

The Isil Yildiz Team Marketing Plan



The Isil Yildiz Team Difference

10 Reasons to List with Us

1. We provide an extensive pre-launch consultation & selective staging

Our room-by-room pre-launch consultation ensures your home is the most appealing to prospective buyers, We offer complementary selective staging and can provide a wide array of decor items from our staging inventory.

2. We invest in the appearance of your home

For larger improvements, with Compass Concierge we can advance the cost of certain cosmetic and contracting services that can enhance the appearance of your property, including cleaning, repairs, painting and landscaping.

3. Our experienced agents direct and oversee all listing photography

All of our listing photography is personally overseen and directed by one of the experienced agents on our team, who will stage and pre-approve of every shot.

4. We create original, outside-the-box marketing for every listing

To ensure that your listing reaches as many buyers as possible we create personalized and unique marketing campaigns and materials. From handwritten notecards for building residents, to private neighborhood previews and walking tours, we will strategize the best way to advertise and create interest in your home.

5. We believe in realistic and data-driven pricing

We base all pricing recommendations on up-to-the minute market data and extensive comparable analysis. Rather than promising pie-in-the-sky results and pushing for price reductions after listing (and securing your exclusive), we believe that accurate and honest information is the best way to gain and keep your trust .

6. We ensure that ALL showings are with team agents who know your home!

Unlike many teams, we guarantee that your home will ONLY be shown by one of our agents (not outsourced to novice agents looking for experience and something to do). This ensures that every time a prospective buyers visits your home they have the best possible experience, and get quick and accurate answers to any questions they may have about the property.

7. Consistent communication is key

We provide real time feedback and a detailed weekly report, including online activity, social media reach, open house turnout, and feedback from brokers and buyers.

8. A smooth and transparent transaction

We provide a smooth transaction that closes on time with nor or few surprises. We strive to make this murky process transparent — from launch to closing, we will guide you through each step of the way and ensure you feel empowered and a part of the entire process.

9. We offer twenty years of combined New York real estate experience with an average of 25 closed deals per year

Together our team offers more than two decades of NYC experience, in countless neighborhoods across Manhattan and Brooklyn. Our experience across a wide breadth of the market gives us a unique level of insight in to not one, but many neighborhoods, and a unique perspective on the tenor of the entire NYC market.

10. We have the highest possible standards

With a background in litigation, our founder Isil is a fierce advocate for our clients in every transaction. She is confident and adept in the most challenging negotiations and has an eye for even the most minute details — which ultimately can make or break a deal.



Marketing

PLEASE
CURB
YOUR DOG

Staging & Preparing the Apartment

Consultation

We begin preparing the apartment by doing a room-by-room pre-launch consultation. We'll make sure every aspect of your home is the most appealing to prospective buyers. We will evaluate everything from furniture to paint color, and even small decor items to ensure we maximize the look of your home.



Investing in Improvements

Investing in physical improvements of a home can increase its sale price dramatically, but can be costly depending on the service. With the Compass Concierge Program, Compass will pay the upfront cost of select services that can increase your home's value. From deep-cleaning to cosmetic renovations, we'll elevate your home's appeal and create a tailored plan to maximize its potential on the market. When your home sells, the cost (and nothing more) will be added to the commission. Other services covered by Compass include organizing, decluttering, and landscaping.

Staging & Preparing the Apartment



Appearance

Some properties may benefit from selective improvements (i.e. painting, grout work, small renovation projects) and decluttering, which we can coordinate to completion — we have many vetted professionals we can recommend, from painters to flooring specialists.



The Isil Yildiz Team took the seller's existing furniture plus selective staging objects to create a lovely home office in a loft at 365 Bridge Street, Unit 3E in Downtown Brooklyn. The room was previously used as a storage closet.

Selective Staging

In addition to small improvements, some properties may benefit from selective staging. The Isil Yildiz Team can provide whatever it takes to maximize your home's presentation — from designing a gallery of wall art to fresh linens, modern decor items and even small furniture like dining chairs and side tables.



The Isil Yildiz Team recommended painting 20 E 35th Street's living room from red to an airy gray, and brought in carloads of wall art, plants, decor, etc. to transform the look of this Artdeco apartment.

Staging & Preparing the Apartment



Full-Scale Staging

Full-scale staging of an empty apartment may be recommended based on a weighing of several factors. While the Isil Yildiz Team can handle staging for smaller apartments, we will coordinate professional stagers for larger and more expensive properties.



Staging done by the Isil Yildiz Team at 25 Tudor City Place, Apt. 1107, highlights how small changes can make a big impact.



Virtual Staging

While accurately capturing an empty apartment is an art form, virtual staging can breathe life into a space, increasing web traffic and views. If marketing an empty apartment, virtual staging can be an effective strategy we may employ.



With effective and high level virtual staging, the Isil Yildiz difference captures what made 88 Morningside Ave, Apt 8D unique, and helps bring the empty space to light. The listing sold at-ask with an offer after the first open house.

