

iMessage  
5/13/24 9:53:31 AM EDT

Juliana, happy Monday. Mr Cooper said our loan rate is not assumable per our closing document disclosures so that's unfortunate but not a deal breaker, right?

5/13/24 9:55:08 AM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Not at all! Would have been a nice bonus/selling point.

5/28/24 8:28:12 AM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Morning! Looks like the perfect weather for a photoshoot - see you two closer to 10am!

5/28/24 10:31:33 AM EDT

Juliana, i'm confused sorry we didn't schedule a photoshoot. what am i missing? you also have all the pictures from our rental listing so when/if we list, can we use that?

5/28/24 10:31:42 AM EDT

we are in florida and have the tenants there

5/28/24 10:34:07 AM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

! I'm so sorry I meant to send that to another melissa and I was wondering why they weren't answering me!

5/28/24 10:34:11 AM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Ignore!!

5/28/24 10:34:21 AM EDT

ok phew haha



7/15/24 10:30:55 AM EDT

Hi Juliana, please share sellers disclosure and listing contract to our personal gmails.

Stephen.Boerner@gmail.com

melissabemer@gmail.com

7/15/24 10:32:15 AM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Good Morning! Sure no problem I can do that today - what price would you like to list at, the \$465k I suggested? And when would you like the list date to be?

7/15/24 10:33:35 AM EDT

Melissa (+16106135939)

Hi thank you I need some time to confirm the listing amount but will get back in touch soon

7/15/24 10:34:08 AM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Liked "Hi thank you I need some time to confirm the listi..."

7/17/24 1:26:59 PM EDT

Melissa (+16106135939)

Hi juliana when you can can you email me the sellers disclosure and listing contract to my email melissabemer@gmail.com



7/17/24 1:34:29 PM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Hi! I can't send the listing contract until we have a price and list date set - did you two finalize those two pieces?

I can go ahead and send the seller's disclosure to both of you to start. One will be the primary person to fill it out, and the other will initial. Is there one of you who would prefer to fill it out over the other? I can send you both the disclosure from when you purchased for reference!

7/17/24 1:36:32 PM EDT

Please send us both the same things and we can review and decide

7/17/24 1:37:15 PM EDT

list date: thursday, July 18th

List price: \$465,000

7/17/24 2:15:36 PM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Got it! Two emails in your inbox - one from my gmail with the disclosure info and the listing contract via docusign

7/17/24 2:35:11 PM EDT

Melissa (+16106135939)

Liked "Got it! Two emails in your inbox - one from my gma..."

7/19/24 11:51:04 AM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Hello! Just wanted to check in to see if there are any questions I can answer?



7/19/24 11:55:24 AM EDT

Hi.

Did you see my email from yesterday and both the docusign notifications? Just confirming it came through

I signed the listing agreement and i completed all the detail of the sellers disclosure form. Was helpful to have Richards to reference. Thank you.

No questions on anything from me other than you confirming i did the sellers disclosure form correctly.

What specifically are you waiting for? Melissa had no internet last night after work and shes working today until late. She has the next couple weeks off tho if youre needing her signatures. I can't see if she completed it on my end

7/19/24 12:05:13 PM EDT

Juliana 246 N 3rd - Neighbor &amp; Realtor (+18563660224)

Hello! I didn't receive an email from you yesterday past 7/18 at 3:28 (which I responded to!) - I am waiting on Melissa's signatures on both documents before I can proceed with getting it on the market!

7/19/24 12:24:37 PM EDT

Ok and i just responded to your email about notifying the tenants

7/19/24 12:24:41 PM EDT

Thank you!

7/19/24 12:25:00 PM EDT

Juliana 246 N 3rd - Neighbor &amp; Realtor (+18563660224)

Perfect thank you!



7/20/24 11:18:21 AM EDT

Melissa (+16106135939)

Hi! Just a quick update I did sign the contract and in reviewing the disclosure I have a question:  
Page 6 part 11 under plumbing system: it's marked "yes" for B but no explanation so I think was incorrectly marked and should be a "no" let me know what you both think

7/20/24 11:19:33 AM EDT

Melissa (+16106135939)

And page 11 under B financial in regards to assessments that are unpaid it says no but are there any current assessments on the building I thought so but could be wrong

7/20/24 11:21:27 AM EDT

Juliana 246 N 3rd - Neighbor &amp; Realtor (+18563660224)

7. Other 

A7			X	
B	X			

  
(B) Are you aware of any past or present problems with any of your plumbing fixtures (e.g., including but not limited to: kitchen, laundry, or bathroom fixtures; wet bars; exterior faucets; etc.)?  
If "yes," explain: \_\_\_\_\_

➔ Replying to Melissa, 2024-07-20 11:18:21: « Hi!  
Just a quick update I did sign the contract and in reviewing the disclosure I have a question:... »

7/20/24 11:21:27 AM EDT

Juliana 246 N 3rd - Neighbor &amp; Realtor (+18563660224)

➔ Replying to Melissa, 2024-07-20 11:18:21: « Hi!  
Just a quick update I did sign the contract and in reviewing the disclosure I have a question:... »

@ steve - do you know of any known issues for this section?



7/20/24 11:21:52 AM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

➔ Replying to Melissa, 2024-07-20 11:19:33: « And page 11 under B financial in regards to assessments that are unpaid it says no but are there a... »

The assessment we have is currently paid off for you unit - rich paid it all up front at settlement so you do not have any assessment balance!

7/20/24 11:22:56 AM EDT

Melissa (+16106135939)

Ok perfect thank you!!



7/20/24 11:43:01 AM EDT

➔ Replying to Melissa, 2024-07-20 11:18:21: « Hi! Just a quick update I did sign the contract and in reviewing the disclosure I have a question:... »

- The ac we replaced is situated above the guest bathroom.

- When the ac initially died, we knew because it both lacked cool air but also leaked from a faulty condenser hose

- it leaked into parts of the surrounding dry wall in the bathroom. Small areas were impacted.

- I had AirMaster carve out and spackle replace that dry wall on ceiling along with replacing the entire AC unit

- Then a section of dry wall above the shower tiling showed a wet spot post AC installation.

- AirMaster came and only cut out that dry wall and fixed the leak coming from the new Condenser hose attached to the new AC.

- AirMaster was too busy at the time And told me my options were for them to outsource the drywall repair or settle with me.

- I got a handyman to clean up the ceiling back to perfection, but there remains a small hole in the drywall within the shower above the tiling

- AirMaster sent me a check for a couple hundred dollars about two months after the fact to reimburse me

7/20/24 11:44:15 AM EDT

That is the detail that is behind the checkbox for yes.



7/20/24 11:44:27 AM EDT

Melissa (+16106135939)

Ok please add it and then I can sign

7/20/24 11:44:29 AM EDT

Which was my mistake and not adding it

7/20/24 11:44:50 AM EDT

OK I will here shortly

7/20/24 11:45:52 AM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

I think I need to create an addendum to add that in since he has already signed

7/20/24 11:46:20 AM EDT

OK that makes sense. Apologies for not going back and adding it. I will return this back to you today.

7/20/24 11:46:38 AM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Let me do that now - and also change the contract list date to monday since our admin team doesn't work over the weekend the assist with the internal side of the listing.

No rush! ill text you both when I have the addendum out for you to sign

7/20/24 11:53:22 AM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Sent!

7/20/24 1:03:52 PM EDT

OK, I have signed my end and thank you for adding the detail for the addendum





7/20/24 2:33:02 PM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Thank you!

7/20/24 3:03:08 PM EDT

Melissa (+16106135939)

I signed the addendum

7/20/24 4:03:54 PM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Thank you!

7/22/24 9:32:41 AM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Hi! Your listing will be live shortly! I wanted to verify your HOA fee - I checked with Karen who shared the combined fee is 726.51

(4C - \$ 294.67

4D - \$ 431.84)

I just wanted to verify that it is in fact the amount you two are paying monthly?

Thank you!

7/22/24 9:35:58 AM EDT

We can only pay one of the two online and the other one (4c) we pay in lump sum as Condo Café won't allow us to have two accounts. I went off of an wrong number for 4C. , I should've just called Karen but thank you very much for doing that , but yes, that is correct



7/22/24 9:36:28 AM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

No problem! Just wanted to ensure the \$726.51 is correct before I post. Thank you for the quick response!

7/22/24 11:57:41 AM EDT

Melissa (+16106135939)

Thank you both!

7/22/24 3:44:55 PM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Hi! Just wanted to confirm you both received the showingtime notification? An agent is previewing for their clients tomorrow (unsure if you see preview vs showing)!

7/22/24 4:08:57 PM EDT

I am. I had to search "ShowingTime" in my gmail, but have them coming to the right inbox now. Thanks :)

7/22/24 4:09:44 PM EDT

Do you have the listing link?

7/22/24 4:10:22 PM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Perfect

7/22/24 4:10:35 PM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Apologies I thought I sent that but must have got distracted this morning - let me send now!

7/22/24 4:12:55 PM EDT

Received thank you



7/22/24 4:15:51 PM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Liked "Received thank you"

7/22/24 4:18:36 PM EDT

MLS listing looks great. Does it post to Zillow and others i presume?

7/22/24 4:19:58 PM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Correct! You should I see it on Zillow, realtor.com, etc!

7/22/24 4:37:47 PM EDT

Melissa (+16106135939)

Yes looks great thank you so much

7/22/24 4:39:08 PM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Loved "Yes looks great thank you so much "

7/22/24 4:40:17 PM EDT

I will alert the tenants. What is the best way to let them know when showings are taking place? Is it to keep an eye on that email that comes in from showing time?

7/22/24 4:58:09 PM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

I already did! And will handle moving forward.

7/22/24 4:58:24 PM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

They have already responded and we will stay in contact for future showings.



7/22/24 6:37:53 PM EDT

Melissa (+16106135939)

Great thank you so much, Juliana!

7/23/24 9:57:44 AM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Hi Melissa! I still need your initials on the sellers disclosure - just sent it again via DocuSign so it's fresh in your inbox. Thank you!

