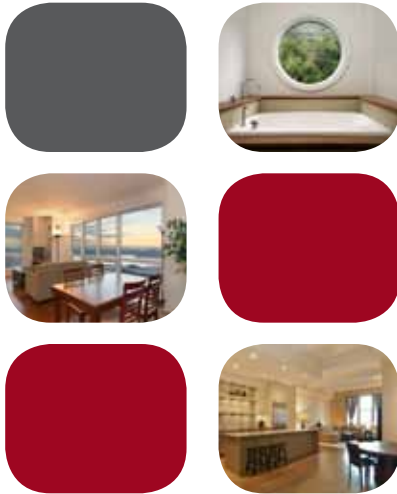


THE SELLER'S GUIDE



hoffman + meier
GROUP

 **Prudential**
Douglas Elliman
Real Estate



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ABOUT PRUDENTIAL DOUGLAS ELLIMAN REAL ESTATE

- Prudential Douglas Elliman is New York's largest real estate services company and ranks among the Top 4 in the USA
- Over 3,500 sales professionals throughout New York City and Long Island
- Over 60 offices in Manhattan, Brooklyn, Queens, and Long Island, including Hamptons and North Fork
- Over 14,000 transactions and \$14 Billion sales volume, yearly
- Elliman has been at the forefront of the real estate market since 1911
- Elliman has more listings than any other firm in Manhattan and conducts over 30% of all real estate transactions in the city
- Elliman maintains the best and most productive website in the industry: extensive, user-friendly, and attractive. Over one million potential buyers visit the website every month
- Elliman agents are held to exacting standards of excellence and professionalism
- Buyers know and trust the Elliman name
- Property Management – Elliman is the largest co-op and condo manager in Manhattan

ABOUT THE PRUDENTIAL REAL ESTATE NETWORK

- Nearly 2,100 offices in the United States & Canada
- Over 64,000 sales professionals
- \$170.6 billion in sales volume
- Over 483,000 transactions
- Has the highest average sales price of any major US real estate network
- The largest real estate brokerage franchise networks in North America
- Provides a substantial network of potential buyers for your property with offices in all fifty states and multiple locations internationally.

ABOUT PRUDENTIAL

- 98% of consumers recognize the Prudential name
- Prudential is among the largest publicly traded corporations in the world
- More than 50 million people do business with Prudential, 1 out of every 5 households



WORKING WITH THE HOFFMAN + MEIER GROUP

Brian Meier and Dylan Hoffman, together with thier team, continually provide a service that keeps their clients in full control of their sale, from the pre-marketing stage all the way through the closing and beyond.

Negotiating skills, administration, marketing, public relations, and design are all provided with Brian and Dylan at the forefront of finding your next property.

In the following pages please meet the team that makes up the Hoffman + Meier Group.

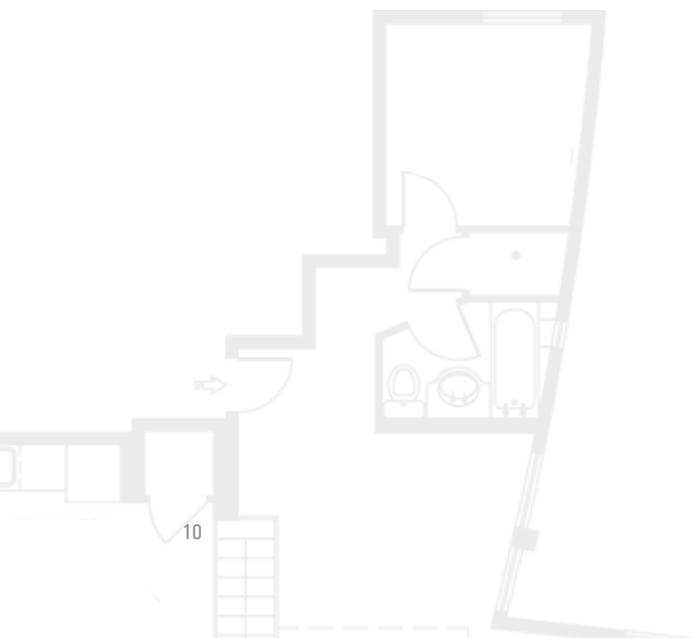






WORKING WITH THE THE HOFFMAN + MEIER GROUP

The Hoffman + Meier Group has been established to provide a real estate program that provides our clients with the ability to buy or sell in Manhattan and Brooklyn at a better value than the current market has to offer. We use a constantly changing approach to the ever-changing market to stay ahead of the current trends and established limits. Over the last 10 years, we have been successful in creating a pleasant process and experience for both our buyers and sellers. We work with only the most experienced and reputable brokers while continually training them with our proven successful strategies and programs. Our goals for success are our greatest motivation and the results of our hard-work continue to inspire us.





