



New York City Seller's Guide



From Launch to Close, Let Me Guide the Way

The New York City real estate industry is a constantly evolving market that presents a multitude of challenges.

The competition is fierce, and you deserve the best representation and the best results.

The Laliberté Advantage

Your real estate goals are unique.

Your property is unique too.

My creative approaches to marketing listings help clients sell their properties and maximize their leverage to get the most out of any market cycle.

Jun is an expert management of simultaneous Sale & Purchase transactions for owners who want a bigger or better home.

- *Certified Negotiations Expert*
- *Top 1.5% of all agents nation-wide. RealTrends + Tom Ferry: The Thousand and America's Best Real Estate Professionals, 2022*
- *Top 8% Douglas Elliman Real Estate agents, Nation-wide, 2022*
- *2022 Diamond Award, Douglas Elliman Real Estate Ellie's Award*
- *Top 13% Douglas Elliman Real Estate, Nation-wide, 2021*
- *2022 Gold Award, Douglas Elliman Real Estate Ellie's Award*





About Me

I'm always in motion with a calm sense of adventure, constantly learning and exploring.

And I love solving problems.

I studied both Economics and Fine Arts, earning a Bachelor's degree from the University of Central Florida and a Master's degree from the School of Visual Arts in Manhattan. These analytic and creative passions gave me a foundation for a unique insight into real estate markets, valuations, aesthetics, and design trends.

True story - I legally changed my name from 'Jason' to 'Jsun' in art school to self-differentiate.

New York has everything and more for me to call it home. Hiking and skiing the mountains of upstate New York, or surfing the waves of Long Island.

Saturdays are my days to spend with my wife and adopted daughter. We love to get our 'culture fix' in galleries, museums, and parks on sunny days, and eat through NYC like pros!



The Home Selling Process: A Custom Plan for You





The Custom Marketing Strategy

Let's get creative and position your property in the best possible light to get the best possible results.

The Home Selling Process

1

HOME VALUATION

Schedule an in-person visit to discuss the Fair Market Value. From there, we can set a List Price and create a custom-tailored marketing campaign for you.

2

PRICING

Pricing involves creating a strategy and implementing multiple proven tactics to achieve your goal.

- *Equity or FMV: is what we see your property valued, what someone pays.*
- *Marketing or List Price: this is how we advertise the property, generate interest, traffic, and, ultimately, offers.*





The Home Selling Process

3 THE LISTING AGREEMENT

Sign the Listing Agreement

Signing the agreement is important, because it allows me to then get to work for you.

Co-Brokering

The best buyers usually have representation.

Industry-standard commissions on residential sales are 5-6% of the sales price.

Most transactions are "Co-Brokered," meaning the buyer is represented by a different agent than the seller, and the commission is shared 50/50.

The Home Selling Process

4

ENHANCING YOUR HOME FOR SALE

- De-clutter and de-personalize.
- Remove unnecessary furniture.
- Use a professional staging service if necessary.
- If you are painting, paint it white!
- Fix visible cracks and broken items.
- Deep clean the windows.
- Remove heavy window treatments.
- Use fresh hotel-grade linens, sheets and towels.



5

PHOTOGRAPHY

Show off your best side!

I work closely with a select few photographers at the top of their game. They know my style and requirements to represent each property in the best possible manner.





Media & Distribution

DOUGLAS ELLIMAN SHARES ITS LISTINGS WITH OTHER BROKERAGES VIA THE RLS SYSTEM TO:

   

    

DOUGLAS ELLIMAN SYNDICATES ITS LISTINGS ON PLATFORMS:

    

   

TV, ONLINE, AND PRINT MEDIA:

  

   



Open Houses & Showings

In a post-pandemic landscape, Open Houses can be “public” or “by appointment” without stigma.

High traffic equals high demand in most cases. Some NYC buildings have strict showing policies.

PUBLIC

With no appointment necessary gets you more traffic. Most times, it’s a numbers game.

Buyers can view your property risk-free, fall in love with the property, and decide to take action.

BY APPOINTMENT

Buyers and brokers must register ahead of time and schedule a time to view.

Weekdays are ideal for this because brokers often line up viewing itineraries for their best and most qualified buyers.

MIXED STRATEGY

Begin with 2 or 3 public Sunday Open Houses.

