

# **UNLOCKING NYC REAL ESTATE**

**A COMPREHENSIVE GUIDE  
TO SELLING HOMES  
IN THE BIG APPLE**



**COREY COHEN**

**FOUNDER OF THE ROEBLING GROUP**

Dear Homeowner,

Thank you for the opportunity to present my ideas on how to best sell your residence. I am passionate about what I do and will always operate as a fiduciary first.

I intend to make this transaction as smooth as possible while helping you net the most amount of capital from your home. Please feel free to reach me anytime should you have questions or want to discuss further.

Sincerely,  
Corey Cohen

A handwritten signature in cursive script that reads "Corey Cohen".

Founder and CEO  
ccohen@roeblinggroup.com  
646.939.7375



About

# THE ROEBLING GROUP

John Roebling's Brooklyn Bridge merged science with art.

At The Roebling Group, we deploy data-driven strategies that foster the emotional connection needed to successfully execute your home sale.

Boutique.

Personalized.

Experienced.

Accountable.





# Boutique

We are a boutique real estate agency, emphasizing a personalized and exclusive approach to our clients. We provide tailored services and attention to detail, ensuring a unique and customized experience for each individual.



# Personalized

Every real estate transaction is unique, and we strive to provide personalized solutions to meet our clients' specific needs and preferences. We take the time to listen, understand, and cater to their requirements, delivering a personalized experience that goes above and beyond expectations.



# Accountable

We hold ourselves to the highest standard with our clients. Part of that is welcoming reviews, comments, and feedback that is publicly visible. Throughout the home sale we'll be reachable during business hours and be checking in with regular reporting and updates on the sales process.



# Experienced

With years of experience in the real estate industry, The Roebbling Group brings a wealth of knowledge and expertise to every transaction. Our team of seasoned professionals have successfully navigated a wide range of real estate deals, honed our skills, and built a reputation for excellence. Clients can trust in our experience to guide them through the complexities of the market with confidence and peace of mind.





Founder of The Roebing Group

# COREY COHEN

646.939.7375 | [ccohen@roebinggroup.com](mailto:ccohen@roebinggroup.com)

Ensuring results with an approach that's savvy, thorough, and honest, Corey has established himself amongst the top-ranked brokers in Manhattan, according to Google. With 10 years of industry experience, Corey is a top producer who has the experience and foresight to make a smooth and satisfying deal possible.

Sellers go to Corey for his innovative marketing where he takes a 'mobile-first' approach to how the content around a home is presented online. Leveraging his experience from another lifetime in film production he creates engaging short-form videos that have generated millions of impressions for his clients and helped him amass 35,700 Tik Tok followers. The Roebing Group's boutique organizational structure allows for the creative wherewithal that pushes local and international interest around a property to generate the most buzz and best pricing. The role of a fiduciary is put at the forefront of everything Corey does – ensuring undivided loyalty, confidentiality, and duty to account to help his clients get where they want to go.

Between the unparalleled service provided with the ultimate level of care and insight, Corey has joined the upper echelon of New York City real estate.

## EXPERIENCE

**\$400m** in deal volume

**301+** transactions to date

**10** years connecting buyers and sellers of real estate

# WHAT THEY'RE SAYING

“

Andrew Rubin | Director at WTW | UWS Seller and Buyer

Corey and his team provided a white glove experience when selling our co-op apartment on the UWS. They were organized, responsive, and exacting in the process from start to finish. It is never easy selling in a co-op building but I am glad I went with the Roebbling Group who did all of the heavy lifting. Thank you, Corey and team!

”

“

Dawson Stellberger | Bushwack Capital | Real Estate Developer

Great real estate professional. Listens and understands the needs of his clients and diligently works to fulfill their needs. Highly recommend working with Corey.

”

# Google

Reviews ★★★★★

“

George Varthalamis | Principal | UES Seller and Buyer

Corey steered me through both the sale of my existing apartment, and purchase of my new one. They helped simplify a complicated and often times stressful process. In the end, my move was smooth and successful, which I attribute to having such a great team on my side.

”

“

Anne and Ronald Abramson | The Tower Companies | UES Buyer

I want to say that Corey's help in buying a co-op was extraordinary. In the face of difficulties, he plowed through and made it happen.

”



Representing Your Home

# MARKETING YOUR PROPERTY





# QUALITY

We work with the best.

# NIMBLE

Principal to Principal communication.  
Untethered by bureaucracy.

