



How to Take Advantage of the Current Real Estate Market

WITH **YADLYND CHERUBIN**
NYS LIC. REAL ESTATE ASSOCIATE BROKER
TEAM LEADER, THE LEGACY TEAM

KW GREATER NASSAU
KELLERWILLIAMS, REALTY

YADLYND
REAL ESTATE ASSOCIATE BROKER



TRANSPORT WORKERS UNION
TWULOCAL100.ORG

What you've done for us

TWU Local 100 members **(41,000 members)**:

- Operate our buses, trains
- Maintain the trains and tracks
- Staff the token booths
- Clean platforms and subway cars **(Covid-19)**
- Service and repair mechanical equipment
- You keep our city running!

Thank you for all that you do!



About Me

- Licensed Associate Broker, Team Leader of the Legacy Team
- In the industry for 18+ years in the New York, Brooklyn, Queens, and Long Island Markets
- Growth Committee Chair of the KW Greater Nassau Agent Leadership Council
- Proud Mom of two sons
- Mentor/Community Engagement

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Who We Are



The **Legacy Team of Keller Williams Realty of Greater Nassau** is based out of Garden City, NY. We conduct business all across the Long Island, in the boroughs and Manhattan. In an office with 500+ associates, the Legacy Team ranks third, with 51 units closed in 2021, and almost \$30 million in total volume.

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- In 2021, KW Agents in the US & Canada closed **1,300,000 transactions**, up **9.9%** over Year End in 2020
- Agents closed **\$532.2 Billion** in Sales Volume in 2020, up **30.6%** over Year End in 2020
- Agents in the US & Canada took **728,900 new listings** in 2020 (new market inventory)



kw Worldwide

ALBANIA
ARGENTINA
ARUBA
BELGIUM
BELIEZE
BERMUDA
CANADA
CHILE
COLOMBIA
CZECH REPUBLIC
DOMINICAN
REPUBLIC
DUBAI
FRANCE
HONDURAS
GREATER
SHANGHAI
GREECE
INDONESIA
IRELAND
ISRAEL
ITALY
JAMAICA
JAPAN

250+
INTERNATIONAL
MARKET CENTER LOCATIONS

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LUXEMBOURG
MEXICO
MONACO
MORROCCO
N. CYPRUS
PANAMA
PARAGUAY
PERU
PHILIPPINES
POLAND
PORTUGAL
PUERTO RICO
ROMANIA
SERBIA
SLOVENIA
SOUTHERN AFRICA
SPAIN
THAILAND
TRINIDAD & TOBAGO
TURKEY
UNITED KINGDOM
UNITED STATES
URAGUAY
VIETNAM

#1 NET AGENT

50+ REGIONS

170,000+ AGENTS

You've Earned This !!!



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Retirement is a time for you to enjoy what you love—whether that's traveling, spending time with family, or serving your community. If you want to live your retirement dream, you need a plan. Knowing what your options are can help you make your hard-earned dollars go farther when you're ready to put your plan into action.

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How Can We Help You?

Real Estate is one of the best ways to create wealth! TWU Local 100 Members may be asking, "I'm retiring, should I.."

- Downsize?
- Relocate to another state (Closer to family or to warmer weather)?
- What is my home worth?
- Should I purchase my home now or after I retire?
- Should I refinance my current home?
- Buy/Sell investment properties/rental income
- Should I consider a 55+ community?
- Buy a dream condo on an Island :-)



Where Are People Moving To?

According to FROM HERE TO THERE Travel...

Top 10 States EVERYONE is MOVING to in the US in **2022**

1. Vermont
2. South Dakota
3. South Carolina
4. West Virginia
5. Florida
6. Alabama
7. Tennessee
8. Oregon
9. Idaho
10. Rhode Island



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What Should You Consider?



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So, what makes for a good retirement city... Two of the most common factors include the cost of living and quality of life.

