

LISTING BROCHURE



MICHAEL CAVITOLO

REALTOR® | COLDWELL BANKER ADVANTAGE



STATEN ISLAND & BROOKLYN REAL ESTATE AGENT

As a New York real estate agent, father, and husband, I bring the same integrity and commitment to my clients that I do to my family. For me, real estate is more than transactions—it's about guiding people through one of life's most important decisions with honesty, care, and expertise.

Having grown up in this city, I know the character of its neighborhoods and the value of finding not just a house, but a home that truly fits your lifestyle and future goals. I pair that local insight with a sharp eye for market trends and innovative marketing strategies to deliver results while keeping the process as smooth and stress-free as possible.

Every client is treated like family. Whether you're buying, selling, or investing, you can count on me for straightforward advice, strong negotiation skills, and unwavering support from start to finish. My priority is simple: helping you achieve your real estate goals while making the experience rewarding and enjoyable.



PHASE ONE

Defining A Win

- Outlining your objectives
- What is your motivation?
- What is your ideal moving date?
- Where are you moving?
- What is most important to you?

Knowing The Market

- Market Dynamics: Macro v. Micro
- Market Forces: Supply v. Demand
- The Numbers: Where is the market going?
- Analysis of actives, pendings , solds

The Strategic Plan

- Outline features and benefits
- Determining your key differentiators
- Establish the target market and buyer profile
- Our buyer attraction strategy

PHASE TWO

Listing Details

- Complete documentation & agreements
- Discuss property improvements
- Our staging strategy
- Photography and media
- Working backwards from launch

Preparing for Launch

- Property launch materials
- Traditional advertising
- Our digital plan
- Social media strategy
- Open house strategy
- Direct mail and community approach





PHASE THREE

Introducing The Property

- Launching the marketing plan
- Identifying your potential buyer
- Showing the property
- Monitor interest and feedback
- Weekly reports, updates, & strategy
- Adapting to changes in the market place

The Negotiation Process

- Collect written offers
- Deep offer analysis
- Strategically respond to offers
- Negotiate to optimize price and terms
- Our multiple offer process
- Back up strategies

PHASE FOUR

The Closing Process

- Execute the contracts
- Complete disclosures
- The contingency periods
- Fulfill duties & responsibilities

Closing

- Transitioning from the property
- Final documentation
- The final 10 days
- Closing and celebration

Working Together Again

- Following up & keeping in touch
- Second homes & investment properties
- Providing resources
- Feedback, testimonials, & referrals





MIKE CAVITOLO
REAL ESTATE



718-608-4310



cavitolo realestate.com



MCavitolocb@gmail.com