# INNOVATIVE

It's an aggregated and social world that's evolving fast.  
Fortunately, we're digital pioneers.



**BEST OF  
ZILLOW**



**StreetEasy** | Experts

**Top Performer  
By Sales Volume**



**Google  
Customer Reviews**  
★★★★★

5-Star Business



★★★★★





# INDUSTRY-LEADING SERVICE

- Your home is personal. We will customize your experience to fit your goals.
- Personalized attention only available at a boutique agency.
- Fiduciary advisors that prioritize your interests exclusively.
- Flexible and competitive listing structure.



# MARKETING TIMELINE

01	02	03	04	05	06	07	08	09
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## PRE-LAUNCH

- Develop the property narrative and copy.
- Create the custom luxury real estate brochure designed by The Roebling Group and aimed at attracting the relevant buyer.
- Document the space via photography, floorplans, and video.
- Conduct targeted initial outreach including specific brokers in the community and in The Roebling Group network, as well as specific top luxury real estate brokers globally
- Begin high-touch outreach with "Coming Soon" digital campaign.
- Leverage the team's network to begin whisper promotion of property.

## LAUNCH

- Begin targeted, customized campaign across select digital channels including email, Instagram, Facebook, Tiktok, email campaigns to The Roebling Group team database. Launch paid promotion on StreetEasy, Zillow, WSJ.
- Launch email and digital campaigns to find high intent, qualified buyers, and brokers in our network.
- Target broker community with emails and 1:1 phone calls about the property.
- Schedule open houses with top brokers in the community and select prospective buyers.
- Work with the PR team for relevant press coverage, editorial opportunities, and select event engagements if applicable.
- Print material onsite handed to brokers and prospective buyers during open houses and showings.

10	11	12	13	14	15
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## ONGOING

- Placing select, targeted advertisements and seeking new press opportunities with TRG PR team and broader channels.
- Distribution of print collateral (just listed post-card) and inclusion in luxury portfolio booklet to be distributed through select media partners in NYC and relevant high-net-worth communities.
- Consistently emailing brokers and buyers alike.
- Monthly reporting of campaign data and feedback from market.
- The Roebling Group to provide an update on any showings, market feedback and next steps for marketing approach and opportunities in the coming weeks.

**84%**

of inquiries stem from  
the **Streeteasy-Zillow  
Network**

**96%**

of buyers used **online  
tools** in the search  
process

**86%**

of buyers recently **purchased**  
their home **through** a real  
estate **agent or broker**

**47%**

of recent buyers, the **first  
step** that they took in the  
home buying process was  
to **look online** at  
properties for sale



# SOURCING YOUR BUYER

The next owner of your home could be searching for properties anywhere. That's why we'll pair predictive data with a multifaceted marketing plan — to ensure your listing is seen by each and every prospect.

Source: National Association of Realtors, 2018

# DUE DILIGENCE

Is co-purchasing allowed? What are the building's reserves? When was the last time Local Law 11 was completed? We'll have every answer in hand prior to listing by requesting a custom questionnaire with the managing agent.

## Financials

- The 2022 audited financial statements indicate that the Corporation received \$5,497,495.00 in revenue and had \$5,341,925.00 in expenses before depreciation. This resulted in a surplus of \$155,570.00.
  - Please note that, while not the case for this building, it is common for buildings to operate at a minor deficit as the building's revenue is meant to cover expenses and not generate a profit.
- The 2021 audited financial statements indicate that the Corporation received \$5,423,055.00 in revenue and had \$5,212,507.00 in expenses before depreciation. This resulted in a surplus of \$210,548.00.
- Approximately 91% of the building's expenses are fixed costs relating to payroll, utilities (including water) mortgage interest and real estate taxes.
- The Managing Agent for the Corporation has advised that they currently have approximately \$1,713,197.76 in Reserve.
- The Managing Agent has advised that the monthly maintenance for the Unit is \$1,552.26.
- The Managing Agent has advised that the maintenance last increased by 3.86% in 2022.
  - There was an increase of 2.95% in 2022.
  - There was an increase of 3.87% in 2021.
  - There was an increase of 3.7% in 2020.
  - There was an increase of 7.5% in 2019.
- The Corporation does not charge a flip tax.
- Mortgage Payable.
  - The Corporation has a mortgage in the amount of \$10,500,000.00 at an interest rate of 3.34%. Payments are interest only. Mortgage matures January 1, 2030.
  - The Corporation has a line of credit in the amount of \$500,000.00 at an interest rate per annum equal to the Prime Rate. As of December 31, 2022, the Corporation had not drawn down on this loan.
- Litigation. The Managing Agent has advised that there is no pending litigation against the Corporation. Any pending litigation may affect a lender's ability to provide a loan.
- Arrears. There are five (5) unit owners in arrears on payment of the maintenance. The arrears of approximately \$16,500 are a result of a unit that is in probate. The Unit is currently in contract for sale, and the arrears will be collected at closing of the Unit.