Some others include:

- Tax rates
- Housing costs
- Quality of health care
- Overall happiness of residents
- Support System

How To Build Your Team

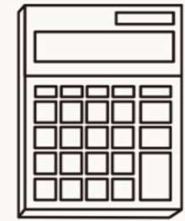
In many states, you will need the following professionals on your team:



Lic. Real Estate
Salesperson/Broker



Real Estate
Attorney



CPA/Tax
Professional



Mortgage
Lender



Home
Inspector

How To Build Your Team

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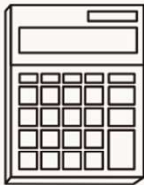
QUESTIONS TO ASK:



How long have you been licensed? **TIP: Check their reviews & website**



Is real estate your specialty?



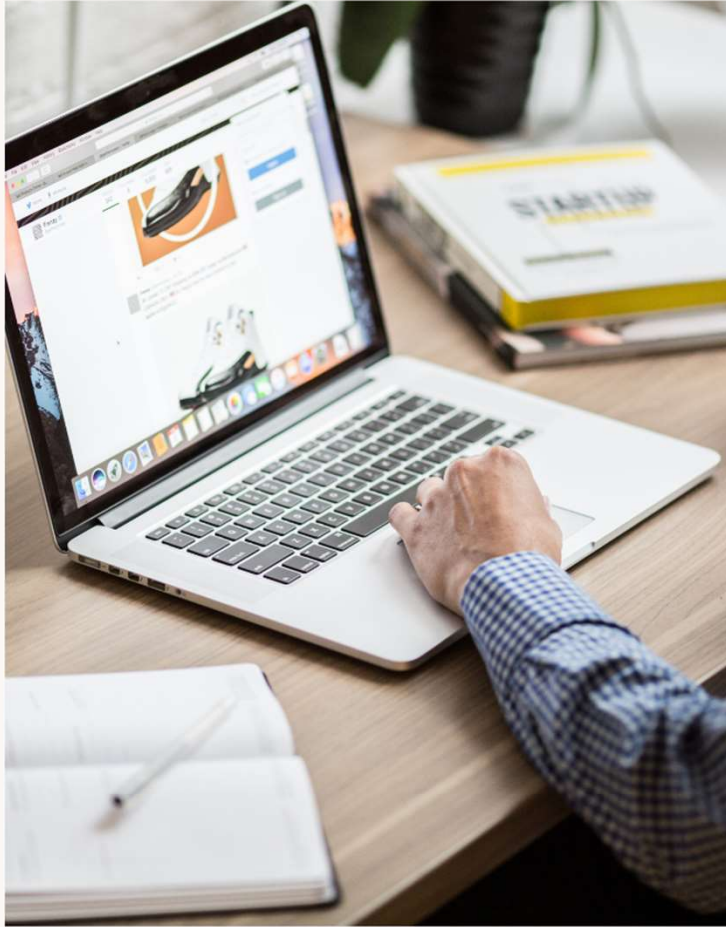
What are the tax implications of my purchase?



What are the current interest rates? Best terms for 15 or 30 year loans?

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My Team Is A Resource For You.



My Team and I can help you in many ways to plan for the next chapter in your life.

- Assist you in selling/ purchasing a property
- Connect you to a qualified agent in another state
- Assist you in getting a pre-approval
- Be a resource to your friends and family

I invite you to contact me with **ANY** questions you may have regarding Real Estate.

Call or text me:

646-271-3004

or visit my website

www.yadlynd.com

Team Reviews/Testimonials

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“

Thanks to Yadlynd and her extremely capable Legacy Team

we closed on our dream home within three months! This is exceptional considering the circumstances — we were first-time home buyers, it was in the height of the pandemic and it was a hot sellers market. From day one, Yadlynd has been professional, pleasant and prompt in representing us and connected us to helpful resources that made the process smooth. We're greatly appreciative of her guidance and highly recommend her for all of your real estate needs.

