

Prominent
Properties

Sotheby's
INTERNATIONAL REALTY

Mission Statement:

Our vision is to provide remarkably outstanding service and skills to our clients; foster a culture of ethics, collegiality, community, and diversity; while simultaneously seeking to optimize the career potential for our associates, administrative staff and management team.

Company Profile:

- 10 Regional Offices Serving Northern and Central New Jersey
- Approximately 400 Regional Sales & Marketing Associates
- Highly Accomplished Administrative Staff
- Experienced and Innovative Management Team



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If your property is listed with a real estate broker, please disregard. It is not our intention to solicit the offerings of other real estate brokers. We are happy to work with them and cooperate fully. Each Office Is Independently Owned And Operated.



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**Do You Need To
"Sell" Your Home
Before You
Buy Your Next?**

**Let Us Know...
We Can Help**



For many homeowners/buyers one of Real Estate's most enduring dilemmas is best expressed by the following statement...

“We need to first sell our present home before we can buy our next home”

Perhaps this widespread consumer condition or concern also describes your present circumstances.

If so, we at Prominent Properties Sotheby's International Realty are prepared to help you both strategize and then implement your “Tandem” Real Estate plan in the most prudent and effective fashion possible.



Charles Oppler
Chief Operating Officer



Randy Ketive
Chief Executive Officer

**Marketing New Jersey Real Estate
at the Highest LevelSM**

Should We Sell First?

While this decision, or answer is certainly one that depends upon individual circumstances, market conditions and one's financial ability, as a general rule we respectfully suggest the following.

That in most markets, and especially in a “so called” buyers' market you should not buy a home before you have your existing home either sold or under contract with all major contingencies met.

An exception to this thinking would be when you have identified a particular property for sale that you consider to be so remarkable to your needs and wants that you do not want to forego such an opportunity. If this is the case you might be willing to buy first even if it means running the risk of absorbing two mortgages and/or carrying costs simultaneously and potentially for an extended period. Deciding on this course also requires possessing significant financial strength.

Short of such circumstances we respectfully suggest that you first market and then sell your present home in order to avoid considerable risk.

Waiting until your present home sells, however, should not be viewed as a precondition for beginning your strategic marketplace evaluation and overall home search.

In fact we suggest that by marketing your present home while simultaneously shopping for another can contribute to your becoming a very astute judge of value and thus a most capable real estate negotiator.

Should you be interested in learning how to become best prepared on deciding on how to optimize your home's market value please feel free to ask your PPSIR associate for a complimentary copy of “Marketing Your Home At The Highest LevelSM”.

This information does not portend to delve deeply into the many complexities that relate to simultaneously buying and selling Real Estate. For more customized and personalized information regarding this very important subject matter please look to PPSIR.

Give us a call or visit our website at:
prominentproperties.com

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