

MODERNSPACES

**LISTING
PRESENTATION**





THANK YOU FOR THIS OPPORTUNITY.

We know that the sale of a home will be among your greatest investments. Modern Spaces takes that seriously by leveraging our unmatched market intel since 2008, to strategically lead you through the NYC home buying process.

When you begin searching for a home with Modern Spaces, you are choosing a firm that treats each customer like their only customer. In addition to an agent who will work tirelessly for you, you also receive the full resources of Modern Spaces; four offices, new technology, a pipeline of new development condominiums, publicity, social media, and our unmatched community involvement and impact.

Continue reading for a full understanding of the Modern Spaces edge. I welcome any questions you might have, and I look forward to joining you on your search. Our passion is helping you Love Your Place.

MODERN SPACES

Who We Are

Modern Spaces was founded in 2008 with the goal of creating a new kind of real estate company – one that is rooted in its local neighborhood, promotes the common good, champions the local arts, and nurtures the economic and cultural development of the area. We believed, and were quick to prove that when those efforts of support come together, they benefit all involved.

Since opening our first office in Long Island City, we have revitalized the area and continue to advance our philosophy in emerging neighborhoods.

We build and sustain long-lasting relationships because they inform the best decisions – decisions that impact residents, businesses, and new collaborative partners. Put simply, our neighbors.

In addition to loving where we work, it's also important that we live here. Every office includes a specialized sales team of fully integrated neighborhood dwellers ready to incorporate their inherent local intel with a successful, customized marketing plan.

To date, Modern Spaces has captured over 70 percent of the market share in Long Island City and has marketed \$7 billion in sales, with 4 offices across Long Island City and Astoria. These numbers are possible because we always invest in people before projects.

Modern Spaces is a full service real estate firm. For new development, we provide consulting, initial planning, branding, design, staging, and market analysis, culminating in the selling and/or leasing of the project. From inception to completion, we collaborate with everyone involved in the process, making sure our clients stay informed and seamlessly meet their objectives.

Beyond research, data, and metrics, there are certain intangibles that Modern Spaces has become known for. What we offer transcends real estate transactions. We provide a neighborhood lifestyle and an integrated sense of community within it.

The future is Modern Spaces, and we are well positioned to be at the helm of growth and expansion throughout Queens and all of New York City.

MODERN SPACES | FACT CHECK

4
Offices



Over the span of 10 years,
Modern Spaces has sold
7/10 homes in LIC

40+
Projects in
the pipeline



Over
100
Agents

Over
6,000
units in the pipeline



12 Million
+ square feet in consulting

Nearly
\$4 Billion
in the pipeline




6 Billion
impressions made in press

\$7 Billion



YOUR PROPERTY | **ADVERTISING & MARKETING**

- 
- **Broker Outreach**
 - **Direct Mail**
 - **Email Marketing**

 - **Online Distribution**
 - **Website**
 - **Social Media**

 - **Photography**
 - **Virtual Tour**
 - **Showsheet**
 - **Digital + Lightboxes**
 - **Public Relations**

YOUR PROPERTY | ADVERTISING & MARKETING



BROKER OUTREACH

Once we've listed your property, we notify the NYC brokerage community and extend invitations to Brokers Only Open Houses/Tours. We target specialized agents with whom we have built solid working relationships over the years to leverage their rolodex of clients as well as our own.

DIRECT MAIL

Postcards continue to generate leads and interest in exclusive listings. Modern Spaces agents send postcards out with a hyper focus on the local buyer, including high end renters who might be considering purchasing for the first time. An exclusive listing postcard is sent within weeks of first placing your home on the market with Modern Spaces.

EMAIL MARKETING

Weekly e-blasts featuring your listing are sent to our personal client lists, as well as the NYC Brokerage community, for a total of 6K+ recipients. Modern Spaces has cultivated a contact list of over 10,000 brokers, buyers, and renters. We custom design e-blasts to notify these groups when your listing is live and send them out twice weekly with pertinent updates, open house information, and pricing.