Photography



Photography

Photography is second only to pricing in terms of marketing strategy: it must be appealing and showcase the property's best features, but not cover flaws so blatantly as to be misleading. It's vital that pictures not only capture features, but size and scale — lighting, layout, exposure, and lens range all have dramatic effect in bringing pictures to life.



The photo on the left was a listing photo used by a previous agent. Exposure and brightness make The Isil Yildiz Team photo on the right look much more compelling and true to the apartment.



Photography

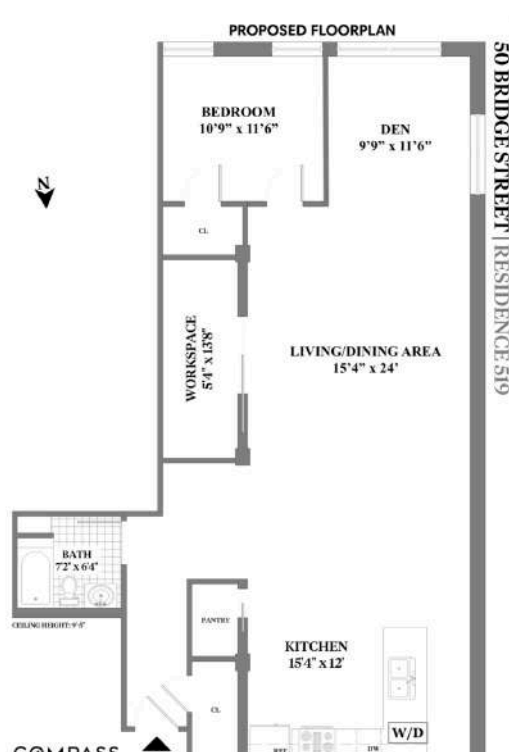
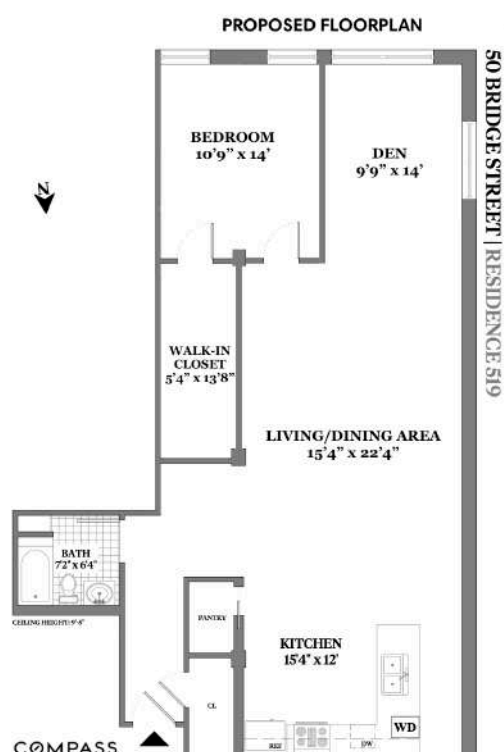
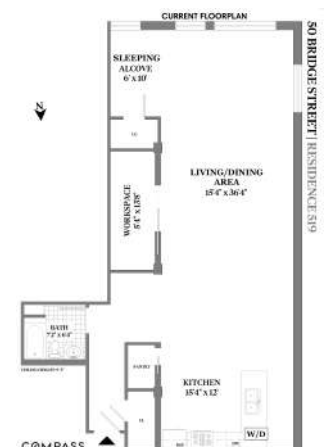
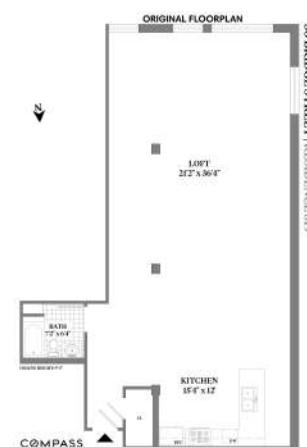


The image on the left is one of only two images used when this home was listed in 2012 by other real estate professionals. The image to the right is the most recent listing picture of 91 Butler Street, Apt 3R, taken by the Isil Yildiz Team. The apartment sold 8% over ask in October of 2017. Selective staging and better angles in the photographs more accurately captures the scale.



Floor Plan

An accurate floor plan is essential in helping potential buyers decided whether or not your home fits their needs, and will help you fully assess the value of your space, both as currently configured, as well as with alterations that might be desirable for future owners.



You can see the difference between the original and current floor plans for 50 Bridge Street, Apt 519, and the proposed floor plans by the Isil Yildiz Team. We provide different options that allow prospective buyers to imagine the layout of their potential home, and envision how they might differently configure the layout.

Digital & Print Campaigns



Expert Design Materials

Based on the target buyers and specifics of your property, the Isil Yildiz Team will design marketing materials to have the greatest impact. This may include showsheets, which have been created by a 19-person marketing team, or even neighborhood guides and walking tours to draw in potential buyers who aren't as familiar with the neighborhood.



Get to Know Bedford-Stuyvesant...

