



AKAM

EST. 1983

# Brokerage *Services*

AKAMSALES.COM

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# The AKAM *Advantage*

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Powered by our experienced brokerage professionals and the strength of our managed portfolio, AKAM sets the standard in property management and brokerage services. With a deep history in New York real estate, we continue to thrive within the communities we manage — delivering exceptional operational performance alongside comprehensive, full-service brokerage solutions.





# New York City *Real Estate Services*

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AKAM offers comprehensive brokerage services for those looking to buy, sell, or lease their property.

Our dedicated team of brokers has an in-depth understanding of the real estate market, trends, and pricing, ensuring competitive rates. We'll manage the process of showing properties, handling inquiries, and processing paperwork, providing a seamless experience from start to finish.

## 360+

PROPERTIES MANAGED

### Asset classes

RESIDENTIAL / MIXED USE

COMMERCIAL

OFFICE

RETAIL

SCHOOLS

NEW DEVELOPMENT / INVESTMENT

# Residential Real Estate

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Whether you're looking to buy your next home or sell your current one, AKAM offers personalized support to navigate the residential market with ease. Our team focuses on understanding your specific needs, ensuring every transaction is aligned with your lifestyle and financial goals. We strive to make the buying and selling process straightforward and stress-free, offering expert advice every step of the way.

# Commercial Real Estate

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AKAM specializes in commercial real estate, providing tailored solutions for buyers, sellers, and investors. Our approach is centered on market knowledge and strategic planning, aiming to maximize your property's value and investment potential. From office buildings to retail spaces, we deliver professional guidance to help you achieve your objectives.





# Leasing Services

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Our leasing services are designed to connect landlords with the ideal tenants and vice versa, simplifying the search and negotiation process. We apply a detailed understanding of market trends to offer solutions that meet your requirements needs. Whether you're leasing out your property or looking for the perfect rental, our team is here to ensure a smooth and satisfactory transaction.





# AKAM *Broker Specialist* Program

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The AKAM Broker Specialist Program is a comprehensive service designed to provide each managed property with a dedicated broker specialist. This model ensures a high level of personalized support and a seamless experience from initial engagement through final closing.

## KEY FEATURES AND BENEFITS OF THE AKAM BROKER SPECIALIST PROGRAM INCLUDE:

**Dedicated Expertise:** Each managed property is assigned a broker specialist with in-depth knowledge of the property and its unique characteristics. Serving as a single point of contact, the specialist provides informed guidance and insight throughout the transaction process.

**Seamless Transition:** The broker specialist works closely with property managers and transfer agents to support a smooth transition at every stage, helping streamline communication and reduce potential disruptions.

**Personalized Assistance:** Clients receive individualized attention from a broker specialist who is familiar with the specific nuances and operational details of the managed property.

**Expert Coordination:** Acting as a liaison between property managers, clients, and other transaction stakeholders, the broker specialist helps minimize delays and supports efficient coordination across all parties involved.

**Retention of Qualified Brokers:** By enabling broker specialists to develop deep, property-specific expertise, the program supports AKAM's ability to attract and retain highly qualified and experienced brokerage professionals.

**Holistic Support:** The Broker Specialist Program spans the full transaction lifecycle, from property evaluation and marketing through negotiation and closing, ensuring clients receive comprehensive support.

**Enhanced Client Satisfaction:** The program's emphasis on personalized service and expertise-driven guidance contributes to increased client satisfaction while fostering confidence, trust and strong partnerships.

