

THE LETENDRE TEAM

BOND
NEW YORK

BRIAN LETENDRE



BRIAN LETENDRE,
LICENSED ASSOCIATE REAL ESTATE BROKER

"Brian's mark on the real estate market is simple: He puts himself in his client's shoes and with his experience, compassion, and a relentless drive, he seamlessly gets them to the closing table. No one is better, faster, or more knowledgeable!"

FOR BUYERS: A native New Yorker, Brian has a tremendous amount of knowledge when it comes to the five boroughs and combines that with his obsessive personality, lining clients up with the perfect home for them without fail. He has no stakes in what roof you put over your head. He just makes sure it's the right roof (and investment) for you!

FOR SELLERS: Brian stands by his statement that if properly priced and smartly staged: It WILL sell! His research, taste, and strategy are what's kept all of his sellers happy at the closing table.

With training from The Juilliard School and a 16-year stint on Broadway, I don't think anyone would argue that Brian knows how to put on a show. He's the perfect choice and gets the deal done!

RECENT SALES:

- 10 West End Avenue, #17C | \$2,200,000 | 2 Bed, 2 Bath
- 1890 Adam Clayton Powell Junior Boulevard, #3C | \$950,000 | 2 Bed, 2 Bath
- 175 East 62nd Street, #3A | \$825,000 | 1 Bed, 1 Bath
- 500 West 43rd Street, #18C | \$835,000 | 1 Bed, 1 Bath
- 14 East 4th Street #601 | \$1,075,000 | Commercial Condo
- 14 East 4th Street #501 | \$1,069,000 | Commercial Condo
- 23 West 9th Street #1 | \$1,400,000 | 2 Bed, 1 Bath
- 440 Riverside Drive #85 | \$625,000 | 1 Bed, 1 Bath
- 10 West End Ave #6H | \$1,999,999 | 2 Bed, 2 Bath
- 77-12 35th Ave #A45 | \$499,000 | 2 Bed, 1 Bath
- 941 Jerome Ave #7E | \$205,00 | 2 Bed, 2 Bath
- 163 Saint Nicholas Ave #7A | \$1,410,000 | 2 Bed, 2 Bath
- 370 West 118th Street #1D | \$899,000 | 2 Bed, 1.5 Bath
- 101 West 81st Street #505 \$860,000 1 Bed, 1 Bath

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RUSSELL "RUSTY" MOWERY, LICENSED REAL ESTATE SALESPERSON

Rusty is known for his positive energy, great listening skills and unwavering desire to help people be their best. These qualities have proven invaluable to his clients when they are facing the many challenges that arise in any real estate transaction. No matter what comes his way, Rusty remains calm under pressure, providing guidance and support every step of the way.

His expertise in high pressure situations, comes from his successful twenty-year career as a Broadway Dancer and Actor. He has appeared in five Broadway shows and numerous national tours. He was also the Associate Choreographer of Kinky Boots Broadway and seven international companies of Kinky Boots as well as the Associate Choreographer of Pretty Woman the Musical Broadway, in London and Germany.

Rusty's passion for real estate has always run parallel to his love of the arts and he pours the same energy into helping clients find their dream home as he does mounting a show. Throughout his performing arts career, he has mastered the ability to deal with all kinds of people and personality types, be creative when it comes to finding solutions to problems and always finding a way to make the process fun, regardless of how stressful it can be. His signature ability to find the funny in any given situation is the key to keeping everyone sane.

Rusty has lived on the Upper West Side since moving to New York in 1993. He currently owns a condo close to Central Park, offering the perfect balance of urban and nature. And while the neighborhood is his personal favorite, he knows and can assist with every neighborhood in the city.

In addition to his passion for performing arts and real estate, Rusty is a huge fundraiser for Broadway Cares Equity Fights Aids, The Actors Fund. He is also a big animal rights advocate. For fun, he favors international travel, beaches, his dog, and gardening on his deck.