7/23/24 10:00:26 AM EDT

Melissa (+16106135939)

Oh no sorry about that! Will be home from Breakfast soon and will sign it and update you! Thank you!

7/23/24 10:00:39 AM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

No rush - thank you!!

7/23/24 10:41:00 AM EDT

Melissa (+16106135939)

Signed the disclosure. Can you email me a signed copy when possible, no rush. I had trouble saving it. Thank you!

7/23/24 10:41:11 AM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Sure no problem

7/23/24 10:41:21 AM EDT

Melissa (+16106135939)

Liked "Sure no problem"



7/23/24 10:42:34 AM EDT

Melissa (+16106135939)

Wait figured it out thank you!!

7/23/24 3:30:38 PM EDT

Juliana 246 N 3rd - Neighbor &amp; Realtor (+18563660224)

Hi! Just finished reading through the disclosure - can you send more info on this section?

7/23/24 3:30:57 PM EDT

Juliana 246 N 3rd - Neighbor &amp; Realtor (+18563660224)

21. HAZARDOUS SUBSTANCES AND ENVIRONMENTAL ISSUES					
(A) Mold and Indoor Air Quality (other than radon)					
1	1.	Are you aware of any tests for mold, fungi, or indoor air quality in the Property?	A1	Yes	No
2	2.	Other than general household cleaning, have you taken any efforts to control or remediate mold or mold-like substances in the Property?	A2	Yes	No
3	Note to Buyers: Individuals may be affected differently, or not at all, by mold contamination or indoor air quality. If mold contamination or indoor air quality is a concern, buyers are encouraged to engage the services of a qualified professional to do testing. Information on this issue is available from the United States Environmental Protection Agency and may be obtained by contacting EPA INFO, P.O. Box 37133, Washington, D.C. 20013-7133, 1-800-438-4318.				

7/23/24 3:32:06 PM EDT

I did a write up on that. Maybe it was from the version that didnt save. Its from when i ripped up the carpet in office and found black mold and had it professionally removed

7/23/24 3:32:49 PM EDT

If its gone, should we change it to "no"

7/23/24 3:33:54 PM EDT

Juliana 246 N 3rd - Neighbor &amp; Realtor (+18563660224)

Do you have the invoices for remediation?

7/23/24 3:45:27 PM EDT



Rapid Mold Remediation - 246 N 3rd St 4DC Phila 19406.pdf



7/23/24 3:48:16 PM EDT



Statement of Work - Rapid Mold Remediation - 246 N 3rd St Apt 4D.pdf

7/23/24 3:48:57 PM EDT



Warranty - Rapid Mold Remediation - 246 N 3rd St Apt 4D..pdf

7/23/24 3:49:53 PM EDT

First PDF is receipt. Then SOW, then Warranty which should relieve any concern. Do you want this in email instead?

7/23/24 3:54:30 PM EDT

Emailed it to you just in case. Let me know if you need any more receipts or documentation for example the replaced HVAC was \$12,000 and change. I have all the paperwork for that as well.

7/23/24 4:07:46 PM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Perfect thank you! Is there any warranty on the HVAC? If so, I'll take that invoice, if not I don't think its necessary!

7/23/24 4:08:53 PM EDT

I will check within an hour im just transitioning

7/23/24 4:08:59 PM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

No rush!



7/29/24 12:45:46 PM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Good afternoon! I hope you both were able to receive the weekly stats email I sent earlier today. I am working on an email blast to all local agents that is set to launch this afternoon. Your tenants are also kindly allowing me to do an open house this Friday evening (first friday in old city!). I will keep you updated as we get more showings/feedback!

7/29/24 4:58:25 PM EDT

Melissa (+16106135939)

Great thank you so much, Juliana!

8/2/24 8:16:43 AM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Good Morning! The tenants mentioned an HVAC leak yesterday - is everything ok with the unit now?

8/2/24 8:18:38 AM EDT

I have a call into AirMaster. Having someone stop by either today or likely Tuesday/Wednesday. Unless you know a handy HVAC guy that is faster. AirMaster likely to sub it out anyway. it feels like low priority. I also asked them for the warranty documentation.

8/2/24 8:19:00 AM EDT

The tenants just have to keep the temperature up on that unit because it's the condenser line running into the HVAC

8/2/24 8:19:29 AM EDT

I told them to keep it up a few degrees and they said it was no problem, but that will avoid overspill in the interim

8/2/24 8:20:04 AM EDT

I think it's completely fine to have the open house



8/2/24 8:20:43 AM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Ok great! Thanks for the update - will proceed as planned!

8/2/24 8:21:13 AM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

We just entered another heat wave, I'm not sure if my hvac guy would come out faster than early next week either for a non emergency!

8/7/24 8:04:25 AM EDT

Hi Juliana, how did the showing go this past Saturday. I'm trying to get our AC leak fixed this week. Curious if it was an issue for the showing and how it's been going overall. Happy to set up a call if easier just curious. If no update, no need to chat. Need anything from us in meantime?

8/7/24 8:48:40 AM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Good Morning! I don't see a showing from last Saturday - do you want to forward me the email confirmation you have?

I sent you both a weekly email on Monday with what has been currently done and with current market stats - did you both receive that? You can expect that weekly from me!





8/7/24 9:23:27 AM EDT

Just read it. Was going to sub-inbox but changed it so I will see moving forward.

For open house, oops, I meant Friday. got my wires crossed. Too bad about the flash rain. Glad you don't have to go far!

Ok sounds like you're all set.

Let us know what you need if anything comes up and talk soon :)

Thank you for everything

8/7/24 9:24:47 AM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Perfect - thank you! Keep me posted on the AC repair - and you'll hear from me next Monday, at the latest - I'll group text with any updates I have in-between now and then!

8/7/24 9:25:12 AM EDT

Loved "Perfect - thank you! Keep me posted on the AC repair..."

8/7/24 9:26:18 AM EDT

Do you have anyone handy for this easy AC fix you recommend that I can call today? AirMaster wants to sub it out due to high demand and so I figure I can find someone without their markup

8/7/24 9:28:36 AM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

I used ECI for my HVAC replacement - Jason used them too and we both had positive experiences!



8/7/24 11:04:19 AM EDT

Melissa (+16106135939)

Loved "Perfect - thank you! Keep me posted on the AC repa..."

8/19/24 10:07:30 AM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Good Morning! I am shooting a message to follow up on my email this morning - are you both on board with a \$5k price reduction today? The condo market is a bit on the slower side, which we talked about prior to listing, and we listed at a price that gave us the wiggle room, if needed, to make a reduction. Today marks 4 weeks and I feel it would be a great time to adjust to \$460!

8/19/24 10:08:52 AM EDT

Ok sounds good to me. We run into mortgage costs starting Oct 1st with the tenants moving out end of September, so just something to keep in mind

8/19/24 10:09:40 AM EDT

Melissa (+16106135939)

Hi juliana yes sounds like a good plan to me thank you for your communication and continued support in helping us sell the condo!

8/19/24 10:09:52 AM EDT

I know Richard had the place on the market for 5 months which we'd love to avoid, but i know easier said than done

8/19/24 10:10:06 AM EDT

Agree ^ thank you



8/19/24 10:15:03 AM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

All of that is fully heard! My plan is to do another round of advertising with this reduction - and then touch base about pricing again after Labor Day (that tends to slow down the market a few days before and after)

8/19/24 10:15:22 AM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

I want to avoid carrying costs and minimize DOM while still maximizing your profit!

8/19/24 10:19:06 AM EDT

Melissa (+16106135939)

Awesome thank you so much

8/19/24 10:23:50 AM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Docusign is in both of your inboxes to sign!

8/19/24 10:27:11 AM EDT

Signed

8/19/24 11:02:25 AM EDT

Melissa (+16106135939)

I should be able to sign by end of today, keep you both posted.

8/19/24 11:02:33 AM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

No rush thank you for the update!



8/19/24 1:05:38 PM EDT

Melissa (+16106135939)

Just signed. When you can can you send me a copy of that signed doc Juliana? Thank you so much

8/19/24 1:14:57 PM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

You should see one in your inbox directly from Docusign! Let me know if you do not

8/19/24 1:15:17 PM EDT

Melissa (+16106135939)

Got it thanks!!

8/28/24 3:39:27 PM EDT

Melissa (+16106135939)

Hi Juliana! Hope you're doing well! Do you have any recs about finding someone for a 3 month short term lease or month to month for our condo starting 10/1 when our tenants move out? Or do you think we should hold off and see how September goes!

8/28/24 3:39:44 PM EDT

Melissa (+16106135939)

If it's ok with Steve too! I just thought of it so wanted to throw it out there

8/28/24 3:40:12 PM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Hi! I'm not sure the condo board allows short term leases - I think I remember reading 6 months minimum in the docs, but we can check with karen

8/28/24 3:40:32 PM EDT

Melissa (+16106135939)

Oh gotcha ok that makes sense



8/28/24 3:40:41 PM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Short term is hard and not an area of expertise for me - especially when vacant. It's hard for someone to come in for a short time and bring all of their furniture to move out again very shortly

8/28/24 3:41:31 PM EDT

Melissa (+16106135939)

Ok yes that's true good point!

9/10/24 3:25:09 PM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Hello! Just sent you both week 7 stats - I know it has been slower than hoped, I think it may be time to explore a price reduction. I know we had originally planned for \$450,000 (but wanted to give \$465,000 a shot based on low inventory and double parking) - I wanted to put the reduction on your radar to process. When we decide to reduce and on the figure I want to go ahead with another round of both paid and unpaid advertising to help boost visibility!

9/10/24 3:47:56 PM EDT

I would be in favor of a larger reduction but would like your consideration on that. I think the south will start to realize large decreases in home prices followed by the north and we could be up shifts creek because we aimed for top of market pricing during this stage. What do you think. Changes to interest rates considered here too



9/10/24 3:51:12 PM EDT

Juliana 246 N 3rd - Neighbor &amp; Realtor (+18563660224)

I think in the scheme of a large price reduction that would be more like \$25k to me (which I am not suggesting). I think \$10k would be healthy ,and we are at a good amount of time on the market to make that change. Decrease in rates is an overall positive. Election time always makes the market a little strange due to just general uncertainty of who is going to become president.

