

# Owner's Assistance

January 8, 2012



DIEGO SUCUZHANAY  
Lic. Real Estate Expert

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DEAR PROPERTY OWNER,  
SUBJECT PROPERTY:



## **MY Professional Resume**



**Diego Sucuzhanay**  
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### **Background**

Born in a small village of the Lovely Country of Ecuador, I completed my primary education at school "Primero de Mayo" Ecuador, Jr. High until the 5th year in "Colegio Andres Guritave" and Complete My Bachelor of Social Sciences in Collage "La Salle de Azogues" While selling books and Dictionaries in the city of Cuenca. On 2003, I migrated to the U.S. in search of the American Dream. Shortly I arrived here I enrolled at A.S. High School of New York

City to learn the language and get the U.S. High school Diploma. On 2005 I enrolled at BMCC to pursue a Bachelors Degree in Computer Science. I am currently pursuing my Bachelors Degree in Economics at QCC. On 2004 started working as A Real Estate professional in Brooklyn and I currently work as a Real Estate Professional serving the community of Brooklyn and Queens

### **Experience**

14 years of experience in sales and 8 years' experience in Brooklyn and Queens as a real estate professional I have a deep knowledge of the community and Marketing savvy.

### **Real Estate Education**

- NYS Real Estate Licensee (2004)
- LIBOR Stratus Systems Certification (2005)
- Exit Realty Boot Camp Graduated (2006)
- Sweathogs to Stars\*\*\* Graduated (2007)
- NYS Certified Short Sale Expert (2008)
- NYS Certified Property Manager (2008)
- LIBOR Risk Management Solutions Certification (2008)
- LIBOR Commission Entitlement Certification (2008)
- NY RE Institute Commercial Real Estate Certification (2010)

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**75 South Broadway**  
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### **Professional Affiliation**

- Charles Rutenberg Realty Inc.
- Member of the National Association of Realtor (NAR) Over 900,000.00Mbr.
- Member of the New York State Association of Realtors (NYSAR) Over 54,000.00Mbr.
- Member of LIBOR Multiple Listing Service (Find over 22,000 Realtors)

### **Community Involvement**

- As Member of LIBOR I fight to stop Real Estate Taxes Increase at the State and City Level
- Project Manager at Latinos Americans United a None Profit Organization, Since 2004
- Founder of the Sucuzhanay Foundation on September 2010 to promote diversity, tolerance and eradicate Hate in Brooklyn, Queens and Staten Island. In Honor to my Brother Jose Sucuzhanay who was merciless killed on December 07, 2008 because of hate.
- On May 2009 My brother and I Travel to Washington DC to ask the USA Senate to pass "The Hate Crime Bill"
- On 2009 and 2010 March in Washington DC to Demand Immigration Reform
- Every year on May First I March in Union Square for workers rights.

I welcome the opportunity to serve you, and encourage you to contact me whenever you have questions about the marketing and sales process.

Truly Yours;

### **Diego Sucuzhanay**

NYS License RE Professional  
NYS Certified Property Manager  
Certified Short Sale Professional  
Certified Commercial Real Estate

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## About Charles Rutenberg Realty...

**Charles Rutenberg Realty, Inc.** is the fastest growing, most progressive Real Estate Office in New York. We specialize in residential properties in Nassau, Suffolk, Queens, Kings and Westchester Counties. Our Agents are trained in the latest creative marketing programs. Each Agent works diligently to fulfill all your financial and personal needs when buying or selling a home.

What makes **Charles Rutenberg Realty, Inc.** the best agency to buy or sell your home?

1. Thousands of Charles Rutenberg Agents are working collectively to sell your home
2. Extensive web presence, much more than just MLS
3. Joint advertising among our Agents
4. Great marketing programs on all our listings
5. Extensive inventory of homes for sale



**Our mission statement is to provide you with the highest level of service of any real estate company, and to satisfy our customer's individual goals whether buying or selling their home.**



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## Our Focus...