YOUR PROPERTY | **E-BLAST**



HOME RE-DEFINED.

4 BEDROOMS/4.5 BATHS

3,300 SQFT INTERIOR SPACE

2,300 SQFT PRIVATE SPLIT-LEVEL TERRACE

This is the space you've been waiting for. Perhaps you are home more often than you used to be, but you can't venture too far from headquarters. The Villa sets the standard for extraordinary urban living. Enjoy spectacular panoramic views and indoor/outdoor living year-round atop The Oakman — Jersey City's most luxurious residence.

FLOORPLAN



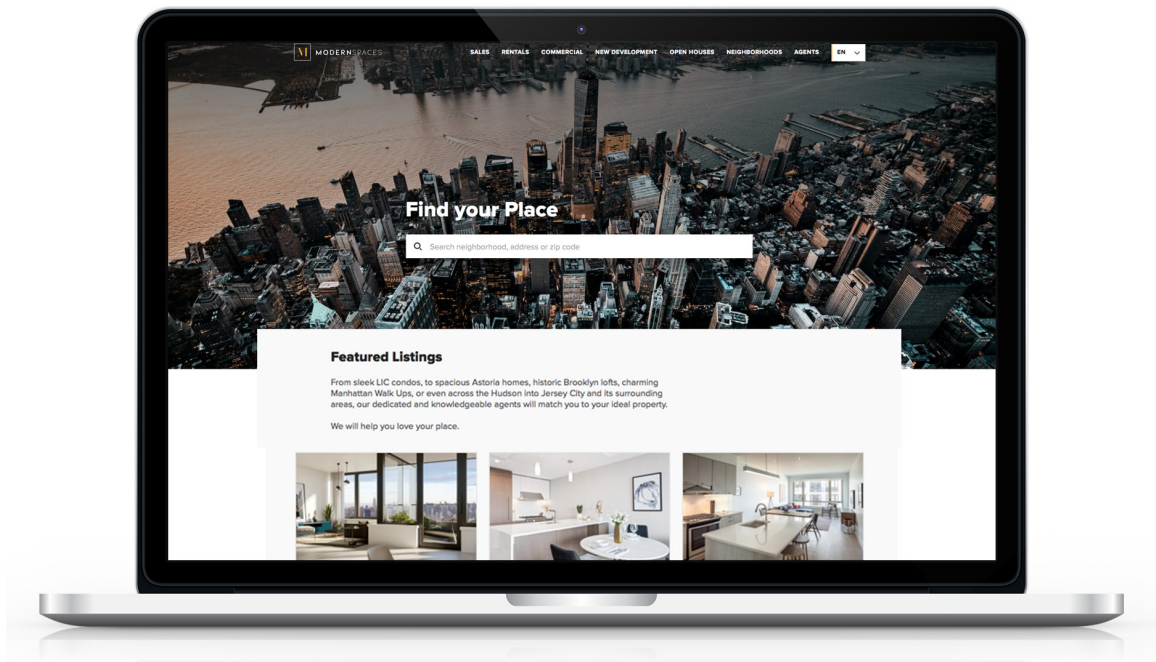
YOUR PROPERTY | **ONLINE PRESENCE**

WEBSITE

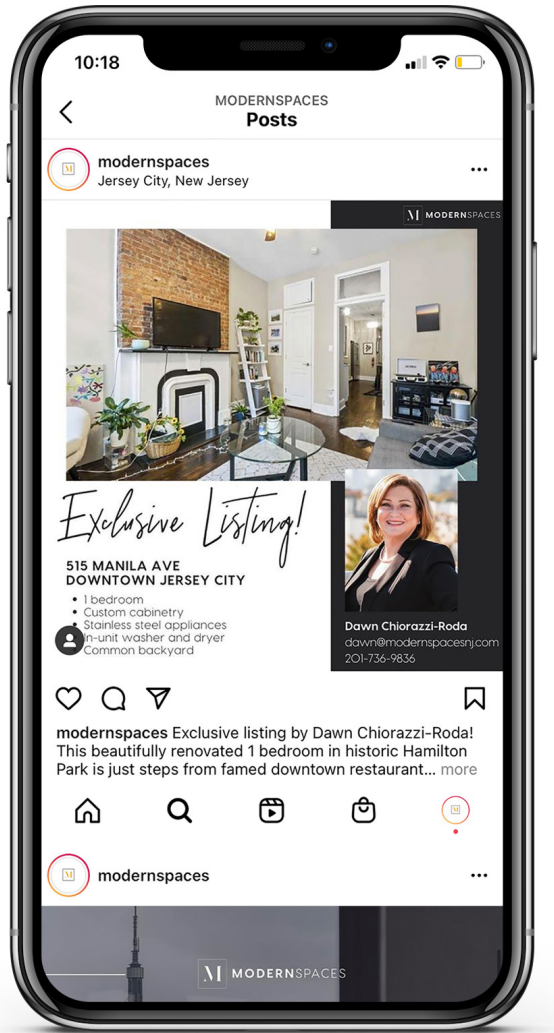
Our award winning website, recognized by The Davey Awards, as an “Outstanding Website”, creates a platform on each agents web page which includes photographs, floor plans, property information and Open House announcements. The Modern Spaces website is effective in providing information to end-users in an efficient, user friendly manner and is updated continuously through the day.

ONLINE DISTRIBUTION

Within 72 hours of signing with Modern Spaces, your property’s information becomes live on our website and will be distributed on a direct feed to dozens of other listing sites including: NYTIMES.com, StreetEasy.com, Trulia.com, and Zillow.com. Additionally, your property will be placed in various Real Estate broker shared listing databases such as: OLR, RealPlus, LIMO, Taxi, and Rolex. Internationally, your property listing will be distributed to Camiju & Juwaii, two of the top Chinese Multiple Listing Services.



YOUR PROPERTY | SOCIAL MEDIA



SOCIAL MEDIA

Social media is an essential component of any marketing plan. We have a robust social media marketing plan including an in-house marketing manager who maintains a compelling calendar across social media platforms with an emphasis on Facebook and Instagram. Modern Spaces has over 40k followers on these feeds and engages consistently and creatively. Modern Spaces recently initiated a YouTube channel where we post video tours to amplify our content and get more eyes on your listing.