DYLAN HILDRETH HOFFMAN

Principal

The Hoffman + Meier Group

Senior Vice President
Prudential Douglas Elliman

Member of the Real Estate Board
of New York

Dylan Hoffman: a dedicated New York City real estate professional, has been helping people just like you realize the cash potential in their homes. Both with the selling or renting of your most valued asset, he has the knowledge, foresight, and the experience to help you see the equity materialize in your number one investment.

You need the experience of a fellow New York real estate investor to help maximize your investment in order to attain your retirement, education needs, savings, vacations, or your personal dreams. Dylan has the experience to help you do this.

Keeping you informed about ever-changing market conditions and the new competitive real estate environment are benefits you will come to expect when you hire Dylan for your selling, buying or renting needs.

From guidance to accruing the best Manhattan loans program, to getting the real estate attorney that best suits your needs, or retaining the most qualified contractor for the job, Dylan has put it all together to make it easy for you, the client. He has assembled all this to bring you to your most important moment in buying and selling property, the closing table.



BRIAN KEVIN MEIER

Principal

The Hoffman + Meier Group

Senior Vice President
Prudential Douglas Elliman

Member of the Real Estate Board
of New York

Whether working with buyers or sellers, Brian Meier has proven himself as one of the most knowledgeable and detail oriented brokers in the business. Whether your needs are as complicated as a "Short Sale" or as simple as being able to fit your three piece sectional into the living room, Brian will assist you.

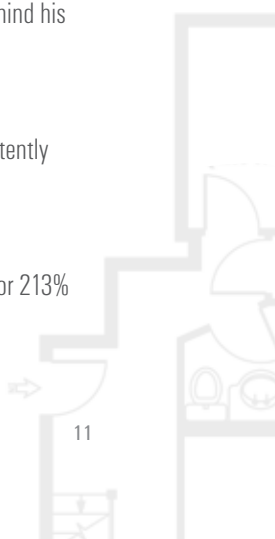
From architects, painters and contractors to movers, locksmiths and even the cable guy's phone number, Brian can take care of it all. He takes pride in knowing that he is a complete service provider to all his clients. Buyers and sellers receive the best customer service from beginning to end. With Prudential Douglas Elliman's resources, Brian has access to all available listings on the market. His buyers and sellers know that the engine behind his marketing cannot be outdone.

Awarded "Best in Customer Service"

Top .5% of sales volume and gross sales throughout the Prudential Network consistently over the past five years.

The HM Group put 27 apartments into contract in the first quarter on 2010.

The HM Group has sold for an average price of 6.3% greater than the market and for 213% less time on the market than the average, in 2009.





JAMIE HEINLEIN

Senior Agent

The Hoffman + Meier Group

Member of the Real Estate Board
of New York

MBR
12-2 x 19-5

Approachable, knowledgeable, competent and fun are just few of the ways clients describe Jamie. As a specialty, Jamie excels at helping first-time homebuyers navigate the often confusing New York real estate waters. Whether working with buyers or sellers, she has a knack for cutting to the chase, reducing stress and making transactions as smooth as possible.

Since moving to New York 20 years ago, Jamie has been carrying on a love affair with this fascinating and diverse city. Starting part-time in commercial development and management, Jamie soon discovered an affinity for residential real estate and a sincere desire to match the right apartment with the right person. Her passion for New York and enthusiasm for its real estate market is infectious.

You can still find Jamie in the theater in her spare time, and she also loves to travel – Paris, Moscow & the Yangtze are a few of her favorite destinations. Distant shores or urban hiking, Jamie possesses an insatiable appetite for exploration, adventure and fun.

Whether you are buying or selling an apartment; whether it is your first or fifth home – Jamie will be with you every step of the way, working tirelessly to help you through both the emotional and financial elements of buying and/or selling.

Matthew's reputation for outstanding results, coupled with his outstanding service and high level of integrity, continue to earn him success in the real estate business, and the loyalty of his clients.

Matthew came to real estate after more than 10 years in the financial services industry. His expertise translates invaluable to his clients as he helps them work through complex negotiations and manage the many intricacies of a real estate sales transaction.