By choosing Diego Sucuzhanay at Charles Rutenberg Realty, Inc. you can expect the following:

### What's Important to You is Important to Us.

My main goals are to focus on your needs and to commit to achieving the best possible results.



### I'm committed to Communication.

1. **Access 24/7 to All the Ongoing Marketing Activities from Anywhere in the World with Access to Internet.** I'm one of the few realtors that uses the latest technology that gives me the ability to provide you with an exclusive website for each property with a unique username and password channel by [www.suczhanay.com](http://www.suczhanay.com)

Additionally I will:

2. Personally call you with an update every two weeks.
3. Call you any time there is a change in the current market conditions and advise you as to how any changes impact the sale of your home.
4. Make sure you have copies of all advertising and information being used to market your home.
5. Always be 100% HONEST and straightforward with you. This is what you expect but all too often you do not get!

It is terrible when standards like professionalism, honesty, aggressiveness, and communication are unique, but that is what you get when you choose me. Finally, I'm committed to one last thing: You Will Never Say... "We never Heard from our Realtor"



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## Why Seek The Aid Of Professional?

Let's face it, we all feel at some time we are qualified to do things that may be a little beyond my level of expertise. Would a plumber attempt brain surgery and a brain surgeon attempt to replace a leaking pipe, or would they hire one another if the need was there to achieve a more beneficial outcome?

By enlisting the aid of an experienced Realtor like me, when selling your home you will receive current information as to the overall state of the marketplace. The end goal is to complete your transaction at the best possible price in a minimal amount of time. As a Professional Realtor I can provide you with insight as to the state of competing properties as well as current financing alternatives and conditions.

Only Agents that are licensed and are members of the National Association of Realtors™ are officially known as Realtors™ **I am a REALTOR.** I have a wide education and experience of marketing, whether buying or selling real estate, and have a greater understanding of all the complexities involving the overall process in completing successful transactions. I am adhered to a high standard of ethics and all my actions are monitored at local board levels.

When you hire me as your Realtor you will get the best trained and experience Realtor ready to assist you with all that may arise during a purchase or sale that can derail a positive outcome. My knowledge and background can help guide you through the unforeseen circumstances that may be more difficult to navigate by oneself.



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## Assessing Your Proper Home Value

Determining the proper value of your home is a crucial ingredient to a successful transaction. A Comparative Market Analysis (CMA) has been performed in order to obtain its value. Comparable properties in your area provide a basis in assessing proper and appropriate valuation. Some factors that influence proper pricing are the current inventory of comparable properties on the market in your area and recent sales of such comparable properties. The objective is to obtain a decisive price point that will allow you to enter the market in a way that may attract prospective buyers in a short term time frame.

After reviewing the evaluation of your home, and the information gathered, you will then choose an offering price in which to enter the market. It is crucial to enter the market with appropriate pricing in order to attract potential buyers that in the end will allow you to achieve your goals.

In this market, proper pricing is the key ingredient to a successful transaction. The consequences of making the wrong decision are painful. If your home is priced too low, you will literally be giving away thousands of dollars that could have been in your pocket. Price it too high, and your home will sit unsold for months, developing the reputation of a problem property (everyone will think that there is something wrong with it). Failure to understand market conditions and properly pricing your home can cost you thousands of dollars and cause your home not to sell ... fouling up all of your plans

The state of the current market is the basis that determines your home value. If your price is out of sorts with the norm, i.e., too high or too low, it will result in wasting time and money. This is why it is critical in pricing correctly.

**I will present you with all pertinent data so that you can determine what the selling price will be.**



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## **By Choosing Me and My Company You will be Provided with the Following:**

A detailed approach will be implemented to show your home to potential prospects. I will advise you how to get your home in the best selling condition, as well as, help you to determine its proper listing price.

