



YOUR HOME SELLER
GUIDE & OUR STRATEGY
TO GO FROM

LISTED TO

SOLD



**BERKSHIRE
HATHAWAY**
HOMESERVICES

LAFHEY
INTERNATIONAL
REALTY

SELLING YOUR HOME

DOESN'T HAVE TO BE HARD

We understand that selling a home in today's market can be challenging. While the market can fluctuate daily, hundreds of homes are sold each week in our area.

Thank you for choosing to put your trust in us for the process of buying and/or selling your home. Every member of our team is committed to ensuring that ALL of your real estate needs are not just met, but exceeded! We've created this book for your convenience and we hope that it will be a valuable resource. While the entire process is outlined for you here, please know that we will be staying in constant contact with you throughout the process. Your experience will be unique and we will adjust our service according to your wants and needs. Our focus is on *your* complete satisfaction.



MEET THE _TEAM



MARK VOGLER



GINA DEMAIO



MEET OUR TEAM



LISA DUGGAN



**MAX
PIERRE**



**DEBRA
BRZOZINSKI**



**LAKISHA
ISAAC**



ABOUT US

The Vogler Team of Berkshire Hathaway HomeServices

At the Vogler Team, we combine passion with precision to deliver results that exceed expectations. Our team's commitment to excellence ensures a seamless experience for our clients, providing expert guidance across all of Long Island—from the tranquil shores of Montauk to the vibrant heart of Manhattan.

As specialists in Luxury and Relocation services, we navigate high-end properties and smooth transitions with expert precision. Our extensive experience in Home Remodeling allows us to elevate every client's vision and transform it into reality. With our Accredited Buyer's Representative (ABR) designation, we prioritize our buyers' needs, offering personalized support and expertise throughout their journey.

The Vogler Team is built on a foundation of integrity, professionalism, and an unwavering dedication to our clients. Whether you're searching for a dream home, embarking on a relocation, or looking to transform a space, we are committed to delivering exceptional results. With us, every real estate experience is more than just a transaction—it's a partnership rooted in trust and a shared commitment to success.



OUR COMMITMENT

01 THE TRUTH

We promise to tell you the truth about your property.

02 RESPECT

We promise to respect your confidence.

03 ADVICE

We promise to give you good advice.

04 TRANSPARENCY

We promise that you will understand what you're signing.

05 FOLLOW UP

We promise to follow through and follow up.



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ELEVATING SERVICE | EXCEEDING EXPECTATIONS

4 STAGES OF HOME SELLING

PRELISTING

- schedule an appointment
- meet with your Trusted RE Advisor
- discuss the best strategy for selling
- property evaluation
- complete market analysis
- establish sales price
- executed listing agreement
- schedule pre listing Inspection

PREP FOR MARKET

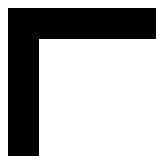
- marketing campaign started
- professional photos & video taken
- signs installed
- submitted to MLS
- showing times selected
- property packet created
- e-mail & mailing campaigns started
- open house scheduled

ACTIVE ON MARKET

- showings started
- curb appeal kept up
- house is kept ready to show
- showing feedback shared
- open house held
- neighborhood door knocked

OFFER & CLOSING

- offer(s) received
 - offer(s) negotiated
 - offer accepted
 - back-up offer(s) accepted
 - inspections & disclosures completed
 - contract signed
 - appraisal completed
 - survey completed
 - property closes
- refer friends to us!*



STAGE ONE : PRELISTING

01

YOUR CURRENT HOME



OUR
**EIGHT
STEPS**

TO GETTING YOUR HOME SOLD

MARKET PREPARATION

STAGING

PHOTOGRAPHY/VIDEO

CHALK DIGITAL

SOCIAL MEDIA

CUSTOM WEBSITES

PRINT MARKETING

OPEN HOUSES

PRICING TO SELL FAST & FOR MORE MONEY

You may have heard that there is very little housing inventory right now. This means that prices for homes have gone up. As a seller, this is excellent news! The timing is perfect for you to get the most return on your investment into your home.

Even in today's hot market, there are still homes that sit, waiting for an offer for months and months. This time spent on MLS means that you're still making your mortgage payments, and you're still not getting equity out of your home.

Even worse is what buyers and buyer agents think about homes stale homes that have been on the market for too long. Remember how important first impressions are? The first impression a buyer gets about a home that has been on the market longer than average is this:

**"SOMETHING MUST BE
WRONG WITH THAT
HOME."**

That thought will scare away many buyers, and it will prompt the ones who remain interested in attempting to lowball you.

