

# SELLING YOUR HOME



TRIPLEMINT.COM

triplemint. NOW JOINED WITH  THE AGENCY

*Triplemint is the premier tech-enabled real estate brokerage, with licenses in NY, NJ and CT. The Agency is the premier luxury real estate brokerage in the country, with its headquarters in Beverly Hills, CA. Until the rebrand is complete, Triplemint's clients will enjoy the power of our existing platform and superior agents with the enhanced global reach of The Agency.*





## TRIPLEMINT IS THRILLED TO ANNOUNCE THAT WE HAVE JOINED THE AGENCY,

a boutique luxury brokerage based in California with a vast global network.

Our technology tools will now be complemented by the expansive worldwide reach of The Agency's brand.

**Together, we are paving the way for the future of our industry by using tech to foster the personal touch and enhance the real estate experience.**



# OUR REACH

Wherever you're going, we can take you there.

With this partnership, you can now access a network of luxury agents **across 50 offices and 5 countries.**

Our global presence allows us to serve our clients with a full scope of real estate services while tapping into a global portfolio of properties and pool of potential buyers for our clients.

## Greater Los Angeles

Beverly Hills  
Brentwood  
Calabasas  
DTLA  
Malibu  
Pacific Palisades  
Pasadena  
Sherman Oaks  
studio city  
Venice

## Orange County

Corona Del Mar  
Laguna Beach

Coachella Valley  
Palm Desert

## Northern California

Carmel  
Alamo  
Healdsburg  
Marin  
San Francisco

## Hawaii

Maui

## Arizona

Scottsdale

## Nevada

Las Vegas

## Utah

Park City

## Colorado

Aspen  
Denver

## Connecticut

New Canaan

## Massachusetts

Boston

## New York

New York City  
North Shore, Long Island  
The Hamptons  
Westchester

## New Jersey

Hoboken

## Washington D.C.

D.C. Metro

## Florida

Fort Lauderdale  
Miami  
Naples

## Michigan

Birmingham

## Canada

Brantford  
Calgary  
Cowichan  
Kitchener  
Montreal  
Muskoka  
Oakville  
Ottawa  
Toronto  
Victoria  
Vancouver

## Netherlands

Amsterdam

## The Caribbean

Turks & Caicos

## Mexico

Los Cabos  
Todos Santos  
La Paz  
Punta De Mita  
Puerto Vallarta  
Riviera Maya

BEVERLY HILLS

INVOLVED IN 45% OF THE LARGEST  
SALES IN L.A. HISTORY

TURKS & CAICOS

BECAME THE #3 TOP-PRODUCING  
BROKERAGE IN TURKS & CAICOS  
IN UNDER 4 YEARS

BRITISH COLUMBIA

THE AGENCY TEAMS ON VANCOUVER  
ISLAND HOLD SALES RECORDS  
ACROSS VICTORIA & COWICHAN



# WHAT'S INSIDE



## PART ONE PART TWO

About Us

What To Expect When It's Time To Sell

triplemint.

THE  
*Kali*  
TEAM



# GREG VLADI

Licensed Real Estate Salesperson

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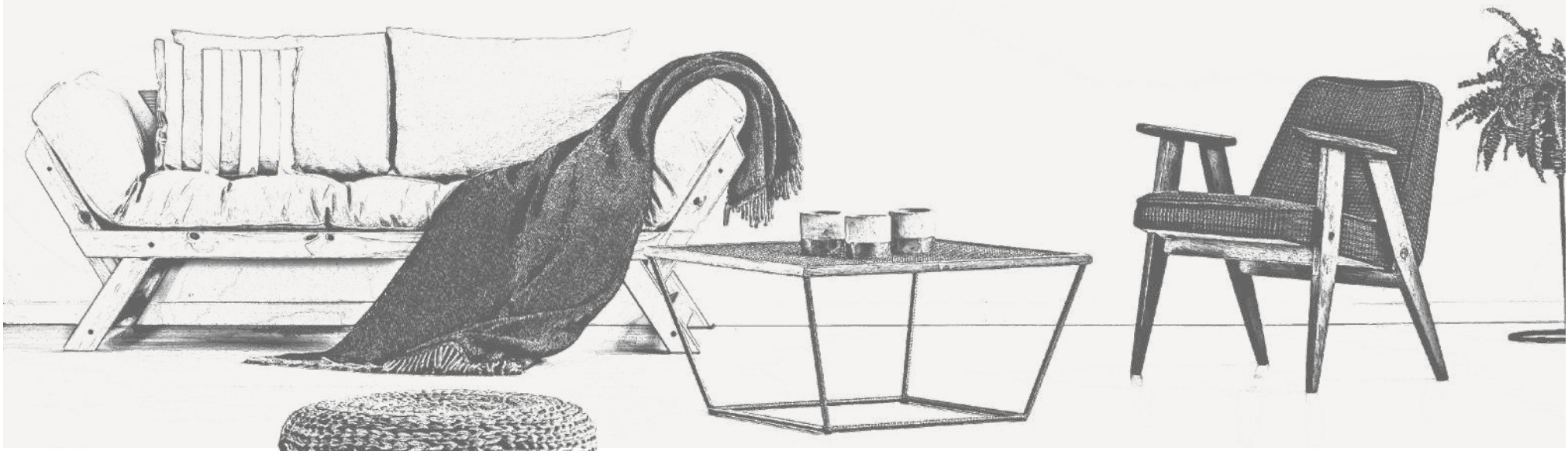




# GREG VLADI

Greg is a highly experienced professional who focuses on international investors and luxury condo and co-op sales within Manhattan & Brooklyn. With \$50 Million in individual sales within the last two years, he is one of top producers at Triplemint. Greg prides himself on trust, rapid responsiveness, in-depth market knowledge, and putting the wants and needs of the client first. Being a native New Yorker, Greg has witnessed the improvement and evolution of each neighborhood and understands the trends and history of the NYC real estate market. Greg attended James Madison University and earned a BA in International Relations. He is fluent in both English and Russian.

Fun Fact: Greg received a full tennis scholarship and was ranked top 250 in the world by the International Tennis Federation. Greg started his career working for landlords, exclusively branding, marketing and leasing their portfolios on projects over \$100mm, specializing in Flatiron, the Upper East Side, Chelsea, and the East Village. Throughout the process, owners received record rents per square foot in the respective neighborhoods. During his spare time, Greg can be found driving (BMW fan), enjoying family time with his wife Marta and young son Bryant and exploring all the dining options the city has to offer.





