

Working with Tracie

Tracie Golding has consistently ranked in the top 1% of brokers annually and has consistently ranked in the top 50 brokers in New York State for Individual Sales Volume.

BY THE NUMBERS

\$1B+

Career sales volume

\$100M+

Annual sales volume

26+

Years of experience

TRACIE'S VERSATILITY

Tracie does both sales and rentals in all price points and in all neighborhoods

NATIONAL REACH

Tracie's referral network extends nationally to every major market in America

POWERFUL INSIGHT & IN-DEPTH MARKET KNOWLEDGE

Tracie's proprietary analyses provide proven results

COMPASS

924 Madison Avenue,
New York, NY 10021



Tracie F. Golding

Licensed Associate Real Estate Broker, NYRS
Selling NYC Real Estate Since 1995
tracie.golding@compass.com
M: 917.837.1918

Tracie F. Golding is a licensed associate real estate broker affiliated with Compass. Compass is a licensed real estate broker and abides by equal housing opportunity laws. This information is provided for informational purposes only and is not a solicitation, recommendation, offer or promise to provide services. Compass is not offering legal, financial or other professional advice. Compass reserves the right to refuse, reject, or cancel the program for any reason at any time without liability. Compass offers no guarantee or warranty of results. Subject to additional terms and conditions. Individual results may vary. Testimonials are not intended to guarantee the same or similar results. Subject to additional terms and conditions at compass.com/concierge.



COMPASS

An inside look at one of the ways I help my clients achieve success, The Tracie Approach.

458 BROOME STREET, APT 2

Staging

The Challenge

Not updated in 20 years, this prime SoHo loft was lacking that ‘wow’ factor. Dated interiors left the space feeling old and tired.

The Approach

The goal was to create a luxurious and stylish space that showed buyers how they could live in the loft, while also being reflective of the cool SoHo location. To demonstrate the full potential of the property, we worked with our stagers to invest \$35K to:

- Remove shelving
- Paint the entire apartment
- Add statement light fixtures
- Install new doorknobs, hardware, and hinges
- Update kitchen faucet and drawer pulls
- Replace all furniture
- Install art in every room

The Achievement

Within 45 days, we achieved a signed contract at our full asking price at a time when the market was heavily discounted.

BEFORE



AFTER



235 WEST END AVENUE, APT 3G

Renovation

The Challenge

This apartment hit the market in 2020 and after 2 months had received no offers. Resounding feedback indicated that the apartment needed an investment of over \$100K to renovate, especially the kitchen.

The Approach

We took the property off the market for 4 weeks. With guidance from my interior design team, we invested just \$31K to:

- Completely renovate the kitchen to open the space: modernizing the floor and wall tiles, installing new cabinetry and appliances, and removing overhead shelving
- Paint the entire apartment
- Update all light fixtures and door handles

The Achievement

Within one week of re-listing, we moved into contract with an offer just \$15K under our asking price.

BEFORE



AFTER



Compass Concierge

Get fronted for the cost of home improvement services with no interest – ever. Compass Concierge is the hassle-free way to sell your home faster and for a higher price with services like staging, flooring, painting, and more.

Interested? Reach out to me today to learn more.