9/10/24 4:09:15 PM EDT

Ok makes sense I'm good with \$10k reduction

9/10/24 4:09:34 PM EDT

Juliana 246 N 3rd - Neighbor &amp; Realtor (+18563660224)

Ok! I'll wait to hear from Melissa.

9/11/24 9:21:53 AM EDT

Melissa (+16106135939)

Yes I agree with the plan!

9/11/24 10:28:10 AM EDT

Juliana 246 N 3rd - Neighbor &amp; Realtor (+18563660224)

Ok great let me send and addendum for you both to sign shortly

9/12/24 9:26:18 AM EDT

Juliana 246 N 3rd - Neighbor &amp; Realtor (+18563660224)

Good Morning! Steve - just wanted to confirm you received the docuSign? Melissa has signed and once you do I can make the change online and work on my next round of advertising!

9/12/24 10:22:34 AM EDT

Signed



9/12/24 10:22:46 AM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Thank you!

9/21/24 1:17:18 PM EDT

Juliana, should we consider consider posting ads for renters to start Oct 1st if we are lucky? Would that mitigate our risk of getting hit with mortgage payments through election season?

9/22/24 9:36:38 AM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Morning! Apologies on the delay I had a hectic work day then family day planned. Do you mean switch gears and rent instead of sell? If you rent for a year and continue trying to sell you are cutting your potential buyer pool significantly, as with today's rates at list price plus HOA and taxes would be higher than the price we could currently rent it for. If easier, I would be happy to jump on a phone call with either or both of you on Monday!

9/22/24 12:02:31 PM EDT

Once October 1st arrives, and every month thereafter, we will be responsible for the following:

- The full monthly mortgage amount
- The basic utilities for the vacant condo
- Two HOA fees, as usual

Additionally, in early October, we will also owe Katie and Ethan their security deposit back (just disclosing that obvious cash flow here to disclose all detail).

I agree with you. I'll be more clear. I also would not want to have an occupied condo with term renters while simultaneously having a condo for sale spotlighting the fixed monthly being a total higher than rental income the condo could warrant.

For the same reasons you mentioned, as well as



many other valid points, I do not propose that path either.

I have two strategies I've put on the table:

1) to explore the idea of completely removing the condo from the market and posting a rental ad similar to how we acquired Katie and Ethan.

2) mentioned last week, reduce the list price even further than \$10k understanding the optics of it, but putting out for discussion considering our circumstances - not to advocate for it, just to learn your take

With option 1, I understand that rental rates may not fully cover our monthly expenses. However, we carry a tolerable monthly loss currently, and it's a monthly loss that is sustainable and, on a monthly basis, contributes to building our equity.

Interest rates are beginning to decline, and I believe buyers are aware that the reserve has to keep reducing them. And I wonder if the same buyers know that they could purchase our condo for less next year, at lower interest rates.

My primary concern is the possibility of accruing month-after-month of mortgage dues (and other condo-related costs) in a reserved buyers market from October through ??

This risk is why I recently proposed the discussion around a more significant price reduction above the \$10k we did.

I do not anticipate our condo having a higher list price next year than it's listed at today

And consider circumstances outside of emotionless market conditions, as sellers we may carry the irrational urgency to offload this condo our to quickly resolve any shared liabilities and share in the positive cash assets of a sale.





\$2,900 per month in rental income (for example - currently it's \$2,800 - is \$34,800 over 12 month)

One thing I was considering as well - over the next 12 months, that \$34,800 contributes more towards the principal loan amount compared to last year. the amortization table that splits interest and principal loan contributions. Not a huge deal, but our amortization table becomes slightly more favorable compared to previous year - so our take home profit might get hit with a lower sale price next year but our equity will be higher when the property sells, likely in a stronger buyer's market albeit at a discounted list price,

9/22/24 12:07:00 PM EDT

Again, both strategies above basically oppose each other. That's the point. I don't advocate just yet for any one strategy. You the professional we lean on here. We trust you fully.



9/23/24 8:48:30 AM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Good Morning! Just got the chance to read and digest all of your points - thanks for just a clear and detailed email!

I do want to point out that since the price reduction we have had 4 requests come in - 2 buyers commit to the showings and the other 2 canceled for various reasons.

If we do the lease route I may suggest we do a 10 month lease instead of a 12 month lease to get us more into the summer than fall season next year to sell so we can list at a more optimal time.

I agree the list price is likely not going to change (much) if we list again next year, the better part of the strategy with that is that we will hit the market at a more optimal time if the 10 month lease option is feasible on your end.

Melissa - what are your thoughts on renting the condo for another year?

9/23/24 8:51:28 AM EDT

Melissa (+16106135939)

Yes I was going to say my suggestion is we keep it on the market through the end of this year and see what happens with the election. Depending on which way that goes interest rates could lower which would be good. We can re evaluate after the election to see. Otherwise if we do rent it I agree with the 10month lease option like you suggested Juliana.



9/23/24 8:52:54 AM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

I will say we are approaching a slower rental season - if we want to rent it, especially at current value or higher, not would be the ideal time to list for rent.

You'll likely rent for a lesser amount in nov/dec as that is a time when less people are moving which can lower pricing rental wise

9/23/24 8:53:48 AM EDT

Melissa (+16106135939)

Ok good to know thank you! I still say we keep it on the market through the election and see what happens.

9/23/24 8:55:59 AM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Once the tenants move out I will host another open house and we'll stay on the week to week stats like usual. I am able to pivot at any time once you two are in agreement on a strategy!

9/23/24 9:02:42 AM EDT

Melissa (+16106135939)

Great thank you so much! And we can highlight the 2 parking spaces I feel like that's the biggest draw in addition to the neighborhood 😊

9/23/24 9:02:58 AM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Absolutely! 💯



9/23/24 12:56:19 PM EDT

When you say "2 requests have come in" you're saying four requests from a buyer's agent (representing their client) have come in to you, the listing agent, to request a showing, of which 2 have cancelled, and 2 have taken place? - of which, there was no interest to develop into an offer, correct? Just to be sure I'm pretty sure that's right.

9/23/24 1:21:04 PM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Correct - 4 showings, two have taken place and two had canceled. Are you receiving the showingtime confirmation emails? If not let me know so I can look into it

9/23/24 1:21:26 PM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

I forward all feedback when I receive it - one didn't like it (from last saturday) and I have not gotten feedback from yesterday's showing yet

9/23/24 1:22:10 PM EDT

2 showings yes I see that in email just hadn't reviewed yet. Thanks

9/23/24 1:22:23 PM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Ok great glad you are receiving them.

10/3/24 11:21:11 AM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Hi! Checking if the tenants have fully moved out? Just got a call from someone who is going to schedule a showing for this afternoon

10/3/24 11:26:20 AM EDT

Yes



10/3/24 11:26:39 AM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Great! Any cleaning/painting/repairs needed?

10/3/24 11:27:07 AM EDT

No I had someone do a walk through for me and said it was left in great shape, no leaks, etc.

10/3/24 11:28:53 AM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Great!

10/3/24 11:35:07 AM EDT

Melissa (+16106135939)

Loved "Hi! Checking if the tenants have fully moved out? ..."

10/4/24 12:04:03 PM EDT

Melissa (+16106135939)

Hi Juliana hope you're well today. Any feedback from the showing yesterday?

10/4/24 12:41:16 PM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Hi! Not yet - as soon as I receive feedback I'll let you know!

10/4/24 1:09:18 PM EDT

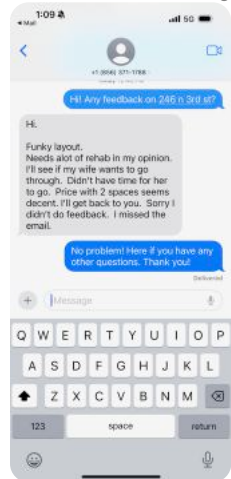
Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Just in:



10/4/24 1:09:25 PM EDT

Juliana 246 N 3rd - Neighbor & Realtor



10/4/24 3:21:31 PM EDT

Melissa (+16106135939)

Got it thank you

10/7/24 12:02:55 PM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Hi! I am thinking of doing an open house this weekend (or next) now that the home is empty and will show a bit better. Would that be ok?

10/7/24 12:32:08 PM EDT

Yes. This weekend would be great ideally. We are in a stressful position

10/7/24 12:32:15 PM EDT

So more the merrier

10/7/24 12:32:35 PM EDT

I will promote the link as well. I'm putting together a email blast to my contacts



10/7/24 12:45:19 PM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Liked "I will promote the link as well. I'm putting toget..."

10/7/24 12:46:26 PM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Great! If any cleaning needs to be done I would ask you get a cleaner in this week so it's good to go for the weekend! I'll make a note to schedule it for my weekend on Wednesday (just want to get a better feel for where else I have to be this weekend work-wise so I can plan out an efficient schedule for myself!). and I'll check the eagles game schedule

10/7/24 12:49:00 PM EDT

Melissa (+16106135939)

Liked "Hi! I am thinking of doing an open house this week..."

10/7/24 1:38:35 PM EDT

I just arrived and it's clean enough but I'm cleaning it a bit more now. I'll be in and out this week. There are a couple repairs needed im doing myself. The wall outlets work but the main electric is off. Checked the breakers and even when on, AC and fridge and similar are all off. I can put the electric in my name and get the AC's wheels greased again assuming you need all this done correct?

10/7/24 1:39:13 PM EDT

Need to do it anyway so will move forward on it asap and through this week



10/7/24 1:40:05 PM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Do you have both accounts on right now? You have two peco accounts correct? Yes I will need electricity and maybe ac depending on the weather!

10/7/24 1:52:26 PM EDT

Yes always had two peco accounts. I'm tackling this in an hour or so. Can I report back?

10/7/24 1:52:39 PM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Liked "Yes always had two peco accounts. I'm tackling thi..."