Matthew also has firsthand real estate experience that includes purchasing condos and coops, renovating property, dealing with management companies and navigating the inner-workings of co-op boards – he even sat on one himself. His service does not stop at finding the right space. He prides himself on providing clients with all the best options, including connecting clients with the best contractor for renovations, completing detailed board applications, even finding the lender or attorney that fits.

When not hard at work, Matthew's favorite interests include architecture, urban planning, interior design, running, traveling the world, and actively volunteering for homeless outreach programs in NYC.



MATTHEW PUCKER

Senior Agent

The Hoffman + Meier Group

Member of the Real Estate Board
of New York



JASON WACHA

Senior Director of Leasing

The Hoffman + Meier Group

Member of the Real Estate Board
of New York

Specializing in the Manhattan luxury condo market Jason Wacha has helped many buy, sell or lease their homes from Fifth Avenue White Glove High-rises to trendy Low-rise Boutiques, as well as Townhouses and Co-ops. He knows the neighborhoods, buildings in them, and what they offer in terms of amenities and values and can easily match these criteria to your needs and/ or asses the value of any home.

Jason helps both experienced and first time buyers and sellers, and investors buying rental properties and pied-et-terres. Jason is known for his vast range of lifelong industry experience, unsurpassed market knowledge and marketing technique, high expertise of negotiation skills and extensive five star customer services that include professional and friendly demeanor, 24/7 accessibility, current tools and technology. Jason helped guide a team to become in the top 1% of producers nationwide at Prudential Douglas Elliman consistently for 2007- 2010 until he left the team to pursue bigger challenges joining forces with the Hoffman Meier Group. As Director of the Hoffman Meier Group Rental Division he can help manage your portfolio and produce well qualified tenants year after year.



LAURIE DWYER

Buyer's Agent

The Hoffman + Meier Group

Member of the Real Estate Board
of New York

Laurie is a bright and driven individual dedicated to customer service and client satisfaction. She is hard-working, intuitive and able to adapt to each client's unique personality and needs. Most importantly, Laurie enjoys working with all clients to find their dream home.

Coming from a family with a real estate background, Laurie has always understood the importance and careful consideration it takes in buying a home. She will work relentlessly to stay ahead of the ever-changing market and has the creativity to reveal possibilities in every avenue.

Before beginning in real estate Laurie worked in the Event Planning Industry, where building professional relationships and fulfilling client needs are vital. In event planning, she harnessed skills in maintaining the details while still focusing on the bigger picture.

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www.VHT.com



RTC PUBLICITY

“A personal PR firm working with each and every Hoffman + Meier client”

PHILOSOPHY

Public Relations (PR) is the practice of conveying unified client messages to the public through the media. Third-person editorials including magazine features, newspaper stories, radio interviews, and television appearances spread a far more trusted, relevant message than any form of paid advertising. RTC only acquires clients that they fully believe in, and will not pitch a story that they are not completely passionate about. RTC delivers all-encompassing limit-less publicity and tireless personal attention, every time.

SERVICES

RTC Publicity is a boutique PR firm based on the philosophy that every client is unique. Each campaign is individually tailored to fit your specific needs and goals – a service many large agencies simply can't provide. Hiring RTC is much like creating a cost-effective extension of your own company.

In addition to regional, national, trade, and internet media placements, RTC specializes in event planning, sponsorship opportunities, and marketing materials.

RTC CLIENTS

In addition to working with the Hoffman + Meier Group, RTC has served high-profile clients including National Geographic, Christie's Auction House, The Smithsonian, Montel Williams MS Foundation, nationally renowned bridal designer Anne Barge and numerous bestselling authors. RTC's broad experience has helped them build strong relationships with top-tier national and regional media outlets – a professional advantage that they leverage for all Hoffman + Meier clients.



REAL ESTATE ATTORNEYS

Almost every Real Estate transaction in New York City is managed and conducted by a Real Estate attorney. Attorneys write the contracts and negotiate the sales terms of each deal. Real Estate attorneys protect sellers from anything that may go wrong during the transaction. Your attorney will work for you and be in your corner throughout the sale.

It is very important to have an experienced Manhattan based attorney work on your sale. You need an attorney that knows the ever-changing laws and business practices of New York City Real Estate. Furthermore, your attorney must be familiar with managing agents and other attorneys in the city, and how best to deal with them.

All of the attorneys listed here have conducted 1000s of sales and have over 10 years of experience each. We strongly recommend them due to their outstanding levels of customer support, professionalism, and competence – they are the best in their field. Our relationship with these attorneys also affords you a special rate, extended only to our clients.