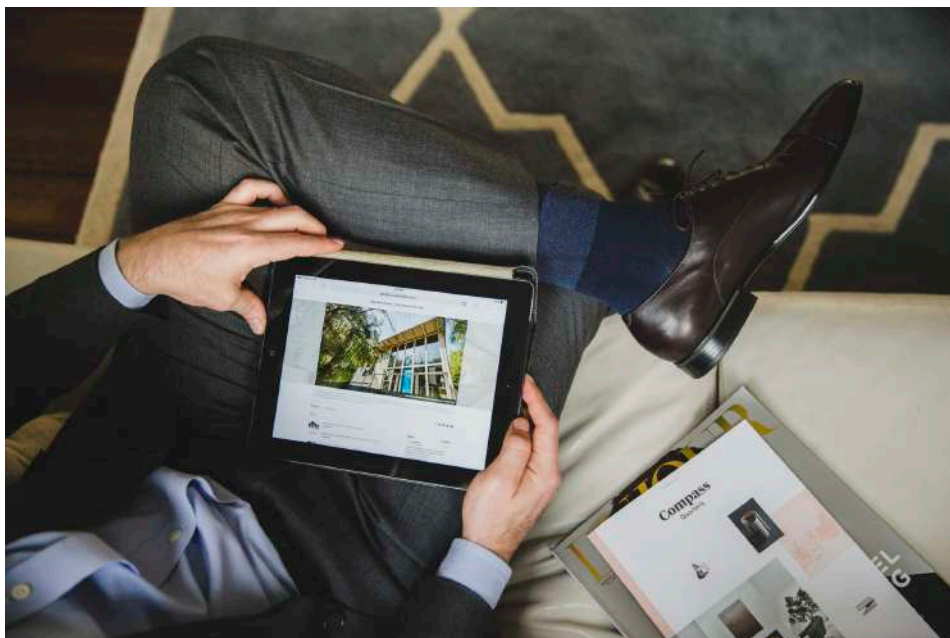
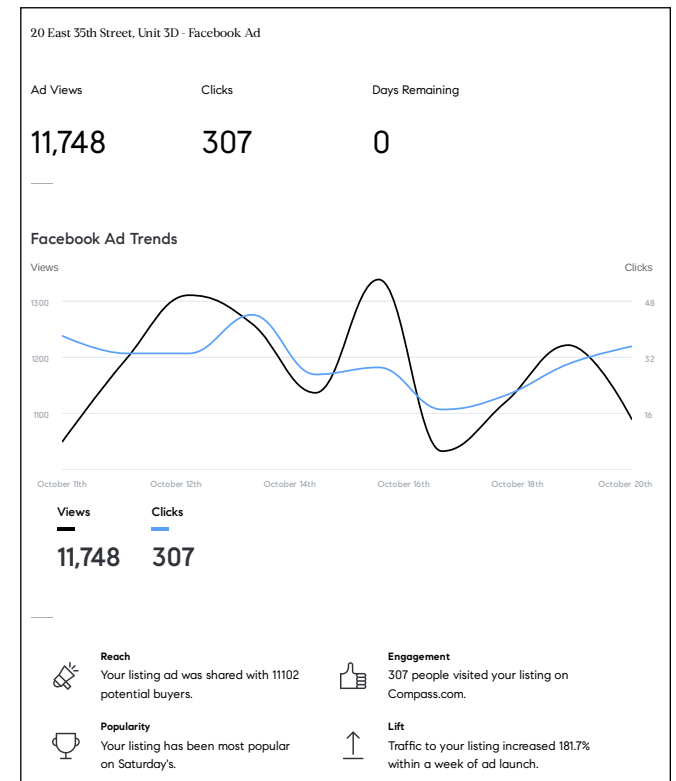
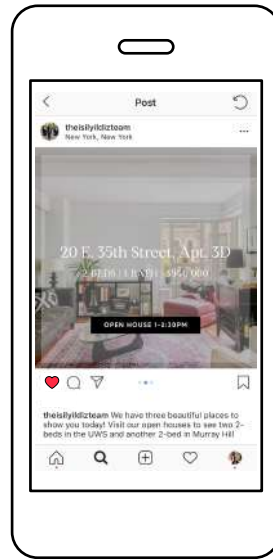


The Isil Yildiz Team produced this neighborhood map of Bed-Stuy for the 197 Spencer Street listing, letting potential buyers know top attractions in the area.

Digital & Print Campaigns

Social Media Campaigns

Break the internet through editorially-styled online features and a massive social media push by specialists crafting effective targeting and retargeting exposure strategies. From paid Facebook ads to social media listing videos, your listing will have dedicated campaigns, and will be featured in our open house stories and features. Social media reports allow us to determine the types of buyers that are interested in your home, and can illustrate online performance week-to-week.



Targeted Outreach to Brokers

We promote your listing weekly to a curated list of co-brokers specific to your area and property using an advanced network tool.

Mailers

The Isil Yildiz Team will design an effective mailer campaign to enhance the presence of the listing within the building and in surrounding buildings. Our mailers are extremely tailored to each listing in terms of timing and value, so we can ensure people will actually be reading about your listing. We often rely on hand addressed invitations that have much higher open and response rates.