10/7/24 3:33:29 PM EDT

Zero rush on replying to this as it's the mid-work day

I'm looking at the listing detail reports.  
Friendly feedback and questions here

If I pull up all the listing emails, they highlight that week's listing view count and your comments if any, the primary button for each email leads to the same dashboard start page

So I get the aggregated data there. Top of funnel, it aggregates the week over week listing views across all listing platforms. Then it breaks down the views by platforms like Zillow, then it shows me where the users are Geo located when they looked at the listing

Then the bottom of funnel data. It shows me one metric of interest really. Shows me: number of open houses as "1" and that's the only metric I see (I'm On mobile when I view these so maybe missing something)

I get it would be a different level of product to give sellers more information - like number of showings scheduled, number of canceled showings, etc, or even better top of funnel data, but I really just don't get any





value from these reports.

Speaking of top line data, I saw one comment mention you were running paid ads.

Assuming you're sending Pay per click traffic to a listing/landing page ?

do you have any data or context to share on the paid ads you're running that contributed to the views I'm seeing?

Curious what ad platforms you use like FB or Google AdWords?

And for the landing page for paid ads, are you sending those to Zillow? Since Zillow is dominating the listing views, I'm guessing pay ads go there.

Annoying questions I know but it fills some gaps for me in understanding your craft

10/7/24 5:50:43 PM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

I don't think I can answer all of your questions - but here is one, the paid social advertising link:

10/7/24 5:50:44 PM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

<https://kurfiss.marketer.tech/reports/246-north-3rd-street-unit-4cd>

10/7/24 5:50:53 PM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

The ads went to the kurfiss site listing



10/7/24 5:51:13 PM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

I can send a different report with showing break downs  
let me find that one sec

10/7/24 5:53:05 PM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Sent! I'll let you marinate on those two reports tonight  
and hopefully those fill in some gaps for you! Any  
further questions I may have to check with marketing  
for you

10/7/24 6:09:42 PM EDT

Will do thank you, juliana

10/7/24 6:21:08 PM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Liked "Will do thank you, juliana "

10/13/24 10:05:41 AM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Hi! Can one of you call peco tomorrow to ensure you  
have both accounts turned on? I've just tried all  
switches and checked your breaker boxes and only a  
few lights on the d side come on

10/13/24 10:06:25 AM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Otherwise we're open house ready - signs have been  
up around old city since 8am, email blast went out on  
Friday to 100's of agents and it's been promoted on  
social media all weekend!



10/13/24 10:07:39 AM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

I wiped down all counters in the living room and bathroom - it would be good to get a cleaner through to give it a quick clean post tenants moving out (toilets cabinets etc!)

10/13/24 12:08:54 PM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Last text! We had 5 different people/couples come through - the city is alive today (maybe because of the weather!). Have a great Sunday!

10/13/24 12:53:55 PM EDT

That is great. I have been working with peco for over a week and have had tons of difficulties getting it back on. They want to send someone and I have to return this week potentially and am not in Philly anymore. Trying to avoid that. Thanks for working through it. I can have cleaners come through this week. Do you recommend anyone?

10/13/24 12:54:18 PM EDT

The outlets are working . The majority of them are on.

10/13/24 1:03:56 PM EDT

Melissa (+16106135939)

Thanks for the update juliana! What are the PECO issues?

10/13/24 1:04:02 PM EDT

Melissa (+16106135939)

Loved "Last text! We had 5 different people/couples come ..."

10/13/24 1:20:18 PM EDT

It's not getting fully restored. Could be electrical issues. Might need electrician. I will update here



10/13/24 1:25:49 PM EDT

Melissa (+16106135939)

Liked "It's not getting fully restored. Could be electric..."

10/13/24 1:39:41 PM EDT

Melissa (+16106135939)

I can come to Philly if needed just let me know

10/14/24 8:20:34 AM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Keep me posted! I could only turn on the first hallway light, bathroom light, and light over the stove. None of the others would turn on for me.

I'll send a cleaner rec in a moment!

10/14/24 8:20:52 AM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)



Fabiana - Cleaning.vcf

10/14/24 10:05:17 AM EDT

Those are switches, I meant outlets work like as in you'd have to plug things in. My miscommunication. Doesn't help our cause either way to have working outlets. I'm solving for cleaning and peco today

10/15/24 2:59:54 PM EDT

Melissa (+16106135939)

Hi Juliana! Any feedback from the 5 that went through on Sunday?

Any update on PECO and cleaning?



10/15/24 3:10:20 PM EDT

Peco starts providing power 8am on Friday

10/15/24 3:10:40 PM EDT

Melissa (+16106135939)

Liked "Peco starts providing power 8am on Friday"

10/15/24 3:11:53 PM EDT

Cleaning is next Tuesday

10/15/24 3:12:09 PM EDT

Melissa (+16106135939)

Liked "Cleaning is next Tuesday"

10/15/24 3:12:10 PM EDT

Meant to provide that here

10/15/24 3:12:13 PM EDT

Melissa (+16106135939)

Great thanks

10/15/24 3:12:17 PM EDT

Yup

10/15/24 3:14:53 PM EDT

Melissa (+16106135939)

Thinking ahead, if after October/early November we don't have any offers should we proceed with trying to find tenants for a 6 month lease and then trying to re list for sale after that time period?

10/15/24 3:15:59 PM EDT

That is what I want to do. This isn't gonna sell anytime soon



10/15/24 3:16:52 PM EDT

Even 12 months. Let the interest rates drop and equity grow.

10/15/24 3:17:33 PM EDT

Melissa (+16106135939)

I'm open to 6 months with option to extend but don't want to commit to 12 months at this time.

10/15/24 3:18:31 PM EDT

I'm open to both options. Not closing the door on either or at the moment.

10/15/24 3:30:49 PM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

➔ Replying to Melissa, 2024-10-15 14:59:54: « Hi Juliana! Any feedback from the 5 that went through on Sunday?

Any update on PECO and cleaning? »

Hi! The general feedback was that it wasn't quite the one for them - one preferred a one bedroom, one didn't love the layout, and a few thought it was a great value but didn't want to do much work.

10/15/24 3:30:54 PM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Liked "Peco starts providing power 8am on Friday"

10/15/24 3:30:55 PM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Liked "Cleaning is next Tuesday"



10/15/24 3:31:48 PM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

I feel we should go ahead a list for rent now to give us some time to find a tenant for short term (typical is a 12 month term). What do you think?

10/15/24 3:32:45 PM EDT

Can we list for 12 months to get filtered to more people but in description we mention option for 6 months

10/15/24 3:33:49 PM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

I suppose - but the getting leads wouldn't be the issue, it would be finding someone who is ok with a shorter term lease!

10/15/24 3:34:57 PM EDT

We lose money each month at \$2,800 rent which included the parking spots for prior tenants. Lose about \$300 a month. Would love to claw some back. Not sure the comps. I recall you didn't think getting to \$3k was realistic

10/15/24 3:35:26 PM EDT

That's based on just the monthly mortgage, month property tax, and monthly HOA



10/15/24 3:40:44 PM EDT

And is it a ridiculous idea to drop the price until we find renters?

You mentioned having it marketed for both sale and rent might not be a great idea if I recall correctly.

But how damaging would it be to post it at 425k, give or take, while it's marketed for rent, and try to get at least one offer to entertain before a tenant? It would drive more showings, no? And we can always decline an offer.

10/15/24 3:42:56 PM EDT

Melissa (+16106135939)

Good suggestion and maybe 435K. I also agree with trying to rent it for \$3K a month given there are the 2 parking spaces which is a huge benefit to the property. If we rent for 12 months we are in same position in terms of trying to sell next year this time of year which could be tough. That's why maybe 6 month with option to extend and/or go month to month after that might be better?





10/15/24 3:49:25 PM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Things to note:

Renting for 11/1 is a different market than renting for 9/1 (fall is a slower rental season) - we can aim for \$2600 for the unit alone, and then advertise the parking with that for \$235/spot (I have heard that the parking lot under the bridge is full making our parking more valuable). I know that doesn't bridge too much of the gap you'd still be covering but everything helps, right? We can give it 2 weeks and adjust pricing from there, if needed.

Yes - we can list for rent and for sale at the same time!

The only downside to a big price drop is that it becomes public info - so if we drop to \$425,000 then decide to rent and re-list in the spring buyers can see you previously tried to sell for \$425k. Does that make sense? I feel a reduction could be good while we have it up for rent - but I would lean more towards \$435k than \$425k

10/15/24 4:36:58 PM EDT

Melissa (+16106135939)

Thank you for this info and your guidance!

10/15/24 4:42:47 PM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

You're welcome! I wish it wasn't such a tough market in the city right now. Here to help as best as I can!

10/16/24 2:17:10 PM EDT

Ok so \$435k and listing for rent. We can move forward with that?



10/16/24 2:23:02 PM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Surely - just wanted to confirm Melissa is on the same page too?

10/16/24 2:23:08 PM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Happy to send off that paperwork to both of you!

10/16/24 2:24:07 PM EDT

Melissa (+16106135939)

Yes I agree with this plan, thank you Juliana!

10/16/24 2:24:56 PM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Great - you'll see two different addendum come through. For rent you'll see \$2600 and we will offer the parking in addition to that (it looks better online to advertise like that)

10/16/24 2:25:52 PM EDT

Melissa (+16106135939)

Liked "Great - you'll see two different addendum come thr..."

10/17/24 10:27:37 AM EDT

Melissa (+16106135939)

Good morning, I signed the two documents. Where is the parking lot gate opener and pass? If possible I'd like to park in the lot next week Thursday-Monday when I'm in town. At that time I can also assist with anything needed at the condo if needed.



10/17/24 10:45:25 AM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Received thank you!

The parking clicker and remote question would be better directed to steve as I know he's been there since the tenants moved out!

10/24/24 10:39:23 AM EDT

Melissa (+16106135939)

Good morning, just stopped by the condo and the AC was blasting so I turned it off as it's supposed to get cooler. Most lights were on so I turned them off also but looks like PECO is on for both units, thank you Steve for setting that up.

Steve you do have some packages in the lobby. Also can you let us know if the cleaners came through?

Juliana can you remind me the schedule for the open houses/showings this weekend? Thanks!

