

# Selling a Home the RightWay



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**kw** MIDTOWN  
DIRECT REALTY  
KELLERWILLIAMS.

Each Keller Williams Realty Office Is Independently Owned and Operated

**The RightWay Team** at Keller Williams Midtown Direct Realty  
181 Maplewood Ave | Maplewood, NJ, 07040

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# REAL EXPERIENCE REAL EXPERTISE

My commitment to housing began long before my real estate career. As a child, I watched my family lose their home — an experience that shaped my dedication to sustainable homeownership. Today, that commitment drives everything I do, from helping first-time buyers to guiding seasoned homeowners toward smarter, more secure decisions.

Real estate is about trust and foresight. My approach centers on solving problems before they happen. I front-load every transaction with diligence, education, and effective communication. This ensures that every client moves through the process with confidence, clarity, and momentum.

When you work with me, you gain more than just an agent — you gain a partner backed by Keller Williams, the world's largest and most resourceful real estate network.



**CEO AND FOUNDER OF  
THE RIGHTWAY TEAM**

## Conrad Martin

### CREDENTIALS

BA History | Five Towns College

Board Member | Restore Ministries



**The RightWay Team** at Keller Williams Midtown Direct  
181 Maplewood Ave | Maplewood, NJ 07040

## 5

**YEARS IN BUSINESS**

## \$2.6M

**REAL ESTATE SOLD**

## \$370B

**US FRANCHISE VOLUME**

## 40

**CLIENTS SERVED IN 2019**

### A SIMPLE VALUE PROPOSITION

#### MORE EQUITY FOR YOUR HOME

Through smart prep and analysis, our Slingshot Strategy uncovers issues early, strengthens your position, and prevents costly negotiations later.

#### LESS TIME ON MARKET

We maximize exposure by listing where others don't, attracting more qualified buyers faster, so you can spend less time selling and more time living.

#### WHITE-GLOVE SERVICE

Our clear, step-by-step process and proactive communication, keeps you informed, in control, and confident from list to close.

# 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

# The RightWay Agency Advantage



As your **exclusive listing agent**, our fiduciary duty is to protect your financial interests, your confidentiality, and your negotiation strength at every stage.

We advise on pricing, positioning, and preparation, and we negotiate solely on your behalf — never neutrally.

We cannot disclose your motivations, misrepresent facts, or make decisions for you, but we can guide, protect, and advocate relentlessly from list to close.

**Dual agency** can occur when our brokerage represents both buyer and seller. In this instance, you benefit from clear communication, reduced friction, and a fully coordinated transaction.

To avoid conflicts of interest, we practice **designated agency**, where you are represented by your dedicated RightWay agent, and the buyer works with another trusted RightWay professional.

Agency matters because it determines how well you're protected, how clearly you're informed, and how strongly your position is defended.

With RightWay, you get clarity, strategy, and accountability — so every move is made the RightWay.



# THE SELLING PROCESS AT-A-GLANCE

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

## ☐ Step 1: Engagement

~ 1 Week

- *Consultation*
- *Walkthrough*
- *Proposal*
- *Agreement*

## ☐ Step 4: Accepted Offer

~ 1-2 Weeks

- *Negotiation*
- *Offer Review*
- *Attorney Review*
- *Earnest Money Deposit*

## ☐ Step 2: Pre-listing

~ 2-4 Weeks

- *Identify Attorney*
- *Pre-Listing Diligence*
- *Pre-Listing Inspection*
- *Repairs, if needed*
- *Cleaning & Staging*
- *Landscaping*
- *Photography*
- *Final Pricing*

## ☐ Step 5: Under Contract

~ 4-8 Weeks

- *Title Search*
- *Buyer Home Inspection*
- *Negotiation, if needed*
- *Appraisal*
- *Municipal Inspections*
- *Seller Mortgage Payoff*
- *Buyer Mortgage Approval*

## ☐ Step 3: Showing

~ 4-8 Weeks

- *Coming Soon, if applicable*
- *Listing Launch*
- *First Showings, if needed*
- *Open Houses*
- *Feedback & Adjustment*

## ☐ Step 6: Closing

~ 1-2 Weeks

- *Prepare move out*
- *Review Closing Documents*
- *Final Walkthrough*
- *Settlement*
- *Fund received!*

# THE 6 "P"s of Selling

## 1. PROCESS

We start by eliminating surprises. Through inspections, contractor walkthroughs, and strategic planning, we strengthen your leverage and protect your equity before your home ever hits the market.

## 3. POSITIONING

Price is a marketing tool. We use digital exposure, social amplification, and neighborhood-driven marketing to position your home competitively — driving interest, urgency, and stronger offers.

## 5. PROMOTION

Selling shouldn't feel chaotic. Our Slingshot Strategy creates a predictable, transparent path from launch to closing, keeping timelines tight and communication clear at every step.

## 2. PREPARATION

How your home is perceived determines how buyers behave. We highlight its strongest features through staging, presentation, and narrative so it stands out in a crowded market.

## 4. PRICING

We don't list and hope. We promote with intention: hyper-local outreach, targeted digital exposure, social amplification, and neighborhood-driven marketing that puts your home in front of the right buyers.