Barry Weidenbaum
Weidenbaum & Harari, LLP
708 Third Avenue, 22nd Floor
New York, New York 10017
(212) 832-7400 office
(212) 832-7761 fax
bjw@whfirm.com

Alex Suslensky
Law Firm of Alex Suslensky, P.C.
120 East 37th Street
New York, New York 10016
(212) 929-7333 office
(212) 929-7102 fax
alex@suslaw.com

MORTGAGE BANKING

Last year, 94% of all residential purchases in Manhattan used conventional mortgage financing.

We hold a very strong relationship with a handful of lending facilities that we know and trust. Because we work directly with these lenders and have a close relationship with them, they are able to give your purchaser a better rate of financing.

We work with the best loan officers in the business, so we know the job will get done quickly and correctly every time. Unlike many large Real Estate groups, the The Hoffman+Meier Group does not receive financial support from any single lender, and therefore we are free to refer the purchaser of your property to the mortgage institution that is right for them and their situation.

How does this help you as the seller? If the purchaser is able to spend less on monthly mortgage interest, they can spend more on the sale of your property, which gets you a higher sales price. Our connection with the following lenders also means that we are kept continuously informed until the loan closes, and can work with them to resolve any potential snags along the way. This is just another way that The Hoffman+Meier Group ensures that your property gets sold quickly, at the right price, and without any headaches.





OUR TRACK RECORD

The properties our clients have purchased

1 Plaza Street West	290 Sixth Avenue	80 Central Park West	247 West 46 Street
104 Bedford Street	3 Sheridan Square	82 Horatio Street	438 West 49 Street
105 Vanderbilt Street	30 St Felix Street	84 Horatio Street	417 East 90 Street
110 East 36 Street	301 East 63 Street	86 Horatio Street	425 East 63 Street
111 East 2 Street	304 West 89 Street	88 Horatio Street	1619 Third Avenue
120 Gramercy Hill	305 West 18 Street	915 President Street	440 Kent Avenue
120 East 29 Street	307 West 20 Street	993 Amsterdam Avenue	446 Kent Avenue
122 Ashland Place	31 Eighth Avenue	245 West 74 Street	225 Lafayette Street
133 Essex Street	31 St Felix Street	34 Croke Avenue	70 East 10 Street
137 East 13 Street	315 West 86 Street	27-28 Thomson Avenue	635 West 42 Street
139 St Felix Street	320 West 84 Street	100 Riverside Boulevard	245 East 54 Street
141 Fifth Avenue	323 West 11 Street	18 West 48 Street	2 Charlton Street
142 West 82 Street	327 East 3 Street	18 West 48 Street	170 West 19 Street
144 West 27 Street	350 East 77 Street	365 West 20 Street	170 West 23 Street
150 Joralemon Street	359 Ft Washington Ave	252 Seventh Avenue	127 West 79 Street
160 East 3 Street	362 Myrtle Avenue	101 West 24 Street	215 Avenue B
160 East 91 Street	400 West 58 Street	150 West 56 Street	448 West 37 Street
160 Ninth Avenue	430 Sterling Place	209 Clinton Avenue	54 West 16 Street
1600 Broadway	435 East 65 Street	430 West 34 Street	54 West 16 Street
165 Clinton Avenue	435 East 65 Street	23rd, 121 East 23 Street	263 Ninth Avenue
167 East 67 Street	449 9 Street	525 East 11 Street	200 West 20 Street
170 Claremont Avenue	454 15 Street	1160 Third Avenue	121 West 19 Street
170 West 89 Street	454 15 Street	1160 Third Avenue	520 West 23 Street
175 Willoughby Street	46 Park Place	520 East 90 Street	161 Adelphi Street
178 Suffolk Street	509 2 Street	145 East 15 Street	1 Central Park South
18 East 12 Street	519 West 135 Street	235 East 22 Street	21 South End Avenue
1831 Madison Avenue	55 East 9 Street	130 East 18 Street	360 Riverside Drive
20 Pine Street	555 West 23 Street	142 East 16 Street	120 East 90 Street
210 Central Park South	555 West 23 Street	88 Greenwich Street	407 East 12 Street
212 16 Street	555 West 23 Street	130 Jane Street	405 East 63 Street
215 Parkville Avenue	56 West 82 Street	500 Grand Street	245 East 24 Street
215 West 29 Street	59 John Street	161 West 15 Street	200 Riverside Boulevard
22 Mercer Street	62 Rivington Street,	403 East 62 Street	200 Riverside Boulevard
222 Riverside Drive	660 Eastern Parkway	260 Linden Boulevard	2 Tudor City Place
229 East 29 Street	68 Barrow Street,	350 West 53 Street	310 East 46 Street
230 East 71 Street	718 Broadway	345 East 93 Street	372 Central Park West
24 Fifth Avenue	754 East 6 Street	199 Bowery	350 West 50 Street
260 Park Avenue Sout	754 East 6 Street	201 West 70 Street	393 West 49 Street
260 Park Avenue South	759 President Street	350 West 42 Street	88 Wyckoff Street
281 18 Street	8 West 13 Street	210 East 15 Street	