Exposure & Visibility

Advertising & PR

Our in-house media team has fostered relationships with key print and digital publications. With access to these leading national publications, we are able to craft a pitch to outlets that most match your buyer profile, and can create targeted and effective campaign strategies.

Digital

Facebook

1.4B
Daily active users
worldwide

\$4.3B
Average quarterly
advertising revenue
(US & Canada)

Instagram

77.6M
US users

1B
Monthly active users

The New York Times

119M
Unique readers worldwide

97M
US readers

\$95K
Median HHI

Mansion Global

2.3M
Unique monthly users

\$418K
Median HHI

50%
Visitors who plan to buy/build
a home in the next year

Print

Architectural Digest

4.5M+
Unique readers worldwide

\$46B+
Total audience spend on home

\$106K+
Median HHI

Vogue

11.9M+
Print readership

1.2M+
Circulation

6.7M
HHI \$100K+

Elle Decor

559K+
Circulation

\$100K+
Median HHI

44%
\$200K+ Median HHI

GQ

7M
Circulation

18M
Total Reach

6M
\$100K+ HHI



Exposure & Visibility

3.8B

Our international impressions per year

78

International real estate syndication portals

51

Countries to which Compass syndicates listings

1.8M

Potential international social impressions each year

1.7M

Unique international users on compass.com per year

Global Presence

In New York City, buyers can come from anywhere. In order to source buyers from around the world, Compass has forged connections with every premiere real estate destinations on every continent, and has a digital presence in over 50 countries around the world.



lkeria.com
homesales.com.au
realestateworld
rentbuy.com.au
willhaben.at
imot.bg
realestate.com.kh
kangalou.com
icasas.cl
fang.com
sodichan.com
icasas.com.co
city24.ee
housingparadise.com
acheter-louer.fr
cotelittoral.fr

immostreet.com
seloger.com
zezoo.fr
sz-immo.de
xe.com
property852.com
99acres.com
rumah123.com
homehippo.com
myhome.ie
propertysteps.ie
homeglobally.com
immobiliare.it
realestate.co.jp
buyrentkenya.com
city24.lv

city24.lt
immotop.lu
go853.com
iproperty.com.my
icasas.mx
mubawab.com
selektimmo.com
shweproperty.com
privateproperty.com.ng
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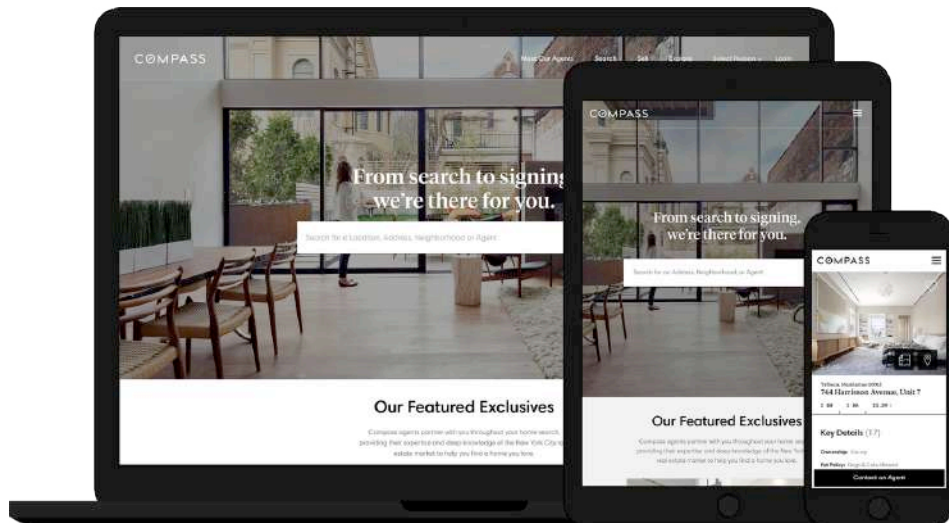
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magazinuldecase.ro
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domofond.ru
senegalcity.com
imovina.net
iproperty.com.sg
reality.sk
persquare.co.za
privateproperty.co.za
globaliza.com
kamicasa.com
pisos.com
immostreet.ch

darproperty.co.tz
thailand-property.com
thailand-property-gate.com
sokna.tn
emlaktown.com
bayut.com
rightmove.co.uk
bestpropertiesoverseas.co.uk
edenway.co.uk
thehouseshop.com
zezoo.co.uk
mesto.ua
bestpropertiesoverseas.com
realityindexer.com



