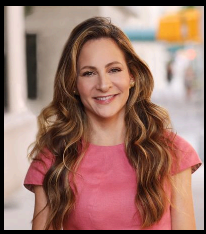


TRACIE F. GOLDING

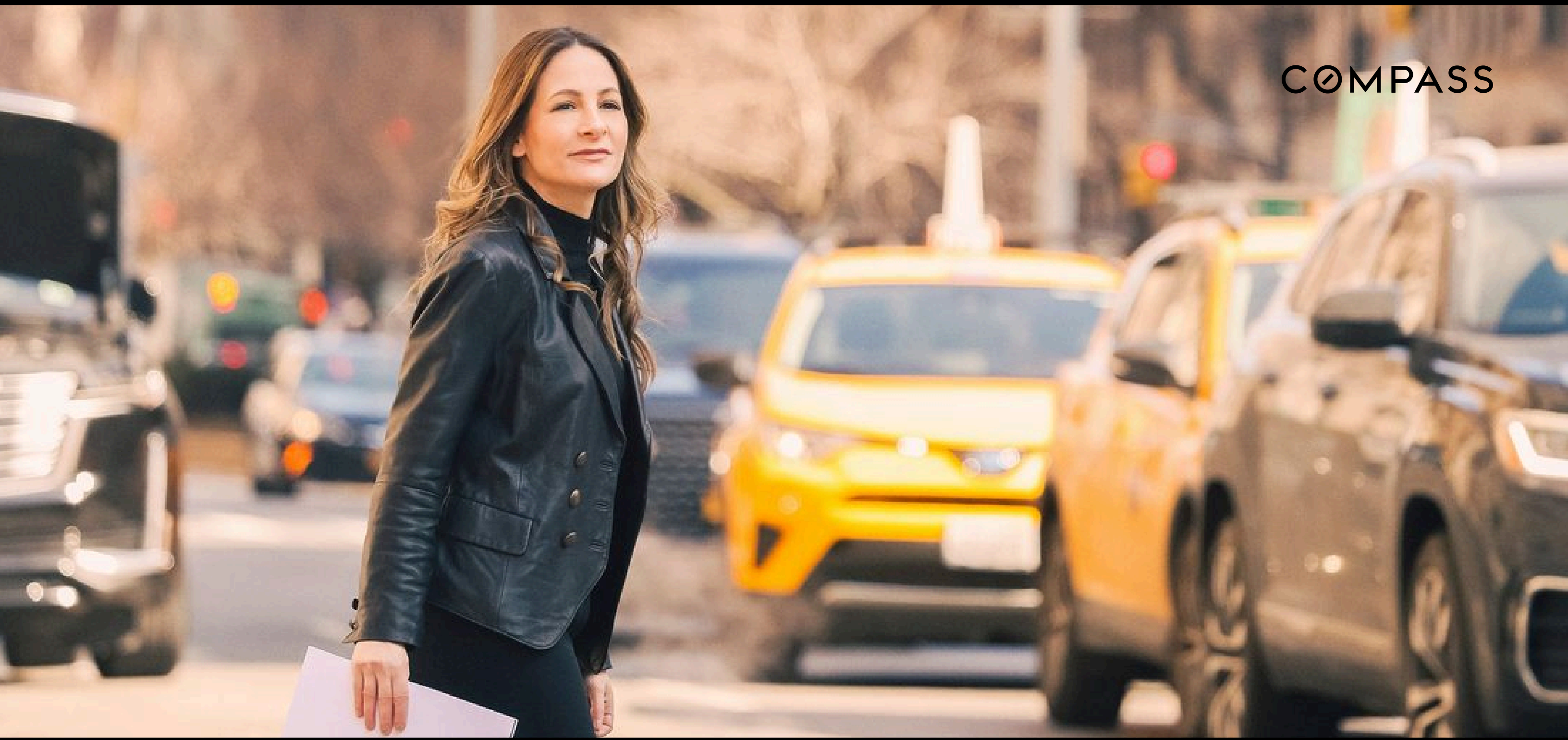
Licensed Associate Real Estate Broker, NYRS
Selling NYC since 1995
M: 917.837.1918
tgolding@compass.com
@traciegoldingnyc

The Right Broker Makes All The Difference

Over 1 Billion sold and rented	27+ Years of experience
Consistently ranked Top 1% of brokers annually	Over 100M annual sales volume

Stribling AT COMPASS

924 Madison Avenue
New York, NY 10021
compass.com



An inside look at one of the ways I help my clients achieve success

The Tracie Approach:

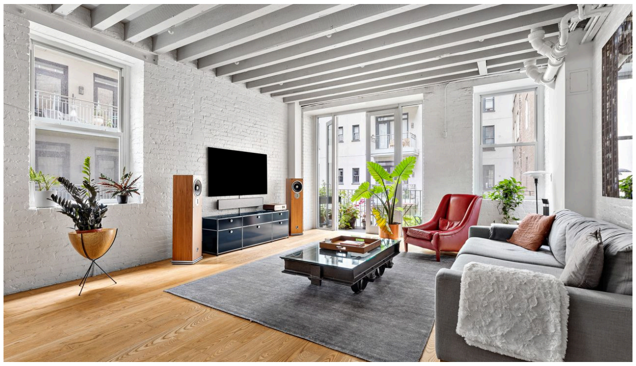
Strategic Pricing

Strategic Pricing

More than ever, strategic pricing is crucial to ensure that a property sells at the highest possible price. To establish a strategic price, I analyze all available data to determine what is currently available for sale, what has gone into contract, and what has recently sold.

Properties that are new to the market draw the attention of serious and savvy buyers who are already looking to purchase. Any given property has only one chance to be THE new listing, enticing seasoned buyers to act. A property that is strategically priced stands out and buyers will want to engage. Buyers recognize a good opportunity - and in some cases will even offer to pay more than the asking price! Conversely, overpriced properties tend to sit and ultimately can even sell for less than they could have.

Working with a seasoned and knowledgeable broker is more important than ever! Adept analysis, intuition, and skill are key to making sales happen in this uncertain market. I am always here to answer any questions you may have.



41 North Moore, Apt 2

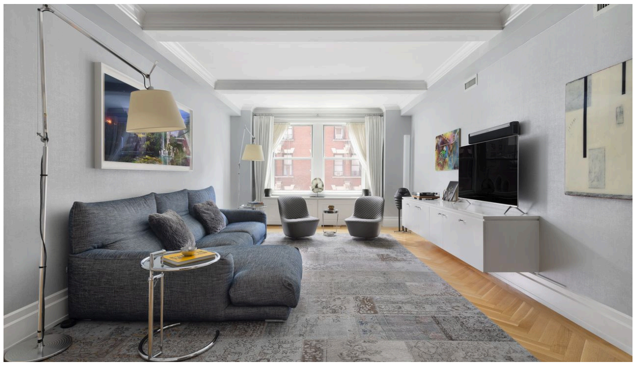
Tribeca

1400 Sq Ft - 2BD | 2BA

Property:
Renovated walk-up loft home with three exposures

Pricing Strategy:
The asking price had to be competitive because the building did not have an elevator. The price had to appeal to buyers so that walking up would not become a restrictive issue.

The Achievement:
This apartment received multiple offers within the first week on the market and sold for $200K over asking.



845 West End Avenue, Apt 5C

Upper West Side

1974 Sq Ft - 3BD | 3BA

Property:
Renovated Prewar Doorman Condominium with open exposures

Pricing Strategy:
This property was mint renovated - better and more attractive than comps. The decision to price at the same level as peer properties ensured this unit would stand out.

The Achievement:
The apartment sold within two weeks for its asking price.