After that, by appointment can become an option.

The Real Estate Upgrade! Buying While Selling

The ‘Net Positive’ Plan:

No matter what the market conditions are, improving your situation is achievable with the right brokerage skills.

The ‘Net Positive’ plan is a holistic approach. Whatever market forces are affecting your sale will likely be affecting your purchase. Winning becomes more about skilled negotiation and leverage.

I am an expert in managing overlapping timelines, contracts, cash flows, and board applications. Signing the agreement is important because it allows me to then get to work for you.

SELLING FIRST

Entering into a contract to sell first is a popular strategy to access equity when purchasing a property.

BUYING FIRST

With enough reserves or a short-term loan, buying first accomplishes different advantages. Firstly, you can select your new home based on your timeline. Additionally, it allows you to sell your existing property when it is vacant or staged, making it easier to show the property at any time and add value.





Negotiation 101

Negotiating against a single buyer vs. negotiating against a pool of other buyers requires different tactics.

As a Certified Negotiations Expert representing clients in both their sales and purchases, I have a broad perspective and frame of reference for current negotiating trends. As a buyer's agent, I've employed countless successful strategies.

As a result, when representing a sale, I can easily spot common, well-documented negotiating tactics from other buyers and brokers and can best advise on a course of action.



The Contract Process



The Contract Process

1

DUE DILIGENCE & CONTRACT NEGOTIATION

Fantastic!

At this point you have an Accepted Offer!

It's highly recommended to hire a lawyer specializing in NYC Real Estate Law due to NYC's unique building management and board practices.

I work closely with your attorney to ensure that your team is always in communication and integrous.

2

CONTRACT SIGNING

Once in contract, the majority of the work is up to the buyer to submit the purchase application (if required) and secure their mortgage (if they are borrowing funds).





The Contract Process

3

BOARD APPLICATION & MORTGAGE UNDERWRITING

After dozens and dozens of board applications, I have seen all the best practices and know how to assemble an ironclad application that seamlessly conveys the buyers' financial situation, supported with any required mortgage documentation, while adding relevant context in a way that is complete and easy to read.



4

APPLICATION APPROVAL & INTERVIEW

I do offer your buyer many tips to buyers who have been selected to be interviewed by a co-op board, and help them prepare and get comfortable with the process.

The Contract Process

5

APPROVAL & CLOSING

Once you have a condo waiver, a co-op approval, and/or a clear to close from the mortgage bank, we can schedule the closing date.

The traditional and most popular format is an in-person closing with all of the deal parties.

Today, virtual closings and closing via power of attorney are becoming more widely practiced.





Recent Sales



429 KENT AVE #TH15. \$3,700,000



139 WOOSTER ST #4B. \$3,350,000



9 NORTH MOORE ST #2. \$2,725,000



30 E 9TH ST #4LL. \$1,900,000



49 HOWARD ST #PH5S. \$1,700,000



135 GARFIELD PL #2F. \$760,000

What People Are Saying

“

We bought and sold our condo with Jsun. Jsun was great to work with. Always prompt inresponding. We had tenants in the house so he worked very nicely with them to show the house. He was not hesitant to jump in and help with making the condo look good for showing. It was a pleasure to work with him.

— SIMIN

“

Jsun was professional, thorough and extremely knowledgeable. As first time sellers in NYC we needed lots of guidance and support throughout the process. He was very responsive and patient and always addressed our questions in a timely and courteous manner. In the end we were very happy with the outcome! Thank you Jsun for your service, and we look forward to recommending you on the future!

— PATRICIA

“

It was a complete pleasure working with Jsun onthe sale of our home. He was courteous, enthusiastic, and hard working. He helped us stage our apartment to obtain the best possible value and was very accommodating. I think Schaefer Landing sellers should use Jsun and his team in the future as he delivers and will not undersell! We are super happy with the outcome!

— LUBA

“

Jsun has been such a pleasure to work with. His expertise, work ethic, patience, responsiveness, and communication skills are flawless. If you are buying or selling, I highly recommend, without hesitation, working with Jsun. He made sellingmy apartment the most easy and burden-free experience I could have ever hoped for.