## 6. PSYCHOLOGY

Real estate is emotional — for buyers and sellers. We manage expectations, anticipate reactions, and use behavioral strategy to negotiate smarter, maintain control, and secure the best possible outcomes.

# The Home Selling "Problem"

Selling a home is assumed to be list it, show it, sell it. Today's market requires a level of precision, preparation, and strategy than most sellers expect.

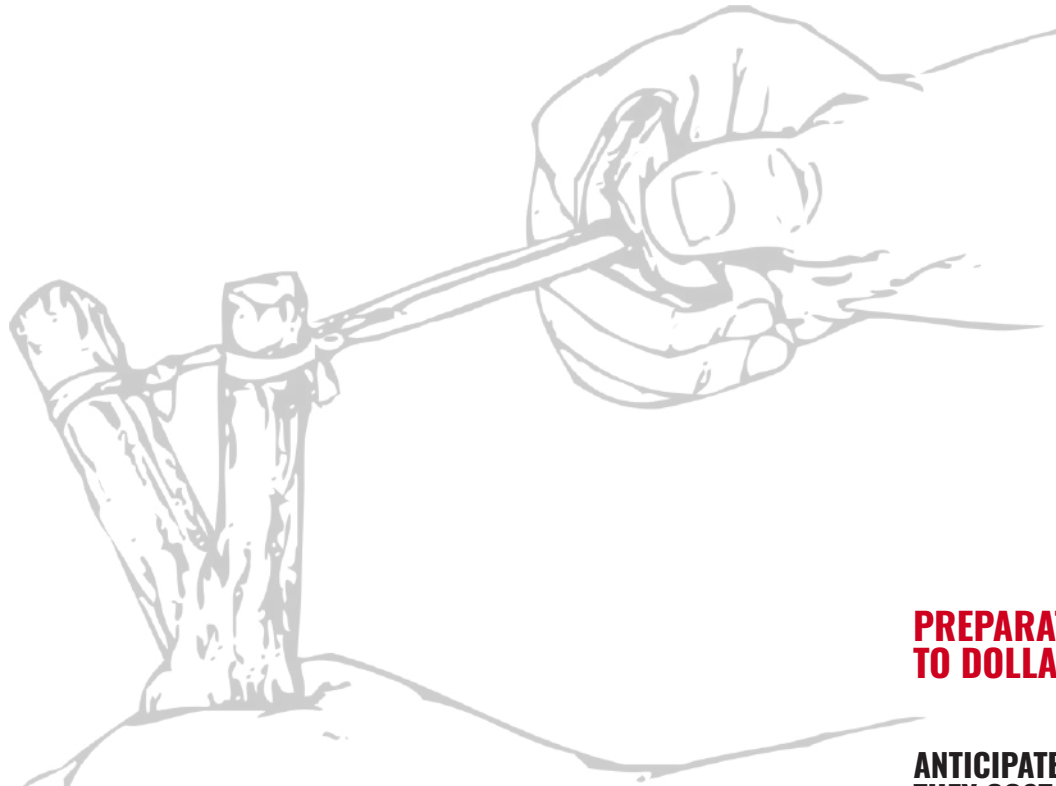
At RightWay, we see the same challenges surface again and again — even among experienced homeowners.



## Common Challenges Buyers Face

- 1 **Pricing Too High:** Overpricing often leads to a property sitting on the market, followed by price reductions that negatively impact buyer psychology and weaken negotiating leverage.
- 2 **Delays in the Process:** Extended days on market, slow response times, or delays while under contract can push closings back and introduce unnecessary risk — especially when timing matters.
- 3 **Outcome Uncertainty:** Without preparation, inspection results and buyer negotiations can create uncertainty around the final net outcome, forcing sellers into reactive decisions late in the process.
- 4 **Confusion About Buyers:** Not all buyers are equal. Understanding which buyers are qualified, motivated, and capable of closing is critical — yet many sellers lack visibility into what truly makes an offer strong.
- 5 **Lack of Clear Guidance:** Inaccurate market advice or unclear expectations around the process can cost sellers time, money, and confidence — often by tens of thousands of dollars.





# The Slingshot Method

The "Unfair Advantage" in Home Selling

## PREPARATION TRANSLATES TO DOLLARS

### ANTICIPATE OBSTACLES BEFORE THEY COST YOU

The Slingshot Method begins with a full pre-listing diagnostic: inspector walkthroughs, contractor insights, value analysis, and market positioning — all done upfront.

By identifying issues early and strengthening your leverage, we reduce concessions, prevent costly negotiations, and protect your bottom line from day one.

### LAUNCH WITH FORCE AND PRECISION

Once your home is fully prepared, we release it strategically — priced with purpose, positioned for demand, and marketed with depth.

Hyper-local outreach, targeted online exposure, neighborhood mailers, and professional media all converge to create a powerful, fast-moving launch. The result: more eyes, stronger interest, cleaner offers, and fewer days on market.

— This is how we protect your equity **before negotiations begin.**



# The Pre-Listing Inspection

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## TAKE CONTROL BEFORE THE BUYER DOES >>>

In a balanced market, sellers typically give up 5–6% of their sales price after inspection — all because issues are discovered too late. Once a buyer is under contract, your leverage shrinks, options tighten, and concessions grow.

