



**THE LENARD TEAM**  
AT SIGNATURE PREMIER PROPERTIES

7 WEST MAIN STREET • SMITHTOWN • NY • 631.315.6156

# ***SELLING YOUR HOME***

A COMPLETE GUIDE TO SUCCESSFULLY SELLING YOUR HOME





*Delivering you 5-star service to become your real estate resource for life.*

Home is more than just a property you own. It is the place where you build long-lasting memories with your friends, family, and loved ones. And for most, it can be your single most greatest asset.

Growing up in real estate, I've seen the twists and turns of every market. I understand how emotional it can be to sell your home and without the right knowledge and information it may seem overwhelming.

Together, we are here to help you navigate the process with ease. As your listing agents, we will guide you through the process, create a plan, and take care of any and all details, so you can rest easy.

Planning your photos, staging your home, finding the right buyers, and negotiating on your behalf, we're here to help you every step to closing. Starting with this booklet, you'll find the whole process to guide you to success.

*Jon-David Lenard*  
TEAM LEADER



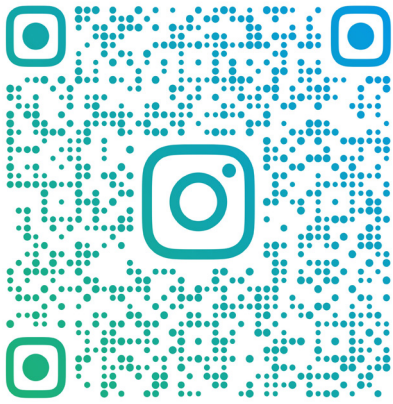


# DANA PALMER

## About Me

Meet Dana Palmer, your Long Island Real Estate local. With deep roots in the community, a background in interior design, and a track record of excellence, including Long Island Board of Realtor's Top 20 Under 40 in 2023 and the Gold Circle Excellence Award from Signature Premier Properties in 2022, Dana is your trusted partner for a successful sale. She'll guide you through the process and bring out the best in your property, ensuring you reach your homeselling goals. Whether you're in a bustling neighborhood or a quiet corner, Dana knows Long Island like the back of her hand. Let's sell your home together!

(631) 250-6915 • dpalmer@thelenardteam.com • dana.lenardteam.com



DANAPALMER.REALESTATE

*Congrats* TO TOP **20 UNDER 40**  
Rising Star In Real Estate



**DANA PALMER**  
LICENSED RE SALESPERSON  
Cell: 631.250.6915  
dpalmer@thelenardteam.com


THE LENARD TEAM  
AT SIGNATURE PREMIER PROPERTIES

**Awarded By The YPN**  
YOUNG PROFESSIONALS NETWORK OF THE  
LONG ISLAND BOARD OF REALTORS





*Just Sold*

231 SARATOGA BLVD, ISLAND PARK, NY



**DANA PALMER**  
DPALMER@THELENARDTEAM.COM  
631.250.6915  
@DANAPALMER.REALESTATE

## TESTIMONIALS

Highly likely to recommend | 5.0 ★

[Report a problem](#)

9/1/2023 - nickkwasna  
Sold a home in 2023.

- ★★★★★ Local knowledge
- ★★★★★ Process expertise
- ★★★★★ Responsiveness
- ★★★★★ Negotiation skills

I am thankful it worked out the way it did... everything went smoothly and a lot quicker than expected. Dana was phenomenal and I appreciate everything Dana has done to make this as painless as possible and saw to it that I understand what was going on with everything. I really couldn't have asked for a better team

Highly likely to recommend | 5.0 ★

[Report a problem](#)

8/21/2023 - Robert Laskowski  
Bought a Single Family home in 2023 in Barnum island, Island park, NY.

