

# LISTING

BOOK



THE GONZALEZ  
PROPERTY GROUP

# A Brokerage Built On Experience

The Gonzalez Property Group is a new and fresh firm focused on representing buyers, sellers, and renters, in a wide range of real estate related services in New York City. With a clear vision, The Gonzalez Property Group brings professional attention to detail, efficiency, and sharp business acumen. Our team's extensive knowledge and experience enables us to advise clients through all their real estate decisions with smart and accurate information. The Gonzalez Property Group agents have the experience and skills necessary to create a seamless transaction for every client.

The Gonzalez Property Group LLC has a sophisticated approach to real estate a decade of knowledge as a Property Manager, Dealing with Class A Commercial Buildings, Residential Condominiums Coops, and investments properties The CEO founder, Principal Broker Arlene Gonzalez she has extensive knowledge of New York's prestigious areas.

Born and raised in Queens she is well versed in all things New York has to offer and knows the five boroughs like the back of her palm. She speaks two languages fluently, English and Spanish and offers over 10 years of knowledge in the real estate industry.

Arlene understands tenants necessities not only did she work in the State or New York but also in the State of Florida. She has worked hand in hand with the Board of Association's She is able to connect with individual wants and needs. Arlene has extensive knowledge of the Florida market and the reputable areas in all of Florida. She has obtained her Brokers license in the State of Florida and loves to assist with relocation.

With an extend understanding in Marketing an attendee of Pace University, Arlene knows the importance of servicing and working hard for her clients to help them obtain the home of their dreams.

# The Gonzalez Property Group Advantage

Beginning your real estate development project with the right team is essential for a prosperous outcome.

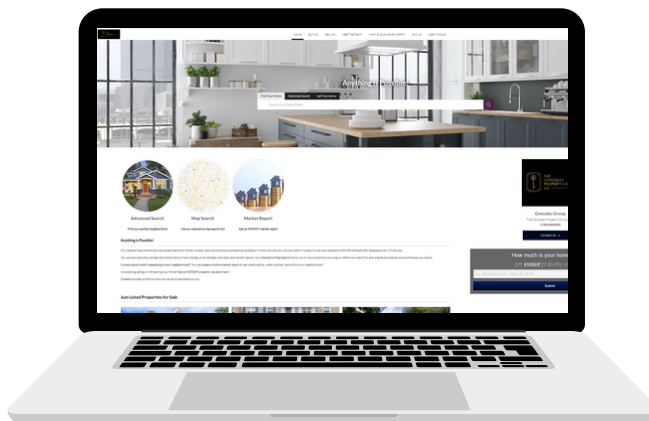
## **At The Gonzalez Property Group:**

All of our projects are developed rigorously and efficiently by experts in the fields of architecture, design, engineering and construction. Our detailed and hands-on development approach allows us to reach our architectural vision in every project that we manage. Our agents combine a sense of integrity and transparency in every stage of the development process, ensuring the best possible results.



# Properties That Receive Maximum Exposure

Selling a home a quickly and for the best possible price relies largely on how innovative and efficient your marketing strategies are. At The Gonzalez Property Group, we leverage our fully integrated marketing techniques to ensure our clients home is sold to the best possible buyers.



# Strong Social Media Presence

The Gonzalez Property Group LLC, we leverage various social media tools and platforms to advertise our properties, target the right buyers, and post interesting content that produces measurable results for our clients.



Over 1 billion active Instagram users worldwide



68% of potential homebuyers use Facebook on a daily basis



LinkedIn has over 610 million worldwide users- 41% are millionaires



86% of homebuyers use Youtube to research potential homes and neighborhoods

# Recognized In The Real Estate Industry

The Gonzalez Property Group agents do not limit their expertise to any particular facet of the real estate industry but instead is well-versed in all aspects of the New York City real estate market. This enables us to serve all of our clients' needs and offers us the ability to connect with qualified buyers from every background.

## OUR DIVISIONS



Residential



Commercial



Sales



Rentals



Development



Investment

# Diversify Your Investments

As one of the hottest real estate hubs in the world, New York presents the perfect opportunity for high-end real estate investments. The average price of a Manhattan apartment appreciated approximately 50% over the last 5 years- a testament to the amazing profit potential the New York City real estate market offers.

At The Gonzalez Property Group, we have witnessed our clients seize the unparalleled opportunity to diversify their investments through real estate. New York historically has a low vacancy rate- there are rarely empty apartments. This provides investors with a healthy cash flow on top of long-term appreciation.