**RIVERCROSS TENANTS' CORP.**  
**2023 BUDGET**

**PROJECTED REVENUES**

Carrying Charges/Maintenance	\$10,654,000*
Transfer Fee Income	\$3,925,000
Interest Income/NCB Dividend	\$640,000
Professional Rentals	\$150,000
Laundry Room Income	\$65,000
Storage/Lockers/Bikes	\$95,000
Miscellaneous Income	\$90,000
<b>Total Revenues</b>	<u>\$15,619,000</u>

**PROJECTED EXPENSES**

**Administrative**

Management Fee	\$380,000
Professional Expenses	\$199,000
Office/Administrative Expenses	\$121,000
Insurance	\$533,000

**Utilities**

Electricity	\$845,000
Water	\$337,000
Gas/Fuel	\$380,000

**Operating/Maintenance**

Payroll & Payroll Taxes	\$1,548,000
Union Welfare & Pension	\$615,000
Repairs, Maintenance & Supplies	\$760,000
Public Safety	\$228,000
Health Club Expenses	\$150,000

**Financial**

Debt Service	\$2,085,000
Real Estate Taxes (PILOTS)	\$4,477,000
Ground Rent	\$2,875,000
NYS & NYC Franchise Taxes	\$56,000

**Total Expenses** \$15,589,000

**Operating Surplus** \$30,000

\*Includes maintenance increase of 5% effective July 1, 2023





Comparable Analysis

Summary of 400 East 52nd Street #23C

Rate Listed	Price	Listing Status	Time on Market	Beds	Baths	#
Average price	\$2,964,528	Average 1 per sq'				
Active Listings	\$2,964,528	\$1,823				17
No contract Listings	0	\$1,823				2
Unavailability Listings	\$2,964,528	0				2
Recorded sales	\$2,995,340	\$1,823				2

**NO BUILDING FOOT SALES**

Date	Bed	Price	Listing Status	Beds	Baths
11/02/2021	4BE	\$1,200,000	Active	2	2
11/02/2021	4BE	\$1,200,000	No longer Available on StreetEasy	2	2
07/13/2021	42B	\$1,200,000	No longer Available on StreetEasy	2	2
06/10/2021	42B	\$4,700,000	Sold (asking \$4,700,000.00)	4	2
04/14/2021	41E	\$1,400,000	No longer Available on StreetEasy	2	2
04/02/2021	42C	\$1,400,000	Sold (asking \$2,395,000.00 - 6.88%)	2	2
03/19/2021	40E	\$1,700,000	Unrecorded-Closing	2	2
03/13/2021	41D	\$1,300,000	Unrecorded-Closing	2	2
04/29/2020	42B	\$1,200,000	Sold (asking \$1,300,000.00 - 8.33%)	2	2
04/12/2020	42B	\$1,500,000	Sold (asking \$1,575,000.00 - 4.82%)	2	2
04/12/2020	42B	\$4,500,000	Sold (asking \$2,475,000.00 - 5.28%)	2	2
03/12/2020	41C	\$1,200,000	Unrecorded-Closing	2	2
02/14/2020	41C	\$1,200,000	Sold (asking \$1,200,000.00 - 0.42%)	1	2
01/10/2020	41B	\$4,200,000	Sold (asking \$1,200,000.00 - 6.8%)	1	2
01/10/2020	41B	\$2,000,000	Sold (asking \$4,200,000.00 - 2.88%)	1	2
12/01/2017	41C	\$1,200,000	Sold (asking \$1,400,000.00 - 1.7%)	2	2
Average		\$1,899,000	Sold (asking \$2,495,000.00 - 4.62%)	2	2
		\$1,899,000	Sold (asking \$1,899,000.00)	2	2

