

Selling Your Home for Top Dollar and Sooner Rather Than Later

A veteran Long Island brokers practical advice for homeowners who want results without the runaround.

A Personal Note from Hank

Selling your home isn't just a transaction it's a turning point. I'm Hank Cardello, owner of New Island Realty. I've been helping people sell homes on Long Island since 1977 with strategy, heart, and a commitment to doing things the right way.

This guide gives you the same straight-shooting advice I give my own clients and agents every day. No fluff, no hype just what works.

Step 1: Know Your Market But Dont Chase It

Dont price emotionally. I show you how to position your home to attract demand and avoid chasing the market.

Step 2: Prep Right Without Overspending

You dont need a remodel. Just smart touches that make buyers fall in love. Ill walk you through whats worth doing.

Step 3: Marketing Matters More Than Ever

MLS isnt marketing. We use pro photography, social media targeting, and more to show your home in its best light.

Step 4: The Psychology of Pricing

Pricing is strategy. Anchor pricing and buyer psychology can get you multiple offers instead of price cuts.

Step 5: Picking the Right Agent (or Office)

Not all agents are equal. You want integrity, experience, and real support not just someone who wants your listing.

Want a Head Start?

Request your free Home Value Report and get a 15-minute Seller Prep Call no pressure, just answers.

Contact:

Hank Cardello

New Island Realty

Good Ideas in Real Estate

Office: 516-957-0500 | Cell: 631-671-9172

hank@newislandrealty.com | www.NewIslandRealty.com

Seller Prep Checklist

- Declutter and store away personal items
- Deep clean kitchens and bathrooms
- Add curb appeal (mow, sweep, touch up)
- Fix minor repairs (faucets, handles, paint)
- Neutralize odors (pets, food)
- Review market trends with Hank
- Request your custom home value report