- ★★★★★ Local knowledge
- ★★★★★ Process expertise
- ★★★★★ Responsiveness
- ★★★★★ Negotiation skills

Dana was awesome. She was truly helpful throughout the whole process. I never felt like she was TRYING to sell us on a property; it felt more like we were a team and she was guiding my wife and I through the process keeping our best interests in mind. She was attentive, honest, and easily accessible. I cannot recommend her high enough. My wife and I will certainly use her when we list our old house.



# WHY HAVE A TEAM?

*Guiding you through your selling process every step of the way.*

Have someone by your side through the entire process. Selling your home can come with many questions. With a team, you can rest assured that there will always be someone available to provide you with the best answer possible.

Real estate teams also possess a wide network and marketing reach that can greatly enhance your property's exposure. With a longstanding reputation a team, like The Lenard Team, may already have your buyer in the database. This would reduce the time you're waiting for your home to sell and prepare you for the next chapter in your life.

From arranging professional photography, home staging, and high-quality marketing materials the team will ensure your home is shown at its very best. Their objectivity and experience are also invaluable during emotionally charged negotiations, ensuring you don't settle for less than what your property deserves.

Enlisting the assistance of a real estate team when selling your home provides expertise, resources, and support that can significantly improve your selling experience and secure the best possible deal for your home!

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## Meet Your Team



Dana Palmer  
Listing Agent



Jon-David Lenard  
Team Leader



# MEET YOUR SUPPORT TEAM



## JON-DAVID LENARD TEAM LEADER

As a 2016 inductee to the “20 Under 40 Rising Stars in Real Estate,” Jon-David Lenard is nationally at the forefront of the real estate profession. Jon-David was raised in a real estate family. He has dedicated his career to mastering the parts of the business that have always worked and incorporating new ideas and technology. His measure of success is in the number of people he and his team are able to serve professionally.

*“I believe in lifelong learning. Being the team lead, my mission is to provide the most up-to-date information and techniques to not only my team, but also our clients to ensure the best results possible and meet the goals of our clients.”*

## DANIELLE LENARD LEAD LISTING AGENT/LEAD MENTOR

After 20 years in the real estate industry, Danielle has an expert understanding of the Long Island real estate market. She’s passionate about providing the best possible service to her clients, and continually educates herself so she can meet that goal. A graduate of Rutgers University, she’s a member of local mastermind and networking groups, as well as the PTA for Hauppauge schools.



## VIRGINIA BOYD FINANCIAL & OPERATIONS

Virginia graduated with a Business Management degree and has been putting it to use optimizing operations and financial strategies for the Lenard Team for the last 16 years. Along with overseeing the team’s operation as a whole, she reviews all transactions, onboards new staff, and offers to support on all listings. Her role with the Lenard Team has allowed her to not only witness but actively participate in its evolution into an industry leader and she is looking forward to growing the company further.



## BARBARA LENARD RESEARCHER/LEAD CONSULTANT

After 45 years of residence in Smithtown and more than 30 years of real estate experience, Barbara has a knowledge of Long Island real estate that few competitors could match. Rather than resting on her laurels, she works hard to expand her expertise and keep up with the latest industry tools. Prior to all listings, the agents meet with Barbara to have a greater understanding of the local market, including pricing, recent sales, and available houses by zip code. This ensures the agents are delivering the best and most accurate information.



# MEET YOUR SUPPORT TEAM



## STEPHANIE LOZADA ZILLOW FLEX MANAGER

Stephanie's role as the Zillow Flex Manager is to ensure lead flow through each step of the pipeline while supporting agents in providing a 5 star experience. Stephanie works one on one with each agent, overseeing scheduling and provide hands on training. Stephanie also tracks the agents answer rate and pick-up rate of each agent to ensure the best possible service is provided to any and all clients.