10/24/24 11:08:00 AM EDT

It all must have flipped on when the power came back on. I was supposed to be there to meet cleaners but they cancelled and I cancelled my trip back. If you could take that on, that would help

10/24/24 11:26:55 AM EDT

Melissa (+16106135939)

Please mail me a parking pass and opener for the lot so I can plan with the cleaners thanks.



10/24/24 11:32:46 AM EDT

Juliana 246 N 3rd - Neighbor &amp; Realtor (+18563660224)

Hello! Do you want my cleaners information? She can come on her own if neither of you wanted to meet her! I give her my door code and I step out when she does my monthly cleanings.

There is nothing on the calendar at this moment for showings or open house - I can aim to do one for you next weekend to help keep up with energy.

We are actively listed at the new \$435 price and for rent (noting 6 months only \$2600 plus \$225 per parking spot)!

10/24/24 11:50:46 AM EDT

Yes from me on as many open houses as doable. 5 couples coming through is a good hit rate.

10/24/24 11:51:18 AM EDT

I tried to use prior cleaners bc of cost but they aren't reliable . It's Melissa's call to use your cleaners or not

10/24/24 11:51:42 AM EDT

Juliana 246 N 3rd - Neighbor &amp; Realtor (+18563660224)

So sorry to hear! Fabiana has been great for me. I can send over a few other options if you'd like.

10/24/24 11:52:53 AM EDT

Melissa (+16106135939)

Yes please send some options thank you.  
Steve will you mail me one of the parking lot passes and opener?

10/24/24 11:53:12 AM EDT

Yep



10/24/24 11:53:19 AM EDT

Tomorrow

10/24/24 11:53:20 AM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)



Kally - Cleaner.vcf

10/24/24 11:53:38 AM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)



Fabiana - Cleaning.vcf

10/24/24 11:53:49 AM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)



Ian Santangelo.vcf

10/24/24 11:53:56 AM EDT

Melissa (+16106135939)

Liked "Tomorrow"

10/24/24 11:54:08 AM EDT

Melissa (+16106135939)

Thank you juliana I'll reach out



10/24/24 11:54:34 AM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Great! They're all super responsive via text if that's helpful. You should mention my name as I've worked with all of them before!

10/24/24 11:55:13 AM EDT

Melissa (+16106135939)

Liked "Great! They're all super responsive via text if th..."

10/24/24 11:55:41 AM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Or they should be at least, apologies again for the negative experience from one of my cleaning referrals previously 🙏

10/24/24 11:56:28 AM EDT

They weren't negative at all I just went with our old Ukrainian friends who used to clean for us but they handed the business off to another who I know less

10/24/24 11:57:00 AM EDT

But she agreed to low \$\$

10/24/24 11:57:06 AM EDT

Anyway, all good.

10/29/24 8:58:54 AM EDT

Melissa (+16106135939)

Good morning, brief update I was supposed to meet cleaners at condo yesterday for consult but she had to cancel due to being sick. I will try and re schedule for next week I think I can get back downtown then and can keep you both updated.



10/29/24 1:25:55 PM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Hello! Thank you for the update. Keep me posted. I am planning my next open house for this sunday.

10/29/24 1:48:38 PM EDT

Melissa (+16106135939)

Great! Ok she could meet tomorrow morning to take a look if you're available to let her into the unit Juliana? Sorry to ask you to do so and understand if you can't!

10/29/24 1:49:04 PM EDT

Melissa (+16106135939)

Or another day/time this week that works?

10/29/24 1:59:39 PM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Hi! Is there a reason you don't want to share the combo code? Just thinking ahead - they'll need to go back in alone to clean and to lock up when they're done

10/29/24 1:59:56 PM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

I can meet if you need me to - usually for a vacant home a cleaner can go alone!

10/29/24 3:20:30 PM EDT

Melissa (+16106135939)

I guess I was thinking since the unit is vacant I was worried about giving the code but if Steve is ok with it then that's fine.

10/29/24 8:08:55 PM EDT

Yes fine with me thank you



11/2/24 9:38:18 AM EDT

Melissa (+16106135939)

Good morning, cleaners went through yesterday and did a great job so all set for the open house tomorrow and looking forward to hearing how it goes!

11/2/24 10:25:04 AM EDT

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Wonderful! Thank you for the update and I will touch base tomorrow!

11/2/24 10:26:37 AM EDT

Melissa (+16106135939)

Liked "Wonderful! Thank you for the update and I will touch..."

11/3/24 1:22:02 PM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Hi! Just wrapped up - we had 3 people/couples come. I think one only had more serious interest, I plan to follow up with them tomorrow!

11/3/24 3:28:34 PM EST

Melissa (+16106135939)

Loved "Hi! Just wrapped up - we had 3 people/couples come..."

11/3/24 3:28:56 PM EST

Melissa (+16106135939)

Awesome thank you so much!! How did it look—clean??

11/3/24 5:24:32 PM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

It looks incredible! Completely worth it! Thank you for handling that and getting it done





11/3/24 5:33:35 PM EST

Melissa (+16106135939)

Loved "It looks incredible! Completely worth it! Thank yo..."

12/3/24 10:13:41 AM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Good Morning! I wanted to check in as we haven't had much movement in the last few weeks. I've gotten a few inquires for rent - but all have wanted more than 6 months. I have gotten two inquires for sale - both wanted to do air bnb (which is not allowed per HOA rules).

I've sent you some updated market data - which shows longer DOM (days on market) for condos in the area.

What are your thoughts on a \$1000 price reduction to get this listing refreshed in the online searches and rent reduction to \$2500 (from \$2600)? I can also couple that with another open house this weekend or next.

No rush to get back to me - I hope you both had a great thanksgiving holiday!

12/3/24 5:49:19 PM EST

I'm okay with \$1k decrease to refresh the for sale listing.

I would prefer not to reduce the rental amount at this exact moment and need to think about that. Please allow me a week which allows time for Melissa to consider as well.

Read



12/5/24 11:56:12 AM EST

Juliana 246 N 3rd - Neighbor & Realtor



12/5/24 11:56:12 AM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Here is some feedback from yesterday's showing:

12/5/24 11:56:22 AM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Melissa what do you think about a \$1k reduction as a refresher online?

12/5/24 2:08:18 PM EST

Melissa (+16106135939)

Yes that works for me re: 1K reduction as a refresher online.

12/5/24 3:06:30 PM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Addendum sent out! Once signed I can change the price online, send out another e blast, and set up a open house for next weekend featuring a new price



12/11/24 1:38:00 PM EST

Melissa (+16106135939)

Hi Juliana hope you're doing well! Thank you for you the feedback from the showing earlier today. This person seems interested and like they liked the unit a lot! Did you get a sense if they might put in an offer or what could help support getting an offer like reduction in price etc of course with Steve's permission. Thanks!

12/11/24 1:43:09 PM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Hi! I only spoke to the agent a little bit - I told him I lived in the building and have nothing but positives to share. He asked if the flooring underneath is concrete and the HVAC ages - I shared all info with him and sent him the disclosures and supporting docs that you two sent over.

Let's give them the day and I will happily check in tomorrow to get a further understanding as to where this client is with making a decision!

12/11/24 1:45:03 PM EST

Melissa (+16106135939)

Sounds great thank you so much for helping him get his questions answered and for being a champion for the building! It really is such a wonderful place and I'll always remember it as my first home! Looking forward to seeing how it goes!

12/11/24 1:45:06 PM EST

Melissa (+16106135939)

Loved "Hi! I only spoke to the agent a little bit - I to..."

12/11/24 1:48:22 PM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Loved "Sounds great thank you so much for helping him get..."



12/11/24 1:48:35 PM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

I'll update you as soon as I have updates to share!

12/11/24 1:48:45 PM EST

Melissa (+16106135939)

Loved "I'll update you as soon as I have updates to share..."

12/11/24 2:39:19 PM EST

Great.

Also my dad and I are coming to Philly tomorrow and then again on days between tomorrow and December 18th to fix a few things like parts of the office, the desk in there has finishings the last tenant removed, several outlets are loose to the point they are hard to use, and we contemplated putting new doors and drawers in the kitchen to improve the veneers without redoing the kitchen. Just a spruce up for good impressions.

Given the showing went well and things can move quick I want to make sure we aren't present for anything we shouldn't be or aren't mid project when we shouldn't be.

Please call me or text me with any evolving schedule as you learn. And let me as much in advance as things can be, I know they move quick. We will stay nimble to be able to setup and tear down quickly

12/11/24 2:41:50 PM EST

And I agree with melissa. I want to have any opportunity to counter a no with a reduction without doing so too early. If \$10k were to get it done, or whatever, a negotiation vs a "no" and it's over , then I'd love the chance to see what would get it done

12/11/24 2:42:12 PM EST

Typos but we all agree thanks



12/11/24 2:43:11 PM EST (Edited 12/11/24 2:43:17 PM EST)

And great call on the \$1k reduction I bet that helped book the showing

Edited

12/11/24 3:11:39 PM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Loved "And great call on the \$1k reduction I bet that hel..."

12/11/24 3:11:44 PM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Got it!!! Thanks for all of the notes

12/11/24 3:12:03 PM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

I do have an open house scheduled saturday 11am-1pm I hope that isn't an inconvenience to you or your dad

12/13/24 9:00:00 AM EST

No issue shoot me a text when you wrap up please and thanks for doing that

12/13/24 10:05:10 AM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Liked "No issue shoot me a text when you wrap up please a..."

12/14/24 8:57:22 AM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Hi! A showing came in for today at 4:30 - ok to confirm? Wasn't sure if anyone planned to be there. Thank you!



12/14/24 10:11:23 AM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

(This is for the buyer who has come twice already)

12/14/24 10:13:10 AM EST

Ok

12/14/24 10:13:49 AM EST

Sorry I should have seen earlier text. Hope it books

12/14/24 10:13:59 AM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

No problem I'll confirm now thanks

12/14/24 10:14:02 AM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

!

12/14/24 12:10:08 PM EST

Melissa (+16106135939)

Yes keep us posted hope it goes well

12/14/24 1:06:06 PM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

A quiet open house I'm afraid - likely due to the closeness of the holidays (or the sudden turn in the weather). I've been in contact today with the agent showing tonight and hope to have good news to you after the showing!

