



SOLD WITH VEGA

FREE SELLER RESOURCE

Selling Your Long Island Home: A Step-by-Step Guide



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A clear path from decision to closing

Selling a home on Long Island (or in the NYC boroughs) is a sequence of decisions: price, presentation, marketing, negotiation, and a New York attorney-led closing. This guide walks through each step in plain language so you know what to expect.

This guide is general information for educational purposes. It is not legal, tax, or financial advice. For questions about your specific transaction, speak with your attorney and tax advisor.

1. Setting the right price (CMA)

A **Comparative Market Analysis (CMA)** looks at recently sold homes that are truly comparable to yours — similar size, condition, location, and features — plus active competition and pending sales. The goal is a list price that attracts serious buyers without leaving money on the table.

- Recent sold comps (what buyers actually paid)
- Active listings (your competition today)
- Days on market and price reductions nearby
- Condition, updates, and curb appeal adjustments

Pricing too high often means fewer showings and a longer time on market. Pricing with purpose creates urgency and stronger offers.

2. Prepping & staging

Buyers decide fast. Declutter, deep-clean, make small repairs, and consider light staging so rooms feel bright and move-in ready. Outside: mow, trim, and freshen the entry. Inside: neutralize clutter, open blinds, and fix anything that signals deferred maintenance.

Photos, video & marketing

3. Professional photos & video

Most buyers meet your home online first. Professional photography (and often video or a walkthrough) helps your listing stand out on the MLS, Zillow, and social feeds. Twilight shots, clean vertical video for Reels, and accurate floor plans all support a stronger first impression.

4. Jay's marketing approach

Once live, your home should be findable where buyers search and shareable where attention lives:

- **MLS syndication** — the core distribution network for cooperating brokers and major portals
- **Zillow** — high-intent buyer traffic for Long Island and NYC listings
- **Instagram Reels** — short-form video that reaches beyond your existing followers

Jay's Instagram (@officialjvega) marketing results (all-time, as of October 2026):

- **320K+** all-time Reel views
- Top Reel: **142K** views
- **94%** of views from non-followers

Figures are from Jay's Instagram all-time Reel insights and are not a promise of future results for any listing.

5. Showings & open houses

A coordinated launch — strong media, accurate pricing, and a clear showing plan — helps create early momentum. Open houses can broaden exposure; private showings let serious buyers spend more time. Feedback after showings helps refine strategy if needed.

Negotiation & the NY process

6. Offers & negotiation

Price matters — but so do contingencies, deposit size, financing strength, requested repairs, and closing timeline. Your agent helps you compare offers apples-to-apples and negotiate toward terms that protect your goals.

7. Attorney review / contract to closing in New York

New York residential transactions typically involve attorneys for both buyer and seller. In broad strokes (always confirm with your attorney):

- An offer is negotiated; parties move toward a contract
- Attorneys review and finalize the contract
- Buyer due diligence / inspections (as negotiated)
- Mortgage commitment (if financed)
- Title search and clearance
- Closing — funds and deed transfer; keys exchange

This is a general overview only — not legal advice. Your attorney advises you on your specific contract and closing.

Typical seller costs (general)

Sellers commonly budget for items such as brokerage commission, attorney fees, transfer taxes (where applicable), prorated property taxes, and any agreed credits or repairs. Exact amounts **vary** by property, municipality, contract terms, and services used. Ask for a written net-sheet estimate before you list.

Seller checklist

- ☐ Decide your timeline and ideal move-out date
- ☐ Gather documents (mortgage info, taxes, HOA/co-op docs if any, permits/updates)
- ☐ Schedule a walkthrough CMA with your agent
- ☐ Complete priority repairs and declutter
- ☐ Plan deep clean + curb appeal refresh
- ☐ Discuss staging needs (light vs. full)
- ☐ Book professional photos / video
- ☐ Confirm showing instructions and access
- ☐ Choose your real estate attorney
- ☐ Review a pre-list net-sheet estimate
- ☐ Align on list price and launch plan
- ☐ Prepare for showings (pets, valuables, lights)

When you're ready, Jay will walk this checklist with you — tailored to your home and neighborhood.

Let's talk about your home

Whether you're months away or ready now, a conversation costs nothing and can clarify price, timing, and what buyers in your area are actually doing.

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