@modernspaces



@ModernSpacesNYC



/modernspacesnyc/



/company/modern-spaces



/modernspaces

YOUR PROPERTY | **PHOTOGRAPHY + VIRTUAL TOUR**

PHOTOGRAPHY

An in-house professional photographer will take high resolution photos and a virtual tour of your property for various marketing materials and for media outreach.

VIRTUAL TOUR


Modern Space has utilized 3D virtual tours for years, but like many, has increased and improved their use and functionality. 3D virtual tours are increasingly reliable, and buyers are now accustomed to this being the first step in the viewing process. Our offices have 3D cameras that agents can easily access to create a 3D tour in just minutes.




YOUR PROPERTY | SHOWSHEET

SHOWSHEET


A showsheet is a vital selling tool that we create to give prospective buyers something to remember after viewing your home and ensure that your home made a lasting impression.




MODERNSPACES 23-68 24th Street



Price: \$1,680,000
Real Estate Taxes: 9,280
Type: Three Family



Dimitrios Koufakos
917 562-1772 (Mobile)
dkoufakos@modernspacesny.com



MODERNSPACES

Great opportunity to own a three family in Astoria.
House is very well maintained with recent upgrades to the apartments.

Consists of


Top Floor
1 BR - \$ 1,600 (lease till July 31st)
2 BR - \$ 1,800 with parking spots (lease till September 30th)

First floor
3 Bedroom - \$2,800 (August 31st)

20 x 52.5 building size
24.5 x 100 lot size

Expenses
Water \$ 175 month
Heating \$ 3,200 a year
Taxes- \$ 9,288 a year

Boiler - Gas - Roof well maintained



Dkoufakos.com

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MODERN SPACES | **DIGITAL + LIGHT BOXES**



47-42 Vernon Boulevard Long Island City, NY 11101

DIGITAL + LIGHTBOXES

We use the latest technology to ensure that your home is being presented in the most valuable way possible by displaying beautiful images at our offices.