— DOREEN





Seller Costs



Closing Costs

Typical Estimated Closing Costs: Condominium Apartments

For the Seller

Agent	6%
Seller’s Attorney	Consult your attorney
Processing Fee	\$600+
Miscellaneous Condo Charges	Varies by building
UCC-3 Filing Fee	\$20 - \$40 in all counties except Nassau
UCC-3 Filing Fee (Nassau)	\$340 (\$40 to file + \$300 per block)
Sponsor’s Attorney Fee	\$1,500 and up (new development only)
Working Capital Fund Contribution	An amount equal to 1–2 months common charges
Pick-Up/Payoff Fee to Title Closer	\$200–\$500, consult your attorney
Flip Tax	Varies building to building, consult your agent

Transfer Tax

Property Type	NYC RPT	NY State Transfer Tax ¹
Single Residence Condo Unit \$499,999.99 and below	1%	\$2 per \$500 of conveyance price
Residential Units \$500,000 and up	1.425%	\$2 per \$500 of conveyance price
Residential Units \$3,000,000 and up (NYC Only)	1.425%	\$3.25 per \$500 of conveyance price
Commercial Properties and Vacant Land under \$500,000.00	1.425%	\$2 per \$500 of conveyance price
Commercial Properties and Vacant Land \$500,000 and up	2.625%	\$2 per \$500 of conveyance price
Commercial Properties and Vacant Land \$2,000,000 and up (NYC Only)	2.625%	\$3.25 per \$500 of conveyance price

Additional Expenses

Maintenance Adjustment	Prorates for the month closing
Short-term interest	Equal interest for the balance of month in which you close

¹ Transfer taxes paid by seller, except in the case of sponsor sales, in which case the transfer tax is paid by the purchaser at a higher rate. City of Yonkers has an additional 1.5% transfer tax over \$25,000. City of Mount Vernon has an additional 1% transfer tax with \$100,000 exemption. This closing-cost guide is designed to give you the general costs associated with the purchase or sale of a condominium property. Please note that these are estimates and that potential buyers and sellers should consult their real estate attorney or financial advisor for specifics. Kindly note, we do not represent that these are the entirety of potential costs but are only to be used as a guide. All transfer taxes and filing fees are subject to change by government agencies in each location.

Closing Costs

Typical Estimated Closing Costs: Co-Operative Apartments

For the Seller

Agent	6%
Own Attorney	Consult your attorney
RP5217 Filing Fee	\$100
Miscellaneous Co-op Fees	Varies by building
UCC-3 Filing Fee	\$20 - \$40 in all counties except Nassau
UCC-3 Filing Fee (Nassau)	\$340 (\$40 to file + \$300 per block)
Pick-Up/Payoff Fee	\$250–\$700
NYS Transfer Tax Form Filing	\$5

Transfer Tax

Property Type	Unit Price	NYC RPT	NY State Transfer Tax ¹
Residential Co-op Unit	up to \$499,999.99	1%	\$2 per \$500 of conveyance price
	\$500,000 and up	1.425%	\$2 per \$500 of conveyance price
	\$3,000,000 and up (NYC Only)	1.425%	\$3.25 per \$500 of conveyance price
Commercial Co-op Unit	\$500,000.00 and under	1.425%	\$2 per \$500 of conveyance price
	\$500,000.01 and up	2.625%	\$2 per \$500 of conveyance price
	\$2,000,000 and up (NYC Only)	2.625%	\$3.25 per \$500 of conveyance price

Additional Expenses

Miscellaneous Co-op Charges	Varies by building	Maintenance Adjustment	Prorates for the month closing
Recognition Agreement Fee	Approx. \$250	Short-term interest	Equal interest for the balance of month in which you close
Flip Tax	Please check with building		

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Closing Costs

Typical Estimated Closing Costs: Townhouse And Single Family Homes

For the Seller

Agent	6%
Own Attorney	Consult your attorney
Pick-Up/Payoff Fee to Title Closer	\$200–\$500, consult your attorney

Transfer Tax

Property Type	Unit Price	NYC RPT	NY State Transfer Tax ¹
Residential Co-op Unit	up to \$499,999.99	1%	\$2 per \$500 of conveyance price
	\$500,000 and up	1.425%	\$2 per \$500 of conveyance price
	\$3,000,000 and up (NYC Only)	1.425%	\$3.25 per \$500 of conveyance price
Commercial Co-op Unit	\$500,000.00 and under	1.425%	\$2 per \$500 of conveyance price
	\$500,000.01 and up	2.625%	\$2 per \$500 of conveyance price
	\$2,000,000 and up (NYC Only)	2.625%	\$3.25 per \$500 of conveyance price