*"Through consistent training, accountability, and support from our client concierge, we can provide a seamless process for homebuyers."*

## DIANNA TORTORICI TRANSACTION/LISTING COORDINATOR

Joining the team after moving to Long Island from Virginia, Dianna brings a plethora of knowledge. After previously working with a real estate team in Virginia, Dianna is well versed on all the listing requirements. Even before meeting your listing agent, Dianna prepares the listing agreement to be signed and then coordinates with your agent to make your listing live on MLS, Zillow, Trulia, etc. From there she orders all brochures and postcards to announce your listing and ensures all agents have everything they need to succeed for your open house. Once offers flow in, Dianna organizes all offers for your and your agent's review. As soon as an offer is accepted, Dianna supplies all essential paperwork to all attorneys beginning the process for a smooth closing.



## HILLARY GARCIA MARKETING DIRECTOR

Once you've signed with your agent, Hillary works with your agent to provide all needed marketing materials. She provides and designs all print materials, advertisements, social media posts, email campaigns, video, and even a dedicated website for your new listing. She accompanies your listing agent during the listing photos to capture the most and best content possible, so your home is viewed at its best. By adding this boost across all platforms, Hillary ensures the most eyes are viewing your home, providing you with a pool of potential buyers.



# YOUR LISTING JOURNEY WITH THE LENARD TEAM



*Looking forward to becoming your real estate resource for life!*



# LISTING CONSULTATION

*Planning for success.*

During the listing consultation, we will collaborate on the best plan to list your home.

The listing consultation is where we invite you to ask as many questions as you have, so we have a clear understanding of the goals you have for your home.

As your listing agent we will also do a thorough walkthrough of your home citing any features, renovations, or conditions that would bring the most attention to your home.

Alongside our thorough assessment we provide a market analysis. This analysis includes recent sales data of comparable properties in the local area to stay competitive and give you the most up-to-date information for your sale.

Our consultation will provide an in-depth look into the marketing and social strategy to secure the most opportunity to find your buyer. Together we will create the next steps to reach the goals we set out.



*A few things to think about...*



*What is your moving timeline?*

*Are you looking to sell in order to buy?*

*What do you hope to net from your sale?*

*What concerns do you have about the process?*





# PRE-LIST

# TO-DO LIST

*Presenting your home in the best possible light*

## FRONT ENTRY

*Declutter  
Remove shoes, jackets, bags  
in entry way*

## BEDROOMS

*Clean/shampoo carpets  
Replace bedding with neutral tones  
Remove 30% closet clutter*

## KITCHEN

*Remove items from countertops  
- ex: papertowels, dish soap, drying  
rack, etc.*

## LIVING ROOM/DINING ROOM

*Sweep and vacuum  
Clean/shampoo carpets*

## BATHROOM

*Remove items from vanity tops  
- ex: toothbrushes  
Remove items from shower  
- ex: shampoo, conditioner, loofahs, etc.*

## EXTERIOR/LANDSCAPING

*Sweep front/back porch  
Trim hedges  
Mow lawn  
Store/stage outside furniture*

## MISCELLANEOUS

*Change air filters  
Service HVAC  
Patch holes and paint drywall  
Replace lightbulbs  
Fix leaky faucet or water heater  
Deep clean house - wipe down doors, appliances, mirrors, window sills, baseboard*

# TIMELINE AND EXPECTATIONS

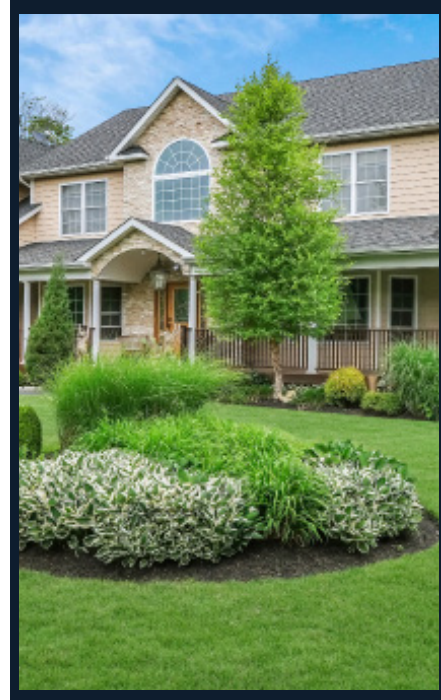
*What's coming up next?*

As your agents we're determined to get your house on the market as quickly as possible to take advantage of the current market. This ensures we're securing the best opportunities possible for the sale of your home.