Transaction A-Z

Launch & Syndication

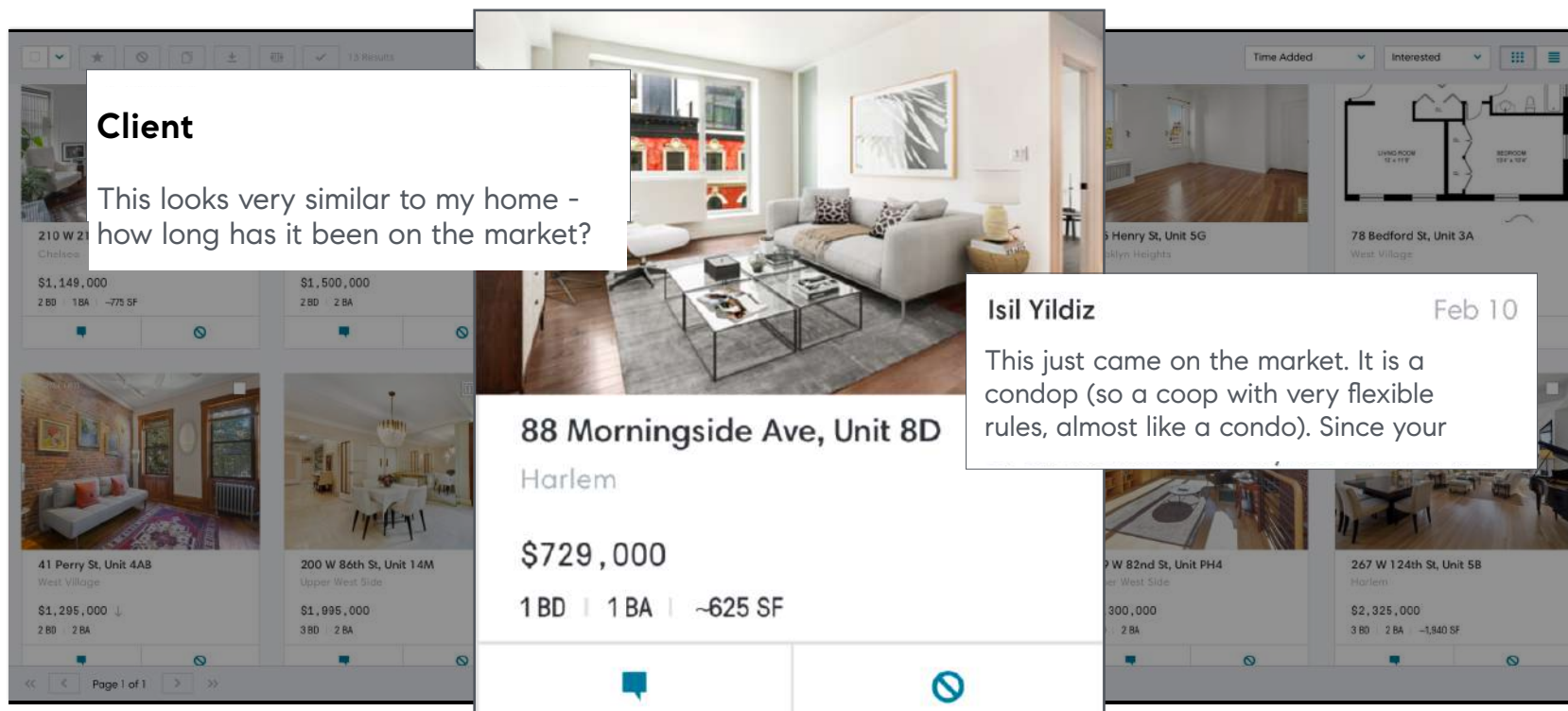


Global Syndication

As soon as your listing goes live, it is immediately sent to 800+ sites for online exposure, and is featured on [compass.com](https://www.compass.com), a searchable, online platform that beats competitive brokerage traffic per exclusive listing by ~6 times across all neighborhoods as well as NYC's #1 mobile app.

Collections

Called the Pinterest of real estate, collections allow you to digitally collaborate with your agent to track homes similar to yours and monitor your competition, as well as adjust our listing strategy as needed. Strategic decisions are made based on automated price and status updates about the homes most relevant to yours.



Collaborate . .

Engage with your agent in real time to make important decisions about the sale of your home.

Monitor . .

Receive automated price and status updates about your home and the homes most relevant to yours.

Discuss . . .

Share comments about your home and comparable homes with your Compass agent in a centralized place.

Feedback & Reporting

Data-Driven Insights

The team has access to real-time data about your listing's traffic, so we are able to refine marketing and pricing strategy and discover new lead-generation opportunities. Through Compass's Network tool, the Isil Yildiz Team can analyze your property across 350+ parameters to determine similar sold listings, identify the right brokers, and correspond with ideal prospective buyers.