But why are those homes still on the market in the first place? It's because they are often priced "out of the market."



1

02

STAGE TWO : PREPARATION

OUR STEPS TO SOLD



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FIRST IMPRESSIONS

Just as first impressions are important when meeting people, they can also make or break a home sale. When potential buyers walk into your house, they will start to evaluate everything they see. Their impression will ultimately determine how much they're willing to offer on the property...or even if they'll be interested in buying it at all.

CLEANLINESS

You wouldn't want your mother to come over when your house was dirty, would you? And you're not even trying to get her to shell out thousands of dollars for the place!

Buyers are easily distracted, and they will tend to focus on the negatives instead of the positives of each home they tour. Each dish left in the sink or dust bunny in the corner is going to detract from the perceived value of your home, which means a lower offer amount and more time on the market for you.

PREPARING YOUR HOME

REPAIRS

There are several reasons to complete repairs on your home before you put it on the market. Ultimately, buyers will pay more for a home to avoid the work of fixing it, and they will pay faster.

Moreover, any money you invest into repairs before you list — when you have time to price-shop and to use a little bit of elbow grease — will be far less than the quote from the home inspector or the concessions the buyers will want.

The good news is that most repairs are merely cosmetic and relatively inexpensive. Think of the things on your to-do list: that leaky faucet and the cracked bathroom tile were bothering you when you lived in the house, and they're going to bother the new owners too.

PREPARING YOUR HOME

We advise on decluttering, making repairs/alterations that will help you gain financially. As well as show the home in its best possible form. Remember... First Impressions Last a Lifetime, Spacious: Rooms should appear spacious. Store any unnecessary pieces of furniture to allow for easy movement around the room and throughout the house.

INTERIOR

**WASH ALL WINDOWS
AND MIRRORS**

**REMOVE ALL PET-RELATED
ITEMS AND FOOD**

**TAKE PERSONAL ITEMS
OFF THE WALLS**

**ALL LAUNDRY IS EITHER
PUT AWAY OR HIDDEN**

TAKE ALL TRASH OUT

**MOVE ALL SENSITIVE
PAPERWORK AND
MEDICATION TO A
SECURE AREA**

EXTERIOR:

**WASH ALL WINDOWS
AND CLEAN SCREENS**

TOUCH UP PAINT

**MOVE ANY EXTRA
VEHICLES FROM THE
DRIVEWAY**

**DISPLAY SEASONAL
FLOWERS AND
LANDSCAPING**

WEED ANY FLOWER BEDS

**CLEAN FRONT PORCH
AND SECURE ANY LOOSE
HANDRAILS**

STAGING YOUR HOME

Staging makes your house look and feel like a model home. It's the process of simplifying, rearranging furniture, adding decorative elements, and depersonalizing a home to maximize its appeal to buyers. The whole point of staging your house is to make it easy for prospective home buyers to envision themselves living in your home. To be successful, there are a few things you need to understand about what characteristics of a house are universally appealing to homebuyers.

83% OF BUYERS' AGENTS SAID STAGING A HOME MADE IT EASIER FOR A BUYER TO VISUALIZE THE PROPERTY AS A FUTURE HOME.	67% OF TOP AGENTS SAY THAT HOME STAGING HELPS A SELLER FETCH MORE MONEY FOR THEIR HOUSE AT RESALE.	40% OF BUYERS' AGENTS CITED THAT HOME STAGING HAD AN EFFECT ON MOST BUYERS' VIEW OF THE HOME.
PROS OF STAGING + Staging makes the listing photos look phenomenal, attracting more buyers into the home + Staging allows buyers to envision themselves living in your home + Staging has been proven to get a higher price in a shorter time		CONS OF STAGING - Staging can take time to set up and take down after selling - Staging can be costly when hiring a professional stager company -If done poorly, staging may not be in the buyers' taste

PROFESSIONAL PHOTOGRAPHY/VIDEO

Over 95% of home buyers start their search online, so professional photography is imperative to selling a home! We hire a professional to come to take the best pictures and video and they are all completely edited to make sure your home is shown perfectly!



HOMES WITH PROFESSIONAL PHOTOGRAPHY/VIDEO...

Receive an average of 87% more views than their peers across all price tiers.

A home with one photo spends an average 70 days on the market, but a home with 20 photos spends 32 days on the market.

Have a 47% higher asking price per square foot.



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OUR



ONLINE MARKETING BLITZ

Online Syndication

Zillow/Trulia/Realtor.com etc.

