



## Selling/Leasing Real Estate? Try Our Classic Program

List your property on the Westchester/Putnam Multiple Listing Service (W-PMLS) or the Greater Hudson Valley Multiple Listing Service (Rockland and Orange Counties-GHVMLS), and Realtor.com. Residential and Commercial, for sale or for lease. GLR saves sellers and landlords thousands of dollars in commissions.

**Our lowest fee for listing your property on the W-PMLS, GHVMLS, Realtor.com and hundreds of other websites is 2.5% plus a \$495 listing fee.**

Pay a success fee of only 2.5% commission-save the listing side commission.

Benefits of Using GLR's System:

- Save the listing side commission.
- Have access to GLR's professional knowledge and experience in Real Estate.
- Get the most exposure for the least price.
- You maintain control of the listing.
- You attract qualified buyers.
- Get exposure to almost 15,000 real estate professionals and all the buyers for a fraction of the cost the full commission brokers charge.
- GLR's service is available in Westchester, Putnam, Dutchess, Rockland, Orange Counties and the Bronx.
- Upgraded "Showcase" Realtor.com listings.
- GLR is one of the top ranked Real Estate Brokers in the W-PMLS (Diamond Award winner for 2006 and 2007 and Gold Award winner for 2008 and 2009, & Silver Award winner for 2010).
- Total Value of Properties Listed with GLR: Over \$218 Million.
- Total Value Sold: Over \$63 Million.
- Total Number of Transactions: 166.
- Total Commissions saved for GLR's customers (@2.5%): \$1,575,000
- Our agents speak: Spanish, Japanese, Italian, Czech, Russian, Slovakian, Polish, Hungarian, and German.

How it works:

GLR charges \$495 up front to list property including: house, condominium, co-op, multi-family building, residential or commercial rental, land, or commercial building for sale on the W-PMLS, GHVMLS, and MIDHVMLS. The listing would get exposure to almost 15,000 Real Estate Professionals in Westchester, Putnam, Dutchess, Rockland, and Orange Counties & the Bronx. The listing also will go onto Realtor.com and many other real estate websites. All these websites pull the listings live off of the MLS.

If any agent (the procuring broker) brings a buyer and successfully closes, then at the closing the seller will pay a commission of 2.5% (or some other predetermined amount). The commission offered will be shown on the listing sheet. The 2.5% commission will be shared as follows: the procuring broker will earn 2% and GLR will earn 0.5%.

Using this method, 2.5% will be saved versus using a full commission broker. Most full commission brokers charge approximately 5% to list a property, which is split between the listing broker and the buyer's broker. GLR foregoes the commission on the listing side, saving sellers almost half the normal selling expense. If a property is priced at \$1,000,000, then the savings would be \$25,000!

The listing stays on the MLS systems for as long as the seller wants and can be cancelled at any time. If the seller finds their own buyer without an agent, the procuring agent's portion of the commission (2.0%) will be saved. Grand Lux Realty would earn only 1% in this case. If GLR finds the buyer, then GLR earns the 2.5% commission. Commissions are only paid at a successful closing.

The seller's telephone number will be shown in the showing instructions on the MLS listing sheet, so buyer's agents will call directly to set up showings.

All offers from other brokers will come through GLR.



Sellers must put up a GLR for sale or for lease signs which are provided free of charge.