Further, investing in up-and-coming neighborhoods is a great way of getting 'more bang for your buck' as prices are lower in these neighborhoods, making it easier to afford the down payment and qualify for a mortgage. The returns on properties in these neighborhoods can be higher than properties in more established areas.

As an experienced team of real estate professionals, The Gonzalez Property Group has the knowledge and capability to help clients invest in properties that are a low risk with a high return.



# New York City's Dynamic Market

The Gonzalez Property Group agents don't just work in New York- we are New Yorkers with a passion for serving our city's valuable buyers and sellers. We know this city and can provide neighborhood suggestions and expertise in any borough. We make it a point to immerse ourselves in this city and it's market so we can provide our clients with adequate recommendations. Most importantly, we constantly stay abreast of the latest market trends and changes, allowing us to know which neighborhoods best fit the needs, goals, budget, and lifestyle of our clients.



# Your Property Our Priority

At The Gonzalez Property Group, we treat each and every property we work on as if it were our own- with care, detail, and efficiency.

Between our industry-based experience, local market expertise, and commitment to integrity, our clients are able to sell their property quickly and with ease.

Our team has the reach and capability to offer you a real estate experience that is simply unmatched.

# How We Sell Your Property

The Gonzalez Property Group offers an unparalleled library of resources designed to bring your property maximum exposure and get it off the market quickly and for the best possible price. We develop a marketing plan that is results-focused and tailored to way you want to sell your property.

01

Our team creates a comprehensive marketing plan. We have the property valued by an appraiser, have professional photographs taken, and develop custom print materials.

02

We develop the 'story' we are conveying about your property and tailor our plan to this approach. Word is spread through our sphere of influence (past clients, brokers, etc).

03

All marketing channels are saturated with content about your property and it appears across our syndication of search engines, listing services, print and digital advertising, and social media platforms.

04

We receive immediate interest in your property from excited buyers and work with their representatives to sell the property as quickly and efficiently as possible.

# Powerful Marketing Tools

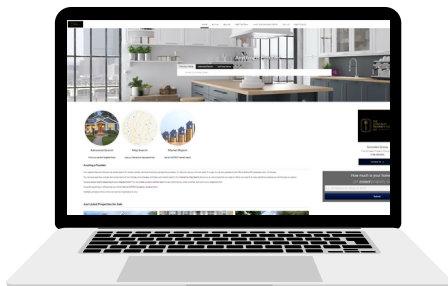
Each The Gonzalez Property Group agent is well-versed in the industry's latest technology and resources for marketing properties. We combine our expertise and these resources to build a marketing campaign that will sell your property.



- **Property Analysis**
- **Professional Photography**
- **Professional Floor Plans**
- **Market Analysis**




- **Social media**
- **Digital Marketing**
- **Email Campaigns**
- **Multiple Listing Systems**



- **Web**
- **Print Media**
- **Mailing Campaigns**
- **Presentations**

# Pricing Strategies

## Amount of Buyers That Will Show Interest in Property

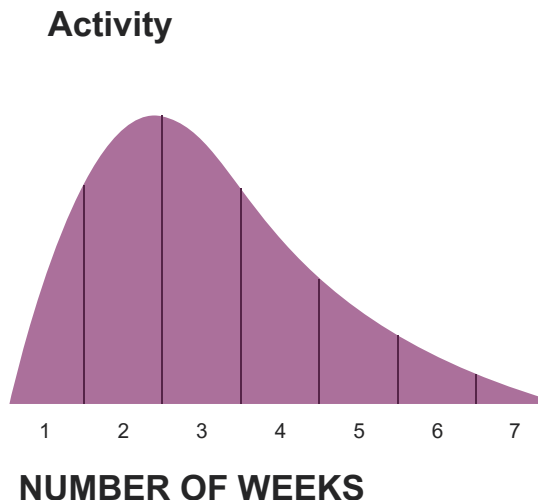
-10%	
-5%	
Fair Market Value	
+10%	
+5%	

Asking Price  
Compared To Fair  
Market Value

Amount of Potential Buyers Who Will View Property

### Why Our Strategies Work

- Properties priced at market levels indicate proper appraising, helping the buyer's secure a loan.
- More buyers are attracted to the property and more serious offers are submitted.
- Marketing time is shortened, with immediate interest from the moment the property is put on the market.
- Increased interest in the property often results in the property selling at or above asking price.





**THE GONZALEZ**  
PROPERTY GROUP

**LET'S  
GET IN  
TOUCH**



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**WEBSITE**

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