Unlike many Real Estate groups, we sell properties in every neighborhood, We have a complete knowledge of the entire city and we are always up to date with market conditions and property values. We will be able to find you the right area for your desired price point and apartment specifications. We will not let you waste time searching for a price or a size that can never be met.

"This is a great apartment. The rooms are giant and the location is perfect. Thank you for finding it for us and making it move quickly"

-Danny Devito

"There are several reasons for my recommending Brian with nothing but enthusiasm: he rightly considers himself to be a transition facilitator and dream provider; he approaches each new situation with a unique 'think outside the box' attitude; his expertise and quiet confidence married with an aggressive and hard working attitude is the perfect combination; finally, he broke the record in my building for two bedroom apartments with the sale of my unit!"

Stephane Loubere, Product Manager, SunGard

"Brian Meier did what can only be called an outstanding job of selling our home in SoHo. . . he is an intelligent, hard-working agent who knows his field and this market very well."

Michael B. Capilouto, Partner, Ernst & Young LLP

“BRIAN AND DYLAN ARE EXCELLENT LEADERS AND ARE COMPLEMENTED BY AN EXCELLENT SUPPORT STAFF. WITH THEIR UNSTOPPABLE ATTITUDE, POSITIVE NETWORKING SKILLS AND HIGH REGARD IN THE COMMUNITY, ANYONE WOULD BE WELL SERVED TO CHOOSE THEIR TEAM.”

-DR. MARK K. BRYANT, O.D.,

MYOPTICS

“Brian’s and Dylan’s advice during the offer stage was invaluable, allowing me to negotiate an excellent price for the unit. I found them to be extremely knowledgeable, professional, efficient and truthful throughout my entire buying experience. I would strongly recommend them to anyone buying a home.”

*-Meredith A. Majesty, Vice President of Corporate Banking,
RBC Capital Markets*

“I was most impressed with the way Brian and Dylan came in with several innovative ideas and strong marketing. I was pleasantly surprised in how soon they came back to me with a great offer.”

David Juracich, CTO Tradition Inc.

“Most of all I appreciated your low-key selling style. You were a tremendous help in finding me a home, and a lawyer in Manhattan. I will recommend you in the future; it was a pleasure working with you!”

-Michelle Israel, Operating Vice President, Divisional Merchandise Manager, Bloomingdale’s

“For the sale of our apartment you have been so thorough it has been a real treat. We know we are being taken care and appreciate you taking care of all the details in the sale of our home.”

Sharon Corr of the Grammy nominated musician ‘The Corrs’

“Brian and Dylan: you stood by us during all the ups and downs. You found us the perfect short term rental then found us our dream cottage in the middle of New York City. You have been incredible.”

*Gavin Bonnar, **Barrister of the British Courts***

“The sale of my apartment and purchase of the new one was a pleasant and effortless process as Brian went above and beyond his role as a real estate broker. I am very happy with my sale and purchase and would recommend Brian for any and all my future real estate moves.”

*-Aegina Angeliades, President,
Plaza Food Connection Corporation*

“I would recommend Brian and Dylan to anyone who is looking for an apartment in the city. They listens to what your needs are, they go to bat for you and he finds apartments nobody else can. I received everything I wanted and more.”

-Ilana Angeliades, M.A. Angeliades Inc.

“Brian and Dylan took all of the stress out of what is a naturally stressful process – and for that I would recommend him to anyone who is considering buying or selling a home in Manhattan. In the 10 years that I’ve lived in New York and have gone through the real estate process, I have never encountered a team who was as professional, efficient, and knowledgeable. I will be relying on thier expertise for every sale I am involved in moving forward.”