We work with you to prepare your house for photos and showings. Starting with photos, we provide the best appointment time for you and work around your schedule. You are welcome to be present for photos or leave it up to us! We are on site with the photographer throughout the whole session insuring the best possible staging and the highest quality photos.

All photos, videos, and description of the home will then be edited and prepared into the following materials:

- Your home only website page
- Neighborhood direct mail pieces
- Email campaigns to our 40,000 person database
- Social media posts & ads
- Open house materials



*Expect...*

*To be out of your home for an hour while photos are done.*

*About 2 days for photo and video editing.*

*To hit the market a week from photos!*



# PROFESSIONAL PHOTOS

*You never get a second chance at a first impression, so smile and look your best!*

In real estate, pictures can mean the difference between selling your home or having it sit on the market for multiple months. So on our team we enlist the help of professional photographers to come on site and secure the best photos of your home before it hits the market.

These photos are essential as they will be seen everywhere, from mailers, flyers, brochures to social media posts, ads, and various listing websites.

This gives potential buyers the first insight into your home and help them imagine their own move-in day!

Rest assured, we will be on site with the photographer the day of and oversee all edits before going live!



# GOING TO MARKET

## YOUR MARKETING PLAN

An immersive marketing strategy is essential as your home is ready to hit the market.

This approach allows buyers across multiple generations to view the details of your home. With an expansive marketing plan, your ideal buyer will be viewing your home multiple times a day across a multitude of mediums.

### PRINT

After all the editing, it's time to go to print! We provide mailers to neighbors and flyers and brochures to be used at your upcoming open house. Getting started with mailers is a great way to show off your new listing across multiple neighborhoods. Announcing your home is fresh on the market to any potential buyer

### DIGITAL

Alongside print, your home will live online. Your home will featured on MLS, Zillow, Realtor.com, Trulia, and have a dedicated website page for everyone to view. Buyers will be able to view your home and schedule showings with ease.

### SOCIAL

To drive the most traffic to your online listing, we're taking your home directly to their phone. Half the time a person spends on their phone is on social media, so the next time they go on Facebook, Instagram, and YouTube they'll be scrolling through your home.

### OPEN HOUSE

Finally, the time has come to host the open house. After viewing your home online and in the mail, buyers will have the opportunity to view your home in person. Your listing agents will be there to greet guests, oversee your house, and find your potential buyer!



# GOING TO MARKET YOUR ROCKET REPORT

Along with your personalized marketing plan, you can view and download your home's rocket report. The rocket report is for your specific address allowing you to view the amount of buyers looking for a home similar to yours.

Our in-house customer service representative will supply us with your Individualized rocket report for insight on the potential buyers near you!

Not only will we get your home in front of hundreds of thousands of local relevant buyers online, we may already have your buyer in our active buyer database!



Total active buyers in my database!

Price Range: \$14 - \$24  
Bed: 4  
Bath: 3  
Square Feet: 4,100 - 4,500  
Location: NESCONSET, NY



Active buyers we think would be interested in your home!