Our pre-listing inspection changes everything. By uncovering concerns upfront, we eliminate surprises, reduce renegotiation, and anchor your price with confidence. It's one of the most powerful tools in the Slingshot Strategy — and one that directly protects your equity.



# Contractor Walkthrough

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## REAL COSTS, REAL CLARITY, REAL LEVERAGE >>>

Once we know what a home needs, we bring in trusted, high-quality contractors to provide real estimates—whether it's minor touch-ups or major repairs. These aren't theoretical numbers; they're actionable bids from professionals who will both quote and execute the work at a competitive price.

It gives us clarity on what to fix, what to disclose, and how any issues will impact pricing and buyer expectations. This helps sellers price strategically, negotiate confidently, and protect their equity before a single buyer enters the home. It's one of the most powerful steps in selling your home the RightWay.

# Additional Preparations

These are the details most sellers overlook — but they can make or break your price, your timeline, and your leverage.

## SELLER PREPARATIONS

- Do all owners want to sell the property?
- Where are you moving next?
- Do you have a real estate attorney?
- Any outstanding debts or liens against the property?
- Any special situations: estate sale, divorce, relocation?

## ENVIRONMENTAL

- Well Testing and PWTa Certification
- Septic tank inspection and certification
- Oil tank sweep
- Radon testing and mitigation
- Flood zone verification and flood insurance quotes

## MULTI-FAMILY

- Have tenants been notified?
- What's the lease status?
- Are tenants cooperative with access?
- Do you have a verified rent roll?
- What are the operating expenses and NOI?

## MUNICIPAL

- Township resale requirements (CO & Smoke)
- Status and history of open and current permits
- Tax Assessments, Appeals, and area reassessments

## MECHANICAL

- Roof Age & Solar Panels
- HVAC system age and service history
- Furnace, boiler, water heater age and condition
- Electric panel type and service
- Foundation and structural issues

## HOA

- Current bylaws, rules, and restrictions
- HOA fees and what they cover
- Special assessments: active, pending, or proposed
- Property management contacts and resale documents

# STRATEGIC POSITIONING

YOUR PROPERTY

A focused plan to elevate your home's best features and shape buyer perception from the start.



## PROPERTY DISCLOSURE

Property disclosure is a legal requirement in New Jersey and ensures buyers receive accurate, material information about your home. Clear, upfront disclosure builds credibility and reduces risk throughout the transaction.



## CLEANING & DEODORIZING

Walking into a home is a full sensory experience. Deep cleaning, decluttering, and de-odorizing create a fresh, inviting atmosphere that helps buyers connect with the space instantly.



## LANDSCAPING & STAGING

Strong landscaping creates curb appeal and signals interior care, while professional staging highlights your home's best features. Together, they spark "love at first sight" and drive stronger offers.



## MARKET ANALYSIS

Positioning also means understanding where your home sits in the market. By analyzing recent sales, local demand, and property-specific variables, we establish a clear foundation for strategic pricing.



# THE 6 BIGGEST DRIVERS OF BUYER VALUE

What buyers see, feel, and expect has a major impact on the price they're willing to pay. These six factors shape your home's perceived value — long before negotiation begins.

## LOCATION

Buyers look at where a neighborhood is going, not just where it is. Appreciation trends, schools, transit, and development shape their confidence — and confident buyers pay more.

## FUNCTIONALITY

Buyers want a space that fits their life today and tomorrow. Smart, flexible layouts often outperform raw square footage. Homes that “live well” consistently rise to the top.

## SENTIMENT & EXTERNAL FACTORS

Interest rates, economic news, and even election cycles change how boldly buyers behave. Strong sentiment brings stronger offers; uncertainty slows things down. Strategy must match the moment.

## RELATIVE PRICE

Price is the first filter buyers use. Too high creates doubt and fewer showings; well-positioned pricing creates urgency and competition. The right number makes your home feel like an opportunity.

## CONDITION

Condition shapes perceived risk. Updated systems and solid maintenance boost confidence, while dated elements reduce it — unless price and expectations align. Even fixers can win when the value story is clear.

## LIFESTYLE FIT

Buyers gravitate to homes that support the life they want — access to parks, dining, culture, and community. Lifestyle fit creates emotional connection, which drives perceived value.

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*Buyers don't buy in a vacuum — they buy based on value, perception, and confidence. Our strategy is designed to influence all three.*



# PRICING WITH PURPOSE

A data-driven pricing strategy designed to protect your equity, influence buyer behavior, and give you the luxury of options from day one.



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Market value is what a buyer is willing to pay.  
List price is the number that draws them in.

## WHAT DETERMINES A HOME'S VALUE?

The first question every seller asks is, “What is my home worth?” And the truth is: a property’s value is ultimately determined by what a buyer is willing to pay. Until then, pricing is an informed prediction built from comparable sales, neighborhood trends, and buyer sentiment.