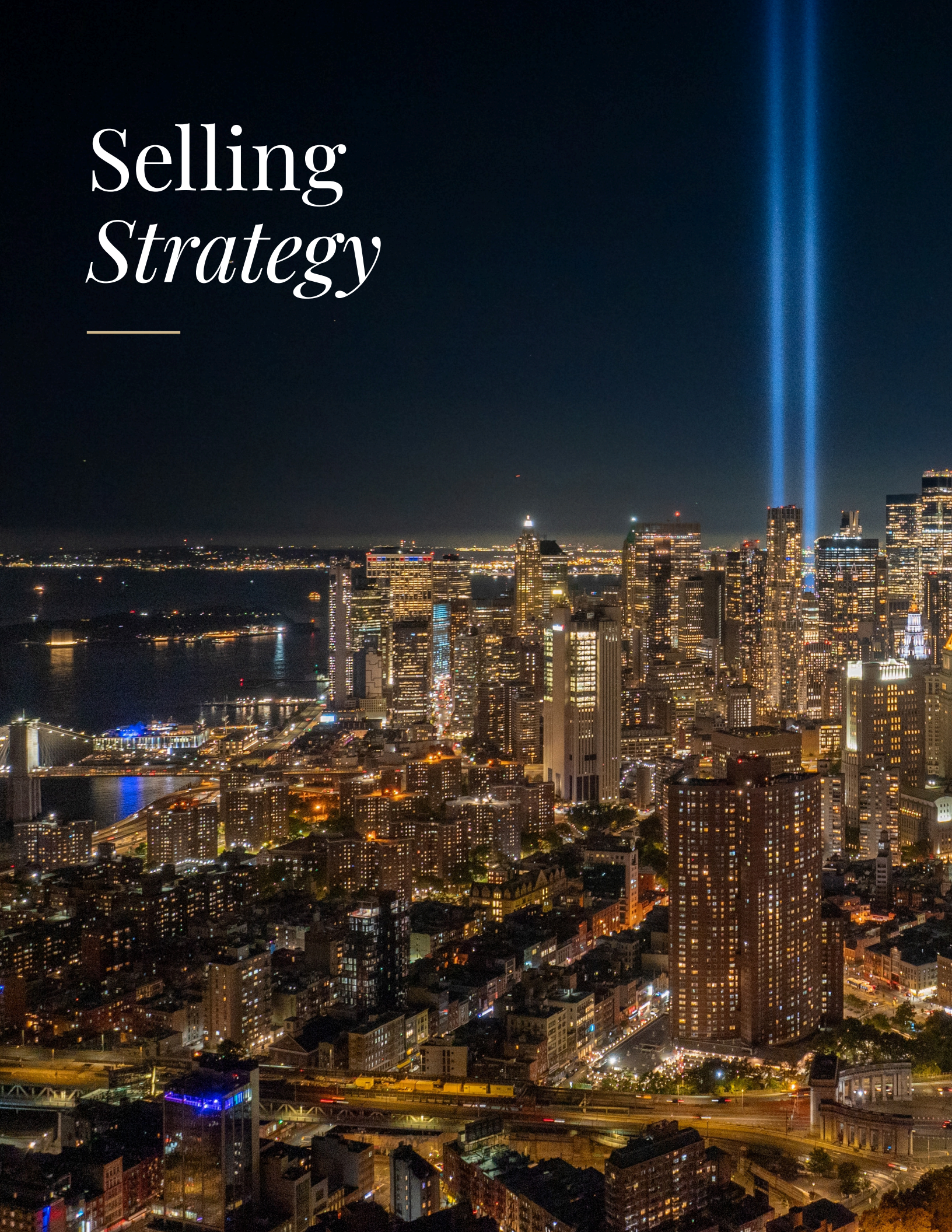






# Selling *Strategy*

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# Selling Strategy

Maximizing the value of your home begins with a strategy that works. AKAM's Brokerage pairs deep, proprietary market knowledge with a tailored sales approach designed to deliver exceptional results.

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## PREPARATION

Before placing your home on the market, we will walk the property and provide an objective assessment outlining any recommended changes. These may range from simple improvements, such as washing windows or painting a wall, to removing furniture and artwork to better present the space.

Depending on the level of furnishing, we may recommend decluttering to eliminate excess items that can make the property appear smaller than it is. Conversely, for underfurnished homes, staging may be appropriate. This can be achieved by engaging a professional stager to introduce additional furnishings or by incorporating virtual furniture into listing photographs.

To help ensure a smooth transaction, we recommend working with a real estate attorney experienced in New York City real estate. You should also contact your property's managing agent to obtain a copy of the building's offering plan, sales package, and any other applicable policies.