# PAVEL KURITSYN

Licensed Real Estate Salesperson

[pavel@triplemint.com](mailto:pavel@triplemint.com)

347.397.9556





# PAVEL KURITSYN

Pavel comes from a long line of real estate professionals. His grandmother set up a real estate firm 30 years ago, which his parents operate to this day. Pavel followed in their footsteps, starting his own real estate career 10 years ago in Russia, where he grew up, and which continued after moving to New York. Pavel likes the pace and vibrancy of New York and the diversity the city offers. To him, real estate represents the best: the best career in the best city. Pavel loves the challenge and unlimited opportunities it provides. Pavel represents his clients' interests the way he would his own. Full dedication, honest guidance, and responsive

service is his constant practice. Pavel believes that the most important thing in real estate is transparency. Listening and communication are key to putting people at ease, and making sure they feel fully informed throughout the process. Pavel holds a Master of Economics and Finance degree from Magnitogorsk State University in his hometown. His current obsessions are crossfit and extreme sports, but he also plays electric guitar, rides a motorbike, and loves dogs.







# DANIELLE RIZZO

Operations Director

[danielle.rizzo@triplemint.com](mailto:danielle.rizzo@triplemint.com)

301.639.2660





# DANIELLE RIZZO

Danielle Marie Rizzo believes in the power of putting people first in all things. She values helping others, communication, and good old-fashioned hard work. Excellent client communication and client satisfaction are among her top priorities. She attended Hood College and received a degree in Communications and Media Studies. Her expertise lies in business management and business development.

She has worked as an executive assistant, business consultant, and manager of operations. Danielle brings a host of organizational and logistical skills to her role as a Director of Operations for the Vladi Team. Danielle is passionate about leaving a better world for future generations.





# NOTABLE TRANSACTIONS



## GREENPOINT

122 WEST STREET, #5S

\$1,500,000 | 2 Bedroom | 2 Bathroom | Condo

## WILLIAMSBURG

214 NORTH 11TH STREET, #3J

\$940,000 | 1 Bedroom | 1 Bathroom | Condo







## GREENPOINT

170 NORTH 11TH STREET, #4D  
\$910,000 | 1 Bedrooms | 1 Bathroom | Condo



## WILLIAMSBURG

538 UNION AVENUE, #5B  
\$1,695,000 | 2 Bedroom | 2 Bathroom | Condo

# WHAT CLIENTS SAY



Greg was spectacular all around - responsive, courteous, efficient, and knowledgeable. He had the foresight to head off potential issues between the agreed upon price and the appraisal. Had that not happened, the deal could have fallen through several weeks after the contract signing. Perhaps most importantly, Greg upheld my interests by obtaining a higher offer from another broker when there was an offer from a client also being represented by Greg. To me, this showed a lot of character and integrity while still maintaining a fast and smooth procedure.

**PAUL**  
Triplemint Client



“Greg treated us so kindly, he was extremely responsive, knowledgeable, and truly exuded expertise. We felt like he was on our side, taking our personal interests to heart, and fighting for us to get what we wanted - even if we had big asks.”

**KASSANDRA**  
Triplemint Client



Greg made the whole selling process as simple and smooth as possible. It barely felt like we were selling a condo, to be honest! Just felt like I was exchanging a few texts and emails and, voila, my wife and I sold our condo at a great price without even having to put it on the market.

**JASON**  
Triplemint Client





Greg made what otherwise would be an overwhelming experience, a smooth and rewarding one when we bought our Co-op in the city. His experience in the NYC Real Estate market place coupled with his knowledge and willingness to support us through the Co-op process was invaluable. We weren't sure where we wanted to buy but Greg was very instrumental and effective in narrowing down to find the best fit for us. He was always there when we needed him and was very resourceful in getting the answers to all our questions. Greg brings a high level of integrity that built our confidence in our search and final decision. He is a pleasure to work with and we highly recommend him to anyone looking in the NYC area.

**VICTOR**  
Triplemint Client



Greg provided excellent communication, worked hard to source another seller for the exact unit that I lost in a bidding war! He was also very patient when I wanted to look at 15 different units :)

**MITCHELL**  
Triplemint Client

01

Highest rated brokerage with  
a 94% customer satisfaction  
NPS score



02

Predictive analytics and  
proprietary data science  
reach more qualified buyers.



03

Track record in luxury  
sales totaling \$41B

## WHY WORK WITH US?



# REDEFINING THE FUTURE OF REAL ESTATE

We combine a boutique approach, creative marketing, cutting-edge technology and unforgettable client service experience to place the world at your fingertips.



OUR ULTIMATE GOAL:

To sell your home at the highest price  
in the shortest amount of time.

# YOUR REAL ESTATE EXPERTS

## OUR TEAM

When you work with a Triplemint agent, you also gain the power of a large full-time staff behind you.





# OUR MARKETING



## FOR US, LUXURY ISN'T ABOUT A PRICE.

It's about an experience. And we've rekindled the art of white-glove service at every price point. We handle every detail of the transaction to ensure a smooth, seamless transition.

Our strategy is simple: **Everyone gets the red carpet treatment.**



**No two properties are alike and each has a story to tell.**

Our full-service creative division excels in the art of marketing and branding real estate, having positioned some of the world's most iconic properties.

They custom tailor marketing strategies to make each listing compelling and relatable.

**MASTERFUL DESIGN AND  
POWERFUL STORYTELLING  
— ALL IN A DAY'S WORK.**



# OUR TECHNOLOGY



CONNECTING PEOPLE  
THROUGH TECHNOLOGY.





## The digital age of real estate is upon us.

We use our proprietary technology to inspire human connection and ease the transaction process.

To support our clients every step of the way. We use the data we capture and the people we reach to sell your home faster and for top dollar.

**Our powerful, fully-integrated CRM** will further enhance real-time communication between us while increasing productivity.

It uses predictive analytics to automatically track the market and produce customized alerts.





## LEAD ACQUISITION

Our lead acquisition team ensures your home is presented in the best light to those most interested in similar properties.