THE LETENDRE TEAM



TOM BERKLUND,
LICENSED REAL ESTATE SALESPERSON

Tom is a New Yorker of 17 years, he is well aware how exciting and often overwhelming the process of purchasing or selling real estate can be. He is eager to help you navigate this process so you feel confident and excited about these major decisions - and have fun along the way!

Throughout his life Tom has lived in a world of real estate entrepreneurship. From a very young age, he remembers his father always on the hunt for residential or commercial property investments in his hometown of Madison, Wisconsin. Whether touring potential properties after soccer practice or helping his father install a new roof to a property over the summer, he always shared his father's excitement and passion for investing in real estate.

The majority of Tom's professional background comes from the theatre. He trained and received his Bachelors of Fine Arts from the University of Michigan. He has appeared in several Broadway productions as well as television/films. These experiences have helped equip him with the ability to gracefully handle high pressure situations while remaining focused on the goal at hand. He has also been studying ASL for several years and is always striving to improve his skills and participate with the deaf community.

Tom's eclectic skill set and passion for real estate is a combination for a successful experience with regards to your real estate goals. He looks forward to meeting with you!

THE LETENDRE TEAM



JONATHAN GEALT,
LICENSED REAL ESTATE SALESPERSON

Jonathan Reid Gealt has built a reputation on his ability to put himself in his client's shoes and truly understands where they are coming from in order to fully arrive at the next level of their real estate journey. He is a problem solver by nature and will not stop until he has achieved his client's goals. His clients know that they are in the hands of an expert who is beyond thorough, always transparent and impeccably organized. His clients are his top priority and making them happy is his number one goal.

Jonathan has a successful parallel career as a composer for contemporary musical theater and pop. He has released multiple albums worldwide featuring some of the greatest voices in the business today, and his first full-length musical is aiming for Broadway when theaters are able to safely reopen after the pandemic. His creative instincts have helped him be successful in understanding there are always multiple ways to achieve the same end goal. This skill is invaluable to his clients when obstacles arise. Jonathan is a professional multitasker, having produced multiple projects simultaneously, and these skills translate seamlessly across professions allowing him the ability to manage all the moving parts of a real estate transaction with no stress to his clients.

Having lived and worked in New York City for the past sixteen years, Jonathan has tremendous knowledge of the city and the neighborhoods, many of which he has resided in personally. Having lived in multiple neighborhoods, he understands the differences between them and what each neighborhood, as well as type of residence, has to offer. He always works to help his clients feel they can make the most educated decision on the potential home and neighborhood they might be interested in so they can make the best possible choice for their needs.

A native of the Adirondack Mountains in upstate New York, Jonathan is still in awe of a city where eight million people live completely different lives, all while working toward similar goals yet pursuing different dreams. For Jonathan, New York City is a miracle and its never-ending heartbeat is his favorite part about living here.

THE LETENDRE TEAM



KIMBERLY SILVERMAN,
LICENSED REAL ESTATE SALESPERSON

Kim is known for her personable and friendly demeanor that instantly makes her clients feel comfortable. She is extremely adept at analyzing a person's style and taste and her on-point needs assessment provides her clients with a seamless, stress-free experience. Kim is an excellent communicator who not only listens to her clients but makes sure they are heard.

After twenty successful years managing actors and dancers in Broadway shows, Kim made the transition to guiding clients through their real estate journey.

Her previous career made her an expert in working efficiently and effectively under pressure to deliver results under deadline, all while maintaining a positive attitude. She provides her clients with the perfect balance of strong advocate, always going to bat on their behalf and trusted confidant, who will be honest and kind.

Kim currently owns her own property on the Upper East Side. She purchased two separate properties and then converted them into a two bedroom, two bath home. Kim understands first-hand how difficult it can be to navigate complex real estate transactions and is an excellent sounding board when it comes to understanding and working through the logistics of taking on any real estate endeavor. While Kim loves the Upper East side because of its close knit community and relative quiet, she has found something to love in the unique vibe and style of just about every neighborhood in New York City.