Targeted Online Campaign

With Chalk Digital

Targeted Email Campaign with our

CRM KvCore

Google

Social Media Posts on Multiple Platforms

Personal Website

Juwai.com

+Many More!

POWERFUL DIGITAL ADS

**Berkshire Hathaway Homeservices has
the greatest real estate technology ever
created.**

**Your home will be
advertised 1000's of times
a week
within a 15 mile radius
(30 mile breadth) of
your address on top
global mega sites.**

Including:



AccuWeather



CBS

facebook



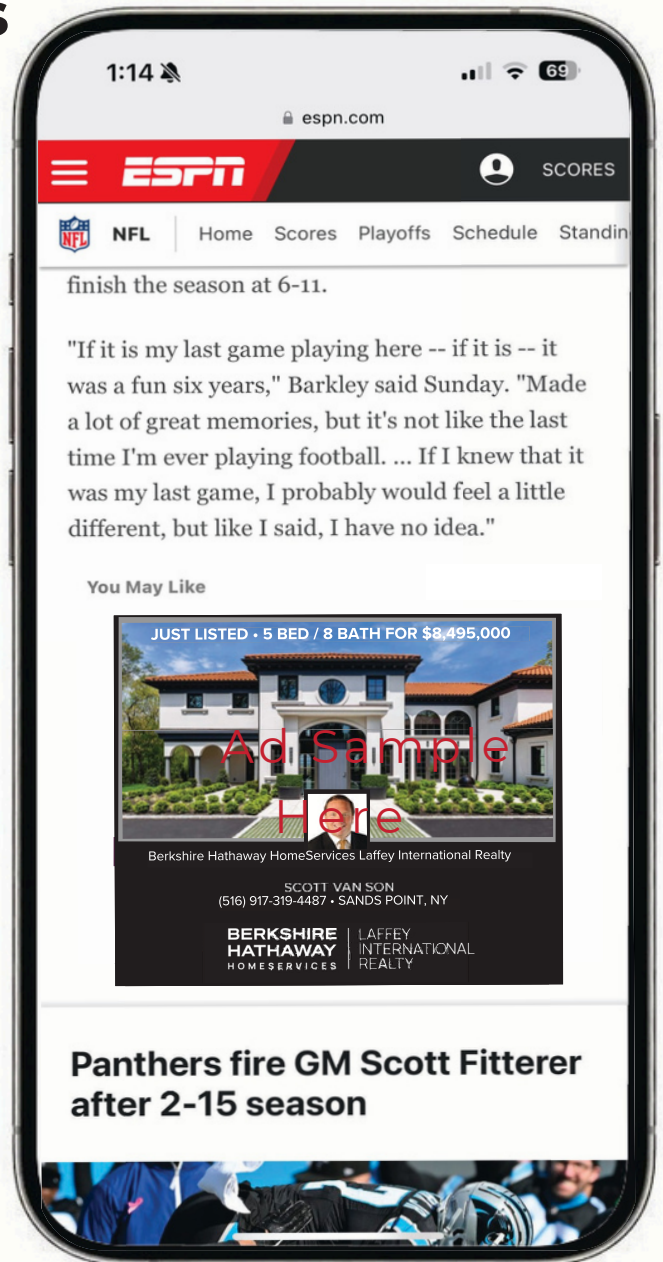
Instagram



Forbes



WeatherBug



You will also receive a daily report
summarizing the activity on your home

SAFE AND SECURE

Benefit from the vast exposure of MLS and over 300 of the top rated real estate websites all managed by your Berkshire Hathaway trusted real estate advisor with total discretion.



- **All showings by appointment with advance notice**
- **All potential buyers are thoroughly vetted**
- **Every showing is accompanied by your Berkshire Hathaway trusted real estate advisor**
- **All offers on your property will be in writing with full buyer qualifications and terms**
- **We work exclusively for your best interest**

Berkshire Hathaway Represents YOU to sell your home for the highest possible amount, in the shortest amount of time with the least inconvenience to you.

SOCIAL MEDIA STATS



- An average user spends 2 hours and 21 minutes per day on social media in 2024
- 50.1% of the time spent on mobile is done using social media apps in 2023.
- TikTok is the most popular, costing people an average of 52 minutes each day.
- Youtube takes an average of 40 minutes per day.
- Users spend an average of 30 minutes per day on Snapchat in 2023.
- Facebook & Instagram users are spending an average of 30-33 minutes on these platforms daily in 2023.
- Pinterest users take it slow and scroll through ideas for only 14.2 minutes every day.