Name	Phone	Email	Buying Timeline	Similar Property Interested
Man Li	845.451.7460	Manli@bny.com	12+ Months	NESCONSET, NY 11767 4 Bed, 4 Ba 4300 Sqft
Rizwana	845.451.7460	Rizwana@bny.com	Unknown	NESCONSET, NY 11767 4 Bed, 3 Ba 4278 Sqft
Muhammad Jafar	845.451.7460	Muhammad@bny.com	3 - 6 Months	NESCONSET, NY 11767 4 Bed, 3 Ba 4241 Sqft
Eric Miller	845.451.7460	Eric@bny.com	12+ Months	NESCONSET, NY 11767 4 Bed, 3 Ba 4278 Sqft
Mehdi	845.451.7460	Mehdi@bny.com	Unknown	NESCONSET, NY 11767 4 Bed, 3 Ba 4241 Sqft
Rachael G. Campbell	845.451.7460	Rachael@bny.com	12+ Months	NESCONSET, NY 11767 4 Bed, 3 Ba 4278 Sqft
Awyaseh P. Hill	845.451.7460	Awyaseh@bny.com	3 - 6 Months	NESCONSET, NY 11767 4 Bed, 4 Ba 4700 Sqft
Syed Z. Khan	845.451.7460	Syed@bny.com	6 - 12 Months	NESCONSET, NY 11767 4 Bed, 4 Ba 4500 Sqft
Lyle M. Johnson	845.451.7460	Lyle@bny.com	12+ Months	NESCONSET, NY 11767 5 Bed, 3 Ba 4170 Sqft
Royce A. Hill	845.451.7460	Royce@bny.com	Within 90 Days	NESCONSET, NY 11767 4 Bed, 4 Ba 4500 Sqft
Brian A. Hill	845.451.7460	Brian@bny.com	Unknown	NESCONSET, NY 11767 4 Bed, 3 Ba 4278 Sqft

Within 10 miles of 37 LAWRENCE DRIVE, NESCONSET, NY there are **315,400 people**

- Likely to move soon
- First time home buyers
- Recently browsed for homes for sale



# LAUNCH DAY

*Making your debut online and on the market!*

It's time to sell! The day your home goes on MLS, it's blasted throughout the internet to get the highest possible visibility.

With your home now on MLS, Zillow, Trulia, and Realtor.com, your home is also featured on its webpage on The Lenard Team website. Our database of 40,000 persons will also receive a personalized email blast announcing your home.

Showings can be scheduled as soon as we hit the market and continue our search for your perfect buyer.

After viewing on multiple platforms, buyers are welcomed to the open house!



PRIVATE BATHROOM

NEW ANDERSON WINDOWS

ELEGANT TILE WALLS

URBAN EXCITEMENT

MODERN COUNTRY KITCHEN

Welcome to your urban sanctuary, where modern upgrades intertwine with timeless charm. Step inside and be greeted by bright interiors, inviting you to relax and unwind. The seamless flow from the dining area to the serene patio-deck provides the perfect space for gatherings or peaceful moments under the open sky. A modern country kitchen awaits, ready to inspire your culinary adventures while keeping you connected to your loved ones. Retreat to the...

[Read more](#)

**1 day** on Zillow | **454** views | **28** saves

Listing by:

**Signature Premier Properties 631-360-2800**

William C James 516-494-4483

*Throughout your listing, we keep track of the momentum and the trajectory that your house has on the market! Giving us insights into the buyers' minds.*



# LIVE AND ACTIVE

*Your house is out on the market, so what now?*



## OPEN HOUSE

Kick off your listing with an open house. Open houses are essential when selling your property. It gives the opportunity for multiple buyers to take what they've seen in print and online to real life.

We recommend planning to be out of the house for two hours as buyers view your home. Not to worry though! As your listing agents, we will be at the open house from prep to clean up.

We will be on-site, guiding buyers through the house and weeding out those looking out of curiosity and those looking to submit their best and highest offer!

## WE DON'T STOP THERE!

We may have your perfect buyer! While your house is on the market, we are looking through our database to find you the best offer.

With years in the industry, we have built an indisputable reputation known across Long Island. We work to reach out to industry professionals and colleagues to find the right buyer for your home. As a team, we have an even greater reach, since your buyer could be right in our backyard.

As for showings, we schedule them through our ShowingTime app. This makes scheduling a breeze as we work around your schedule and can consistently keep track of any and all potential buyers viewing your home!



# ACCEPTING AN OFFER



*All tallies are in and the winner is...*

So it's time to review offers. Throughout the entire active period, we are collecting all offers and organizing them to be presented to you.

