

*Guided by Strategy.
Powered by Results.*

THE ULTIMATE GUIDE TO SELLING YOUR HOME

By Rad Tatis, Bergen County REALTOR®

WWW.SELLWITHRAD.COM



real

Hi there,

Selling your home is a big move, and I'm here to make it feel easy, exciting, and completely under control. Whether you're upsizing, relocating, or just exploring your options, this guide is packed with everything you need to know to prepare, price, and present your home like a pro.

You deserve more than just a sign on the lawn. You deserve a strategy.

My goal is to guide you through each step with transparency, market insight, and energy. I treat your goals like my own, and together, we'll create a listing plan that gets the results you want—without the stress.

Let's make this move a smart one.

Rad Tatis

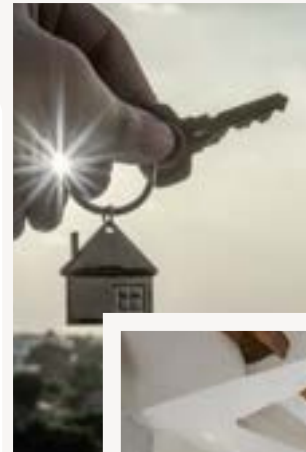
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real



ABOUT

Rad Tatis

real



“Real Estate isn’t just about transactions, it’s about trust. I’m here to guide, protect and deliver results that truly matter to you and your family.”

I’m Rad Tatis, a Bergen County Resident, and REALTOR® focused on delivering results with clarity, strategy, and care. I’ve helped sellers and buyers across New Jersey navigate major life moves with confidence.

What clients appreciate most about working with me is my clear communication, strong market knowledge, and ability to stay calm under pressure. I don’t use cookie-cutter plans. Every home and every client gets a tailored approach, from pricing and staging to marketing and negotiation. My goal is simple: protect your bottom line and help you move forward without stress.

When I’m not showing homes or negotiating deals, I’m spending time with my wife and two daughters, working on my cars, capturing moments through photography, or taking in a motorsports event. Real Estate is my business, but people are my focus.

Energetic.

Focused.

Committed.

WHAT TO EXPECT WORKING WITH ME

- ✓ Expert home pricing using market data, timing strategy, and local New Jersey insights
- ✓ Negotiation skills to protect your bottom line and maximize your results
- ✓ Powerful marketing-photos, video, and social media reach tailored for today's buyers
- ✓ Guidance on staging, timing, and buyer psychology for faster, higher offers
- ✓ Access to my trusted local vendors, photographers, contractors, attorneys, and more.
- ✓ Transparent, proactive communication-so you're always informed and confident
- ✓ Step-by-step support with paperwork, legal details, and closing

— “ —

Every home has a story, my job is to make it so buyers can envision making their own memories there.

THE SELLING TIMELINE

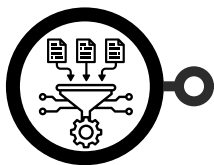
HERE'S HOW WE'LL SELL YOUR HOME, STEP BY STEP:



1

INITIAL CONSULTATION

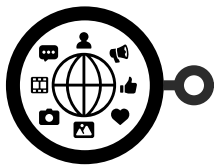
We meet to talk goals, timing, and strategy.



2

PRICING & PREP

I'll run a full market analysis and help prepare the home.



3

MEDIA & MARKETING LAUNCH

Photos, video, measurements, staging—then we go live.



4

SHOWINGS & FEEDBACK

Buyers start visiting. I manage all communications and updates.



5

OFFERS & NEGOTIATION

When offers come in, I negotiate with your best interest at heart.



6

CONDITIONS & CLOSING

I help manage inspections, financing, and the lawyer process.



7


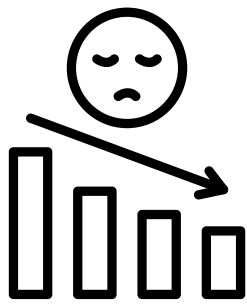
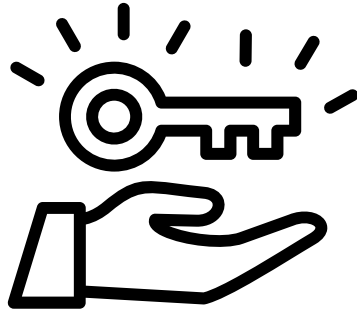
POSSESSION DAY

The final key handoff — celebration time!