*-John Campanella, Partner and Management Supervisor,
Ogilvy & Mather*



YOUR MARKETING PLAN

This is the Hoffman + Meier Group's Exclusive Marketing Plan. After you have become one of our Exclusive Clients, we will create a customized plan, adding more personalized strategies to the plan outlined here.



The Setup

- **Photography:** Our own photographer will take the highest quality professional photos. We have been working with the same photographer for five years now, and you can see by looking at our ads that the photos we use stand out in the market.
- **Floorplans:** We use only high quality architectural Floorplans. We bring in a trained professional to measure your entire home. Then the measurements are published in a high resolution, very visible format that is completely user friendly. This gives all buyers the full view of your property from any computer, while keeping our advertised size legit and never questioned.
- **Video Tour:** High quality video tour, not the fisheye virtual tour. This is a video tour like no other: soaring wide angle video roams through your property, while in the background a professional narrator reads your property script accompanied by music. This, with no question, separates you from the rest, while bringing the entire www.youtube.com market to your door from any computer.
- **Script:** Your written description is created by our team, written and then rewritten right before we take it to our professional copy-writer. This gives you the best, most marketable, eye- and term-catching script for your home. This script is used on all our websites and through the video tour.
- **Brochures:** We build an individual, booklet-style brochure for your property. This is not the easy free one pager that 99% of the market uses and 99% of all buyers throw away before they leave the block. This is a keepsake that completely informs buyers about your property while showing its features in the best platform possible. In today's market buyers want to be informed and we deliver that to them without comparison.



HOW WE RELEASE YOUR APARTMENT TO THE MARKET.....

Our goal has always been to show your property at its best. Now we have the opportunity to reach the largest pool of prospects with a brand new marketing strategy. Once we accomplish the highest standard of presentation we then go on to advertise on the largest, most successful and well trafficked websites. In this current market it is no longer adequate to present your property on only one or two websites. It is also insufficient to present your home as an average listing online, lumping it together among all the other stale properties. This is our newest and most successful campaign to date. Not only do we advertise on more websites than anybody else, we will NOT advertise your property like every other one. Your property will come up in searches, but it will ALSO appear in each publication as a Featured Property, Property of the Week, Deal of the Week, or in other banner and spot presentations. In addition to our standard marketing exposure platform we will use the follow initial release package for added exposure at first release. When a property is first released into the market it is vital that you are able to reach the widest group of buyers possible. With so many properties on the market right now it is important to stand out at a time when you have the greatest opportunity to reach the highest value.

Your first month's targeted online advertising is aimed to reach consumers while they are researching real estate online on the seven websites listed below.

www.NYTimes.com

Featured property banner ad targeted to neighborhood-specific search result pages within the real estate section.

www.StreetEasy.com

Featured listing with photo displayed at the top of the relevant search results.

www.NYMag.com

Featured listing with photo displayed at the top of the relevant search results. The featured listing is also randomly displayed on the real estate section front-page.

www.NYDailyNews.com

Featured property expandable banner ad on the real estate section front-page. Standard listing in the real estate search section.

www.Trulia.com

Featured listing with photo.

www.Google.com

Targeted paid search campaign (15% of the campaign is targeting international users).

www.WSJ.com

Featured Listing with photo.

ONLINE MARKETING EXPOSURE

Up to 98.5% of Real Estate brokers in New York City advertise on less than three websites consistently. We not only advertise on up to 28 websites, but we update every website daily. When promoting an open house or special buyer's incentive the campaign will be entered onto each website simultaneously. We are able to track the amount of prospective buyers who look at your apartment online. This coupled with collecting data from calls and emails gives us precise statistics about the property's traffic and where to focus or improve ongoing marketing. We know that buyers come from many different areas and look for properties many different ways. This is why we made sure that we advertise on the best websites which cover the entire market and won't miss any category of buyer.

Where we advertise!

