

# LISTING WITH THE EDRY TEAM



edry team  
REAL ESTATE  
KELLER WILLIAMS NYC

# THE EDRY TEAM

## DIFFERENCE

*Boutique and luxury service at every listing price.*

### Our Mission

To elevate the real estate industry by creating WOW experiences that exceed our clients' goals and expectations. We believe relationships should extend long after the deal is closed.

### Our Vision

To inspire interactions that transcend transactions in the real estate industry through our core principles of integrity, authenticity, and professionalism.

### Our Values

#### **GENIUNE**

We're a passionate, honest, and loyal group of agents.

#### **PROACTIVE**

We are a forward-thinking in everything we do.

#### **EXCITING**

We focus on creating an enjoyable and fun experience.

#### **INNOVATIVE**

Finding creative ways to achieve desired outcomes is in our DNA.



# AN AWARD WINNING TEAM



**Sandy Edry**

Lic. RE Salesperson  
CEO & Owner  
[sedry@kwnyc.com](mailto:sedry@kwnyc.com)



**William Krooss-Tadas**

Lic. RE Salesperson  
Director of Sales  
[williamkt@kw.com](mailto:williamkt@kw.com)



**Casey Harris**

Lic. as Casey Silverman  
Lic. RE Salesperson  
Director of Operations  
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**Taylor Arnold**

Director of Marketing  
[tarnold@kw.com](mailto:tarnold@kw.com)



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# WHAT OUR CLIENTS SAY

"I've worked directly with Sandy and team for a decade now. To understand mkt value of my nyc condo before buying, to find a good tenant, to determine how/when to change rental price, and now to sell the condo. They're reliable, highly knowledgeable, professional and very responsive..."

*Denise Blenman*

"The Edry Team exemplifies professionalism in real estate! ... They were able to garner quick, qualified interest in our apartment that led to a qualified offer and contract in just over a month...all in a challenging market environment."

*Derek James*

# BY THE NUMBERS

**#1**

Real estate team in Sales Transactions & Volume, KWNYC

**1,000+**


Number of residential apartments sold by our team

**#6**

Medium-sized team in NYC by sides: verified by RealTrends 2025

**4.9**

Our Google & Zillow rating with over 170 reviews



**"Selling real estate in New York City isn't about putting a home on the market. It's about understanding the rhythms of each building, block, and buyer. Success comes from strategy, not chance, and that's where we come in."**

Sandy Edry  
Founder & CEO of The Edry Team



# THE PROCESS

## Pricing Strategy & Commission

Before we go live, we'll sit down together to review market data, recent neighborhood activity, and your property's unique attributes to develop a strategic and competitive pricing plan. Our goal is to position your home to attract attention quickly while maximizing value. We'll also walk you through our commission structure in full transparency, so there are no surprises, just a clear understanding of what to expect and how we'll earn every dollar.

## Our Pre-Listing Process

Before your property ever hits the market, we orchestrate a thoughtful, hands-on preparation process designed to position your home at its absolute best. Once we finalize timing together, our team schedules and manages every appointment—from professional photography and cinematic video production to Matterport 3D scanning, drones, and any necessary staging or prep work. Throughout it all, we keep you informed and involved—without overwhelming you.

## Going Live

Once your listing is live, the real momentum begins. We immediately launch a custom marketing campaign across multiple platforms, including Zillow, StreetEasy, the RLS, and our proprietary network of qualified buyers and agents. We handle all showings, coordinate feedback, and keep you updated every step of the way with real-time insights on interest and activity. Our goal: to generate maximum exposure, attract the right buyers, and create the conditions for a strong offer.

# LISTING PREPARATION

## PHOTOGRAPHY

We collaborate with top-tier real estate photographers to capture each listing in its best light—literally. From great composition to editorial-style detail shots, we ensure every image tells a compelling story and highlights the unique features of your home.

## MATTERPORT 3D TOUR

We use Matterport technology to create immersive, interactive 3D experiences that allow buyers to virtually explore your home from anywhere in the world. It's like an open house that's always open—boosting exposure and driving serious interest.

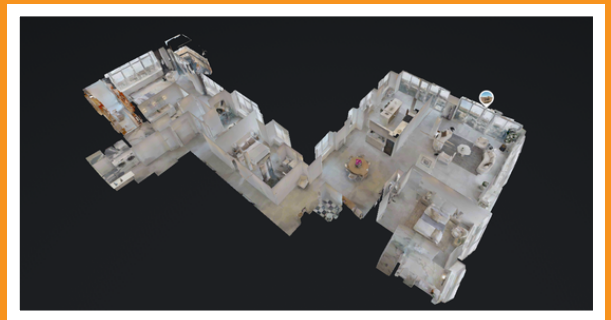
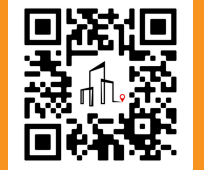
## VIDEOGRAPHY

Our cinematic listing videos are designed to evoke emotion and spark interest. Although not always necessary, our video content is crafted to showcase not just the space, but the feeling of living there.

## EDITING

Once the photos are taken, our team carefully reviews and selects the best images, which are then professionally edited to enhance natural light, color balance, and clarity.