## SALES

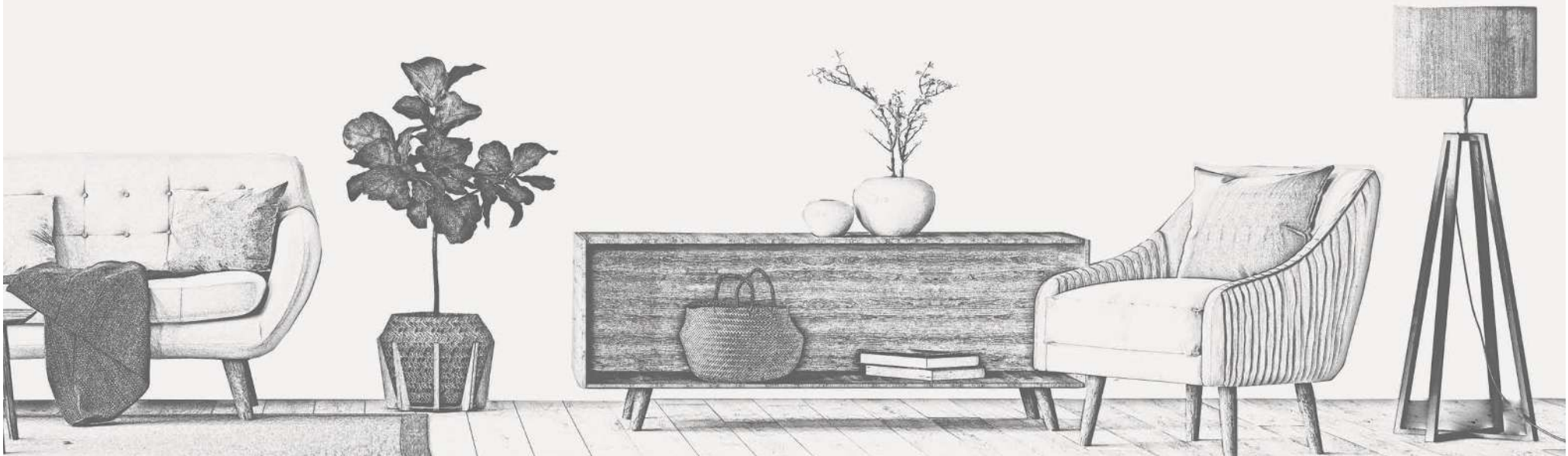
Each agent is supported by a sales team with decades of local sales experience and longstanding relationships with the wider real estate community – relationships that matter in the current real estate market.

## PUBLIC RELATIONS

Dedicated PR team to pitch your property to local and international media.

## SENIOR LEADERSHIP

A passionate, hands-on, and available leadership team who is always willing to lend their combined nine decades of expertise.



# THE SELLER'S PROCESS





01 Goal Setting: Your timeline and goals inform the sales roadmap.

02 Informed Pricing: A well researched competitive market analysis helps set the price for your home.

03 Preparation: We prepare and market your home meticulously.

04 Marketing: Personalized targeting attracts the ideal buyer pool.

05 Showings: Personalized showings match the right buyer with your home.

06 Offers: Offers are vetted and submitted for review.

07 Review: An accepted offer is reviewed by attorneys.

08 In Contract : Due diligence precedes a binding contract.

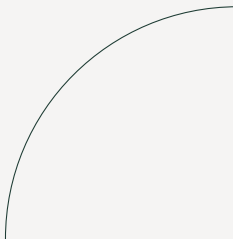
09 Closing: Board and mortgage approval ensure a swift closing.





# ESTIMATED SELLER CLOSING COSTS

These are estimates for illustrative purposes, and sellers should consult their real estate attorney for specifics. As such, these figures do not represent the entirety of potential costs, and should only be used as a guide.





	TOWNHOUSES AND SINGLE-FAMILY HOMES	CONDOMINIUMS	CO-OPS
BROKER FEE	Typically 6%	Typically 6%	Typically 6%
OWN ATTORNEY	Varies	Varies	Varies
NYS TRANSFER TAX	1.4-2.075% of price	1.4-2.075% of price	1.4-2.075% of price
NYC TRANSFER TAX	1-1.425% of price	1-1.425% of price	1-1.425% of price
MISCELLANEOUS TITLE, DEED, AND ADMIN FEES	\$200 - \$500	\$350 - \$500	\$350 - \$500
PICK-UP   PAYOFF FEE	\$100 - \$300	\$250 - \$500	\$250 - \$500
UCC-3 FILING FEE		\$100	\$100
PROCESSING FEE		\$ 450+	
CO-OP ATTORNEY			\$500+
FLIP TAX			1% - 3%
STOCK TRANSFER TAX			\$0.05 per share
MOVING DEPOSIT FEE			Varies
MISCELLANEOUS CONDO/CO-OP BUILDING CHARGES		Varies	Varies





# WHEN IT'S TIME TO SELL

Smart pricing maximizes profit while minimizing days on market.





## ATTRACTING BUYERS

Pricing your property correctly the first time will draw in the highest number of potential buyers. Don't put your investment at unnecessary risk by pricing too high.