¹ Transfer taxes paid by seller, except in the case of sponsor sales, in which case the transfer tax is paid by the purchaser at a higher rate. City of Yonkers has an additional 1.5% transfer tax over \$25,000. City of Mount Vernon has an additional 1% transfer tax with \$100,000 exemption. This closing-cost guide is designed to give you the general costs associated with the purchase or sale of a townhouse property. Please note that these are estimates and that potential buyers and sellers should consult their real estate attorney or financial advisor for specifics. Kindly note, we do not represent that these are the entirety of potential costs but are only to be used as a guide. All transfer taxes and filing fees are subject to change by governmental agencies in each location.

New York State Transfer/Tax

Residential

Property Type	NYC RPT	NY State Transfer Tax ¹	Mansion Tax Paid by Purchaser
1-2-3 Family Residential, Co-op or Condo Unit \$500,000 and under	1%	\$2 per \$500 of conveyance price	–
1-2-3 Family Residential, Co-op or Condo Unit \$500,000.01-\$999,999.99	1.425%	\$2 per \$500 of conveyance price	–
1-2-3 Family Residential, Co-op or Condo Unit at \$1,000,000 and up	1.425%	\$2 per \$500 of conveyance price	1% of purchase price for properties \$1 million and up
1-2-3 Family Residential, Co-op or Condo Unit at \$3,000,000 and up (NYC Only)	1.425%	\$3.25 per \$500 of conveyance price (Varies based on purchase price)	–
PAYMENT DUE DATE	30 Days after date of transfer	15 Days after date of transfer	15 Days after date of transfer

Commercial

Property Type	NYC RPT	NY State Transfer Tax ¹
Commercial Properties and Vacant Land under \$500,000	1.425%	\$2 per \$500 of conveyance price
Commercial Properties and Vacant Land at \$500,000	1.425%	\$2 per \$500 of conveyance price
Commercial Properties and Vacant Land \$500,000.01 and up	2.625%	\$2 per \$500 of conveyance price
Commercial Properties and Vacant Land \$2,000,000 and up (NYC Only)	2.625%	\$3.25 per \$500 of conveyance price
PAYMENT DUE DATE	15 Days after date of transfer	15 Days after date of transfer

¹ Local Transfer Tax – Special Transfer Taxes apply to the following towns: Red Hook, Warwick, and Peekskill. ² East Hampton, Riverhead, Shelter Island, Southampton and Southold. The following exemptions apply: \$250,000 for improved and \$100,000 for unimproved in Shelter Island, Southampton and East Hampton; and, \$150,000 for improved and \$75,000 for unimproved in Southhold and Riverhead. Please contact DE Title for any New York Counties not shown here. WHILE CARE HAS BEEN TAKEN IN THE PREPARATION OF THIS INFORMATION, NO WARRANTY OR REPRESENTATION OF ACCURACY IS MADE. THIS CHART IS FOR REFERENCE ONLY. MAY 2020. © SUTTON ALLIANCE, LLC. All transfer taxes and filing fees are subject to change by governmental agencies in each location



Real Estate Terms

Appraisal

An estimate of the fair market value of a home, delivered by an unbiased third party.

Capital

The sum of a buyer's savings, investments or assets.

Escrow

The seller's attorney will hold money (typically a 10% deposit) in an escrow account to secure the sale until the transaction is complete.

Inspection

A careful examination of the property and related documents.

Financial Statement

A formal written record of a buyer's financial activities, including their assets, debts and liabilities.

Flip Tax

A transfer fee, payable by the seller or buyer to the building upon the sale of an apartment.

Lender

A person or company that manages loans for real estate purchases.

Market Value

Theoretically, the highest price a buyer would pay and the lowest price a seller would accept.

Mortgage

A legal agreement by which a bank or other creditor lends money (at interest) in exchange for the title of a debtor's property.

Staging

Styling and furnishing a property for sale to enhance its appeal to potential buyers.

Transfer Tax

A tax imposed when the title of a property changes hands from one entity/individual to another.