Upon submitting your home into the Multiple Listing System (MLS) service, as well as many other popular search engines, I will then begin our plan of action. I will use my expertise and market prowess to implement our sales process. You will be kept informed regularly as to the progress and changes in the current market condition. When I receive offers, they will be relayed to you in a timely fashion. I will then assist you in the proper evaluation of all offers and help you conclude what's in your best interest for completing a successful home sale.

Once a contract is accepted I will be with you every step of the way. This will include the following:



- ✓ Monitoring the appraisal process.
- ✓ Confirming the buyer's loan approval.
- ✓ Staying on top of changing events that may compromise the closing.
- ✓ I will assist in all aspects of the transaction process.

I can assist you with many other important details. These may include:

- ✓ Providing a list of moving companies
- ✓ Cleanup services
- ✓ Attorney referrals
- ✓ Permits
- ✓ Inspections
- ✓ Property restorations



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## Action Plan

### List your property

#### Week 1

- Submit a listing into MLS and marketing system
- Install lock box as required
- Post "For Sale" Sign on property
- Take property photos

#### Week 2

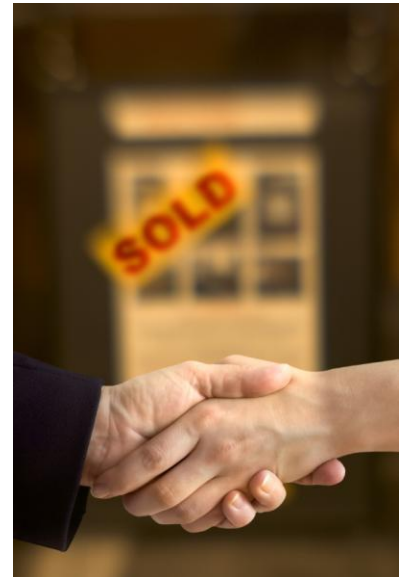
- Prepare property brochure as needed
- Meet with local Realtors™ to tour your home
- Create print advertising, as required

#### Proceeding Week(s)

- Continue to show property to prospects
- Re-evaluate price based on changing market conditions
- Communicate biweekly with clients

#### Owner

Prepare your home for optimum appeal.



**The objective is to obtain an acceptable contract on your property as soon as possible.**



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## Appointment Checklist

Once your home is on the market you will be receiving calls from a multitude of other real estate Realtors interested in showing your home. Listed below are a few helpful tips on how to prepare your home for viewing to enhance its best qualities and characteristics.

- Maximize lighting in all rooms. Make sure all light bulbs are working and the shades are open during the day time.**
- Open windows to circulate fresh air and make sure the temperature is adjusted to an appropriate level. You don't want the house to have a stuffy feeling.**
- Keep doors open to all room entrances to enhance the flow of the house.**
- You may use potpourri or fresh flowers to create a pleasant aroma.**
- Make sure the house is exceptionally clean. The kitchen and bathrooms should shine.**
- If you have pets eliminate pet odors. Clean carpets if necessary. When showing your home make sure your pet is not loose.**
- Put away all of your valuables.**
- Make sure your house is always in the most presentable condition. You never know when the right buyer will walk through your door.**



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## Charles Rutenberg Realty...



- ❑ Is built upon the premise that the relationship with the customer or client is through the agent, we believe it is that agent who should be empowered to make the business decisions relating to them. This business philosophy has resulted in spectacular growth for the company.
- ❑ Is the largest independent real estate company in New York and has been recognized as one of the fastest growing firms in the state, enjoying steady growth at a rate of approximately 30-50 new Realtors per month.
- ❑ With offices in New York, Florida and Illinois we are ranked by the National Association of Realtors as one of the largest real estate companies in the country. Charles Rutenberg Realty is the company best suited to meet the customer's needs through cutting edge technology, widespread internet marketing and superb training for our Realtors.

We look forward to providing our customers and clients with unmatched service and support. With Charles Rutenberg Realty you have the best of both worlds; the exposure and benefits typical of a large firm and the personal attention and responsiveness that are the hallmarks of strong independent firms which are focused on a local market.

Joe Moshé,  
 Broker/Owner



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