**ACTIVE LISTINGS**

Address	Price	Bed #	Time on Market	Property Type	Beds	Baths
400 East 44th Street	\$1,900,000	4BD	29 days	Condo	2	2
400 East 45th Street	\$1,200,000	4BD	61 days	Condo	2	2
400 East 46th Street	\$1,200,000	4FA	91 days	Condo	2	2
400 East 47th Street	\$1,200,000	4BA	91 days	Condo	2	2
400 East 48th Street	\$1,200,000	4FA	91 days	Condo	2	2
400 East 49th Street	\$1,200,000	4FA	91 days	Condo	2	2
400 East 50th Street	\$1,200,000	4FA	91 days	Condo	2	2
400 East 51st Street	\$1,200,000	4FA	91 days	Condo	2	2
400 East 52nd Street	\$1,200,000	4FA	91 days	Condo	2	2
400 East 53rd Street	\$1,200,000	4FA	91 days	Condo	2	2
400 East 54th Street	\$1,200,000	4FA	91 days	Condo	2	2
400 East 55th Street	\$1,200,000	4FA	91 days	Condo	2	2
400 East 56th Street	\$1,200,000	4FA	91 days	Condo	2	2
400 East 57th Street	\$1,200,000	4FA	91 days	Condo	2	2
400 East 58th Street	\$1,200,000	4FA	91 days	Condo	2	2
400 East 59th Street	\$1,200,000	4FA	91 days	Condo	2	2
400 East 60th Street	\$1,200,000	4FA	91 days	Condo	2	2
400 East 61st Street	\$1,200,000	4FA	91 days	Condo	2	2
400 East 62nd Street	\$1,200,000	4FA	91 days	Condo	2	2
400 East 63rd Street	\$1,200,000	4FA	91 days	Condo	2	2
400 East 64th Street	\$1,200,000	4FA	91 days	Condo	2	2
400 East 65th Street	\$1,200,000	4FA	91 days	Condo	2	2
400 East 66th Street	\$1,200,000	4FA	91 days	Condo	2	2
400 East 67th Street	\$1,200,000	4FA	91 days	Condo	2	2
400 East 68th Street	\$1,200,000	4FA	91 days	Condo	2	2
400 East 69th Street	\$1,200,000	4FA	91 days	Condo	2	2
400 East 70th Street	\$1,200,000	4FA	91 days	Condo	2	2
400 East 71st Street	\$1,200,000	4FA	91 days	Condo	2	2
400 East 72nd Street	\$1,200,000	4FA	91 days	Condo	2	2
400 East 73rd Street	\$1,200,000	4FA	91 days	Condo	2	2
400 East 74th Street	\$1,200,000	4FA	91 days	Condo	2	2
400 East 75th Street	\$1,200,000	4FA	91 days	Condo	2	2
400 East 76th Street	\$1,200,000	4FA	91 days	Condo	2	2
400 East 77th Street	\$1,200,000	4FA	91 days	Condo	2	2
400 East 78th Street	\$1,200,000	4FA	91 days	Condo	2	2
400 East 79th Street	\$1,200,000	4FA	91 days	Condo	2	2
400 East 80th Street	\$1,200,000	4FA	91 days	Condo	2	2
400 East 81st Street	\$1,200,000	4FA	91 days	Condo	2	2
400 East 82nd Street	\$1,200,000	4FA	91 days	Condo	2	2
400 East 83rd Street	\$1,200,000	4FA	91 days	Condo	2	2
400 East 84th Street	\$1,200,000	4FA	91 days	Condo	2	2
400 East 85th Street	\$1,200,000	4FA	91 days	Condo	2	2
400 East 86th Street	\$1,200,000	4FA	91 days	Condo	2	2
400 East 87th Street	\$1,200,000	4FA	91 days	Condo	2	2
400 East 88th Street	\$1,200,000	4FA	91 days	Condo	2	2
400 East 89th Street	\$1,200,000	4FA	91 days	Condo	2	2
400 East 90th Street	\$1,200,000	4FA	91 days	Condo	2	2
400 East 91st Street	\$1,200,000	4FA	91 days	Condo	2	2
400 East 92nd Street	\$1,200,000	4FA	91 days	Condo	2	2
400 East 93rd Street	\$1,200,000	4FA	91 days	Condo	2	2
400 East 94th Street	\$1,200,000	4FA	91 days	Condo	2	2
400 East 95th Street	\$1,200,000	4FA	91 days	Condo	2	2
400 East 96th Street	\$1,200,000	4FA	91 days	Condo	2	2
400 East 97th Street	\$1,200,000	4FA	91 days	Condo	2	2
400 East 98th Street	\$1,200,000	4FA	91 days	Condo	2	2
400 East 99th Street	\$1,200,000	4FA	91 days	Condo	2	2
400 East 100th Street	\$1,200,000	4FA	91 days	Condo	2	2