THE LETENDRE TEAM



RYAN SILVERMAN,
LICENSED REAL ESTATE SALESPERSON

Ryan is known for his compassionate and understanding approach to handling every individual's real estate journey no matter how challenging they may be. As a successful actor for the last twenty years, the desire to succeed and an indefatigable drive to get results translates to his clients' having a true advocate fighting for them every step of the way.

Ryan's career in the performing arts also serves him well when it comes to being able to hear what a client wants and interpret it into what they need.

As an actor, he developed this skill after years of taking direction from directors and musical directors. The hard work that goes into having a nuanced understanding of what an individual is asking for, is an invaluable asset for his clients.

Ryan has performed award nominated leading roles on Broadway and around the world, and knows what it means to reach for and obtain a goal. Besides having talent and a passion for it, he believes in hard work as the driving force behind his achievements. He applies these same principles to his real estate career.

Having lived in New York City for the last seventeen years, Ryan also understands first-hand the challenges of buying and selling property. He purchased his apartment on the Upper East Side and eleven years ago purchased his neighbors in order to combine the two. This was an exciting endeavor to take on and he learned a tremendous amount in the process.

Ryan loves the city and believes every part of it has something different than the next. He loves the accessibility as soon as you walk out the door. The Upper East Side in particular, has proven to be the perfect retreat for him and his wife, where they have established a great network of friends and community within their everyday lives from going to the post office to grabbing a coffee at their favorite cafe.

THE LETENDRE TEAM



COURTNEY CHEATHAM, LICENSED REAL ESTATE SALESPERSON

Courtney's philosophy on real estate is: it's all about what you want. She will bring the knowledge, expertise, and experience to make your vision a reality.

Courtney loves New York City! Originally from Phoenix, Arizona, Courtney fell in love with the city's coffee shop culture, gorgeous architecture, and immense history that serve as the backdrop to the energy and drive that define New York. She grew up wanting to live here and made that dream come true over six years ago. Currently renting on the Upper West Side, her professional endeavors have given her the ability to explore and get to know all of the city's boroughs.

Having grown up in the real estate business, Courtney learned from her father, who has been one of the top commercial brokers in the southwest for over thirty-five years. Under his mentorship, Courtney developed key skills that have enabled her to carve out her own successful real estate career path. She is an excellent communicator, has a strong attention to detail, is able to multi-task and maintain deadlines, and is extremely thorough when it comes to following up and following through. As an investor in raw land and retail properties herself, Courtney understands first-hand the importance of excellent customer service. Courtney takes on each client's real estate journey as if it were her own, giving her highest level of attention, and full commitment to seeing it through. She is reliable, discrete, and respectful of her clients' time and expectations.

Extremely driven, Courtney has been able to pursue a parallel career as both an Actor and a Makeup Artist, finding success in both. As an Actor she has performed on four continents, in twelve countries for countless audiences, and has appeared on network and cable television. As a Makeup Artist, Courtney has created looks seen on Good Morning America, The Today Show, Teen Vogue, New York Fashion Week, New York Bridal Fashion Week, Investment Magazine, book backs, and red carpets on both coasts. Courtney aims to always be at the top of her craft, to come to the table well researched, providing creative ideas and solutions, while being flexible enough to follow direction.

Courtney attended Biola University in Southern California, graduating with a degree in Communications and went on to study acting at the British American Drama Academy in Oxford, England. She is an Enneagram enthusiast who loves baking and firmly believes coffee deserves its own food group.

THE LETENDRE TEAM



TYLER PALO,
LICENSED REAL ESTATE SALESPERSON

“I like to leave every person I meet feeling a little better than they did when I found them. If I can take a minute to make someone’s day better, I’ll do it.”

As a person, Tyler prioritizes clear communication and kindness. And as a performer, he has developed a thick skin and strong work ethic. For his clients, these attributes translate into a fearless agent who will work hard and handle difficult situations while cultivating a stress-free environment in order to best serve his clients. He is known for his dependability, honesty and professionalism no matter how difficult a situation may be.