Once all offers are collected, we will sit together and review the offers with you side-by-side. This is the time to compare and find you the best offer possible, BUT we aren't just looking for the highest offer right off the bat.

We negotiate on your behalf, with all offers presented to allow room for the best offer possible.

Through this process, we're looking for the offer you and your home deserve!



*Once all negotiations are said and done, we sit down again and guide you in making the best decision possible to meet your selling goals!*







# PENDING PERIOD

*You're now under contract!*

After accepting an offer, you are now in the pending period. This starts off with our transaction coordinator reaching out to all parties with an introductory email. The email will address the specifics of the deal, the next steps, and any more information needed.

From there, enter the attorneys! With the accepted offer, your real estate attorneys will prepare the contracts and perform a title search.

Communication is key in this stage of the process. To ease all coordination, we facilitate all communications, making sure to answer any questions and address any concerns that may arise. We stay on top of this, so you can rest easy and prepare for your closing





# SELLING TO BUY? SEARCH FOR YOUR NEW HOME

As discussed during your listing consult, if you're looking for your next home, now is the perfect time!

With your current home pending, we will work together to find you the right home for your next chapter! From our original listing consult, we will dive in deeper to find your must-haves and dealbreakers to ensure we're showing you the best of what's in the current market.

Having your home under contract also provides valuable leverage when submitting offers. Being under contract reassures other sellers and gives them confidence when reviewing and accepting your offer!

Just as we have been, we'll be with you every step of the way!



# YOU'RE RIGHT AT THE FINISH-LINE

You're scheduled to close, but before then let's get through the final walk-through. During the final walkthrough, the buyers and the buyer agent will walk throughout the house to ensure agreed-upon repairs have been met and the condition of the home is consistent at the time of contract.

Follow this checklist to make preparing a breeze!

*Moving preparations  
are in order*

*Repairs are complete*

*Property has been  
broomed swept*

*Final readings for oil  
& propane have been  
turned in*

*Transfer of utilities  
established*

*Have all keys ready for  
closing!*





**THE DAY IS FINALLY HERE AND YOU'RE READY TO CLOSE!**



We've reviewed all the contracts and now we're set to sign. Be on time, have keys on hand, and get ready to start your next chapter!



Closing day can be a long process as both parties sign, so while you wait tell us how we did!

**LEAVE US A REVIEW ON ZILLOW!**



# PROFESSIONAL PARTNERS

Making your home selling process as easy as can be. Looking for a mortgage lender, inspector, or attorney? Here is the list of our highly trusted and recommended partners to make your transaction the smoothest as it can be.



**Eric Braun**  
**516.265.4244**  
Mortgage Loan Originator  
NMLS ID#1618933  
EBraun@ContourMtg.com



Contour Mortgage, Department, 140 Street Avenue, Suite 400, Carle Place, NY 11732 | 516-265-0700. This is not a recommendation to lend. Distribution of Uniform Mortgage Practices - NY Department of Financial Services Mortgage Market License #1400041194331024748 | www.fitchratings.com



LAW OFFICE OF  
ASAF A. GERMAN, P.C.  
**631.390.7741**  
444 Route 111 | Smithtown, NY 11787



A PROPERTY INSPECTOR GROUP  
**516.586.0778**  
319 E Main Street | Smithtown NY 11787