Units	CC	Monthly Costs	PPPP	Comments
	\$1,210	\$1,712	\$1,361	Price decrease - \$10,000 (2.0%) About 7 Weeks Ago
	\$1,340	\$1,712	\$1,712	
	\$1,036	\$1,940	\$1,970	Apartment of interest. Inside view is. Sweeping view of the river and the Chrysler Building from a quiet floor.
	\$4,108	\$1,226	\$1,917	14th floor. Lower to the street and likely noisy with limited views.
	\$4,108	\$1,226	\$1,917	Higher price per square foot despite all sponsor-delivered finishes.
	\$1,812	\$1,303	\$1,850	High floor with open-concept to the kitchen and bathroom. Steadily dropped over time but still too expensive to sell.
	\$2,048	\$1,626	\$4,614	Did not sell but Northern exposures only. Limited water-front views. Priced near \$2,000 per sq ft which was a record for the building.
	\$1,289	\$1,890	\$1,275	Lower floor with less views and light. Contract from February 2021 when it was still a weaker market. Upgraded kitchen and bathroom.
	\$2,079	\$1,123	\$4,202	Appeared to be an insider sale from one party internally to another.
	\$1,231	\$2,493	\$4,628	Peak COVID discounting with a contract date of November of 2020. Low floor, street noise, limited views. Same finishes.
	\$2,086	\$1,340	\$1,728	Sold in the middle of 2020. Regular discounting then.
	\$943	\$1,200	\$1,302	
	\$1,796	\$2,624	\$6,200	In touch with buying agent for insight into the listing history.
	\$1,890	\$1,390	\$1,800	Large exposure to the water in the living room. Deal closed three years ago in a better market.
	\$1,703	\$1,960	\$1,723	
	\$1,522	\$1,516	\$2,836	
	\$1,862	\$1,300	\$4,261	Reasonably high floor but not with open views of the water and city.
	\$1,862	\$1,300	\$4,261	

# COMPARABLE ANALYSIS

We know your sub-market better than anyone else.



A low-angle photograph of a tall, ornate building facade with a yellow pedestrian crossing sign in the foreground. The building has many windows and decorative architectural elements. The sign is a yellow square with a red hand icon made of dots. The background is a clear blue sky.

# CURRENT MARKET INTELLIGENCE

We're previewing homes every day and engaging with brokers who have in-contract sales data that's relevant to your home sale now. Not 6 months ago.



# BROKER PREVIEWS

We'll share the home and have conversations with select brokers that represent similar listings in the neighborhood.



# STAGING

We speak the language of interior design with fluency. Of course, there is a cost to stage a home. Will the appropriate return on investment be garnered in order to justify the expense? We'll conduct a thorough review of the home to evaluate that question while ensuring perceptions of defects are minimized. When there's concern around the cost of staging we can always 'virtually' stage a home with digital retouching so buyers can understand a space's potential.





STRATEGIC PLANNING





# VENDOR SELECTION

We ensure any maintenance issues are in great hands.



# PHOTOGRAPHY

Our team employs the top photographers in the city.



# VIDEOGRAPHY

We shoot horizontal and vertical formats for maximum reach online.



# FLOOR PLAN

We hire floor plan draftsmen to draw up precise plans and measurements.



# YOUR LISTING. EVERYWHERE.

As a REBNY member, we distribute your listing to every brokerage and website that accepts the internal RLS - this will ensure exposure to all brokers and their clients. Aggregation websites like Streeteasy, Realtor.com, and Zillow will also be utilized to their full potential. We are adept at using these services to 'refresh' the listing with minor modifications like testing a new thumbnail photograph or creating an "Open House by Appointment" so those who Saved the listing will continue to obtain notifications about your home.