With a relentless commitment to mastering the nuances of each platform, we've established ourselves as influential figures in both our local community and the real estate realm. We're dedicated to staying ahead of the curve!



OPEN HOUSES



**WE LOVE
SHOWCASING
YOUR
HOME WITH AN
OPEN HOUSE**

A lot of buyers like to look at a home without any pressure. This is what we call the "two step" buyer. Most the time they start the process by going to the open house first then follow up with a tour by their real estate agent.

HOW WE PREPARE

- Posted on all major websites including Zillow, Trulia, and the local MLS
- Several signs strategically placed around your neighborhood
- Property packets created for potential buyers
- Postcards/letters mailed to area
- Posted on our social media accounts
- Social Media Ads
- Door Knock/Call Neighborhood

PRINT MARKETING

It is no longer acceptable for your real estate agent to just print and hand out the MLS stat sheet. Here are our top 3 marketing pieces we have printed with each listing.

01

Custom
Property
Flyer



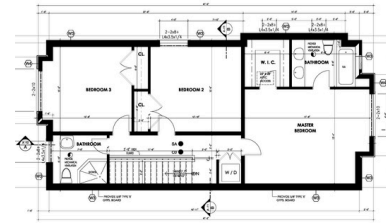
02

Survey, Tax
Bill and Foil
Report



03

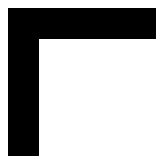
Floor Plans



FOLLOW UP MARKETING

According to a study done by MIT, the odds of contacting a lead more than 5 minutes versus 30 minutes drops 100 times. From 5 to 10 minutes the odds decrease by 5 times. Is there any wonder why the average single agent misses so many opportunities to convert buyer leads for their seller?

Our team is trained and prepared to follow up immediately.



03

MARKET ACTIVITY

STAGE THREE : ON THE MARKET

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LAST-MINUTE SHOWING CHECKLIST



- ☐ Secure valuables (tech devices such as laptops, tablets, phones), bills, spare keys to the house and prescription drugs
- ☐ Have all counter tops cleaned off. Remove countertop appliances such as toasters or coffee makers.
- ☐ Keys and personal items should be stored away.
- ☐ Declutter / put away everyday items: dishes, mail, shoes, coats, kids' toys, sporting equipment, etc.
- ☐ Take 15 minutes and organize / purge your fridge - because a buyer WILL look!
- ☐ Make sure the thermostat is set appropriately for the weather and make the home comfortable for showings.
- ☐ Play soft music
- ☐ Turn on all of the lights
- ☐ Organize toys or store them while your home is on the Market
- ☐ Less is more. Remove excess furniture if possible.
- ☐ Walkways to and from the home should be clean and clear.
- ☐ Make all of the beds.
- ☐ Take the trash out and consider hiding garbage cans.
- ☐ Minimize family photos
- ☐ Do a thorough cleaning - even if you have to hire a cleaning service
- ☐ Improve curb appeal: Mow the lawn and trim back overgrown shrubbery
- ☐ Make the bathrooms shine: Toilet seats down, clean mirrors and other glass surfaces.
- ☐ Put fresh flowers or flowering plants on the dining room table
- ☐ Offer snacks and water
- ☐ Take all the magnets and pictures off the refrigerator.
- ☐ Open the windows - buyers love lots of natural light.
- ☐ Replace light bulbs that are burnt out. The better the lighting, the better the results.
- ☐ Hide feeding bowls, litter boxes, dog beds, etc.
- ☐ Do a final dusting, sweeping and vacuuming just before the open house or showing.



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SHOWING YOUR HOME



STEP 1:

**A SHOWING HAS
BEEN REQUESTED**

STEP 2:

**YOU APPROVE OR
DISAPPROVE**

STEP 3:

**HOME IS PREPARED
FOR THE SHOWING**

STEP 4:

**YOU LEAVE AND THE
SHOWING IS COMPLETED**

STEP 5:

**FEEDBACK IS
RECEIVED**

STEP 6:

**REVIEW FEEDBACK
OR OFFER**

COMMON SHOWING MISTAKES

Not accommodating showings: Sure, showings can be a pain to prepare for, and they can be scheduled last minute, but it's in your best interest to be flexible with your potential buyer's schedule whenever possible. They're usually looking at multiple homes in a day, and they may not circle back to see your home again if it's not available when they ask to see it.