Tyler has moved six times in the past five years and can relate, first-hand, to how stressful and sometimes overwhelming it can be. He brings his personal experiences as a renter and buyer to the table, in order to help give his clients a better experience than the ones he has had. Tyler has recently invested in his current home and manages properties in Utah where he is also licensed. He provides invaluable advice and insight as both a landlord, investor and client. Tyler prides himself on his ability to make others feel at ease and fully taken care of. On the personal side, he is friendly, approachable and accountable. He always makes sure his clients can be completely honest with him and not feel that they would say the wrong thing. On the Business side, he’s persistent, dedicated and consistent and always works in the best interest of his client.

Originally from Salt Lake City Utah, Tyler got his BFA in Acting from Westminster College, and his MFA in Musical Theatre from The Guildford School of Acting, just south of London. As someone who has relocated to New York, he offers the comfort and reassurance from the shared experience of moving from a smaller city or town to others also relocating.

In addition to working as a real estate professional, Tyler is a musical theatre performer, and has worked throughout the United States, as well as various theatres in the UK, including the West End. Additionally, he has worked in Marketing and Communications, most prominently as the Assistant Director of Communication for the Great Salt Lake Fringe Theatre Festival. His experience in the theater industry has trained him on how to connect with people and make them feel comfortable. He also learned the importance of relying on his own hard work and grit to get things done. Outside of work and play, Tyler volunteers and is involved with R.Evolución Latina, a nonprofit organization that offers arts outreach and performance/training opportunities to youth and adults, focusing on the Latinx communities.

WHO WE ARE

BOND WAS BUILT ON THE LIFELONG FRIENDSHIP OF ITS FOUNDERS
The trust, support, and camaraderie they have relied on to sustain that relationship all these years is the backbone for which BOND exists. It permeates every relationship at our firm from management to agent, from agent to client.

WE'VE GOT THE CITY COVERED

Our offices are an essential part of the BOND experience and each office is part of the fabric of its neighborhood. In addition to our two beautiful retail location window displays marketing our properties, we regularly hold events to promote our community and the culture within it.

EXPERIENCED INDUSTRY LEADERS

BOND New York was founded in 2000 and has since grown to become the largest independently owned real estate brokerage in the city with over 450 agents and four offices strategically located throughout the city. BOND is ranked among the top firms in the city.

CUTTING EDGE TECHNOLOGY

BOND has a dynamic web presence with over a million hits a month, 60,000 unique users running searches in our database and up to 12 chat leads per hour at peak. We have a state-of-the-art portable database connected to top web platforms including Facebook, Twitter, Craigslist, NY Times, Trulia, Zillow and StreetEasy. We also have an automatic listing update feed sent to our customers.

ELITE IN-HOUSE MARKETING TEAM

Our in-house creative team has over 20 years of experience in every media form. We have in-house copywriters and graphic designers as well as in-house public relations and social media teams. BOND has one of the highest Klout Scores in the industry for social media and has one of the top real estate blogs in NYC. BOND was ranked #14 in the Country by Property Spark for "Best Social Marketing Presence".

GLOBAL REACH

BOND New York is part of a select group of brokers in Manhattan servicing the largest global relocation network in the industry with access to hundreds of top qualified buyers from all over the world.

WHAT WE DO

BOND employs a successful property-centric Marketing Strategy that focuses buyers' attention on your listing, not on our company. BOND attracts Buyers through the following:

VIRTUAL TOURS

We provide Matterport virtual tours of your home conducted by our specially trained photographers to give potential buyers a real-feel experience of your property. These tours are modified to work across our advertising platforms to guarantee maximum exposure.

PROFESSIONAL VIDEO / PHOTOGRAPHY

Our in-house team of professional videographers and photographers guarantees timely photos and video taken, edited, and posted on demand.