 Douglas Elliman

*corcoran*

 COLDWELL BANKER

COMPASS

Sotheby's

**SERHANT.**

VOGUE

ELLE DECOR ITALIA

Instagram

facebook


twitter 

 TikTok

 Zillow

 StreetEasy

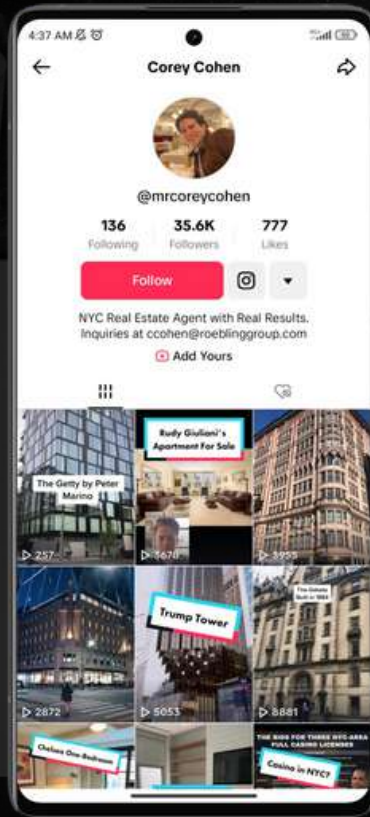
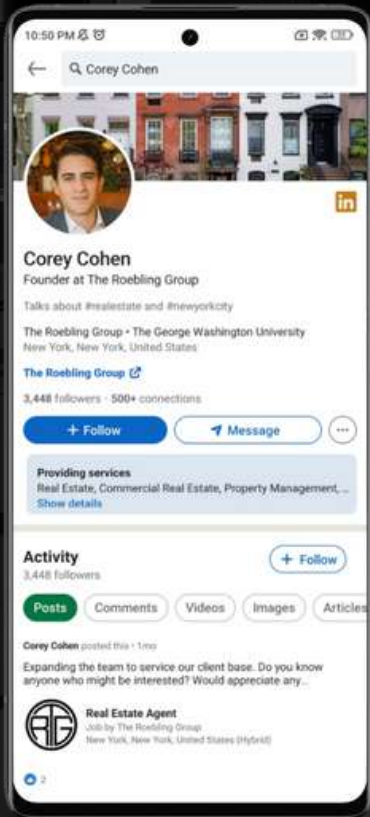
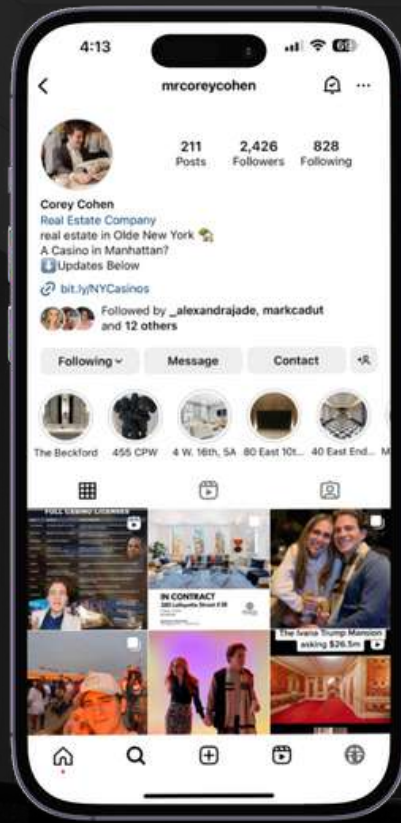
realtor.com<sup>®</sup>

 Homes.com<sup>™</sup>

 Apartments.com<sup>™</sup>



# MARKETING



# SOCIAL PRESENCE

We provide exposure and create word of mouth through our personal social media networks. As a digital marketing expert, I've amassed 2,000 LinkedIn followers, 35,700 TikTok followers, and 2,400 Instagram followers posting real estate content. For each format, we will include professional photography and video that positions the property in the best light possible.

# EMAIL MARKETING

Communication plays a critical role in the swift and successful sale of your home. The Roebbling Group pairs well-designed emails with data-driven targeting to ensure your listing arrives in precisely the right hands



**Just Listed!**

**165 West 66th Street #17H**

2 Beds | 2 Bath

**\$2,050,000**



High up on the 17th floor in this new, modern one, both-carer apartment with Western and Pantheon exposures. This home includes an abundance of natural light with a layout that includes open, storage, and functionality.

The living and dining areas are separate at almost 1000 sq ft in length including high ceilings, and have been upgraded with hardwood flooring. The kitchen features a windowed kitchen backsplash with in-state cabinets, a full island, and stainless steel appliances. The primary bedroom is abundant with a custom walk-in closet, the primary bedroom maintains a walk-in closet and a full office suite.