We start with a comprehensive empirical analysis using comparable properties. We evaluate:

- Active, pending, and recently sold homes
- Price and Status Changes
- List price vs. sold price
- Days on market
- Liveable and lot square footage
- Price Per Square Foot

## MARKET VALUE vs. LIST PRICE

List price is a marketing tool — not your value. We use it to test our assumptions about what buyers are willing to pay, based on comparable sales, market sentiment, and buyer psychology.

Ultimately, market value is determined by a single factor: what a buyer actually pays. A strategic list price attracts the right buyers, creates demand, and gives us the activity we need to validate or exceed our expectations.

## HOW TO DETERMINE LIST PRICE

We align pricing with your goals and timeline. A tighter timeline requires a more competitive position within the value range, while a flexible timeline allows pricing closer to the median.

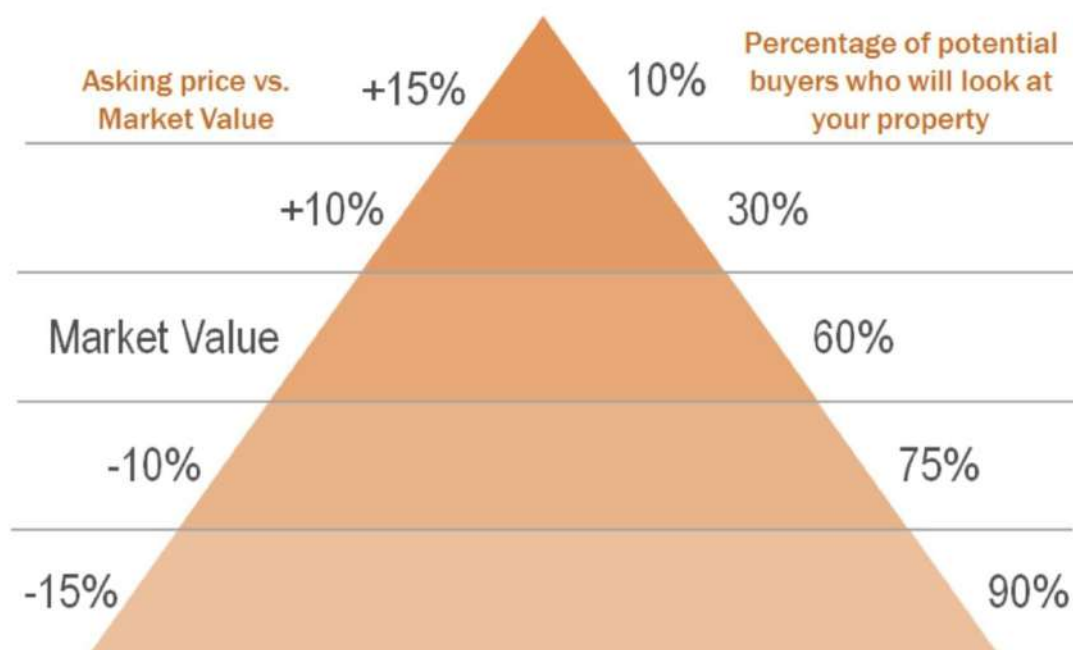
Too high, and activity stalls — the property languishes and sellers lose leverage. Our goal is clear: price strategically to drive interest, not diminish it.

# THE REAL ESTATE PRICING PYRAMID

The lower the price relative to market value, the larger the buyer pool — and the higher the demand.

YOUR PROPERTY

## The Great Pricing Pyramid of Real Estate



### HOW THE PYRAMID WORKS

The pricing pyramid illustrates a simple truth in real estate:

The further your list price rises above true market value, the more your buyer pool shrinks.

The closer (or slightly under) market value you price, the more buyers you attract — which increases showings, offers, and leverage.

**Price is a marketing tool.** The goal isn't to list high — it's to generate enough demand to create options, leverage, and the strongest possible outcome.

# S.L.A.M. MARKETING

YOUR PROPERTY

A high-impact marketing system built to maximize exposure, accelerate showings, and generate competition around your home.



## SYNDICATION

Your home goes everywhere buyers look — MLS, social platforms, our brokerage network, buyer databases, email blasts, and the places most agents forget.

## LOCAL TARGETING

We market hyperlocally through Facebook Marketplace, Nextdoor, Craigslist, mailers, and door-to-door canvassing to build neighborhood awareness fast.



## ADS THAT REACH

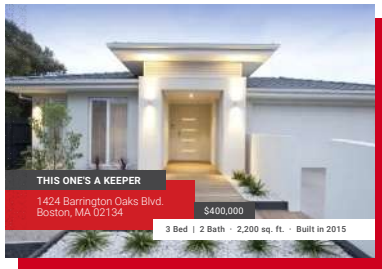
Paid digital ads use algorithmic targeting to get your listing in front of the most likely buyers — creating intentional, data-driven demand.



## MEDIA THAT WINS

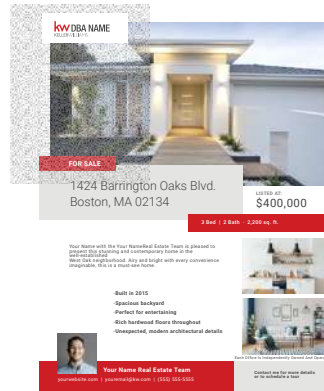
Drone footage, floor plans, virtual tours, and digital staging make your home stand out instantly and turn interest into showings.

