home buying process easy and as stress free as possible. It would be our privilege to help you find your next home!

YOUR DREAM HOME AWAITS

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