Attending your own showing: It's considered a faux pas for sellers to be present during showings at their home, as it can make buyers feel uncomfortable. If you're selling your home on your own, without the help of an agent, consider using a lockbox for showings. If you're a for-sale-by-owner (FSBO) seller and you have to host the showing yourself, don't hover. Let visitors explore your house on their own, and just be available to answer questions.

Taking feedback personally: It can be hard to hear criticism about your home, but it can be helpful. For example, if you find out a buyer said the carpets looked dirty, you can clean them before the next showing.



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SHOWING FEEDBACK

When you're selling your house and have taken time to clean, pick up, and clear all your counters so a buyer can tour your home – you probably want to know what they thought about your house, right? Actually, you probably want them to make an offer! But, if they don't make an offer, it's common for sellers to want to know WHY.

The “why” is called buyer feedback. And, sometimes it can be confusing. Interpreting buyer feedback can be a difficult task. It's common practice on my team to ask the agent that showed the property what the buyer thought. We pass that information on to you to satisfy your curiosity. And here's a list of some helpful ways to interpret that feedback:

WHAT THEY SAY

WHAT THEY MEAN

“The furnace (or boiler) is old and they're just not sure.”

The buyer is afraid of major expenses down the road. So, for the price your house is listed at - they fear it's going to cost too much money later and not be worth it.

“They were hoping for an open floor plan.”

“The floor plan wasn't right for them.”

“They thought the rooms would be bigger.”

“The rooms are smaller than they thought.”

“They were surprised at the fireplace wasn't shown in photos”

“It was our first time out and they're just getting started.”

Is it possible your photos are hiding something obvious that people won't like? Re-shoot the pics. Sometimes pictures are deceiving in that rooms look bigger than they are. And, sometimes photos don't show how awesome a house truly is. Or, maybe they didn't look at the photos very closely at all and it's not your pics at all. Either way, they're probably disappointed with the reality for whatever reason and not going to make an offer because it's just not what they want.

“It smelled funny.”

“The pet odor was strong.”

You need to clean, throw away air fresheners, and/or remove odor. It's amazing how much more a clean/fresh-smelling home will sell for vs. one that hasn't been prepared as well.

“More work than they expected.”

“Too much wallpaper.”

They might need to see more homes to understand the value but at the moment they're not excited enough about your house to make an offer.

WHAT THEY SAY

"The showing went well."

"It's a lovely home, thank the sellers for us."

"The street was really busy."

"Didn't like the apartments behind the house."

"It's too close to the strip mall"

WHAT THEY MEAN

Who knows what that means but more than likely if it's not followed with an offer it means they're not interested.

Sometimes the location of a house can really surprise a buyer (and sometimes the agent!) when they pull up to the house. For example, if your address is on a side street but the interstate is in your backyard. It's better to confront those issues in the listing than surprise people at the showing.

These are just a few examples of feedback we see – and give.

Ultimately, when someone gives you feedback, good or bad, but it's not followed with an offer – the feedback means the buyer didn't see the value in your house for the listing price.

But, that doesn't necessarily mean that you're priced too high. (Although, it might mean that.)

Really, it's all about *VALUE*.

As your listing agent, we use buyer feedback to understand where buyers are at value-wise. Feedback always tells a story. There are 3 reasons your house won't sell:

Location

Condition

Price

You can't change the location. So, if you live on a busy street or have apartments right next to your house, you can expect people to not love that.

You can change the condition. But, maybe you don't want to. Because if buyers are commenting that they think the house is too much work – you have a value problem. You can remedy the issues that are causing the issue (remove wallpaper, paint, update, etc) or you can adjust the price.

And, if your location is great and the condition is great but people still aren't buying your house? Well, that could be a number of things. But, the odds are good that it's a value problem and the market is rejecting your listing price. That's easy enough to fix – adjust the price.

WHAT TO DO WITH PETS DURING A SHOWING



Most people love dogs, cats, and other household animals – but like most things, there is a time and place for everything. Unfortunately, having pets when selling a home can cause major issues and affect your bottom line. If you are an animal lover, we know this can be a bitter pill to swallow, but read on.... Here is what to do with pets when selling a home.

WHY DO PETS NEED TO GO...

Whether your home is having an open house or a private showing, below are just some reasons why pets need to be removed from your home during these times.

FEAR & NERVES

It may seem hard to believe, but the fear of cats and dogs is the most common animal fear. While many people may not outright fear pets, they are not comfortable around them. We have seen clients refuse to go into homes that have pets. Of course, when selling, the goal is to get as many people through your door as possible to expand the field of interest.