## SELLER'S PREPARATION CHECKLIST

- Declutter the home
- Clean the windows
- Sweep and mop floors
- Hang clothes neatly in closets
- Clean kitchen appliances and counters
- Complete any small repairs
- Straighten window treatments
- Change lightbulbs to higher wattage
- Freshen paint / touch up walls
- Organize cabinets
- Keep temperature comfortable
- RegROUT bathroom tile

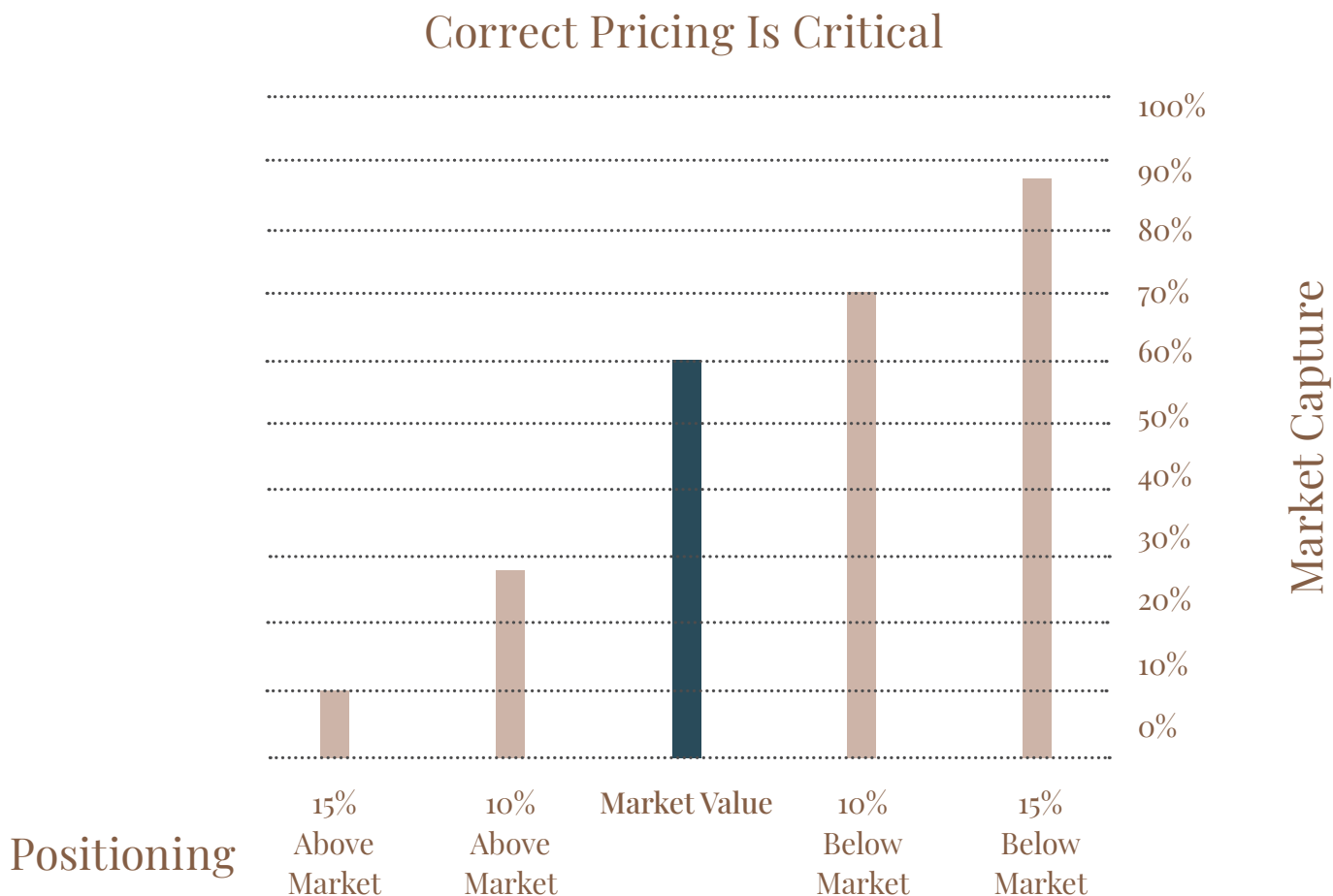


## PRICING YOUR PROPERTY

We begin with a thoughtful review of current market conditions to determine an optimal pricing strategy aligned with your goals, whether that means maximizing long-term value or achieving a timely sale.

Proper pricing is critical to market performance. A well-priced property attracts strong interest from qualified buyers and brokers, drives meaningful showings, and can generate prompt, competitive offers. By contrast, an overpriced listing may linger on the market, limiting activity and often requiring a future price adjustment—an outcome that can signal uncertainty to prospective buyers.