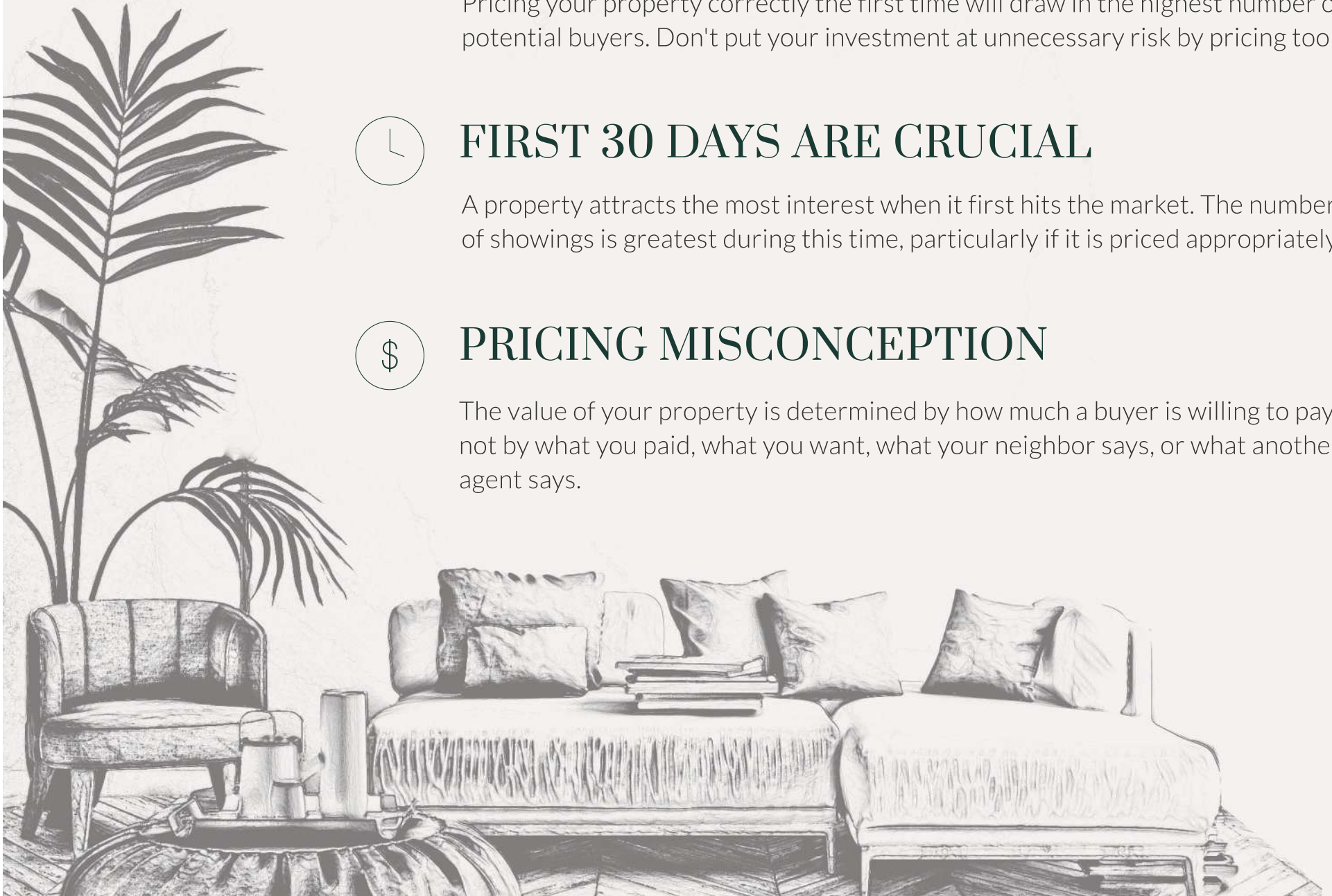
## FIRST 30 DAYS ARE CRUCIAL

A property attracts the most interest when it first hits the market. The number of showings is greatest during this time, particularly if it is priced appropriately.



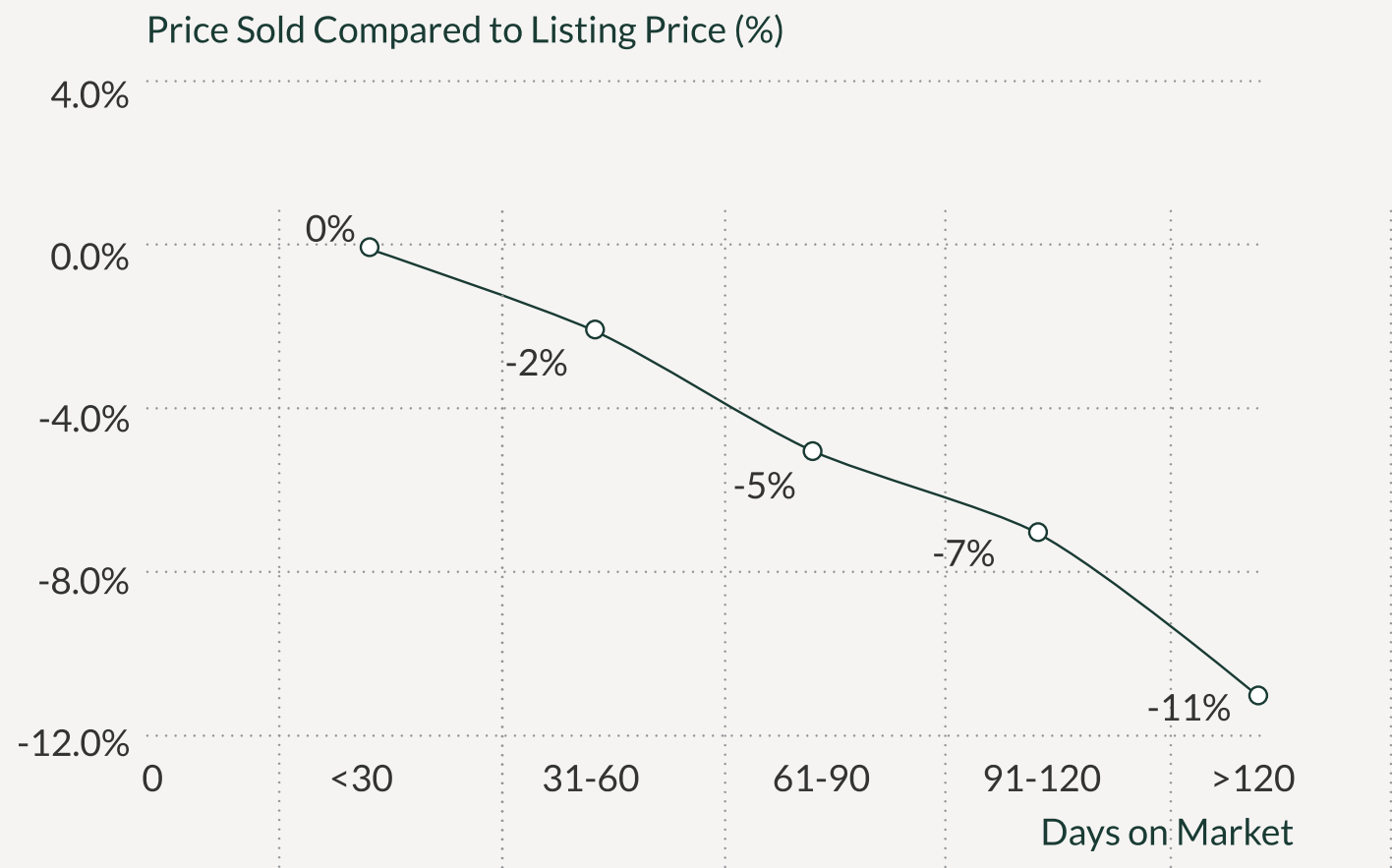
## PRICING MISCONCEPTION

The value of your property is determined by how much a buyer is willing to pay not by what you paid, what you want, what your neighbor says, or what another agent says.