UNPREDICTABILITY

Very often, we hear, “my cat is so nice” and “my dog doesn’t bark.” Well, we have had that “nice” cat attack potential buyers and draw blood, and that “non-barking” dog get so territorial it barks, growls, and scares buyers and agents — so much they have to leave. You very well might have the most well-mannered pet(s), but you never know how they will react to strangers coming into your home (nor do you know how a stranger will treat your pet).

WHAT TO DO WITH PETS WHEN SELLING A HOME

Here are some ways our clients have resolved the issue of pets:

1. Leave them with family or friends while your home is being shown.
2. Board them for a specific amount of time
3. Take them to work with you for the day (if this is an option).
4. Take them to a park for the hours its being shown.
5. Ask a close neighbor to take your pet during showings
6. Completely move out of your home and take them with you

04

THE OFFER & CLOSING

STAGE FOUR : UNDER CONTRACT & CLOSING





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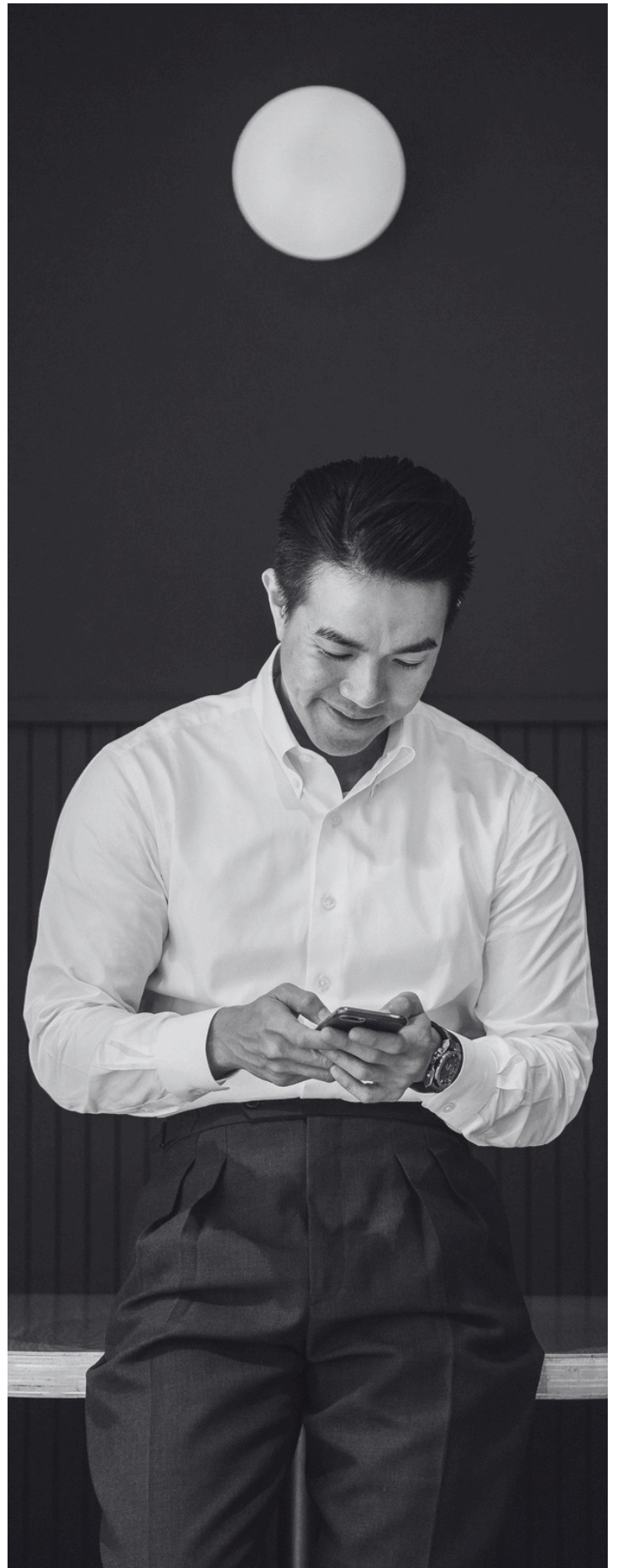
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NEGOTIATING THE OFFER

Did you know there are three separate times to negotiate in the purchase contract? The first is when we negotiate price and terms when the offer is first submitted. Second, there is an opportunity to negotiate during the buyer's inspection contingency. Last, during the buyers' appraisal contingency. It is essential that you have an experienced, knowledgeable professional working on your behalf during this process. Members of our team are negotiation experts, and we will use our expertise to work for you. Whom you choose to represent you matters.