148 East 19th Street, PHA			
MARKETING OVERVIEW: 11/7-11/12			
Open House Activity: 5 total	11/11: 5 groups (2 direct, 3 with agents)	Open House Follow-Up Responses	"Location is a bit too far east for us, but the outdoor space did not disappoint."
			One agent said their clients would like to come back for a second showing.
			A direct said, "We really liked the views of the apartment, we're just not sure if we would like to be in a duplex - this one is definitely on our minds, and we will reach out for a possible second showing."
Private Showings: 6 total	Showings: 6 groups (5 direct, 1 agent)	Broker Feedback	One agent liked outdoor space, but felt stairs were too narrow. A second agent re-scheduled for later date.
		Direct Feedback	2 visitors on 11/09. One seemed to like it, but no further communication. The other direct said they liked it and would follow up to come back.
			3 visitors on 11/11. No feedback yet. One (couple relocating from Dallas) now has agent and "liked it a lot but weren't 100% sure yet."
Email and/or Online Inquiries: 3 total	Inquiries	Direct Inquiries	1
		Broker Inquiries	2
Online Listing Traffic: 3,146 StreetEasy search results, 503 streeteasy listing views, 11 total StreetEasy saves, 98 total Compass listing views	Online Activity 11/7-11/14	# Times Listing appeared in StreetEasy Search Results	3,146
		# Direct StreetEasy Listing Views (Clicks)	503
		StreetEasy Listing Saves	11
		Compass Listing Views	98
Targeted Broker Email Campaigns	IYT Dedicated Broker Blast (11/8)	Sends	2,481
		Views	372
		Clicks	6
	IYT Open House Blast (11/9) -- PHA as a featured listing	Sends	3,306
		Views (PHA only)	440
Bi-Monthly IYT Newsletter	IYT Newsletter -- 11/16 (PHA mentioned)	Clicks (PHA only)	8
		Sends	1,368 (non-agent)
		Views	253
Social Media Marketing	Facebook	1 post, original post 11/8 -- 613 views, 1 like, 5 clicks	
	Instagram	Posted 11/8 -- 68 likes, 4 comments	
Additional Marketing (Press Mentions, Print Mollers, BOH Tours, Ads, etc.)	"Just Listed" Print Moller Ordered 11/8 -- Delivery between 11/9-11/12	391 Sent -- Mailed specifically to similar buildings in the area.	
	Paid FB Ad Campaign (runs from 11/11-11/21)	Compass managed targeted FB ad (your listing only) -- 8,091 ad views, 396 clicks.	
	Broker's Open House Tour	Scheduled for 11/12 12-2pm, 8 other listings confirmed (tour sheet attached). We will be hosting, so will be the listing serving catered lunch (provided by Wells Fargo).	

Detailed Agent Reports

The Isil Yildiz Team will provide constant feedback and reports that include advanced analytic intelligence on property views and comparative marketing effectiveness, data on showings and customer response, open house stats with comparative analysis to similar properties, and information on similar properties as they hit the market.



Showings & Open Houses



Open Houses with Agents that Know Your Home

No more walking into an open house with an agent who isn't familiar with the property. The Isil Yildiz Team does not outsource listings to other — usually novice — brokers. Instead, all open houses are run by our own team members, who are up to date on the specific details of your home, and your goals.

In addition to regular open houses, we accommodate all and will often include special neighbors-only previews.

Broker's Open House Tours

Hosting and organizing Broker's Open House Tours allow us to not only be the marquee attraction (and where the food is), but it also allows us to utilize the marketing exposure from participating brokers. Given that the tours are very targeted (price point, size, neighborhood), this means we can get information about exactly the type of units that we are representing.

45%


The percentage of buyers who attend open houses over the course of their search process.




Feedback and Fine-Tuning

The Isil Yildiz Team will promptly follow up with all brokers and direct buyers who attend open houses, and will ensure all leads are maintained. Any and all feedback received will be reported back to the seller on a regular basis. We will fine-tune our marketing and listing efforts based on the feedback received, and will continue to ensure we are maximizing the exposure and appeal of your home.

Vetting the Buyer



Your actual rate, payment and cost could be higher. Get an official loan estimate before choosing a loan. Once you've found a property, your home mortgage consultant will review with you the specific information regarding your rate, cost and payments.



September 27, 2017

CONGRATULATIONS! We're happy to let you know you've been preapproved for a mortgage in the amount of \$360,000.00!

This **PriorityBuyer's preapproval** letter provides you with an estimate of the loan amount you may qualify for.

What you need to know
This preapproval means:

- You've filled out a mortgage application.
- We've checked your credit.
- We've conducted an initial automated underwriting review of the information you provided.

This **PriorityBuyer's preapproval** is not a commitment to finalize your mortgage application, and we will need to review your financial documentation before we can make an application. A loan commitment also depends on property eligibility, including the appraisal and title report. Preapproval can change or be rescinded if your requested loan no longer meets requirements.

What you need to do
Give the following copy of this letter with the details of your estate professional. It will help as you work together to finalize your loan.

Next steps
We'll work together to help you finalize your loan application, choose your home loan options, and learn about the home you want to expect.

We're here to help
We appreciate the opportunity to help you with your home loan. If you have any questions, please call me. I'll be here to help you.

Sincerely,

Teresa M Love
NMLS ID: 408782
Phone: 214-214-7997
Melora.Love@wellsfargo.com

Details of your PriorityBuyer's preapproval:

Mortgage amount: \$360,000.00

Purchase price: \$450,000.00

Loan type: Conventional

Itemized Schedules

Please include verification statements and proof of liquid assets as required by your lender or state.