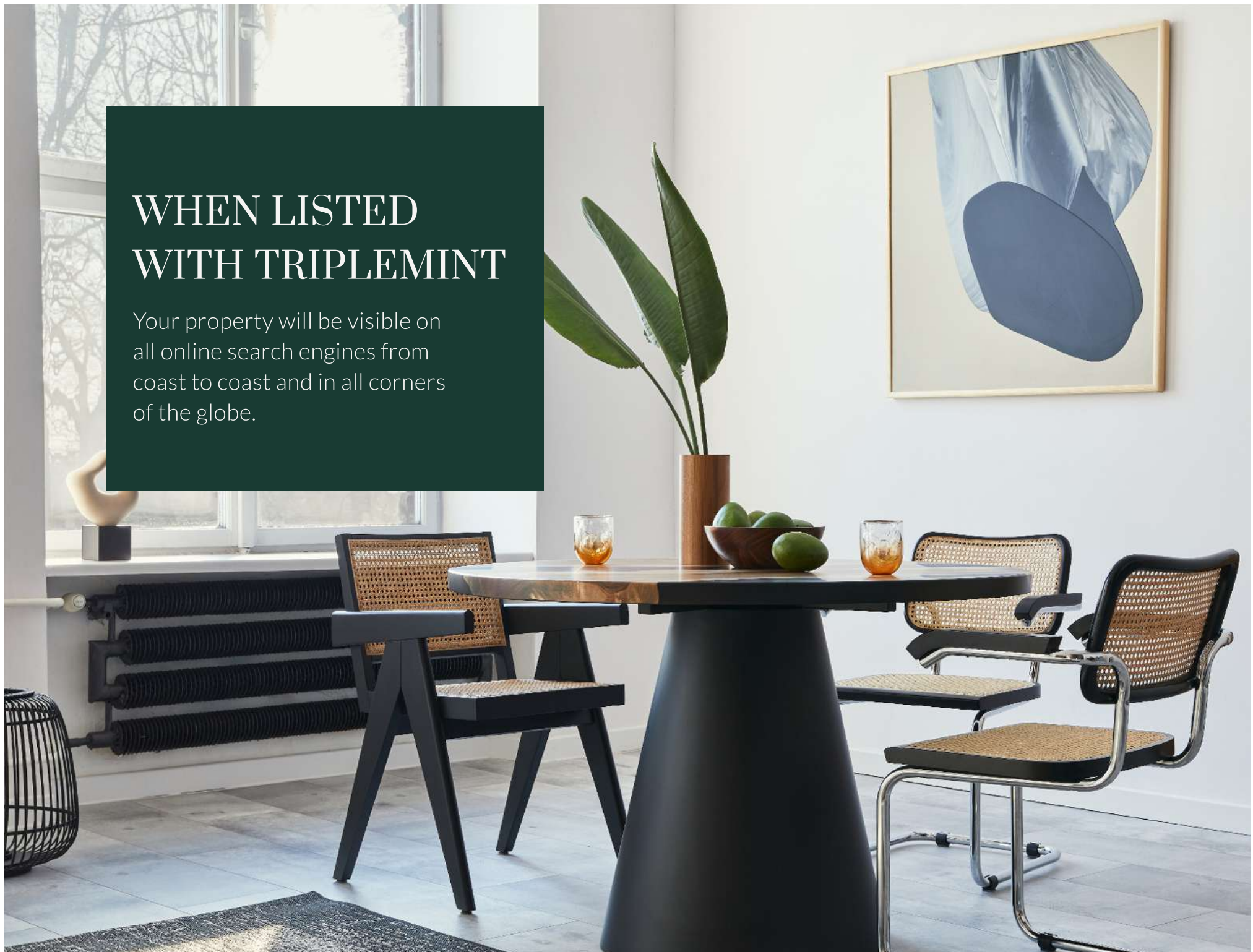
# WHEN IT'S TIME TO SELL

Strategic pricing captures the attention of buyers during the first 30 days, a critical time period after which price points fall.



# WHEN LISTED WITH TRIPLEMINT

Your property will be visible on  
all online search engines from  
coast to coast and in all corners  
of the globe.