# YOUR MEDIA PLAN



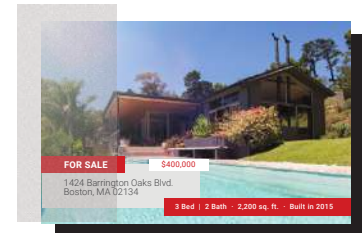
## Property Brochure

Develop a property brochure to be distributed during property showings



## Just-Listed Flier

Produce a just-listed flier to feature during property showings



## 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



# READY FOR LAUNCH!

A successful launch is engineered, not accidental. We coordinate every detail to create immediate visibility, drive concentrated buyer traffic, and build momentum the moment your home hits the market. The goal is simple: generate strong early interest that sets you up for a competitive first weekend and a faster, stronger offer cycle.

## THE FIRST 72 HOURS

Early momentum is everything. Strong activity in the first 72 hours drives urgency, increases showings, and sets the stage for multiple offers.

## PRE-LAUNCH ALIGNMENT

- ☐ Finalize price, positioning, and media for a clean, high-strength debut.

## LISTING GOES LIVE

- ☐ Instant syndication across all major platforms and search portals.

## BUYER & BROKER ALERTS

- ☐ Immediate notifications to our buyer database and local agents.

## LOCAL BUZZ ACTIVATION

- ☐ Hyperlocal posts, mailers, and neighborhood canvassing.

## SOCIAL + AD LAUNCH

- ☐ Paid ads and social campaigns push targeted buyer traffic.





# SHOWINGS & OPEN HOUSES

Showings and open houses are contact sports. We don't just let people wander in and out — we track every lead, capture every impression, and follow up to turn interest into offers. Many buyers leave on the fence; our job is to stay top of mind long after they walk out the door.

With an organized, streamlined approach that maximizes visibility, elevates the buyer experience, and protects your time, we position your home to convert more showings into real opportunities.

## COORDINATED SCHEDULING

- ☐ Organized, efficient showings with minimal disruption.

## LISTING GOES LIVE

- ☐ Clear instructions, strong first impressions, and full property info.

## STRATEGIC OPEN HOUSES

- ☐ Timed to capture weekend traffic and create competitive energy.

## FOLLOW-UP & FEEDBACK

- ☐ Immediate outreach to gauge interest and gather honest insights.

## TRAFFIC REPORTS

- ☐ Simple summaries of activity, feedback, and buyer readiness.

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64% of buyers who make an offer do so on a home they viewed within the first 3 weeks. (NAR)



# Offers & Negotiation

Negotiation isn't luck. We use clear guidelines, structured vetting, and strategy to drive stronger terms and protect your bottom line.



## OFFER VETTING

We review every document, verify buyer qualifications, and speak directly with agents to separate strong offers from risky ones.



## MULTIPLE OFFER STRATEGY

When leverage appears, we structure a competitive environment that improves both price and terms.



## APPRAISAL GAP DEFENSE

We price intelligently and address appraisal expectations upfront to prevent value disputes and protect your net.



## TRANSACTION CONTROL

We manage communication with agents, attorneys, lenders, and inspectors to keep the deal on track and maintain your advantage.

# Close with Confidence

YOUR PROPERTY

Closing is about anticipating the contingencies of your sale and clearing each one on the designated timeline — smoothly, proactively, and with no surprises.



## INSPECTION

With our pre-listing inspection and contractor walkthrough, there should be no surprises here — only undisclosed items are typically negotiated.



## APPRAISAL

We avoid appraisal issues upfront by pricing intelligently and ensuring appraisal expectations are clearly outlined in accepted offers.



## MORTGAGE

Strong financing is pre-screened through our offer vetting process, minimizing the risk of delays or funding issues later.



## MUNICIPAL COMPLIANCE

We stay ahead of local CO, smoke cert, and permit requirements early to prevent last-minute municipal delays.

# The Cost of Selling a Home

A clear overview of the costs involved in selling your home, so you understand exactly what affects your bottom line.

YOUR CUSTOM MARKETING PLAN

## REALTOR COMMISSION

### Cost: Up to 6% of the sale price

This is the fee for the full suite of services involved in selling your home — marketing, negotiation, transaction management, and end-to-end support through closing.

## NJ TRANSFER TAX

### Cost: \$4.90 per \$500 of consideration

New Jersey charges a transfer tax on all home sales, calculated using a state-mandated formula based on the final sale price.

## MUNICIPAL FEES

### Cost: \$250 - \$1000

Sellers are responsible for installing smoke and CO detectors, providing a fire extinguisher, and required repairs. The **buyer** pays for the Certificate itself.

## DEBT SERVICE

### Cost: TBD

Your remaining mortgage balance — plus any HELOCs or liens — is paid directly from closing proceeds. This ensures clear transfer of title.

## ATTORNEY FEE

### Cost: \$1500 - \$2500 Flat Fee

New Jersey sellers are represented by an attorney who reviews contracts, negotiates terms, and manages closing documents.