STRATEGIC PRICING

*Let's talk numbers. Pricing isn't just a number –it's a strategy.
And it's the single most important factor in a successful sale.*

H I G H	L O W	R I G H T
Price too high? You miss out on early buyer excitement.	Price too low? You leave money on the table.	Price it right, and you create competition that drives results.
		

I use current comparables, buyer psychology, and deep market knowledge to find the sweet spot — because **homes priced right from day one sell faster, and often for more.**



*"The first 7-14
days are your
biggest
opportunity.
Let's make
them count."*

GETTING YOUR HOME SOLD TAKES MORE
THAN JUST A LISTING ON MLS

MY MARKETING APPROACH

Here's how I make your property stand out:



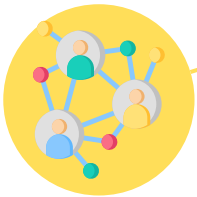
Professional media:

Beautiful photography, video, and drone to showcase how special your home is.



Smart marketing strategy:

Customized plan based on current market data, buyer trends, and neighbourhood demand.



Agent + Buyer Outreach:

Hosting open houses, direct email, DMs, and strong promotion within Social Media networks and agent community.



Massive exposure:

Your home will be showcased on Zillow, Realtor.com, Instagram, Facebook, YouTube, and LinkedIn, and promoted through our Brokerage network and team members, featured with virtual tours, single-property websites, targeted online ads, and supported by local business partnerships, community events, and open houses.



Showcasing the lifestyle:

I sell more than walls— I sell the feeling of “home”

PREPARING YOUR HOME

CLEAN

- Windows, appliances, bathrooms, and floors
- Light fixtures and vents



DECLUTTER

- Clear countertops, remove extra furniture
- Neutralize decor
- Depersonalize

TOUCH UP

- Paint, caulking, loose handles, lightbulbs



**DON'T WORRY,
I'LL WALK YOU
THROUGH
EXACTLY
WHAT'S
NEEDED (AND
WHAT'S NOT).**

STYLE

- Add greenery, fresh linens, strategic staging (if needed)





WHAT IT COSTS TO SELL

Before your home sale closes, there are a few standard costs to be aware of. These ensure everything is handled professionally and in compliance with local regulations, from contract to closing.

Transfer Taxes & Recording Fees:

NJ realty transfer fees are based on the sale price, generally ranging from **\$2 - \$6 per \$500** of property value.

REAL ESTATE COMMISSION: Commission is negotiable. Sellers typically pay between **4%-6%**, which may include compensation for a buyer's agent, if offered.

LEGAL FEES AT CLOSING: In New Jersey, attorney's are commonly used in real estate transactions. Expect to pay **\$1,000 - \$2200** for contract review, negotiations, and closing representation.

CERTIFICATE OF OCCUPANCY: Most towns require a CO or Smoke/Carbon Monoxide Certification. Costs vary **\$75-\$250**

CONDO ASSOCIATION FEES: Most condos require a resale package or questionnaire for closing. Typically **\$200-\$750**, depending on the HOA.

MOVING COSTS: Plan for moving or storage expenses, which can range from **\$1,000** and up

Have questions about any of these? I'll help you understand what typically applies so you can plan with clarity and confidence.

LET'S CONNECT

*Ready to sell smart and confidently?
Whether you're just curious or ready to go,
I'd love to meet and build your custom strategy.
Let's talk.*



RAD TATIS

REAL BROKER

- *Trusted Local Expert*
- *Skilled Negotiator*
- *Strategic Social Media Marketer*

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REALTOR®

SCHEDULE A CALL



"We couldn't be more satisfied with Radhames. He was patient, knowledgeable, and professional throughout the entire home selling process. His trusted network was a huge plus. We'll definitely work with him again and recommend him to others."



"Absolutely excellent. Rad guided us through our first home sale with clear communication, strong market knowledge, and genuine care for our best interest. He supported us every step of the way, even helping prep the home and referring a great attorney. I wouldn't hesitate to recommend him."



"Selling a home can be stressful, but Rad Tatis made the process smooth and stress-free. He was friendly, honest, responsive, and went above and beyond to meet our needs. Our home sold in less than a week and above asking price. I'd recommend him 100%."



"Hardworking and, most importantly, honest. Rad helped us sell our home and made the entire process smooth and stress-free. His communication was excellent—always responsive and connected us with the right professionals along the way. We had a seamless closing and couldn't be happier. Highly recommend to anyone looking to sell."