# HOW BUYERS START THEIR REAL ESTATE SEARCH TODAY

43%

Looked online for properties for sale

WE MAXIMIZE EXPOSURE FOR YOU,  
CAPITALIZING ON THE 43% OF  
PEOPLE SEARCHING FOR  
PROPERTIES ONLINE



18% Contacted a real estate agent

09% Looked online for information about the home buying process

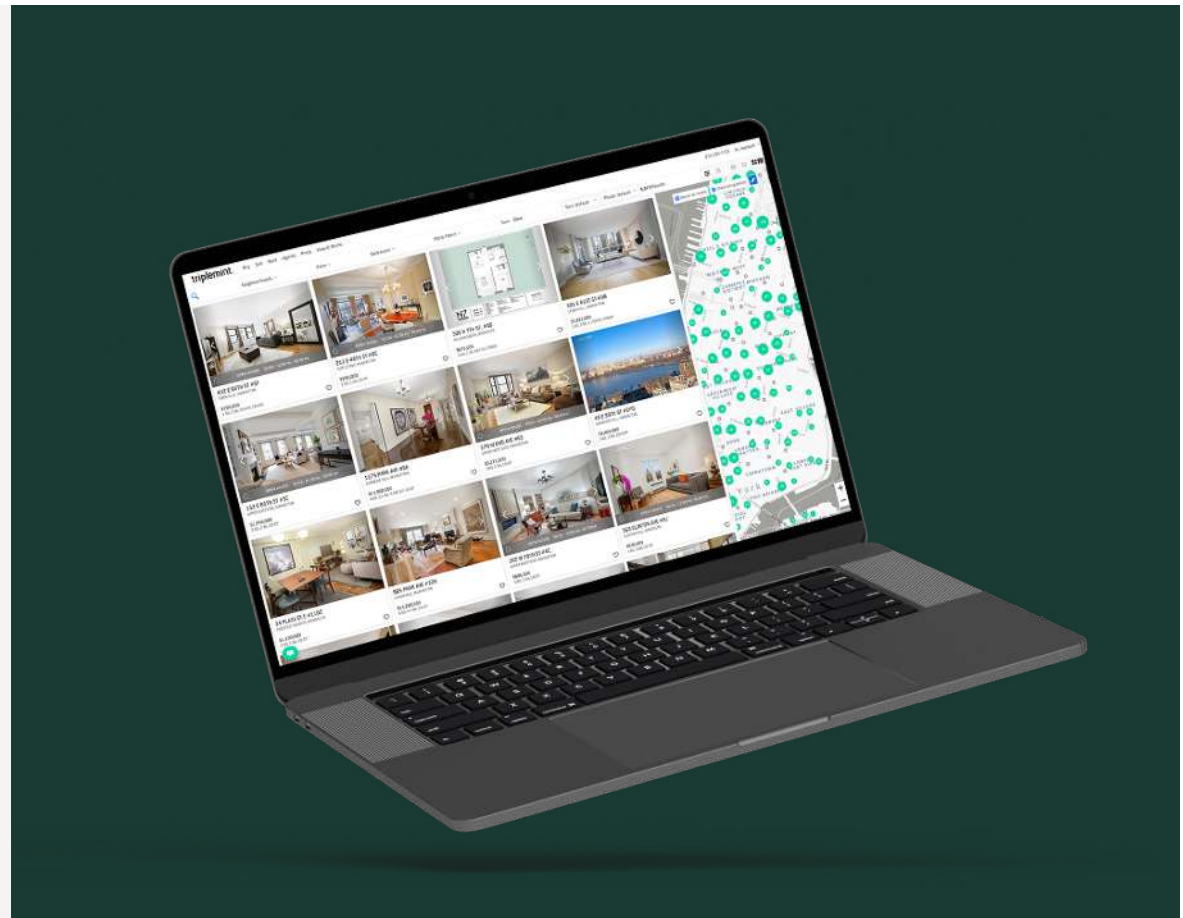
07% Contacted a bank or mortgage lender

07% Talked with a friend or relative about the home buying process

06% Drove by homes/neighborhoods

# BILLIONS OF IMPRESSIONS

Your property will reach every viewer online searching for real estate from New York to China, making billions of impressions across the most popular search websites globally.



## DOMESTIC EXPOSURE

The  
New York  
Times

THE WALL STREET JOURNAL  
**WSJ**

 **StreetEasy**

 **Property  
Shark.com**

**Newsday**

**realtor.com**

**NEW YORK POST**

 **trulia**

  
**Zillow**

  
**apartable**

  
**agorafy**

**Robb Report**













**BUSINESS  
INSIDER**

**Forbes**

**COTTAGES & GARDENS**



INTERNATIONAL EXPOSURE

 Global	 China	 China	 France	 Switzerland	 United Arab Emirates	 Southeast Asia
 Spain	 Latin America	 Belgium	 Japan	 India	 United Kingdom	
 South China Morning Post	 CHINADAILY	 THE SUNDAY TIMES	 Robb Report SINGAPORE	 PORTFOLIO	 FINANCIAL TIMES	



# PROPERTY MARKETING TOOLS



## BROCHURES AND SHOW SHEETS

Each property receives print brochures for distribution at open houses



## POSTCARDS

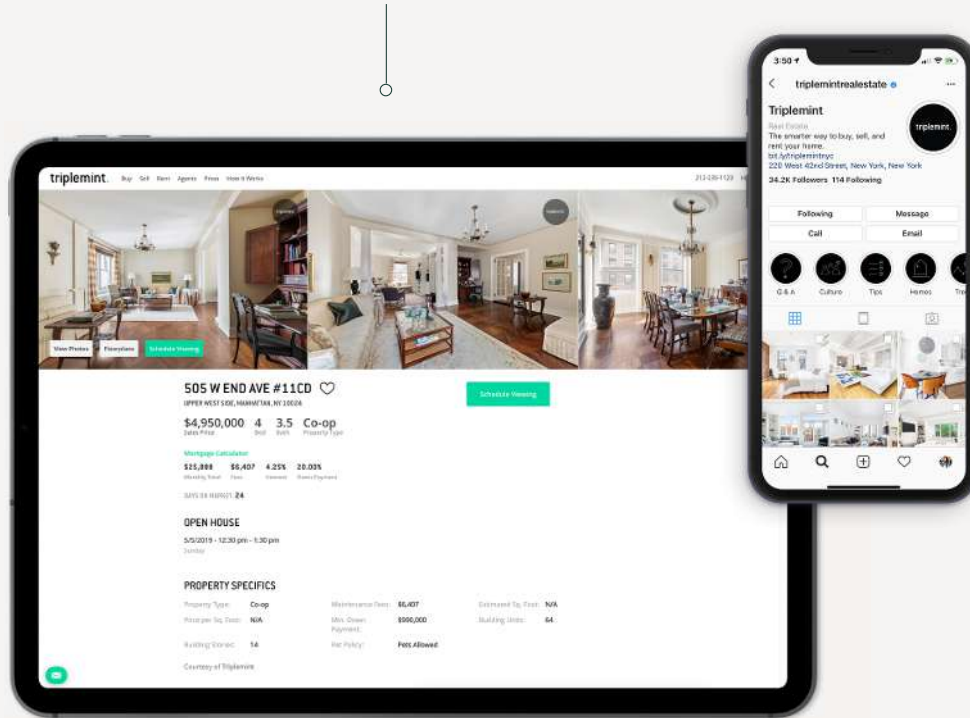
Listing mailers are shared with building residents and neighbors



## SOCIAL MEDIA

The home is marketed via paid and organic social media, amplifying the home's reach to tens of thousands of audience members

From basic advertising to advanced digital marketing practices, Triplemint ensures your home is properly positioned to attract the right buyer.