BROKER COMMUNITY OUTREACH

Over 94% of properties in New York City are sold by co-brokers. As members of REBNY, we share your listing with the

other 510 firms and 13,000 licensees that are REBNY members. We also broadcast your listing to every other major real estate listing site to guarantee your property is reaching every qualified buyer being represented by an agent at any firm. This effectively puts your property in front of millions of potential buyers.

TARGETED SOCIAL MEDIA

We have committed significant time and resources to build strategies and targeted engagement with thousands of followers in order to effectively reach viable buyers. We produce original, shareable content that has successfully supported our position as leaders in the industry and increased our clients' exposure.

CUSTOM MARKETING MATERIALS

From postcard mailings to brochures showcasing your home, each listing is evaluated and materials are created in-house to best market your home.

STOREFRONT PROPERTY LISTINGS

Our beautiful light box window displays located in our retail offices will feature your property for maximum exposure to local foot traffic.

PRICING FOR MAXIMUM EXPOSURE

A new listing attracts many potential buyers during the first few weeks, but pricing that does not reflect the market value, is quickly dismissed. We price your property to ensure we take full advantage of peak interest and this key window of opportunity.

SPECIAL EVENTS

One of the most powerful components of BOND's business is that we have the resources of a big firm with the personal touch of a small one. Whether it's a seminar, book reading, art exhibition, virtual or in-person event, we are able to do whatever it takes to get your property the type of exposure it needs.

OPEN HOUSES

BOND will organize, promote and execute in-person and virtual open houses for your property. All in-person open houses are staffed with BOND professionals who will comply with the Governor of New York State in providing every precaution necessary for your safety and the safety of others.

PUBLIC RELATIONS

Numbers don't lie. In the last year, we had over 160 press mentions as compared to our competitors who had less than half that. We get our clients' properties highlighted consistently in top-tier publications. In the last year we have been featured on CBS, NBC, MSNBC and featured in The New York Times, New York Magazine, New York Observer, New York Post, residencyNY, The Real Deal, Wall Street Journal, and REW/Brokers Weekly, just to name a few.

CURRENT ACTIVE CUSTOMER BASE

There are hundreds of BOND agents working in sales and one of them may have the perfect buyer for your home. When you list with BOND, your property immediately goes out to the entire BOND marketplace of buyers who have already been pre-screened and pre-approved for financing.

STATE OF THE ART WEBSITE EXPOSURE

Over 95% of property searches begin online. BONDNewYork.com is one of the industry's most highly trafficked websites, with over 35,000 unique visitors per month. We also syndicate your property to every major real estate listing website available.

CUSTOM PUBLICATIONS

Your property will be featured in BOND Properties Showcase and our newly launched BOND Home Solutions which are distributed to countless qualified buyers.

ESTIMATED CLOSING COSTS

FOR SELLERS

CO-OPERATIVES	(CO-OP)
Broker's commission	6% of sale price
Seller's attorney	\$3,000 and up
Co-op attorney	\$400 - \$600
Flip tax	Varies
Stock transfer tax	\$0.05 per share
Move-out deposit	\$500 - \$1,000 (refundable)
New York City transfer tax	1% of price for purchases of \$500,000 or less 1.425% of price for purchases over \$500,000 (paid by Seller, except sale by Sponsor)
New York State transfer tax	0.4% of price for purchases less than \$3 million 0.65% of price for purchases greater than \$3 million
Transfer tax filing fee	\$25
Payoff Bank attorney	\$300 and up
UCC-3 filing fee	\$100 and up

CONDOMINIUMS	(CONDO)
Broker's commission	6% of sale price
Seller's attorney	\$3,000 and up
Managing agent processing fee	\$450 - \$650
Move-out deposit	\$500 - \$1,000 (refundable)
New York City transfer tax	1% of price for purchases of \$500,000 or less 1.425% of price for purchases over \$500,000 (paid by Seller, except sale by Sponsor)
New York State transfer tax	0.4% of price for purchases less than \$3 million 0.65% of price for purchases greater than \$3 million
Title and recording fee	
Mortgage satisfaction fee	\$100
Payoff Bank attorney	\$300 and up

