



The Staten Island Home Seller Guide

Sell with Strategy, Confidence,

& Maximum Value

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Your Neighborhood Realtor

Guiding You Home Since 2006



Many of my clients come to me feeling unsure where to begin —and what they really need isn't just information, it's a clear plan.

Selling your home is not just a transaction—it's a significant financial and personal transition.

Whether you've lived in your home for years, are preparing to downsize, or are navigating a more complex situation like an estate or relocation, the decisions you make early on will directly impact your outcome.

This guide was created to give you clarity before you make those decisions.

With over 20 years of experience in Staten Island real estate, I've helped homeowners navigate everything from straightforward sales to highly complex transitions.

What I've learned is simple:

A well-prepared, well-positioned home doesn't just sell—it sells with strength.



Understanding Today's Market

In today's Staten Island market, buyers are more informed, more selective, and quicker to act when a home is positioned correctly.

That means your home isn't just competing on price—it's competing on presentation, timing, and overall strategy.

Before listing, it's important to understand:

- What buyers are responding to right now
- How quickly homes like yours are selling
- Where your home fits within the current market

The right positioning from the start creates momentum—and momentum drives results.

Preparing Your Home to Attract the Right Buyer

Many Staten Island homes have been lived in and loved for years—and that’s something buyers feel.

The goal isn’t to erase that history. It’s to present your home in a way that allows buyers to immediately connect with it.

In most cases, that means:

- Simplifying, not over-renovating
- Focusing on key areas like kitchens and main living spaces
- Creating a clean, welcoming environment that photographs beautifully

Small, thoughtful changes often make a measurable difference in how your home is perceived—and ultimately, how it performs on the market.

Pricing with Strategy, Not Assumption

One of the most common mistakes I see is pricing a home based on what a seller hopes it will achieve, rather than how the market will respond.

Overpricing doesn't create negotiation room—it creates hesitation.

And hesitation leads to:

- Fewer showings
- Longer time on market
- Price reductions that weaken your position

Strategic pricing, on the other hand, creates interest, competition, and stronger offers.

It's not about pricing high—it's about pricing intelligently.

Protecting Your Equity Starts Before You List

In Staten Island, I often see homes sit simply because they were positioned incorrectly in the first week.

Your equity is one of your most important financial assets—and protecting it requires more than just listing your home.

It requires a clear, thoughtful plan from the beginning.

That includes:

- Positioning your home correctly from day one
- Avoiding unnecessary days on market
- Creating the right level of demand early



The first few days your home is on the market matter more than most sellers realize.

When your home is introduced properly, it sets the tone for everything that follows.

Marketing That Reaches the Right Buyers

Today's buyers begin their search online, which means your home needs to stand out immediately.

Strong marketing isn't just about exposure—it's about the right kind of exposure.

That includes:

- Professional photography that captures your home accurately and beautifully
- Strategic online placement across the platforms buyers are actually using
- Targeted visibility that attracts serious, qualified buyers

Your home should never feel like just another listing—it should feel like an opportunity.

Not All Offers Are Created Equal

When offers begin to come in, it's not just about the highest number.

It's about understanding the full picture.

That includes:

- Buyer strength and financial position
- Contingencies and timelines
- The likelihood of the deal successfully closing

The right strategy ensures you're not just accepting an offer—you're choosing the right one.

What Many Sellers Are Surprised By

Even experienced homeowners are often surprised by how quickly things move once their home is on the market.

Some of the most common surprises include:

- How quickly strong homes receive offers
- How much negotiation impacts the final result
- How important timing is when coordinating your next move

Understanding this in advance allows you to move forward with confidence—rather than reacting under pressure.

Selling in More Complex Situations

Some sales require more than a standard approach.

If you're:

- Downsizing
- Handling an estate or probate situation
- Coordinating a move or relocation

There are additional layers to consider—and having the right guidance makes the process significantly smoother.

These transitions benefit from experience, structure, and a clear plan.

A Thoughtful Next Step

If you're even considering selling, the next step isn't listing—it's having a clear strategy.

Every home, every situation, and every timeline is different.

If you're even thinking about selling, the next step isn't listing—it's having a clear strategy.

→Request Your Home Valuation

→Schedule a Private Consultation

Helping You Move Forward with Clarity and Confidence



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— A reminder I share with my clients

*Have faith—
and take the next step,
even when you can't see the whole staircase.
Clarity comes as you move forward.*