12/14/24 1:07:02 PM EST

Ok great. Are you present for the showing ?



12/14/24 1:07:58 PM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

No it'll just be the agent and buyer. He knows I live in the building and I told him to reach out if he needs anything!

12/14/24 1:09:17 PM EST

Ok does he know or do you this it's wise if he knows seller has high urgency in other words willing to negotiate? I understand we don't want to appear desperate which opens door for them to low ball out gates just wondering how you play this card

12/14/24 1:10:21 PM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

No he is not aware and I would joy share that. If they put in an offer we'll work through together and put a counter offer together

12/14/24 1:11:26 PM EST

Figured as such you keep us on the right path appreciate you

12/14/24 1:11:40 PM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

My pleasure!!

12/14/24 1:11:43 PM EST

I'll bake some bread at 4pm!

12/14/24 1:11:46 PM EST

Jk jk

12/14/24 1:11:49 PM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

lol



12/14/24 1:12:07 PM EST

Welcome basket?

12/14/24 1:12:10 PM EST

Ok I'm done

12/15/24 11:02:44 AM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Hi Steve! Are you still in the unit? A request came in for today at 2:30

12/15/24 11:03:27 AM EST

No problem

12/15/24 11:08:42 AM EST

Melissa (+16106135939)

Great! Any updates from the showing yesterday at 4:30pm?

12/15/24 11:11:05 AM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Nothing yet

12/15/24 11:12:10 AM EST

Melissa (+16106135939)

Liked "Nothing yet "





12/16/24 9:36:36 AM EST

Juliana 246 N 3rd - Neighbor &amp; Realtor



12/16/24 9:36:36 AM EST

Juliana 246 N 3rd - Neighbor &amp; Realtor (+18563660224)

Feedback from Sunday's showing - still waiting for the agent from Saturday to get back to me. Will report back when I have another update!

12/16/24 9:53:14 AM EST

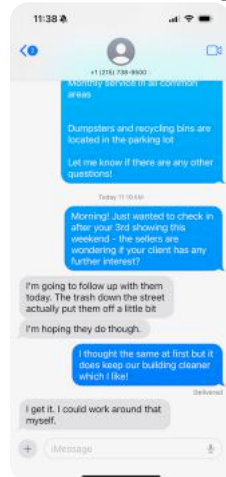
Melissa (+16106135939)

Thank you!



12/16/24 11:38:58 AM EST

Juliana 246 N 3rd - Neighbor & Realtor



12/16/24 11:38:58 AM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

This is all I have so far from the client that came 3 times (this is his agent):

12/16/24 12:17:04 PM EST

Melissa (+16106135939)

Got it, thank you! Keeping my fingers crossed!

12/19/24 12:07:53 PM EST

Melissa (+16106135939)

Hi juliana any updates? Thanks

12/19/24 12:15:32 PM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

I'm afraid not - I'll check in again now



12/19/24 1:42:36 PM EST

Melissa (+16106135939)

Liked "I'm afraid not - I'll check in again now"

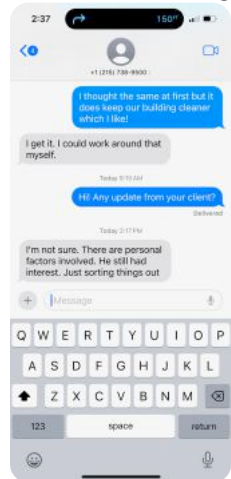
12/19/24 5:37:41 PM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Just in (excuse the time I landed in California last night to visit finally for a few days!):

12/19/24 5:37:52 PM EST

Juliana 246 N 3rd - Neighbor & Realtor



12/19/24 6:23:57 PM EST

Melissa (+16106135939)

No worries thank you for the update! Have fun in CA!

12/19/24 7:02:24 PM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Thank you!



1/10/25 2:34:16 PM EST

Melissa (+16106135939)

Hi Juliana hope your year is off to a good start. Any recommendations for next steps re: the condo. Should we do a price reduction again? Reach out to the interested party and offer price reduction? List the property for rent for >6 months? Thank you!

1/10/25 3:09:11 PM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Happy new year!

I do apologize I meant to reach out to you earlier this week but ended up in urgent care on Tuesday with bronchitis and walking pneumonia 🤒

Feeling better now and would love to run updated comps.

I did reach out to the agent (Pete) yesterday and he said he'd check in with the buyer - but I have not heard back unfortunately.

1/10/25 3:09:44 PM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

I'll work on those later this afternoon for you and then we should definitely regroup. Things should be heating up as we get more into Jan!

1/10/25 3:13:18 PM EST

Melissa (+16106135939)

Oh no sorry to hear you haven't been feeling well and hopefully better now/on the mend! Sounds good and look forward to touching base soon. Yes here's hoping January heats up the market! Have a great weekend!

1/10/25 3:13:42 PM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Thank you for the well wishes! And likewise. Talk soon!



1/10/25 3:13:59 PM EST

Melissa (+16106135939)

Loved "Thank you for the well wishes! And likewise.  
Talk ..."

1/10/25 4:41:43 PM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Lots of data to go through - let's connect on Monday to  
chat about what we want to do with pricing?

Note: there is a showing tomorrow I am going to  
confirm now!

1/10/25 5:01:11 PM EST

Melissa (+16106135939)

Sounds good! Great news re: showing tomorrow!  
Keeping my fingers crossed 🤞

1/10/25 5:01:15 PM EST

Melissa (+16106135939)

Loved "Lots of data to go through - let's connect on  
Mond..."



1/11/25 7:49:00 AM EST (Edited 1/11/25 4:19:38 AM EST)

Hope you're feeling better, Juliana. Apologies such an early am text but wanted to ensure you got this

I am just seeing your text about the showing.

I popped into the condo last week and when I was there, I got a phone call from my dad that my mom had fallen and broke her hip

a friend of mine was with me and offered me to leave while still on with my dad and that he would close up for me as as we in the middle of a work call I was quickly using the space for

he finished the call and I left in that moment leaving behind a set of condo keys.

Mistakenly he locked the top lock in the process of securing the condo.

He has the only key for that lock unfortunately .

It's the same lock that I texted you about needing a locksmith for last month when I was testing keys and the correct key ended up getting stuck while in the lock position .

The locksmith was able to remove the key, but advised to steer clear of using it to replace it eventually.

My friend with my keys is not able to get back to the city and isn't from the city. I have to meet him this week

I was afraid of this happening but we have to decline showings for this weekend and I will figure out a solution so by Wednesday or Thursday, which is my goal we will be OK

Edited



1/11/25 2:12:27 PM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

I'm very sorry to hear about your mom - I hope she is in recovery and on her way to healing! Is he able to mail the key back to me? Would that be fastest?

1/11/25 3:10:28 PM EST

Might be I'll call him

1/13/25 11:27:41 AM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Hi! Hope you both had a great weekend. Any follow up thoughts on pricing moving forward for rental+sale? Historically, I know you both know this unit was a hard resale from when Richard owned it (partly due to starting out entirely too high price wise). Condos in general have been a harder sell in the last few years with HOA fees and interest rates.

1/13/25 11:29:17 AM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

I feel a small (even if \$1000) sales price reduction would be a good refresher on the market - last time we did that we got some activity. Rental wise - I feel we need to at least drop \$100 off of the monthly rent due to the time of the year.

1/14/25 9:46:55 AM EST

I would favor the \$1k drop but not the \$100 off rental. Can explain but that's my thought . Open to learning more perspectives however

1/14/25 3:29:13 PM EST

Melissa (+16106135939)

That's fine with me for 1K reduction for listing and I don't have strong feelings re: lowering rent price. Steve is condo now accessible?



1/14/25 3:51:01 PM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Ok let's start with the \$1000 reduction - I'll send a new contract shortly. I'll let you two ponder on the rental price a bit more.

Steve - do let us know about the key!

1/15/25 11:31:38 AM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Hello!

1/15/25 11:31:57 AM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Melissa - please sign the contract when you can for the new price, Steve signed last night

Steve - we have a rental showing on Sunday, do you have a key update for us?

Thank you both!

1/15/25 7:30:35 PM EST

Will be there in person to take care of Friday

1/15/25 7:30:39 PM EST

Faster this way

1/15/25 7:30:46 PM EST

Getting key tomorrow

1/15/25 7:32:21 PM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Thank you!





1/16/25 8:26:04 AM EST

Melissa (+16106135939)

I'll sign the contract this morning

1/16/25 9:38:44 AM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Great I can make the change online as soon as it's signed. Thank you!

1/16/25 10:12:20 AM EST

Melissa (+16106135939)

Signed

1/16/25 10:15:53 AM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Received thank you!

1/16/25 10:16:08 AM EST

Melissa (+16106135939)

Liked "Received thank you!"

1/17/25 9:21:17 AM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Hi! Just wanted to confirm the deadbolt will be unlocked today? Can I go ahead and confirm the two Sunday showings? (Another just came in - for sale!)

1/17/25 11:18:34 AM EST

For sale??

1/17/25 11:18:42 AM EST

For Saturday you mean?



1/17/25 11:19:14 AM EST (Edited 1/17/25 11:19:29 AM EST)

Yes, I will be there late tonight. For sure will be there.  
Please let me know the schedule of showings, times,  
etc

Edited

1/17/25 11:19:37 AM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

For sale correct! Let me check I may have misread it  
Saturday vs sunday

1/17/25 11:19:55 AM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Are you receiving showingtime notifications via text or  
email?

1/17/25 11:21:34 AM EST

Wait I'm confused , "for sale" as in the showings are  
potential buyers? Is that what for sale means ? As in  
not potential renters

1/17/25 11:24:57 AM EST

Juliana 246 N 3rd - Neighbor & Realtor



1/17/25 11:24:57 AM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Correct! See one says \$433k (showing for a buyer)  
and one says \$2600 (showing for a renter)



1/17/25 11:25:06 AM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

And it is Sunday, not Saturday

1/17/25 11:25:16 AM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

I think the rental agent meant to schedule for this Sunday - I'll check with them

1/17/25 11:27:13 AM EST

And no word for that interested couple that came through like a month ago? Is there a play to contact their agent and light the fire somehow or can you not do that

1/17/25 11:28:15 AM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

I already did that unfortunately - they said they would check in with their buyer but didn't hear back

1/17/25 11:28:34 AM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

I always double and triple follow up with agents after showings - especially ones that show multiple times!