Tier #1 Websites

www.Elliman.com * Rank #1 NYC for overall RE search traffic

www.NYtimes.com * Rank #3 NYC for overall RE search traffic

Independent Website

www.Streeteasy.com

www.PropertyShark.com

www.Trulia.com

www.Zillow.com

www.natefind.com

www.nyrover.com

www.vht.com

www.NYpost.com

www.cityrealty.com

www.smarteragent.com

www.quintessentially.com

www.frontdoor.com

www.cyberhomes.com

www.openhouse.com

www.realestate.yahoo.com

Rolling Classifieds

www.Craigslist.org

www.Backpage.com

Brokerage Back Office Search Engines

OLR

RealPlus

Taxi

Limo

Additional Sites

www.Curbed.com

www.Realtor.com

www.Optimumhomes.com

www.google.com

www.millersamuel.com



The Exposure

- **Appearance:** With the photography, script, floor plans and video tour complete we setup the web advertisements. Your entire web advertising will be designed with the same template and approach, which gives your property a brand on the internet all its own. Every website will be as fresh, crisp and fully informative as each other.
- **Advertising:** We advertise on 18 different national websites. In any market, the more you advertise the more calls and showings you will have. The more turnouts you have the more offers you will receive and the faster you will sell. Plus, when you advertise on many different websites with the same style your apartment will become recognizable to buyers scouring multiple websites.
- **Overseas advertising:** In addition to the 18 national websites, we also advertise on many different international platforms which bring out buyers who may have fewer options and less exposure to the New York market.
- **Broker Exposure:** We have access to all of the broker's back office websites. This is where brokers look to find properties for their clients. We advertise on all of these websites with the same high quality photos, floor plans, script and video tour.
- **Top 350:** We have a list of the top 350 brokers in the industry today. We contact each of these agents separately and invite them to the property to view with their clients, or for them to preview by themselves.
- **Mailings:** We mail your building and others to announce the marketing of your home to the neighborhood.
- **Broker Mailings:** We virtually mail every broker in the industry to tell them to look on line and see the newest addition to the sales market.
- **The Report:** We have been mailing out our monthly newsletter for the past 16 months. The circulation is 3000, and your property will be featured on this circular with photos.
- **Action Open Houses:** Sitting in the corner texting on the Blackberry does nothing to sell your home. We train, role play and plan together to bring the superior open house exposure to your property. We engage, bond, and build a relationship with the customer. Please visit any of our open houses to have the full experience.
- **Past Client Lists:** Our system collects all past clients and separates them by what property they called on. We will email each past client from similar properties who have merely called on that listing. This email will contain photos and description of only your apartment. Nobody else is doing that!
- **Prospect updates:** Every week we will update previous clients and brokers on the status of your property using emails with photos and descriptions.





The Management

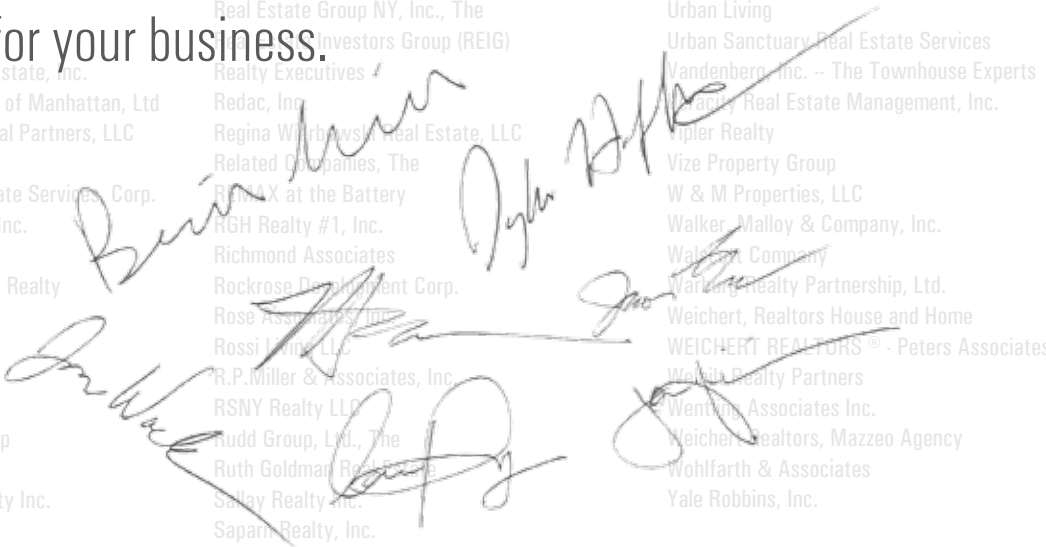
- **Scheduling:** We have an administrator answering property calls and scheduling around your convenience. Our administrator has a script for your property and is trained by our coach how to answer calls/e-mails and how to always book the appointment. We never show when outside your designated times.
- **Weekly numbers:** We monitor every click we receive on the websites. This is critical in order to know where the interest is and the amount of exposure we are actually receiving. We use this information to know where to advertise and what changes may be needed. When offers don't come right away, most brokers push to drop the price first; we use this tool to tell us what changes are needed and use price reductions only as a last resort.
- **Information:** We know it all. Buyers and brokers are always calling up with questions about your building or property. Usually marketing brokers will need to research these answers and call the broker back. We start your apartment marketing process by asking every question that has ever been asked before to your managing agent. We keep the list of answers so when a buyer or brokers calls us we can answer right away, with the correct information, and then schedule the appointment. Not giving the information on the first call sends the buyer or broker off to call another property and forget about yours.
- **Feedback:** Our communication with you and transparency in our work are second to none. Every client who sees your apartment will be emailed within 24hrs of that appointment. Their response to that email will be sent directly to you, not from us, but to you and us at the same time. You will see what we see instantaneously. While this is being done the buyer will not know that you are seeing the emails and will never have your email address, our software manages this.
- **Weekly Updates:** Each week you will receive an email from us updating the past week's activity. This email will have two parts. The first will tell you the total exposure we received that past week from the number of web hits we get, to phone calls and showings. The second half will be my thoughts and the feedback from the current prospects. It is important to be constantly updated and that you have full access to all our information so we may work together as a team.
- **Offer:** All our offers come to you on a simple information sheet. This sheet has been devised over the years to extract the information that you need to know to qualify your potential buyer while not making them feel turned off or offended.
- **Mortgages:** We have relationships with every bank working in the city. We will be in constant communication with the bank making sure that they are receiving everything they need. We are also making sure that nothing goes wrong with the financing and that the sale closes. In 2009, 23% of residential sale contracts were canceled due to financing. About 50% of these happened after the closing was already scheduled. This has never happened to us.
- **Appraisal:** In the fourth quarter of 2009, 11.7% of apartments being appraised for sale did not meet their contract price. We work with the appraiser and make sure that every one of our exclusive properties meets their number. We have never had an apartment not sell that has been in contract.