— Cheryl and Melissa



“

Working with Yadlynd was amazing, there were a lot of bumps in the road involved with selling my house but she never faltered.

She was always available to talk or to discuss any questions or concerns I had. When I needed other resources like a lawyer she helped me find one that I loved working with. Selling or buying a house can feel very overwhelming. However, I have nothing but great things to say about this experience because I had the right people on my team.

— Mitzi B.



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Today's Market

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SELLER'S MARKET-

this type of market arises when demand exceeds supply

LOW INVENTORY-

there are currently more buyers than there are listings on the market



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INTEREST RATES ARE IMPORTANT

As of July 12, 2022, current interest rates are 5.9%. The Mortgage Bankers Association in June forecast predicts 5% at the end of 2022



Our Strategy on behalf of the homeowner

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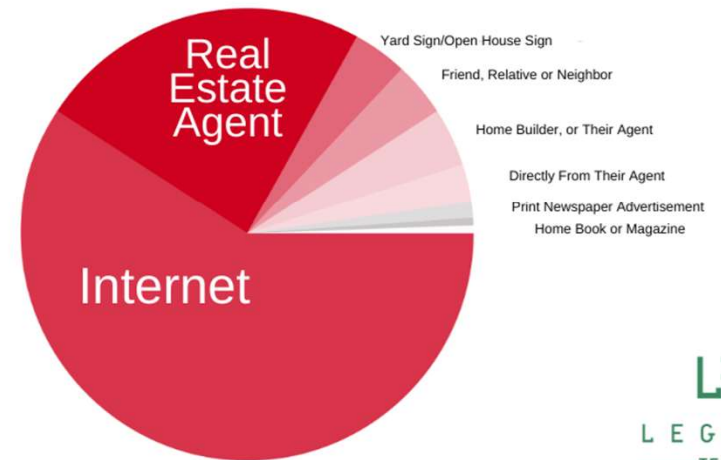


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Finding Your Buyer

The savviest marketing plan is one that targets the channels buyers are already using to find homes. From optimized internet exposure to networking with local agents, I'll work diligently to find your buyer as fast and efficiently as possible.

HOW BUYERS FIND THEIR HOME
National Association of REALTORS®
Profile of Home Buyers and Sellers 2018



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Finding Your Buyer on behalf of the homeowner

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Strategic Promotion

JUST-LISTED CAMPAIGN

- ☐ Launch listing on KWLS, MLS, and other syndication websites
- ☐ Professional yard signage and takeaway fliers
- ☐ “Just listed” email blast to database
- ☐ Custom landing webpage and funnel campaign promoting open house
- ☐ “Just listed” social media video on Twitter, Instagram, and Facebook
- ☐ “Just listed” callout campaign to highly qualified buyers
- ☐ Open house three days after listing

Best-in-Class Promotional Assets



SMART, TARGETED NETWORKING

From dynamic fliers, to lead-optimized landing pages, to beautiful postcards, to custom lookbooks, we'll determine what professionally printed or digital marketing pieces will move the needle to maximize the sale of your property.

As an active member in the real estate community and our community at large, I will market your listing to top agents and buyer specialists in the area, generating excitement and ensuring maximum exposure.

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Contact

*If you have any questions about your market, the real estate industry or about what you learned today,
Please feel free to Contact me !
I'd love to be your #1 Real Estate Resource*

YADLYND
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YADLYND CHERUBIN-EIDE

NYS Lic. Real Estate Associate Broker

Team Leader, The Legacy Team

c: 646.271.3004 | o: 516.873.7100

www.yadlynd.com



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Contact

TO SCHEDULE A CONSULTATION,
SEND A TEXT TO:
516-668-8344
INCLUDE YOUR FULL NAME,
EMAIL ADDRESS AND TWU LOCAL 100

Contact



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@legacygroupproperties



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@yadlynd



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