YOUR PROPERTY | PUBLIC RELATIONS



At Modern Spaces, we value the power of the press. We maintain relationships with the top journalists and reporters in New York City, along with retaining a top public relations firm. We are constantly pitching editorial coverage for our clients and projects to all major outlets; print publications, online/new media, and television. We strategically campaign around compelling aspects of each project's story.

Although 2020 was a tumultuous year overall, Modern Spaces remained remarkably active in the media. We were consistently featured in high-caliber news outlets domestically and abroad, and Eric Benaim, CEO, became a highly sought-after voice in the conversation. From January 2020 to present, Modern Spaces has had over 370 media placements garnering almost 1.8 billion impressions.

MODERN SPACES | WHERE WE ADVERTISE



YOUR PROPERTY | **CUSTOM MARKETING PLAN**

- **Scope of Services**
 - **First 24 hours**
 - **Within 7-10 days**
 - **Ongoing**
- **Tips on Selling**
- **Closing Costs**

Scope of Services



Scope of Services



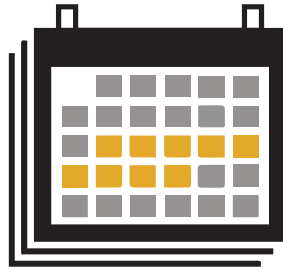
First 24 Hours



Pre-Launch & Positioning

- Analyze the target market and prepare a comprehensive market analysis
- Price your home strategically, consistent with current market and price trends
- Advise on and help coordinate staging and cleaning to highlight the best features of your home
- Arrange for professional photography, floor plans, and/or video
- Craft descriptive copy for the property description
- Obtain copies of the Offering Plan, Amendments, Building financials, Resale Package, and other pertinent building documents
- Make sure that the building is pre-approved with key lenders/banks

Within 7-10 Days



Launch

- Enter the listing on our website and proprietary listing system for immediate syndication and exposure to 300+ online media and advertising outlets with local, national, and international audiences
- Promote your listing to the entire Real Estate Board of New York brokerage community including the Keller Williams network of 100,000 brokers worldwide
- Announce the listing by email to our broad database of brokers and customers as well as on social media platforms to leverage expanded social networks
- Promote your listing via direct-mail to buildings and broader target markets in the neighborhood, major area corporations, as well as to our network of national companies that assist in corporate relocations

Ongoing Efforts

- Schedule, host and attend all private showings of your property
- Enhance your property listing with featured advertising placement through select online and print classifieds
- Carry out scheduled ongoing email marketing campaigns to the brokerage and direct buyer communities
- Schedule, advertise, and host regular open houses
- Follow up with and gather relevant feedback from all private showings and open houses

Ongoing



From Offer to Closing

- Receive offers from brokers and direct buyers and ensure that their offers are substantiated with adequate financial and pre-approval documentation
- Present all offers and work with you to complete the best possible deal for the sale of your home. We will use our negotiating skills to obtain the best price and terms that the property will command
- Upon acceptance of an offer to purchase, we will facilitate the submission of the transaction details and offer terms to your attorney and all relevant building documents to the Buyer's attorney for their due diligence review
- Ensure that all parties involved in the transaction (Seller, Buyer, Attorneys, Lenders, Appraisers, Managing Agent, etc.) are communicating and moving the sale forward as expeditiously as possible
- Assist, thoroughly prepare, and submit the Board's Purchase/ Resale Package, as well as prepare the Buyer(s) for the personal interview before the cooperative or condominium Board
- Liaise with the Managing Agent and their Transfer Department regarding the status and approval of the Board Package
- Avail ourselves to all parties to assist in the scheduling of the closing
- Conduct final walk through with the Buyers and address any issues that should arise

TIPS FOR | **PREPARING YOUR HOME**

Next to price and location, the aspect that sells real estate more than anything is the presentation. At Modern Spaces we recommend some degree of staging to all our sellers. The difference is in the details and some of the smallest investments can yield the biggest results.