AS ITEMIZED SCHEDULE OF GAIN			
Applicant or Co-Applicant	Financial Institution	Type of Account	Account Balance
Joint	Wells Fargo	Checking	\$10,021.45
Joint	Wells Fargo	Savings	\$81,281.70

Financial Statement

The following is submitted as being a true and accurate statement of the financial condition of the undersigned on the:

30 day of September 2017

ASSETS				LIABILITIES			
		Applicant	Co-Applicant			Applicant	Co-Applicant
Cash in banks (Itemize on Schedule A)		\$92,219	Joint	Notes Payable (Schedule E)			
Money Market Funds				To Banks			
Contract Deposits				To Relatives			
Investments: Stocks and Bonds (Schedule B)				To Others			
Investments in Own Business				Installment Accounts Payable:			
Accounts and Notes Receivable				Automobile		\$ 23,655.00	Joint
Real Estate Owned (Itemize on Schedule C)		\$485,000	Joint	Other			
Automobiles:				Other Accounts Payable			
Year	2017	\$ 19,500	Joint	Mortgages Payable on Real Estate (Schedule F)		\$ 291,715.00	Joint
Make	Mazda 3 (Hatchback) Touring 2.5			Unpaid Real Estate Taxes			
Personal Property and Furniture		\$5,000	Joint	Unpaid Income Taxes			
Life Insurance				Chattel Mortgages			
Cash Surrender Value				Loans on Life Insurance Policies (Include Premium Advances)			
Retirement Funds/IRA		\$25,000	\$34,272	Outstanding Credit Card Debt		\$ 5,882.16	Joint
401K				Other Debts (Sch. G) (e.g. student loans)		\$290,292.00	\$ -
KEOGH				TOTAL LIABILITIES		\$ 611,344.16	\$ -
Profit-Sharing/Pension Plan				NET WORTH		\$ 125,374.99	\$ 34,272.00
Other Assets (Itemize on Schedule D)		\$ 100,000.00		COMBINED LIABILITIES		\$ 611,344.16	
TOTAL ASSETS		\$736,719.15	\$ 34,272.00				
COMBINED ASSETS		\$770,991.15					

SOURCES OF INCOME / MONTHLY				PROJECTED EXPENSES / MONTHLY			
		Applicant	Co-Applicant			Applicant	Co-Applicant
Base Salary		\$5,583	\$10,000	Maintenance		\$918.00	Joint
Overtime Wages				Apartment Financing		\$1,604.12	Joint
Bonus and Commissions			\$3,333	Other Mortgages		\$2,368.00	Joint (incl. mort + maint)
Dividends and Interest Income				Bank Loans		\$61.00	Joint (0% interest credit card, current balance \$5,840)
Real Estate Income (Net)				Auto Loans		\$400.00	Joint
Other Income including Gifts (Schedule H)				Other (e.g. student loan moratoriums)		\$224.00	
TOTAL		\$5,583.33	\$13,333.33	TOTAL		\$5,595.12	\$5,595.12
				COMBINED TOTAL		\$3,227.12	

GENERAL INFORMATION				CONTINGENT LIABILITIES	
		Applicant	Co-Applicant		
Personal Bank Accounts at				An Endorser or Co-maker on Notes	
Name of bank(s)	balance		balance	Alimony Payments (Annual)	
Name of bank(s)				Child Support	
Savings and Loan Accounts at				Are you a defendant in any legal action?	
Name of bank(s)	balance		balance	Are there any unsatisfied judgments?	
Name of bank(s)				Have you ever taken bankruptcy? Explain:	
Purpose of Loan					
Name of bank(s)	balance		balance		
Name of bank(s)					

Qualifying the Buyer

Qualifying any prospective purchasers per building guidelines requires a full financial disclosure at the time of the offer. When presenting you with prospective buyers' offers, we will review their offer package to make sure that they are in fact qualified to purchase the apartment before advising you on negotiating the merits of the offer.