These steps are what have made us successful selling apartments in all markets, and these steps are also our pledge to you. We know that you are going to spend a lot on the broker you choose and it is very important that you get the value you deserve for the fee you are paying.



THE HOFFMAN + MEIER GROUP'S PLEDGE

We will work with every seller and brokerage in New York City. We will use every platform available to search for your new home. Whether the sellers are working for themselves and advertising in the local pennysaver or working with the largest firms in the city, we will bring their listings to you. We will hunt for your new home using both conventional and unconventional means. We will use our relationships with the brokers and sellers we know, while forging new ones with a determination to bring you the best new property. We will use all of our facilities to find out the complete background information for the properties that interest you. We will always keep your best interests and protection in mind. We truly appreciate your business. We know that there are many Real Estate resources at your disposal and that you are the reason for our success. We thank you for your business.



Handwritten signatures of Brian Meier and John Hoffman, with a date of 1/20/12.

SELLER'S CLOSING COSTS

We have prepared a brief description of the closing costs associated with selling your property.

- Brokerage commission
- Counsel fees (typically \$2,000 – 3,000)
- Move out fees and deposits (approximately \$1,000)
- Deed tax (coops also): \$2 for every \$500 of the price, or portion thereof
- NYS Estimated Capital Gain Withholding: 7.7% of the estimated gain withheld
 - Exemptions if:
 - + Seller is a New York State resident at time of sale or
 - + Property was seller's principal residence for two of the last five years under Internal Revenue Code section 121 or
 - + 1031 exchange
- Federal Withholding: Purchaser withholds 10% of the purchase price in escrow if seller is not an exempt individual (most sales are exempt)
- New York City Real Property Transfer Tax – Residential
 - + 1% of purchase price if sale is \$500,000 or less
 - + 1.425% of purchase price if sale is greater than \$500,000
- New York City Real Property Transfer Tax – Commercial / Bulk rate
 - + Applies if two or more units are conveyed from the same buyer to the same seller, and the units are not physically combined into a single unit (e.g. physically combined with single cooking facility and egress from one to the other without using common element)
 - + 1.425% of the purchase price if the sale is \$500,000 or less
 - + 2.625% of the purchase price if the sale is greater than \$500,000
- Coops Only
 - + Transfer agent fees (up to \$1,000)
 - + Flip Tax (varies depending on building)
 - + Payoff bank fees (\$400 per payoff bank)
- Condominiums only
 - + Waiver application fees (typically less than \$1,000 but some buildings have "flip tax like" fees)
 - + Pickup fee to title closer (\$200 per outstanding mortgage)
 - + Filing fees (up to \$500)

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