1/17/25 11:41:54 AM EST (Edited 1/17/25 11:42:39 AM EST)

Is the follow up just asking buyers agent if their buyers are still interested or not?

In your world is there a chance in this moment to propose something creative so it's a message that gets delivered to the potential buyers from their agent that's worth relaying vs a follow up that probably won't get the agent to tap their buyers with an inquiry on our behalf with nothing to offer them.

Since they've seen the condo three times, maybe we could offer an unofficial, discounted winter price implying a winter end date to create urgency. They may have the impression that condos like ours might see prices go up come spring which this would imply.

Edited

1/17/25 11:43:28 AM EST

Maybe a bad example but I'm thinking scarcity, time bound, drive urgency, incentivize a fourth look, incentivize an offer , etc

1/17/25 11:49:02 AM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Remember agents work in a commission only world - it would be unusual for an agent to bring their client to a property several times and then not follow up with them (especially when nudged!). We didn't receive any type of offer from this buyer - going back to them with a counter to no offer would be unusual, if you have something in mind I would be happy to reach out to the agent again. You've bought a property - you know the feeling you get when you like something and want it - that's the kind of buyer we want!



1/18/25 8:07:26 AM EST

Just left. I have cleaners coming at Noon. Just to redo it. That good, Juliana? I don't suspect a showing request to arrive between now and 1pm and also to be held before 1pm do you? Assuming it takes 60 minutes to do a run through on the place

1/18/25 8:08:49 AM EST

Call me if you need me I won't see texts this morning but if a call comes in I'll see it and can call back . And I got the Home Showingtime iPhone app with notification on. Moving forward I'm good on that front

1/18/25 8:33:35 AM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Thanks! No showing today - the first one is tomorrow. Have a great day!

1/18/25 8:33:37 AM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Liked "Call me if you need me I won't see texts this morn..."

1/19/25 12:30:48 PM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Hi! The deadbolt is still locked the agent couldn't show earlier today

1/19/25 12:31:10 PM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Is there a key? Or can we leave that unlocked moving forward?

1/19/25 12:33:20 PM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Tried calling and your phone is going straight to voicemail



1/19/25 12:33:29 PM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

There is another showing today too

1/19/25 12:47:53 PM EST

Melissa (+16106135939)

This is beyond frustrating and I don't understand how it's locked, Steve, if yesterday morning you were there and messaged us that it's unlocked. Did cleaners lock deadbolt?

1/20/25 9:07:07 AM EST

Melissa (+16106135939)

Steve what is the update on the condo/deadbolt?

1/20/25 11:32:57 AM EST



1/20/25 11:32:57 AM EST



1/20/25 11:32:57 AM EST



1/20/25 11:32:57 AM EST



1/20/25 11:32:57 AM EST



1/20/25 11:34:42 AM EST



1/20/25 12:20:53 PM EST

Melissa (+16106135939)

Liked an image

1/20/25 12:41:05 PM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Thank you! I'll reach out to both agents who couldn't get in yesterday.

1/22/25 3:13:57 PM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Hi! The agent showing for sale on Sunday that we canceled is now showing Monday at 2:45pm - let me know if there will be any issues with that day/time. Thank you!

1/22/25 6:36:15 PM EST

Melissa (+16106135939)

Loved "Hi! The agent showing for sale on Sunday that we c..."





1/22/25 6:36:17 PM EST

Melissa (+16106135939)

Loved "Thank you! I'll reach out to both agents who could..."

1/23/25 9:00:00 AM EST

No issue. The place is ready. Thank you, Juliana

1/27/25 11:25:24 AM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Good morning! There is a confirmed showing (for sale) for tomorrow at 5pm.

1/27/25 12:46:15 PM EST

Melissa (+16106135939)

Loved "Good morning! There is a confirmed showing (for sa..."

1/27/25 4:39:36 PM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Another showing for sale for Tues at 2:10!

1/27/25 6:05:57 PM EST

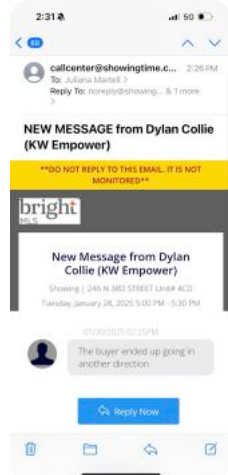
Melissa (+16106135939)

Great news thank you so much for these updates! Keeping my fingers crossed!



1/30/25 2:31:28 PM EST

Juliana 246 N 3rd - Neighbor & Realtor



1/30/25 2:31:28 PM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Not very much feedback but I did receive this from one of the showings on Tuesday

1/30/25 7:18:28 PM EST

Melissa (+16106135939)

Bummer! Thank you for update.

2/4/25 12:25:05 PM EST

Melissa (+16106135939)

Hi wanted to check in to see next steps. Do you recommend another reduction in sale listing price? Also can we revisit reducing rental price by \$100 as could be what's needed to get it rented.



2/4/25 1:07:59 PM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Hi! I highly recommend a change in the rental amount.

We are about 2 1/2 weeks from our last \$1000 change - things tend to pick up after the Super Bowl, and I also want to keep on our radar that we knew this property took some time to sell last time around.

Would you like to change from \$433 to \$432 and re-evaluate in 2 weeks? Our last two price reductions resulted in showings being scheduled

2/4/25 1:16:27 PM EST

Ok

2/4/25 1:22:50 PM EST

Melissa (+16106135939)

Yes agree with sale price reduction and I agree with rental reduction but steve needs to give his response for rental reduction

2/4/25 1:45:42 PM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Ok I'll wait to hear from steve

2/7/25 2:48:14 PM EST (Edited 2/7/25 2:48:21 PM EST)

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Hi! Confirming you both saw the showing (for sale) on Saturday at 5pm.

Edited

2/7/25 2:48:34 PM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Steve - let us know your thoughts on the \$1000 price reduction and \$100 price reduction for rent. Thanks!



2/7/25 2:54:59 PM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

And another showing for sale is set for Monday at 2:45pm

2/7/25 4:02:57 PM EST

Melissa (+16106135939)

Great news!!

2/7/25 4:04:42 PM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Loved "Great news!! "

2/8/25 8:55:15 AM EST

Yes to \$1k reduction and no to \$100 rent reduction

2/8/25 9:00:14 AM EST

I would also support a much bigger drop in price. I would like to explore \$415k

2/8/25 11:37:52 AM EST

Melissa (+16106135939)

Steve should we take it down for rent it seems like you want to sell without listing for rent

2/8/25 12:48:07 PM EST

Yes, I want to sell it and would vote to take it down. I don't wanna have it for 12 months where the Delta is 800 bucks a month.

2/8/25 12:48:43 PM EST

And I would vote to reduce it to 415 not reduced by just 1000

2/8/25 12:49:02 PM EST (Edited 2/8/25 12:49:18 PM EST)

I just think it's priced too high

Edited



2/8/25 1:53:00 PM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Melissa let me know your thoughts on \$432 vs \$415 - I would wait until after we get feedback today before making a change

2/8/25 2:59:31 PM EST

Since today and Monday are both for sale showings, we can wait until after Monday his feedback as well

2/8/25 3:00:13 PM EST

I'm in the city for the weekend and just I'm at the place now making sure everything looks good

2/8/25 3:00:25 PM EST

Good to go

2/10/25 1:03:18 PM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Hi! Reminder that there is a showing today at 2:45pm

2/10/25 1:03:40 PM EST

Yep on it thx

2/10/25 1:03:47 PM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Liked "Yep on it thx "

2/10/25 1:49:44 PM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

The agent may be a few mins early for the showing today - steve unsure if you're still there

2/10/25 2:54:26 PM EST

Nope was not



2/10/25 2:54:41 PM EST

No issue

2/10/25 4:13:01 PM EST

Do you know how it went?

2/10/25 7:17:32 PM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Just sent you both feedbacks (the second just came in!)

2/10/25 7:20:39 PM EST

Second one was today and not interested.

Looks like Saturday's buyers are interested but hesitant with the cost for renovations. I read this is interested but only if it was a cool, renovated space... "requires more updating work than they are prepared to undertake at this point in their home search. Could be a cool space once renovated."

2/10/25 7:21:30 PM EST

Which I guess is the best pair of showings in terms of feedback we've had minus that one couple that was interested and came back to see it and then fell off

2/10/25 7:21:58 PM EST

At least the feedback is consistent across all feedback which tells me the price is too high. What do you think?



2/11/25 9:07:19 AM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Hi! I don't think it is a pricing issue - based on comps this is really well priced. I think it is a condition issue (people tend to gravitate towards more modern homes), interest rate issue (7% is high!), plus taxes and hoa aren't cheap either. If someone were to buy the condo at \$415k, with 20% down the payment (all in) comes to about \$3600, which is much more than your current payment

2/11/25 9:07:52 AM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

I feel we have done best with small reductions - maybe reduce to \$430,000 now, and then let's wait a week/week and a half and reduce to \$425,000, then same thing and \$420,000

2/11/25 9:08:01 AM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

I'll let you two mull that over and I'll wait to hear back!

2/11/25 11:08:41 AM EST

Melissa (+16106135939)

I don't necessarily think it's just a price issue either. When we bought the unit my hope was also to do renovations at some point so the fact that we are getting that feedback is not surprising. I think 415K is too low at this point esp since we originally started at 465K in August! I would agree with reducing to 430K and seeing how it goes. This is also why the reduction for renting it could help bridge the gap for some time until market picks up and maybe we can sell in time but again my goal is to sell (not rent).