## TITLE CHARGES

### Cost: \$75 - \$150 Flat Fee

Recording fees and settlement services to ensure transfer of ownership cleanly and securely. Includes title insurance, settlement fees, and recording costs.

## HOA / CONDO FEES

### Cost: TBD

Condos and HOAs often require a resale package, move-out fee, or clearance of outstanding dues. These must be satisfied before closing.

## ADJUSTMENTS & CREDITS

### Cost: TBD

Prorated taxes, utilities, reimbursements, and any negotiated inspection credits are reconciled at closing. These vary based on timing and contract terms.





# HOW COMMISSIONS WORK IN NEW JERSEY REAL ESTATE

Commissions in New Jersey are fully negotiable, which means you're not buying something off a menu—you're choosing the strategy and support that make sense for your sale. New disclosure laws simply make sure everything is clear, upfront, and written in English instead of legal Sudoku.

At RightWay, we structure commission the same way we structure pricing: intentionally and with your net proceeds in mind. A well-built fee doesn't just pay agents—it powers exposure, cooperation, and momentum, which translate directly into a stronger bottom line.

## COMMISSIONS ARE NEGOTIABLE

- Every fee is tailored to your goals, needs, and the scope of the listing.

## SELLERS SET BUYER-AGENT FEES

- Listings suffer when buyer agent commission isn't offered

## LAWS ENFORCE TRANSPARENCY

- All commissions must be clearly disclosed in writing before listing.

## COMMISSIONS DRIVE DEMAND

- Buying agents prioritize listings that offer a commission.

## OUR FEE ADJUSTS

- Most listings fall within a competitive range based on complexity and preparation.

See the **resources** section for a sample **RightWay Good Faith Agreement**



## What Happens Next...

### 1. Align on Goals & Timeline

We confirm your priorities, and all of the fine details that shape your launch strategy.

### 2. Sign the Listing Agreement

This authorizes us to begin preparations, order media, and move into full execution mode.

### 3. Begin Preparation

We schedule the pre-listing inspection, contractor walkthrough, and start positioning your home for a successful launch.



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## Questions?

Thank you for taking the time to learn more about the home selling process. From the day you partner with me — and long after you step foot in your new home — consider me your dedicated real estate adviser. I have the resources, connections, and expertise to help guide your decisions with confidence. I'm proud to be a resource you can rely on, day or night. My contact information is below — don't hesitate to reach out anytime.



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# RESOURCES



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## 123 Main St Listing Timeline

*Note: Date changes may occur due to vendor availability, inspection items, or buyer or lender delays. Changes will be communicated and updated on the schedule.*

Timeline	Event	Note
Weeks 1 - 4: Pre-Listing	Agreement Signing	
	Lawn Sign Placement	
	Pre-Listing Inspection	
	Contractor Walkthrough	
	Conduct Repairs	
	Staging	Clean, Landscape, Stage
	Photography	<a href="#">Photography Prep Guide</a>
Weeks 5 - 8: Listing	MLS Listing	<i>Coming Soon</i> - Up to 10 Days
	Showings	
	Open Houses	
	Offer Negotiation	
	Attorney Review	
	Deposit	
Weeks 9 - 14: Closing	Inspection + Negotiation	
	Appraisal	
	Finance Approval, if applicable	
	Municipal Inspections	<a href="#">Certificate of Occupancy</a> <a href="#">Smoke and Fire Inspection</a>
	Lender Clear to Close	
	Final Walkthrough	

## 123 Main St Tenant Procedures

This breakdown outlines the expected expenses and financial responsibilities of the parties involved in listing **123 Main St**.

### Documentation:

- **Leases:** Collect active leases, including lease term, monthly rent, deposit amount, and renewal provisions.
- **Rent Roll:** Prepare a rent schedule showing current monthly income by unit, payment history, and tenant names (first names only for public-facing material).
- **Proof of Deposit:** Confirm security deposits are held in accordance with NJ law and provide written acknowledgment from tenants if possible.

### Communication

- **Notice:** I'll draft a formal notice to tenants about the sale, clarifying their rights and reassuring them that existing lease terms will be honored.
- **Setting Expectations:** A meeting or call with tenants will outline the showing process, timing, and their ability to refuse inconvenient showing times.
- **Schedule:** A preferred weekly showing schedule will be established in collaboration with tenants to avoid disruption and support cooperation.

### Access, Showing, & Open Houses

- **Communication:** All showings will be coordinated with tenants at least 48 hours before, unless otherwise agreed upon in writing.
- **Coordination:** Open house weekends will be communicated at least one week ahead and are limited to 1–2 per month, unless additional access is approved.
- **Respect & Cleanliness:** Tenants will receive a checklist for preparing the unit before showings. We will provide cleaning if necessary to support the staging.

Thank you!