MARKETING CALENDAR

FIRST 25 DAYS OF YOUR LISTING

DAY 1 Sign exclusive and notify photographer	DAY 2 Prepare home for photos and sale	DAY 3 Photoshoot	DAY 4 Upload photos and order print marketing	DAY 5 Activate listing on website and RLS
DAY 6 Send Broker Blast	DAY 7	DAY 8 Send "Just Listed" postcards	DAY 9 Send Broker Blast	DAY 10 First Open House
DAY 11 Follow-up with Open House attendees	DAY 12 Broker Open House	DAY 13 Second showings and send Broker Blast	DAY 14 Second showings	DAY 15 Second Open House
DAY 16 Send Broker Blast	DAY 17 Follow-up with second Open House attendees	DAY 18 Discuss Open House feedback and pricing	DAY 19 Return showings and third showings	DAY 20 Send Broker Blast
DAY 21 Return showings and third showings	DAY 22 Return showings and third showings	DAY 23 Send Broker Blast	DAY 24 Return showings and third showings	DAY 25 Third Open House

WHAT DETERMINES PRICE

Our brokers look at various aspects to determine the market value of your property. We take into account things such as:



LOCATION

The single greatest factor in determining the price is location.



COMPETITION

Buyers will compare and interpret value based on other available properties.



TIMING

Market conditions change and cannot be manipulated. An effective marketing plan and pricing strategy must take these conditions into account.



CONDITION

Property condition directly affects the price and speed of the sale.



MARKETPLACE

In the end, it's the marketplace that will determine the price. At BOND, we use our vast knowledge of, experience in, and data on the New York market to calculate where we think the property will trade, but ultimately, the market dictates the actual price.

MAXIMIZING REAL ESTATE VALUE



ELIMINATE CLUTTER

Your property will feel larger and brighter, while allowing prospective buyers to explore it comfortably, envisioning it with their own personal touches.



REPAIR

If you think something is too much trouble to fix, chances are buyers will, too. Making repairs allows you to present your property in a better light and increase its value.



CLEAN

Presenting a clean home to a buyer shows them the home has been valued and cared for.



PRESENTATION

Place fresh flowers in the apartment, open all of the drapes/blinds, turn on all of the lights, make the beds, put all clothes away, turn off the televisions, and be sure the kitchen and baths shine.



HEAD OUT

Potential buyers are much more comfortable and will be more likely to discuss how they feel about a property if the seller is not at home during the showing.

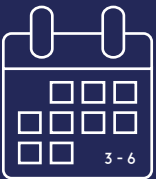
SELLER'S TIMELINE

When you plan your timeline, please remember that once you and a buyer come to an agreement on a price, an average transaction can take up to 3 months or longer to close.



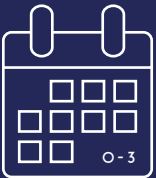
GREATER THAN 6 MONTHS

- Speak to your financial planner or accountant to see if you need to do any tax planning.
- Talk to your agent about the process and about the timing.
- Schedule a time with your agent to do a complete walkthrough of your home.



3-6 MONTHS

- Start making the necessary improvements to your property.
- If you are going to be purchasing a new home, now is the time to let your agent know so they can help you with your search.



0-3 MONTHS

- If you haven't already chosen a broker, now's the time to start interviewing agents.
- Sign an exclusive agreement so that your agent can begin working on your behalf.
- Choose your attorney now so that you're ready to proceed to contract when you receive offers and negotiate the terms of a transaction.
- Complete improvements, decluttering, staging, and deep-cleaning the property and schedule the photography.



Member
REBNY[®]
REAL ESTATE BOARD OF NEW YORK



Equal Housing Opportunity
Licensed real estate broker
Bond New York is a broker that supports equal housing opportunity.