- Windows should be spotless and crystal clear (inside and out) for all showings
- Paint and repair cracks in walls and ceilings
- Arrange fresh cut flowers
- De-clutter & de-personalize
- Increase light with use of "daylight" or "full" bulbs spectrum
- Vacuum and/or polish all floors

MODERN SPACES | **YOUR AGENT**



Dimitrios Koufakos

Licensed Real Estate Salesperson

917-502-1772

Dimitrios@modernspacesnyc.com

Modern Spaces, 2920 23rd Avenue
Astoria, NY 11105

Dimitrios has established himself as a successful realtor within the Modern Spaces family and has been involved in numerous sales transactions and rentals in the past few years. As the exclusive listing agent for a 49-unit luxury residential building in Astoria “Newtown 21”, he leased out the all the units in just under 3 months. He is an active contributor to the new development division in Astoria, where he contributed to leasing several units in 33-19 Broadway - a boutique luxury high-end rental building. He recently was involved in an exclusive new development project, a 7-unit luxury residential building located at 28-58 36th street in Astoria as well as a boutique 10-unit condominium project located at 14-11 31st Avenue Astoria . Dimitri is an experienced realtor who is passionate about his field and closely follows market and sales trends. He is knowledgeable in every aspect of the transaction, whether you are a landlord, renter, buyer or a seller.

Motivated and hard-working, Dimitri goes the extra mile for his clients to ensure that your needs will be met, your questions and concerns addressed, your vision will be materialized, and that you will find your ideal home, investment or commercial property.

Furthermore, having been exposed from a young age to the development and property management of his family’s multi-family dwellings and commercial properties, he has a very good understanding of the many facets of this business.

Real estate is all about location, and Astoria is one of the most desirable neighborhoods in New York. Being born, raised and currently residing in Astoria, Dimitri is very knowledgeable in the area and specializes in residences primarily in Astoria, Long Island City & Whitestone.

SELECTED | **PRESS**

SELECTED | **NEW DEVELOPMENT PROJECTS**

SELECTED | **COMMERCIAL DEALS**

SELECTED | **RESIDENTIAL DEALS**

Seller's Closing Costs

NY City Real Property Transfer Tax

Residential Transactions

1% of sales price if sale is \$500,000 or less
1.425% of sale price if sale is greater than \$500,000

Commercial / Bulk Sale Rates

1.425% of sales price if sale is \$500,000 or less
or 2.625% of sales price if greater than \$500,000

NY State Transfer Fee

SALE PRICE:	RATE:
Less than \$3,000,000	.4% of price
\$3,000,000 or more	.65% of price

NY State Estimated Capital Gains Tax

Consult your accountant

Federal Withholding Tax (FIRPTA)

10% - 15% of purchase price is withheld for non-exempt foreign purchasers or entities

Broker's Commission

TBD

Seller's Attorney Fee

\$2,500-\$3,500

Cooperative Apartment Sales Only

Flip Tax (if applicable)

Typically 1% - 3% of purchase price

Stock Transfer Tax

5¢ per share

Transfer Agent Fee

\$500 - \$750

NY City Tax Filing Fee

\$100

Payoff Bank Attorney's Fee

\$450 - \$550

UCC-3 Filing Fee

\$75 - \$125 (records the sale in city records)

Condominium Apartment Sales Only

Application / Waiver Fee

\$500 - \$1,000

Mortgage Recording Fee

\$110 per mortgage

Title Closing

\$250 per mortgage

All costs are estimated and will vary based on transaction details and other factors. No representation is made as to the accuracy of these estimates. Please consult your attorney for verification of all costs.

modernspacesnyc.com

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Long Island City, NY 11101

MODERN SPACES | OFFICES

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Astoria Ditmars

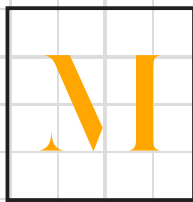
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