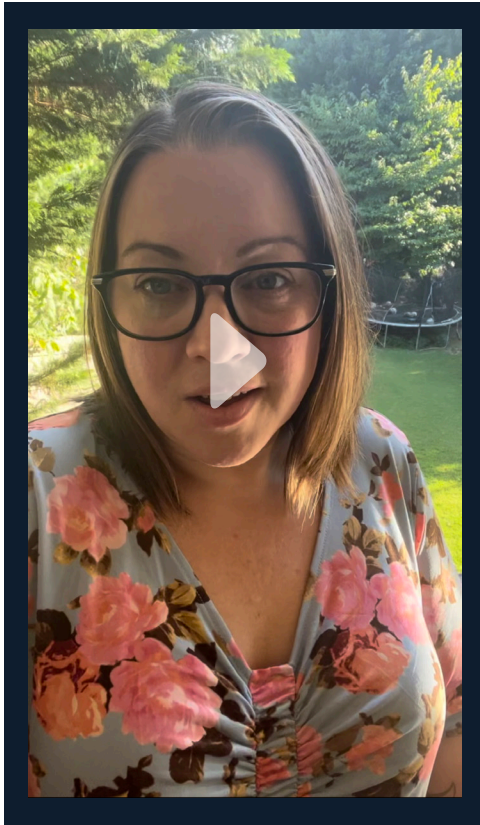


**631.923.1338**  
165 E Main Street | Huntington, NY 11743



# SEE WHAT OTHER'S SAY

Check out our reviews from previous clients throughout the years!



Highly likely to recommend

5.0 ★

[Report a problem](#)

8/4/2022 - RobertHatem

Sold a Single Family home in 2022 in Ridge, NY.

Review for Member: [William James](#)

★★★★★ Local knowledge

★★★★★ Process expertise

★★★★★ Responsiveness

★★★★★ Negotiation skills

William helped us sell our house!

He was always helpful with his knowledge of the process as he guided us through our house sale. I can see why other people feel stressed when buying/selling a house. Hearing William explain everything, and guide us, enabled us to feel less stress. He always answered his phone or returned calls promptly.

We recommend him as a Real Estate Agent without any reservations.

Highly likely to recommend

5.0 ★

[Report a problem](#)

7/9/2023 - Imabuzeit

Sold a Single Family home in 2023 in Nesconset, NY.

Review for Member: [Danielle Lenard](#)

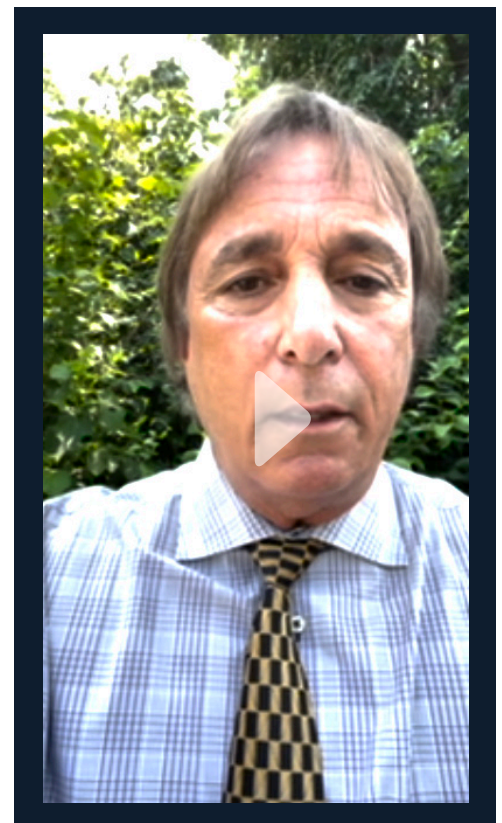
★★★★★ Local knowledge

★★★★★ Process expertise

★★★★★ Responsiveness

★★★★★ Negotiator skills

After just one phone call with Danielle, we knew she was the perfect realtor for us. Her easygoing attitude was a breath of fresh air, especially after dealing with an incompetent realtor from another agency. Danielle's sweet and caring personality shines through, as she assured us not to worry and to trust her with our concerns. We hold her in high respect as a realtor and enjoy getting to know her. Her and professional and hardworking team are superheroes when it comes to rescuing clients from difficult situations!! We highly recommend her, especially if you're currently in a bad situation, like we were. The entire process was quick and effortless; we were under contract in less than a week of our open house, we accepted far above our asking price and closed within 40 days! We are beyond grateful for this outcome. If you're looking for the best outcome, she's your realtor!





# THE LENARD TEAM

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