THE OFFER

Once you receive an offer there are still several items that have to be handled properly. Making sure you properly disclose and obey all the terms of the contract are just a few of the important items. When we have an accepted contract, the escrow process begins. We help you every step of the way.



THE OFFER PROCESS



AFTER YOU RECEIVE AN OFFER

We will meet and review your offer together. Once the details are thoroughly reviewed and understood, you will have three options:

1- ACCEPT THE OFFER AS WRITTEN

2- DECLINE THE OFFER

If you feel as though the offer isn't close enough to your expectations to further negotiate this offer.

3- COUNTER OFFER

If you agree to most of the offer but want to change a few details, we can counter the buyer with the new terms.

You can negotiate back and forth as many times as needed until you reach an agreement or someone chooses to walk away.

**ONCE AN OFFER IS ACCEPTED
BY BOTH PARTIES, DOWNPAYMENT IS GIVEN AND
YOU BOTH SIGN, THEN YOU ARE OFFICIALLY UNDER
CONTRACT!**

CONGRATS!!

FINAL STEPS



ORDER THE INSPECTIONS

During the inspection period, we will schedule an inspection with a reputable home inspector to do a thorough investigation of the home. Once this is complete, the inspector will provide the buyer with a list of findings.

NEGOTIATE FINAL OFFER

Issues could arise after the home inspection, and those issues tend to result in another round of negotiations for credits or fixes.

1. The buyer could ask for credit for the work that needs to be done.
2. Think “big picture” and don’t sweat the small stuff. A tile that needs some caulking or a leaky faucet can easily be fixed. We have a list of our preferred trade professionals that can help with any repairs.
3. Keep your poker face. The buyer's agent will be present during inspections and revealing your emotions or getting defensive could result in more difficult negotiations.

ORDER THE APPRAISAL

The buyer's lender will arrange for a third-party appraiser to provide an independent estimate of the value of the house. The appraisal lets all parties involved know that the price is fair. The loan file then moves on to the mortgage underwriter.





DISCLOSURES

In our state, the law requires the seller to disclose certain information to prospective buyers. The disclosures are designed to let buyers make informed decisions about purchasing a property. If a seller fails to disclose the appropriate information, the penalties can be severe.



INSPECTIONS

It is important to understand the contingencies in the offers that are received. In our state, the inspection usually happens within 24-48 hours after an offer is accepted. It is important that you understand what your obligations and options are during this period and that your agent stays on top of the deadlines in the contract.



FINANCING/ APPRAISALS

It is important that your agent is skilled in helping you review offers and to make sure the buyers that have offered have been fully vetted and have undergone a full document review, to avoid potential issues during this process.



CLOSING

Our goal is to help and coach you through the entire transaction. We understand that this is a process you only do a few times in your life, so we are here to guide you through every step of the way. We want to earn the role as your Trusted Real Estate Advisor for LIFE...*not just the single transaction.*

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SCHEDULING YOUR MOVE

AFTER SIGNING

- Declutter! Sort through every drawer, closet, cupboard & shelf, removing items you no longer need or like. Donate or sell items that are in good condition
- Get copies of medical records and store with your other important documents
- Create an inventory of anything valuable that you plan to move
- Get estimates from moving companies

4 WEEKS TO MOVE

- Schedule movers/moving truck
- buy/find packing materials
- START PACKING

3 WEEKS TO MOVE

- Buyer's lender will arrange appraisal
- Title work will be completed
- Keep packing

2 WEEKS TO MOVE

- We will schedule you a time to close and sign your documents
- Contact utility companies (water, electric, cable)
- Change address: mailing, subscriptions, etc.
- Minimize grocery shopping
- Keep on packing

1 WEEK TO MOVE

- Buyer will complete their final walkthrough
- Finish packing
- Clean
- Pack essentials for a few nights in new home
- Confirm delivery date with the moving company. Give them your new address along with your cell phone number

CLOSING DAY

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CLOSING DAY



Closing is when you sign over ownership paperwork and you hand over your home's keys!

FINAL WALKTHROUGH

Buyers will do a final walk of the home within 24 hours of closing to check the property's condition. This final inspection takes about an 30 min to 1 hour. They will make sure any repair work that you agreed to make has been done.

THEY WILL BE SURE TO:

- Make sure all appliances are working properly
- Run the water in all the faucets and check for any possible leaks
- Open and close garage doors with opener
- Flush toilets
- Run the garbage disposal and exhaust fans

CLOSING TABLE

Who will be there:

- Your agent (ME)
- You, Buyers, Buyers attorney
- Your attorney, Bank attorney, Title closer

BRING TO CLOSING

- Government-issued photo ID
- Any funds needed to close

CONGRATULATIONS!