## TRIPLEMINT.COM

The home is featured on Triplemint's website and is fed through listing feeds around the globe, garnering millions of global impressions

## OUR COMPREHENSIVE TOOL KIT INCLUDES

- Property analysis
- Professional photography
- Property brochures
- Professional floor plans
- Website and digital syndication
- Public relations outreach
- Email blasts
- Digital advertising
- Social media outreach
- Open house events
- Direct mail campaign
- Local and international exposure

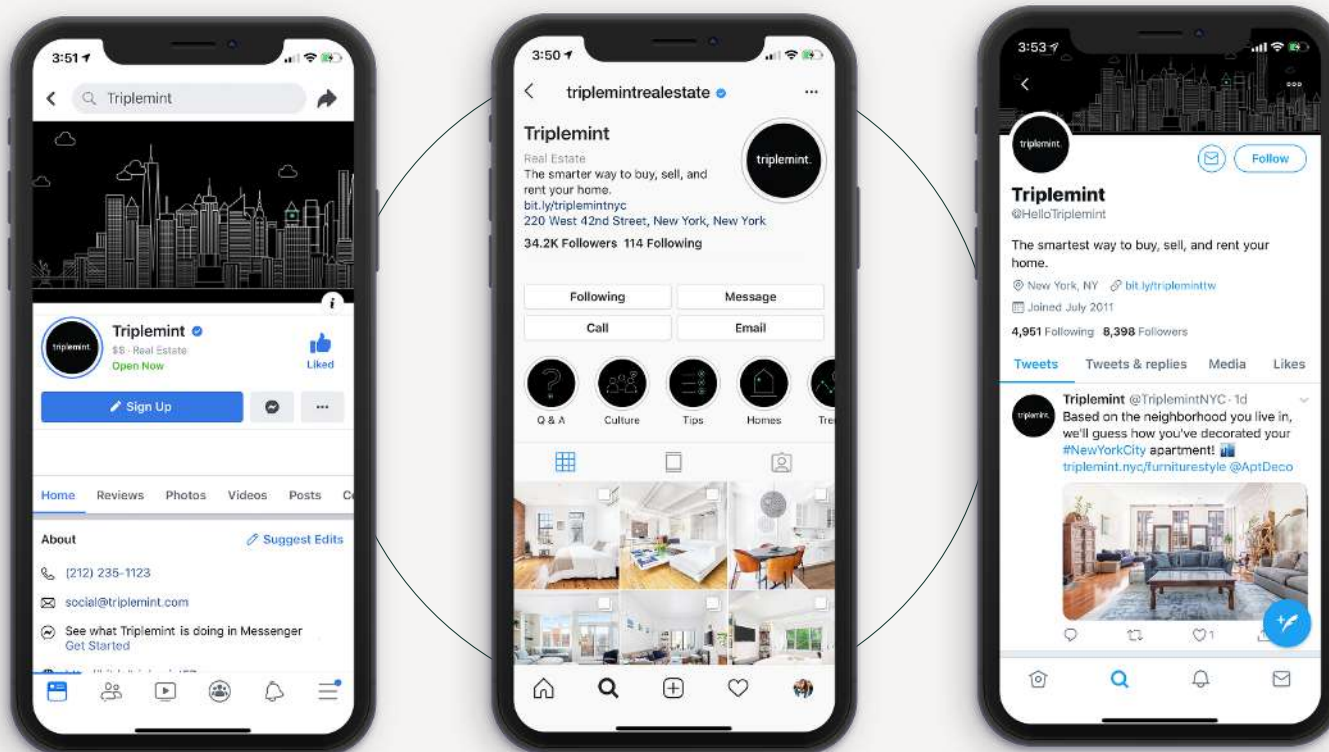
# BUILDING SIGNS



Building signs account for 10% of inquiries when placed in front of a home for sale.



# SOCIAL MEDIA EXPOSURE



Our social media presence garners hundreds of thousands of views per week, maximizing exposure for your property and connecting your home with potential buyers.

# PROPERTY VIDEOS



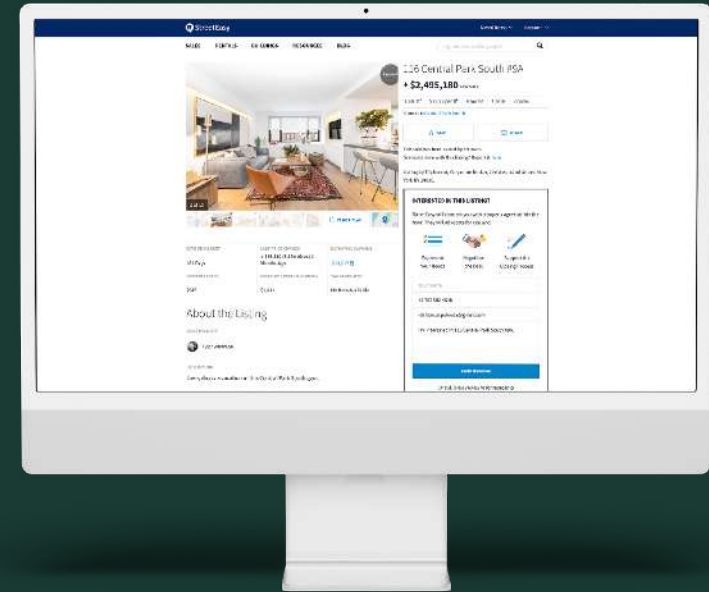
Property videos are broadcast through listing feeds to Triplemint's website and all listing sites that support video, as well as through social media and digital newsletters.

# VIRTUAL TOURS



Matterport captures every corner of the home from wall to wall and floor to ceiling using 360 degree cameras and 3D visualizations.

# FEATURED LISTING



Featured listings garner twice as many views as non-featured listings.



# STAGING



Staged homes sell in 1/3 the time of comparable, unstaged homes and for up to 5% more.

# VIRTUAL STAGING



Virtual staging elevates empty rooms with sleek furnishings.

# PROPERTY LANDING PAGES

Property landing pages complement digital and print marketing campaigns through QR codes, URLs, and pre-registration sign-up forms.







# IN THE PRESS



# Bloomberg

## LA Property Firm With 'Real Housewives' Ties Buys NYC Brokerage

Jennifer Epstein | May 3, 2022

Triplemint, founded in 2013 by a pair of recent Yale University graduates, has sought to distinguish itself with its own search and client-management platform and the data it generates. That's what appealed to The Agency, which had tried to build its own engineering team and found what it was looking for after executives from both firms spoke on a virtual panel early last year.