Seller Initials\_\_\_\_\_ Buyer Initials\_\_\_\_\_

## 123 Main St Offer Guidelines

Thank you for your interest in **123 Main St**. To ensure a smooth, swift, and transparent transaction, please follow all of the applicable guidelines below:

- **Disclosures:**
  - [EXAMPLE]: Passed PWTa test. Results in the disclosure packet
- **Offer Submission:**
  - Email offers to [conrad@rightwayrealtygroup.com](mailto:conrad@rightwayrealtygroup.com)
    - Use subject line: “OFFER: [Address] - Buyer Name”
  - Sight-unseen offers will not be considered
  - Differentiate between cash and hard money
  - Escalation clauses and personal buyer letters will not be accepted
- **Offer Packet:** Attach the following as one PDF
  - Initialed offer guideline sheet
  - Initialed MLS sheet
  - Signed seller property disclosure packet
  - Signed Contract of Sale stating the following:
    - The buyer agrees to cover any appraisal shortfall, should one occur.
  - Signed Wire Fraud notice
  - Proof of funds and/or mortgage preapproval dated within 30 days
    - POF and Preapproval must cover the entire amount
  - Attorney information
  - Lender information, if applicable
  - Title Company information
- **Attorney Review:** AR not to exceed three business days
- **Deposit:** The deposit must be received within five business days after AR
  - The inspection period will only begin once the deposit is received
- **Inspection Period:**
  - A licensed inspector must conduct inspections within 10 days after the AR
  - Limited to mechanical, environmental, and structural issues
- **Town Inspections:**
  - Sellers will replace smoke detectors and fire extinguishers
  - Buyers agree to reimburse the cost of the CO & Smoke Applications
- **Close Date:** The desired close date is within 30-60 days

### Seller's Attorney Information:

Jan Smith, esq  
p: (973) 762-5400  
e: Jan@attorney.com

### Preferred Title Company Information:

Acres Title - Tony Uzzolino  
p: (973) 376-4643 ext. 199  
E: tony@acrestitle.com

Thank you!

Seller Initials \_\_\_\_\_ Buyer Initials \_\_\_\_\_

## 123 Main St Net Outcome

**Note:** The net outcome is a conservative estimate. The final net is subject to change based on undisclosed defects, liens, buyer credits, repair costs, or shifts in market conditions.

### Net Model A: \$500,000 Sale Price

Item	Cost	Note
Sale Price	\$500,000	
Brokerage Commission	\$27,500 ** (\$20,000 w/ Dual Agency)	5.5% commission (w/ 2.5% BAC) - 4% w/ Dual Agency
Transfer Tax	\$4,175	<a href="#">What is NJ Transfer Tax?</a>
Attorney Fees	~ \$2,000	
Title Costs	~ \$150	Settlement Fees
Debt Service	~ \$150,000	Mortgage / Home Loan / HELOC
Credit & Adjustments	~ \$5,000	Credits, Taxes, Reimbursements
<b>Net to Seller</b>	<b>~ \$311,175</b> <b>* (\$318,675 w/ DA)</b>	

### Net Model B: \$750,000 Sale Price

Item	Cost	Note
Sale Price	\$750,000	
Brokerage Commission	\$41,250 ** (\$30,000 w/ Dual Agency)	5.5% commission (w/ 2.5% BAC) - 4% w/ Dual Agency
Transfer Tax	\$6,775	<a href="#">What is NJ Transfer Tax?</a>
Attorney Fees	~ \$2,000	
Title Costs	~ \$150	Settlement Fees
Debt Service	~ \$200,000	Mortgage / Home Loan / HELOC
Credit & Adjustments	~ \$5,000	Credits, Taxes, Reimbursements
<b>Net to Seller</b>	<b>~ \$494,825</b> <b>* (\$506,075 w/ DA)</b>	



## Good Faith Financial Agreement

As part of our “Slingshot” listing strategy, RightWay Realty implements a comprehensive pre-listing inspection and contractor walkthrough. This strategy is designed to maximize your property's market potential and streamline the selling process.

### Benefits:

- **In-depth Analysis:** Reveals latent property defects, offering a transparent property condition overview.
- **Proactive Approach:** Enables sellers to address defects before disclosure to potential buyers, ensuring a more favorable negotiation position.
- **Accurate Pricing:** Assists in setting an appropriate price point based on the property's actual condition.
- **Negotiation Leverage:** Provides a stronger stance during closing period negotiations.

### Inspection Scope:

- **A licensed and insured** inspector will conduct a detailed 5-point inspection covering:
  - Structure/Foundation*
  - Electrical Systems*
  - Plumbing*
  - Environmental Factors*
  - HVAC Systems*
- Additional checks for **wood-destroying organisms and other pertinent factors** beyond the 5-point scope will be reported superficially.

### Pre-Listing Contractor Walkthrough

Following the inspection, a professional contractor walkthrough will provide the following:

- **Defect Rectification Insights:** Expert advice on how to address identified defects.
- **Cost Analysis:** Estimation of the labor and material costs involved in rectification.
- **Scope of Work Documentation:** A written contractor bid justifying our pricing strategy and ensuring full disclosure to buyers.

## Financial Terms

The pre-listing inspection and contractor walkthrough cost is estimated to be between **\$800 and \$1200**. As a commitment to our clients, **RightWay Real Estate will assume these costs** under the following conditions:

- **The listing must not be withdrawn, delayed, allowed to expire, or otherwise canceled due to the seller's actions or inaction.**

RightWay will advance the cost of the following staging services and incidental fees, which the seller agrees to reimburse at closing:

- **Landscaping, De-Cluttering, Cleaning, and Deodorizing:** ~\$750 - \$1500
- **Cosmetic repairs that will increase value:** up to \$1000

## Seller Commitment

RightWay Real Estate is committed to listing and selling your property. Should you cancel the agreement, the seller will assume full responsibility for all costs and fees incurred by RightWay within 10 business days of cancellation.