IT WAS A LOT OF HARD WORK BUT YOU ARE NOW OFFICIALLY CLOSED!!

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WHY YOU SHOULD HIRE US



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WHEN IT'S TIME TO SELL
YOUR HOME CHOOSE

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A PEDIGREE LIKE NO OTHER

“ When people are making the decision of the magnitude of selling a house, it's the biggest decision a great many families will ever make. They want to know who they're working with and we think that the Berkshire Hathaway name will be reassuring to many of those people. ”



Warren Buffett, Berkshire Hathaway Inc. Chairman & CEO





COMMUNICATION

Communication is the key to positive relationships. To that end, we have a multi-faceted communication program with our Seller which HOLDS US ACCOUNTABLE to what we tell you we are going to do. All Sellers in the Custom Listing and Service Plan receive weekly updates on marketing, showing activity and feedback on their property via email.

INNOVATIVE AND CREATIVE MARKETING

We are consistently sharpening our marketing sword by taking the latest and greatest marketing courses and attending seminars that show you soon-to-be-released software/ products.

MARKET PREPARATION

Feedback buyers often give of homes that don't sell is that they couldn't envision themselves living in it given the current owner's choice of furnishings and any clutter or imperfections. We help to make sure this doesn't happen to you by utilizing our resources and trusted partners to complete any task deemed necessary.

TARGET MARKETING

We have been utilizing target marketing on the internet for over the past 5 years. (Youtube, Facebook, Instagram, Google) by doing so your home is seen and shown more.



OUR PROMISE TO YOU

ONE

We promise to tell you the truth about your property.

TWO

We promise to respect your confidence.

THREE

We promise to give you good advice.

FOUR

We promise that you will understand what you're signing.

FIVE

We promise to follow through and follow up.



THE VOGLER TEAM

ELEVATING SERVICE | EXCEEDING EXPECTATIONS



Berkshire Hathaway HomeServices The Vogler Team were awesome!!! It was a very emotional decision to sell our property/house in Smithtown, facing various challenges including unfavorable trends of "high interest" rates for buyers and declining prices. My wife & I consulted with our bank and they recommended The Vogler Team. They were our calming voice and provided some assurance that we will be able to liquidate our assets without any problems. They are exceptional communicators, coaches and able to understand the challenges we are facing and practically took over the situation and recommended minor upgrades. We learned a lot from them by walking us through, step-by-step and in no time, the house was on the market and received multiple competitive offers. I think it's important that I emphasized that the house was "only" advertised once (open-house) and received competitive offers. We sold and closed the deal on the house without any problems. I will definitely recommend The Vogler Team from Berkshire Hathaway HomeServices to anyone including our families and friends!!!

Thank you so much!!!

Tony S. - Smithtown, NY



Debra was delightful to work with on the purchase of our dream house on the water in Lloyd Harbor. She was thorough, informative, professional, creative and introspective. Our deal wasn't easy but she helped us get the house after several back and forths and another buyer in the picture. I would highly recommend working with Debra, she will work hard for you

Elyssa Burack - Smithtown, NY



I had an overall amazing experience working with Lisa. She was professional and worked around all of my needs. She made the entire process feel so easy. As a first-time home buyer it was important to me that I had someone to guide and advise me through the process, and she exceeded all my expectations.

- bpgoodfriend
Huntington, NY



In August of 2022, we set out to find a new home on Long Island. We went through hundreds of listings online until we came across a handful that we wanted to see. That's when we met Gina and Mark. In one day, they organized 8 homes for us to see. We drove around multiple towns until we found our dream home in Kings Park. It was love at first sight. We started a group text with Gina and Mark before heading home and guess what? With their help, we put an offer in that same evening and it was accepted before we went to bed!

Our closing took a lot longer than expected (seller not clearing their title), but throughout the months of waiting and dealing with lawyers, banks, etc., Gina and Mark were by our side the whole time, guiding us every step of the way. They were always there to talk when we needed their support, and always willing to share their knowledge.

We knew from day one of meeting Gina and Mark, that they would not only be our real estate agents but also our dear friends. Our relationship has blossomed into a genuine friendship, marked by trust and mutual respect. To anyone looking for help in buying or selling a new home, look no further!

- Maarten & Sunil
Kings Park, NY

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www.thevoglerteam.com

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Lisa



Max

Mark & Gina



Lakisha



Debra



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