Triplemint's technology is central to The Agency's growth plans, which include opening offices in Australia and the Middle East and reaching beyond traditional brokerage services to include vacation-home rentals and high-end hospitality, Chief Executive Officer Mauricio Umansky said.





## The Agency acquires Triplemint for NYC Debut

Sasha Jones | May 3, 2022

Under the deal, the Los Angeles-based firm will adopt Triplemint's proprietary technology, while Triplemint will adopt the Agency's brand. Going forward, the companies will jointly operate as The Agency.

Triplemint co-founders David Walker and Philip Lang will serve as the chief strategic officer and chief business officer at the Agency, respectively. Triplemint's staff of over 75 software engineers, data scientists, marketers and strategists, as well as their nearly 250 agents, will join The Agency's existing in-house creative, public relations and tech specialists and over 1,000 agents.





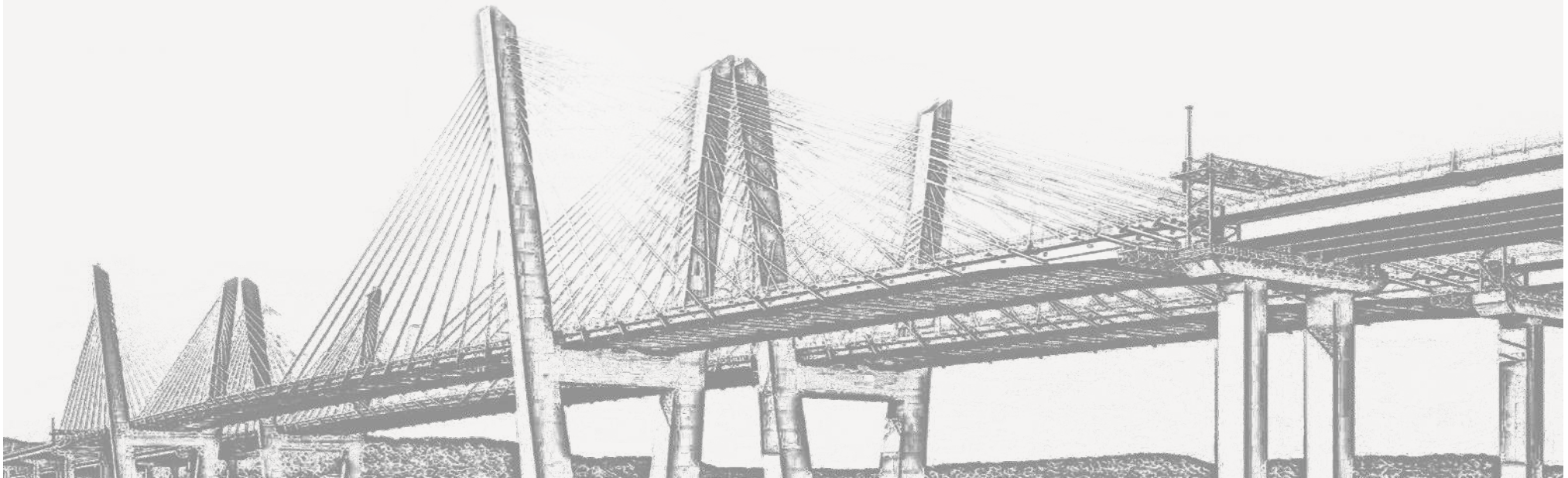
inman

## The Agency Acquires Triplemint, Raises \$35M

Jim Dalrymple II | May 3, 2022

In a development that hints at major expansionist ambitions, fast-growing Los Angeles-based brokerage. The Agency announced Tuesday that it has acquired tech-focused New York brokerage, Triplemint, and that it raised \$35 million in new funding.

In a statement, The Agency explained that it acquired Triplemint in an all-equity deal. Triplemint will now rebrand to use The Agency name, while The Agency will begin using Triplemint's proprietary technology. Additionally, Triplemint co-founders David Walker and Philip Lang will stay on after the deal, becoming The Agency's chief strategic officer and chief business officer, respectively.





## The Agency Swoops Into New York, Buys Brokerage Triplemint

Matthew Blake | May 4, 2022

In an interview Tuesday, Walker said that Triplemint's staff "of over 75 software engineers, data scientists, marketers and strategists" would not face any layoffs. In fact, Walker asserted that the company is looking to aggressively recruit more software engineers — as well as expand the ranks of the 250 agents Triplemint is bringing over to The Agency.





# REAL ESTATE WEEKLY

## The Agency Acquires Triplemint and Jointly Raises \$35M in Growth Capital

REW | May 4, 2022

“The Agency is focused on continued global expansion, choosing quality over quantity every time,” said Mauricio Umansky, CEO of The Agency. “Learning from others that came before us, we intend to offer the 2.0 version of luxury real estate as we seek to provide a seamless, integrated experience for our agents, helping them to become better advisors and elevating their ability to provide a high-touch and high-tech experience for clients in a way that has yet to be seen in our industry. The \$35M raise coupled with the acquisition of Triplemint positions us perfectly for this new chapter.”





# TRIPLEMINT IN THE NEWS

We're in all the places buyers, sellers, and renters are looking.

*The New York Times*

***NEW YORK POST***

**Forbes**

**BUSINESS INSIDER**

**CBS** 

 **NBC**

**NEW YORK BUSINESS JOURNAL**

**WSJ**

**THE REAL DEAL**



**trulia**

**Slate**

“For the first time ever, the real estate brokerage you choose matters. Triplemint’s use of data and predictive analytics gives buyers exclusive access to properties they can’t see online and delivers sellers the most qualified and motivated buyers. The result? Tomorrow’s opportunities, today.”

**DAVID WALKER**

Triplemint Co-founder



THANK YOU FOR YOUR CONSIDERATION.

WE HOPE TO WORK WITH YOU TOWARDS YOUR ULTIMATE SUCCESS.

triplemint.

[www.triplemint.com](http://www.triplemint.com) | 866 371 6468 | 7 West 18<sup>th</sup> Street, 7<sup>th</sup> Floor, New York, NY 10011