## Signatures

\_\_\_\_\_  
Jan Doe  
Seller(s)

\_\_\_\_\_  
Conrad Martin  
Realtor

# Commonly Used Terms

## **Annual household income**

Collective income from everyone in your household before taxes or other deductions are taken, investment income or dividends, Social Security benefits, alimony, and retirement fund withdrawals.

## **APR**

APR refers to the annual percentage rate, which is the interest rate you'll pay expressed as a yearly rate averaged over the full term of the loan. APR includes lender fees in the rate, so it's usually higher than your mortgage interest rate.

## **Appraisal**

A written justification of the price paid for a property, primarily based on an analysis of comparable sales of similar homes nearby.

## **Appraised Value**

An opinion of a property's fair market value, based on an appraiser's knowledge, experience, and analysis of the property. Since an appraisal is based primarily on comparable sales, and the most recent sale is the one on the property in question, the appraisal usually comes out at the purchase price.

## **Closing Costs**

Generally 2 to 5 percent of the purchase price include lender fees, recording fees, transfer taxes, third-party fees such as title insurance, and prepaids and escrows such as homeowner's insurance, property taxes, and HOA fees.

## **Closing Disclosure**

A document that provides an itemized listing of the funds that were paid or disbursed at closing.

## **Deed**

The legal document conveying title to a property.

## **Down Payment**

A cash payment of a percentage of the sales price of the home that buyers pay at closing. Different lenders and loan programs require various down payment amounts such as 3 percent, 5 percent, or 20 percent of the purchase price.

## **Earnest Money Deposit**

Also known as an escrow deposit, earnest money is a dollar amount buyers put into an escrow account after a seller accepts their offer. Buyers do this to show the seller that they're entering a real estate transaction in good faith.

## **Encumbrance**

Anything that affects or limits the fee simple title to a property, such as mortgages, leases, easements, or restrictions.

## **Equity**

A homeowner's financial interest in a property. Equity is the difference between the fair market value of the property and the amount still owed on its mortgage and other liens.

**Escrow**

Putting something of value, like a deed or money, in the custody of a neutral third party until certain conditions are met.

**Homeowner's Insurance**

Insurance that provides you with property and liability protection for your property and family from damages from a natural disaster or accident. Lenders usually require borrowers to buy homeowner's insurance.

**Home Warranty**

A contract between a homeowner and a home warranty company that provides for discounted repair and replacement service on a home's major components, such as the furnace, air conditioning, plumbing, and Electrical systems.

**Lender Fees**

Part of the closing costs of a home purchase and may include an application fee, attorney fees, and recording fees. The lender's underwriting or origination fee is usually 1 percent of the loan amount.

**Loan Types**

Mortgages have different terms ranging from 10 to 30 years and are available with fixed or adjustable interest rates. Your lender can discuss down payment, insurance, credit requirements, and other specifics of various loan types.

**Monthly Debt**

The minimum payment on credit card debt; auto, student, and personal loan payments; and alimony or child support. Rent or mortgage for a property that you will pay after your home purchase must also be included.

**Mortgage**

A loan from a bank, credit union, or other financial institution that relies on real estate for collateral. The bank provides money to buy the property, and the borrower agrees to monthly payments until the loan is fully repaid.

**Mortgage Insurance**

Insurance that protects the lender and repays part of the loan if the borrower defaults and the loan can't be fully repaid by a foreclosure sale. Usually required on loans with less than a 20 percent down payment.

**Property Taxes**

Typically imposed by local governments on real property including residential real estate. The tax rate can change annually, and the assessed value of your property is usually recalculated annually.

**Prepays**

Prepays are expenses paid at the closing for bills that are not technically due yet, such as property taxes, homeowner's insurance, mortgage insurance, and HOA fees.

**Third-Party Fees**

Any closing costs charged by someone other than your lender, typically including fees for an appraisal, a property survey, a title search, owner's and lender's title insurance, and sometimes an attorney.





Conrad was amazing! Such a joy to work with and efficient through every step of the process. We would recommend Conrad to anyone and everyone who is looking for their home.

**Nicole,**  
Client since 2025



Working with Conrad and RightWay made buying our new home in Edison a breeze. His attention to detail, diligence, and professionalism made all the difference. I can't thank him enough. Highly recommend!

**Anum,**  
Client since 2025



Conrad and the RightWay Team handled the sale of our family home with great care and professionalism. His strategy maximized our return and made the process smooth. We highly recommend his services!

**Ricardo,**  
Clients since 2025



[Read more reviews here](#)



# Here's How You Can Get In Touch With Me

## Conrad Martin

The RightWay Team

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📞 c: 201-279-0958  
o: 973-762-5400

✉️ conrad@rightwayrealtygroup.com

🌐 www.rightwayrealtygroup.com

📱 My app: app.kw.com/ KWONXJ2B63F



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