From Contract to Closing



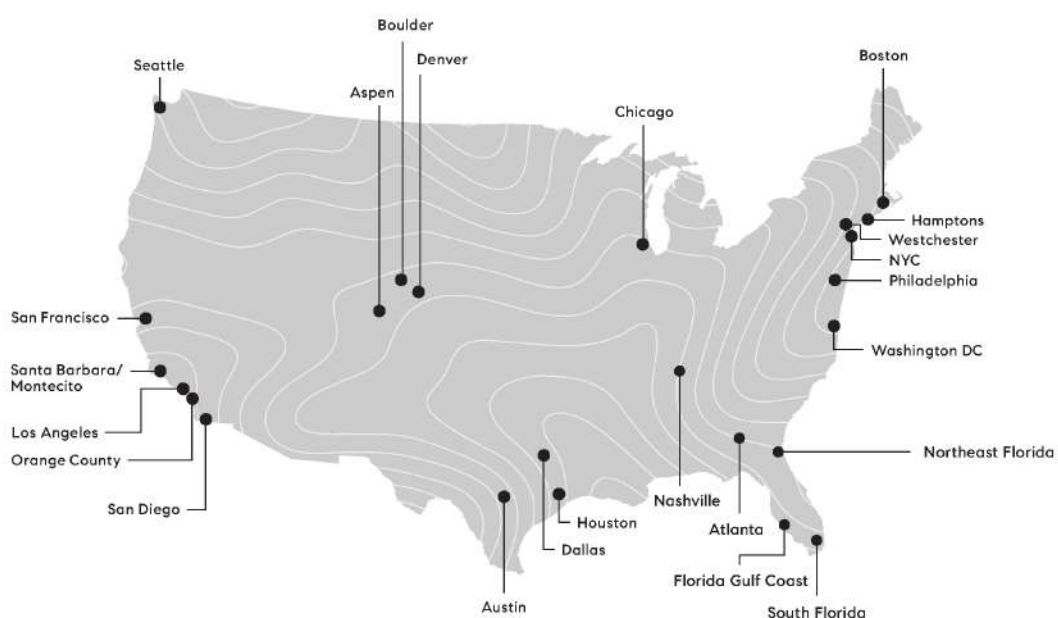
Coordinating Parties

Keeping the ball moving is paramount

Many pitfalls can befall a deal after an accepted offer, but putting together an experienced team of attorneys and other professionals and arming them with all due diligence materials as soon as possible, as well as securing back-up offers throughout sensitive contract negotiations, can minimize risks and maximize results.

Review Board Package

We will review the board package and provide input to ensure that the package is done to our standards — no taking chances with unrepresented, or under-represented buyers.



Relocation

Our relationship doesn't end at closing. No matter the next step — whether temporary housing or purchase, local or out-of-area — I can facilitate your relocation efforts through a network of over 14,000 luxury brokers worldwide.



Seller Resources

What do I Need to Do?

Documents Needed to List

It's important to gather all relevant building documents before launching the listing. This allows us to be prepared to accurately and adequately answer questions from prospective buyers and their agents. We will contact management for the building questionnaire and other updated forms, but you should check your files for:

1. Offering Plan and Amendments

If you have the offering plan and amendments, send them along and your agent can review them. Management companies will often charge \$200-500 for providing these.

2. Financial Statements & Documentation

We will gather building financial information and application materials that will be necessary to provide during due diligence upon an accepted offer — the more prepared we are, the smoother the process will be.



Retain an Attorney

It is critical to hire a real estate attorney based in NYC and specializing in NYC residential closings. Not only does your attorney have to represent your interests adequately, they must be able to work within a tight time frame. We can help you identify seasoned professionals from which to choose.

Manhattan Real Estate Attorneys

Alan Lustrin, Lustrin Tetelman, LLP
(212) 991-9590 ext. 11
alustrin@ltllp.com

Matthew Matatof, Mavrides Moyal Packman & Sadkin, LLP
(646) 794-1573, Cell (917) 538-3158

Josh Greene, Schwartz, Levine & Kaplan, PLLC
(646) 518-7273 ext 104
jgreene@slklawfirm.com

In What Condition Should My Home Be At Closing?

During the final walk through, buyers and their agent will inspect the apartment to make sure it is in the closing condition stated in the contract. For resales, apartments are typically expected to be left in “as is” condition, meaning the same condition the apartment was in when the buyer signed the contract and broom-swept. All holes in the wall larger than a dime need to be speckled and smoothed out. Electrical, plumbing, HVAC systems and appliances must be in working condition (functional), unless otherwise provided in the contract. Lastly, any damage caused by the move should be repaired.



Closing & Beyond

Closing Costs

We estimate that your closing costs will be about \$120,000. Here is a breakdown of common closing costs and estimated amounts.

CO-OP	
Sale Price	\$1,450,000
ITEM	COST
Your Attorney	\$3,000
Broker Fee (6%)	\$87,000
NYC Transfer Tax (1.425%)	\$20,663
NY State Transfer Tax (0.4%)	\$5,800
Residential Deed Transfers	\$75
NYS Equalization Fee	\$75
Pick-up/Payoff Fee (\$250 - \$500)	\$500
UCC-3 Filing	\$100
Misc. Building Fees (\$0-\$1000)	\$500
Co-op's Attorney/Managing Agent Fee	\$500
Admin Fee	\$500
Non-Deed Transfers	\$50
Stock Transfer Tax (\$0.05/share)	\$16
Flip Tax (\$2/share, mes 310 shares)	\$620
TOTAL	\$119,398

SELLING COOPS

Your attorney	Consult your attorney (~\$2,500+)
Broker	6%

BANK

Payoff Bank Fees	\$500-\$1,000
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BUILDING

Coop's Attorney/Managing Agent Closing Fee	\$400-\$1,000
Move-out Fee	\$500-\$1,000 (non-refundable)
Move-out Deposit	Varies by coops, typically \$500-\$1,00 (refundable)
Admin Fee	\$250-\$1,000
Flip Tax	Varies (typically 1-3% of price or \$ per share)

GOVERNMENT

Residential NYC Transfer Tax <\$500,000	1%, plus filing fee of \$100
Residential NYC Transfer Tax >\$500,000	1.425%, plus filing fee of \$100
NY State Transfer Tax	0.4% of purchase price
Transfer Tax Filing Fee	\$100
UCC-3 Filing Fee	\$125



Moving

After closing, you may need others to help during the move-out process - we have relationships with many professionals across the city and will be happy to provide any additional recommendations along the way.