While underpricing may create immediate interest or multiple offers, it can also raise questions about a property's condition or perceived value. For this reason, pricing should be discussed with your agent. Our brokerage professionals work closely with you to establish a strategy that reflects market realities, protects value, and positions your property for the best possible outcome.





## LAUNCH

Upon listing with AKAM's Brokerage, your dedicated real estate professional will develop a customized marketing plan tailored specifically to your property. With our support and oversight, your listing will be distributed across all relevant listing syndication platforms, including the Real Estate Board of New York (REBNY) RLS system, StreetEasy, The New York Times, and UrbanDigs.

Your AKAM Brokerage agent will also prepare and schedule an open house to introduce the property to the brokerage community. The open house will be published with the listing and promoted via e-blast to maximize exposure. Weekly status updates will be provided to ownership.

## THE OFFER

Once an offer is accepted, your agent will prepare a term or deal sheet. This information, along with the offering plan and the building's financials and policies, will be provided to the buyer and the buyer's attorney.

## CONTRACT SIGNING

Your attorney will forward the contract of sale to the buyer's attorney for review. Once approved and executed, the contract must be returned to your attorney along with the deposit check, which will be held until closing.

## BOARD PACKAGE & INTERVIEW

The buyer's real estate agent will prepare the board package. Once complete, the package will be submitted to the managing agent for review before being delivered to the property's board of directors.

Following review, the board will determine whether an interview with the prospective buyer is required. If so, an interview date will be scheduled. Upon receiving board approval, the managing agent will coordinate the closing date and confirm that all required documentation is in place to proceed.

As a property management company, AKAM offers the distinct advantage of understanding each board's specific requirements, allowing approved board packages to be processed efficiently on your behalf.



# The *six phases* of transactional sales







#### **PHASE I**

- Buyer's agent prepares offer with mortgage pre-approval
- Offer is negotiated and accepted
- Contract is reviewed by purchaser's attorney / due diligence

#### **PHASE II**

- Purchaser signs contract and deposit goes into escrow
- Seller countersigns contract
- Loan application is submitted
- Property is appraised
- Loan is approved and commitment letter is distributed

#### **PHASE III**

- Board package is submitted and interview is scheduled

#### **PHASE IV**

- Bank and attorney prepare for closing

#### **PHASE V**

- Bank approves closing
- Closing is scheduled

#### **PHASE VI**

- Final walk-through occurs
- Closing is complete





# Professional Marketing *Support*

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Putting your property in front of qualified buyers is a top priority. AKAM Brokerage provides guidance on custom, collateral and visuals tailored to support your property's specific marketing needs.

## **PHOTOGRAPHY**

Our team can assist with scheduling and overseeing photoshoots to ensure your property is presented at its best.

## **FLOOR PLANS**

We can coordinate a visit from an experienced draftsman to measure your property and prepare an accurate floor plan for your residence.

## **DIGITAL MARKETING**

For exclusive AKAM Brokerage listings, you may request an e-blast to be distributed to our proprietary broker and purchaser lists.

## **VIRTUAL STAGING**

Furnished listings tend to receive greater online engagement. If you have already moved out or would like to enhance an existing room, virtual staging can help attract the attention of prospective buyers.

## **DIRECT MAIL & PRINT COLLATERAL**

Once your property is listed, we can distribute a postcard to surrounding buildings in the area. Informational print materials may also be available during showings, providing prospective buyers with additional insight into your property.

## **ADVERTISING & PUBLIC RELATIONS**

Our team can review and refine messaging to ensure your property is well positioned across publications and media outlets regularly read by investors, buyers, and real estate professionals.







# AKAM Listings

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## REAL ESTATE BOARD OF NEW YORK - RLS

AKAM Brokerage is a proud member of the Real Estate Board of New York. Our listings are syndicated through the REBNY RLS system.

This is a powerful network of more than 200 public real estate listing websites, including StreetEasy, The New York Times, Brownstoner, Zillow, Apartments.com, and more.

## REAL ESTATE SITES WITHIN OUR LISTING SYNDICATION

- Apartment List
- Apartment.com
- Brownstoner
- Front Door
- Home Finder
- Home Path
- Home Spotter
- Luxury Real Estate
- NewYork.com
- Property Shark
- Realtor.com
- StreetEasy
- The New York Times
- The Real Deal
- The Real Estate Book
- The Wall Street Journal
- Trulia
- Urban Digs
- Zillow
- Zumper









# Notes

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## Notes

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