165 West is a full service, 24-hour concierge building with amenities including a gym, package room, storage room, bike room, elevator, laundry room, and convenient access to an outdoor garage with valet parking. Facilitating low maintenance charges are strong building fees, but insured by retail reserves from commercial owners.

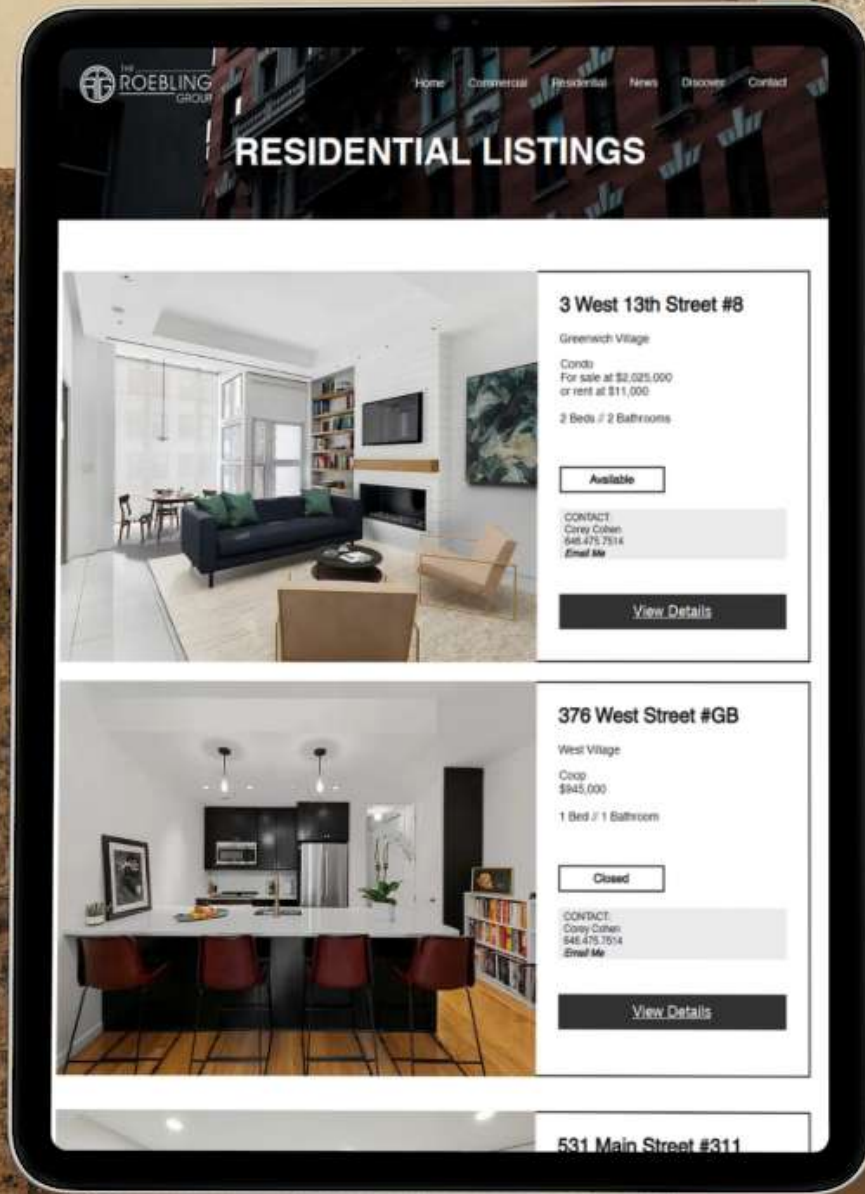


**Corey Cohen**  
Licensed Associate Real Estate Broker  
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📞 466.828.7375



Real Estate. Real Results.





The ROEBLING GROUP Home Commercial Residential News Discover Contact

# RESIDENTIAL LISTINGS



**3 West 13th Street #8**  
Greenwich Village  
Condo  
For sale at \$2,025,000  
or rent at \$11,000  
2 Beds / 2 Bathrooms

Available

CONTACT  
Corey Cohen  
S48.476.7514  
Email Me

View Details



**376 West Street #GB**  
West Village  
Coop  
\$945,000  
1 Bed / 1 Bathroom

Closed

CONTACT  
Corey Cohen  
S48.476.7514  
Email Me

View Details

531 Main Street #311

# WEBSITE AND RETARGETING

A key driver of retargeted advertising is being able to control the landing page that visitors go to. We'll have a page that brokers are clicking to from email blasts and we'll be able to monitor the analytics together. We'll be retargeting those visitors.