Experiencer a  
Matterport 3D Tour:



BEFORE



AFTER



# SHOW & TELL

We don't leave anything up to the imagination. Through expert virtual staging, we help buyers visualize the full potential of each space, whether it's a cozy reading nook or an expansive entertaining area. These beautifully enhanced images are then featured in our high-end marketing materials, including custom-designed postcards, printed brochures, and interactive digital brochures that are shared across all major listing platforms. Every detail is crafted to captivate, inspire, and drive interest.



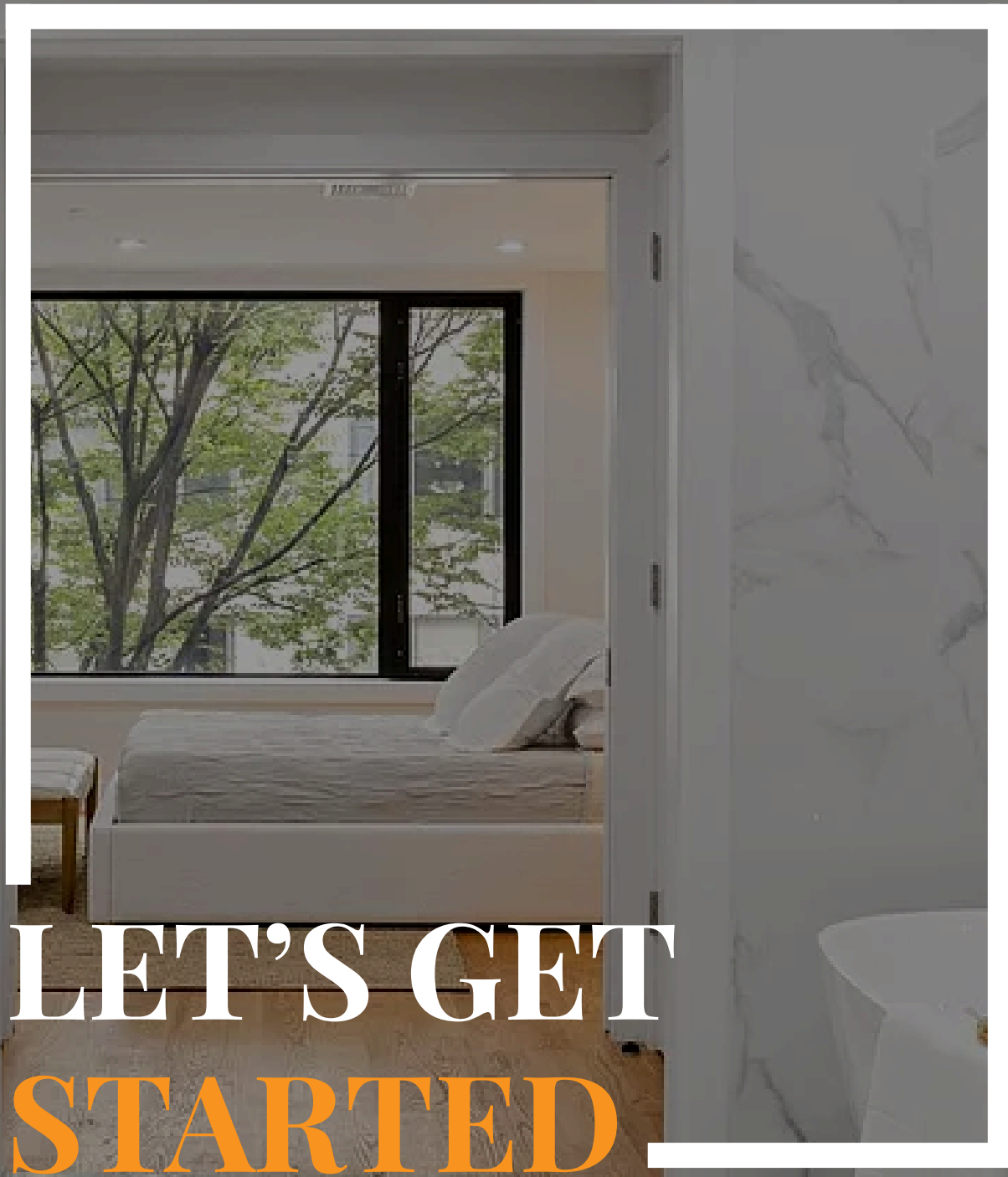


# EVERYONE IS UNIQUE. SO IS YOUR HOME.

## What makes your home unique?

- Architectural Uniqueness
- Views and Light
- Outdoor Space
- Building Amenities
- Layout and Functionality
- Floor Height and Position
- Neighborhood Micro-Markets
- Transportation Access
- Market Timing
- Historical Significance
- Target Buyer Demographics

At The Edry Team, we know that no two homes, and no two sellers, are alike. That's why we don't rely on templates or cookie-cutter approaches. Instead, we take the time to analyze every detail that makes your property unique and craft a tailored pricing and marketing strategy designed to attract the right buyers. We bring clarity to complexity—and we have a proven track record of delivering results.



# LET'S GET STARTED

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