# PRINT MATERIAL

As a boutique firm, we have the ability to elevate your home's story and step outside the unmemorable templates of a corporate agency. Every single marketing piece — from multipage brochures to custom mailers to open-house handouts — creates a cohesive story around your property and elevates it to luxury status.

# 432 Park Avenue



Corey Cohen  
Licensed Associate Real Estate Broker  
ccohen@corbettgroup.com  
465.930.7575







## DUMBO's only Townhouse

with access to full amenities including 24-hour concierge

Immediate Occupancy  
421-g tax abatement  
Parking available for sale\*

3 BR / 3 BA  
3,673 NET SF  
760 GRT SF  
\$4,500,000

#### Amenities

- Rooftop terrace with outdoor kitchen and grilling station
- 24-hour concierge
- Children's playroom
- Fitness & Yoga room
- Resident's Lounge
- Pet Spa

# ADVERTISING

Our in-house media team has fostered relationships with key print and digital publications. Based on your buyer profile, we're able to craft an effective, targeted campaign strategy unique to your listing.

24/7

PERSONALIZED

ATTENTION

When the updates truly count and we're in the heat of the negotiation, we'll be communicating updates in real-time.



GUIDANCE





# NEGOTIATING

We maximize leverage wherever possible to ensure your home receives the highest price the market can bear. Any information shared with us remains confidential so buyers cannot obtain a leg up on situations where you need to sell.

We've successfully employed Highest and Best Offer requests in the event of multiple bids. Throughout the sale we're readying backup offers. We continue to show the home until there's a contract signed.

# VETTING

Most agents will only review a client's REBNY form before proceeding to a contract. We check backup documentation in tandem with the REBNY form to ensure financing and/or board approval is assured.



Postal Code: 10120

...der whether this release is

...not constitute legal advice. You should  
...requirements of your jurisdiction



GUIDANCE





# BOARD PACKAGE REVIEW

Contrary to many listing agents who merely delegate the board package to the Buyer's Agent, we're hands-on until submission to ensure accuracy and timeliness.



# CLOSING

We move in lockstep with your attorney and vendors to carefully adhere to the contract and facilitate any repairs needed before the 'final walkthrough.' We will schedule and coordinate on your behalf to facilitate ease within the transaction. Congratulations!



An aerial, high-angle photograph of a city at night, showing a dense grid of buildings and streets. The lighting is dark, with some lights visible on the buildings and streets, creating a textured, urban landscape. The image is used as a background for the text.

“

Joel Feinberg | Major League Baseball | Downtown Buyer

Corey and his team were a first-class experience throughout the home-buying process. From the start, Corey was incredibly knowledgeable about the NYC market and neighborhoods and helped me to identify where I wanted to live and what I could afford.

He was patient as I learned about the home buying process, was helpful in negotiations and after entering into a contract kept me informed and was on top of everything with my Co-op application & interview, and then up until and through the closing.

I would highly recommend Corey & The Roebling Group if you're considering a home in New York City. They were fantastic to work with!

”

An aerial, high-angle photograph of the Manhattan skyline at night, showing numerous skyscrapers and buildings illuminated against a dark sky. The image is used as a background for the text.

“

Sharon Mei | McKinsey & Company | UWS Buyer

From the first time we met Corey, it was clear that he is committed to his clients and willing to go above and beyond on our behalf. We started looking at properties during December of 2020 (peak of Covid) and Corey helped us navigate, view, and evaluate 25+ apartments across the Upper East and West Side in Manhattan, arming us with thorough research and expertise at every apartment. After we had an accepted offer, he strategically supported us through the co-op application and closing processes effectively. We're so happy with our new home and couldn't have done it without Corey. Highly recommend and will be referring our friends to him!

”



“

**Andrew Lutfig | Real Estate Attorney**

Corey is a great real estate broker! I've recently had the pleasure of working with Corey and he has proven himself to be a broker that truly cares about his clients. As a NYC real estate attorney, it's always great to work with brokers that take a proactive approach to every day, maintain a high level of communication and are detail oriented. Corey certainly fits that mold.

”

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