2/11/25 2:28:05 PM EST (Edited 2/11/25 2:29:38 PM EST)

All really good points thank you It's so helpful to hear and not an easy spot for us. You both mind if I think this through tonight and do a little digging on my end as I have a base less opinion at the moment, and I will feel better bringing a perspective here after my own research

Edited

2/11/25 2:39:53 PM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Absolutely - I sent comps recently, let me know if you need them again. Anything else I can provide do not hesitate to reach out.

For rental price - reminder last time around we rented for \$2400 (plus \$400 in parking fees)

Currently we're sitting at \$2600 (plus parking fees) - in an off rental market

2/12/25 7:55:36 AM EST

Melissa (+16106135939)

Liked "All really good points thank you It's so helpful to hear and not an easy spot for us. You both mind if I think this through tonight and do a little digging on my end as I have a base less opinion at the moment, and I will feel better bringing a perspective here after my own research"





2/12/25 7:55:40 AM EST

Melissa (+16106135939)

Liked "Absolutely - I sent comps recently, let me know if you need them again. Anything else I can provide do not hesitate to reach out.

For rental price - reminder last time around we rented for \$2400 (plus \$400 in parking fees)

Currently we're sitting at \$2600 (plus parking fees) - in an off rental market"

2/13/25 8:37:10 AM EST

Good morning - question for Juliana regarding the formula and justification used for pricing strategy for my education related to comps

Are the comps you have provided us primarily properties that are our direct competitors on the market, meaning they are similar to our property, therefore competitors, and currently listed for sale?

Or is your comps definition/justification for pricing incorporating comps / comparable and recently sold..., as in similar enough specs to ours property that have recently been sold and is that part of your pricing strategy?

Or are you using a blend of recently sold comparables and for sale competitors?

2/13/25 8:38:44 AM EST (Edited 2/13/25 8:39:19 AM EST)

Granted not much moving in terms of sold comps so I get competitors might be more leveraged in your formula in a down market but really not sure so I'm asking. since I see most competitors in your emails , not sold comparables , if that makes sense

Edited



2/13/25 8:58:49 AM EST

Juliana 246 N 3rd - Neighbor &amp; Realtor (+18563660224)

Good Morning - I separated those in my two emails. The one titled "Updated - Sales Comps" are sold 2 BR comps in Old City (removed anything on Christopher Columbus Blvd as that is not a true location comp) w/ parking. There aren't too many comps so I included 7 in this email for a better picture of the market. The ones I included have settled in the last 6 months (which is what an appraiser will look at).

The one title "Active 2 BR's with parking" are active (or recently pending) listings with the same criteria above (Old City, 2 BR, parking).

This is a small market so I can't put too much other criteria in or we aren't left with any comps.

2/13/25 8:59:07 AM EST

Juliana 246 N 3rd - Neighbor &amp; Realtor (+18563660224)

Let me know if that answers your question - if not, could you ask a different way? Happy to provide as much info as I can.

2/13/25 8:59:14 AM EST

Ah just saw after I sent so yes got it got it

2/13/25 8:59:21 AM EST

My b

2/13/25 8:59:22 AM EST

Juliana 246 N 3rd - Neighbor &amp; Realtor (+18563660224)

Ok great!

2/13/25 8:59:54 AM EST

Thoughts on an appraiser ?



2/13/25 9:00:40 AM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

An appraiser is a third party company hired by the lender - they use the same comps I provided to value a home. An appraisal is required for any buyer getting a mortgage - they take care of the cost.

2/13/25 9:01:16 AM EST

I read situations like ours, sometimes justify unsure

2/13/25 9:02:19 AM EST (Edited 2/13/25 9:02:33 AM EST)

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

I'm not sure what you mean by that - I don't have any appraisal concerns so I wouldn't focus on that when considering the potential price reduction!

Edited

2/13/25 9:03:14 AM EST

I wasn't clear on thanks no need to clarify my end now I will shortly.

2/14/25 11:25:12 AM EST

Melissa (+16106135939)

Hey Juliana quick question. From your knowledge for units that were one then combined to two like ours and the one Lauren lives in for example and I think there are 2 or 3 more in the building. Once those units got combined should we still have 2 separate HOA fees etc or someone told me that once they were combined we should only have 1 account/1 HOA fee. Do you know anything about this? Thank you!

2/14/25 12:54:19 PM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Hi! You have two HOA fees



2/14/25 12:54:22 PM EST

Juliana 246 N 3rd - Neighbor &amp; Realtor (+18563660224)

4C- \$351.08  
4D - \$ 461.75

2/14/25 12:54:32 PM EST

Juliana 246 N 3rd - Neighbor &amp; Realtor (+18563660224)

I just asked karen that recently to update the new  
amounts online

2/14/25 1:26:58 PM EST

Melissa (+16106135939)

Ok thanks

2/18/25 8:22:12 AM EST

Juliana 246 N 3rd - Neighbor &amp; Realtor (+18563660224)

Morning! The guy who came for 3 (I think it was 3  
showings!) last winter is coming back asking for a 1  
year or 6 month lease starting 4/15, he has two small  
dogs, and is offering \$2800 including the parking  
spots.

2/18/25 8:49:53 AM EST

Ok lemme review

2/18/25 9:04:33 AM EST

Your rate is first month amount ?

2/18/25 9:05:20 AM EST

Juliana 246 N 3rd - Neighbor &amp; Realtor (+18563660224)

For a 6 month lease I would do just a 1/2 month for  
you two because I know the goal is to ultimately sell,  
and I know anything helps in this market!

2/18/25 9:06:21 AM EST

6 months just puts us back into the fall



2/18/25 9:06:35 AM EST

And we lose \$500/month

2/18/25 9:22:33 AM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

I didn't say it was a good offer - legally I have to send over any offer that comes my way (verbal or in writing!). Happy to further share my thoughts, but never want my opinion to be put in your head without you having the time to think about it first!

2/18/25 9:25:16 AM EST

Melissa (+16106135939)

So if he rents we would "lose" \$500/month vs now we are "losing" \$3600/month or whatever the entire cost is for the mortgage and HOA fees.

2/18/25 10:35:23 AM EST

Melissa (+16106135939)

Also maybe he would do a rent to buy? And I guess juliana what are your thoughts on timing for the condo to sell realistically I know you said historically it's taken some time but do you think it would sell within 6 months given the market etc

2/20/25 8:58:23 AM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Good Morning! I apologize I somehow missed this last message!

If we rent the unit it would make most sense to take it off of the market for at least 2 months and then resist.

The market tends to heat up after superbowl (weather pending - I know its been cold!).

I wouldn't dive into rent to buy - that would tie you up if another buyer came during that lease time.



2/20/25 8:58:47 AM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

I personally don't love the offer (if you're open to my opinion!) I think waiting two months out for occupancy and then 6 months isn't ideal when you truly want to sell, not rent

2/20/25 8:59:03 AM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

That's really taking your home off of the market for 4-5 months instead of 2-3.

2/24/25 1:00:34 PM EST

Melissa (+16106135939)

Ok thanks for this info.

2/24/25 1:02:28 PM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

We seem to be in a week of great weather - I'll plan for another open house this weekend

2/24/25 1:33:26 PM EST

Melissa (+16106135939)

Sounds good. When do we have to make a decision re: renting.

2/24/25 6:43:39 PM EST

I have my decision arriving in your email inboxes tonight or early tomorrow morning at latest

2/24/25 7:06:24 PM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Hi! There's no deadline - this is all verbal. I'll wait to hear from both of you then can circle back to the agent.



2/27/25 4:09:01 PM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Hi! We have a showing Saturday afternoon (1:45pm) - and I've posted and am actively advertising for an open house on Saturday 11am-1pm

2/27/25 4:09:37 PM EST

Ok

3/1/25 3:59:00 PM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Hi! Timed the open house perfectly with the warm weather - we got a lot of neighbors (in neighboring buildings) to pop in. 7 or 8 couples/people total. I'll do my follow ups tomorrow to see if there is any feedback I can share!

3/1/25 4:37:24 PM EST

Were they popping in out of curiosity to see what other buildings condos looked like or were they apartment renters looking to buy?

I have stopped in 2 or 3 open houses and was transparent about wanting to see a spot and not lead anyone to think I was a lead.

But this sounds like that wasn't the case and they are worthy of follow ups? Can you elaborate on that ?

3/1/25 5:55:15 PM EST

Melissa (+16106135939)

Loved "Hi! Timed the open house perfectly with the warm weather - we got a lot of neighbors (in neighboring buildings) to pop in. 7 or 8 couples/people total. I'll do my follow ups tomorrow to see if there is any feedback I can share!"



3/3/25 7:56:14 AM EST

Juliana 246 N 3rd - Neighbor &amp; Realtor (+18563660224)

Good Morning - I apologize I don't always get a lot of dedicated computer time on the weekends as I do during the week.

I am looking at the open house sign in sheet now - if I am remembering correctly 4-5 were local renters.

Some were just people who saw my signs and came to check out the unit.

Some were really chatty - and some people were in and out in just a few minutes.

3/3/25 9:35:51 AM EST

Got it. Please summarize the actual qualified lead count when finished. Thank you

3/3/25 10:03:32 AM EST

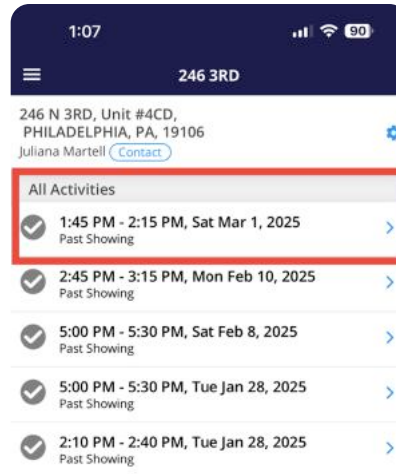
Juliana 246 N 3rd - Neighbor &amp; Realtor (+18563660224)

Hi Steve! I shared the count of people who came on Saturday - 7 people/couples (although one I believe came with a friend but I only had one person per group sign in) - I don't have a way to know who is actually qualified or not, an open house showing tends to be brief (5-10 mins) and I try to share as much as I can about the building/hoa/parking/area. For those who don't have agents I am able to send a follow up note, if I receive further feedback from anyone who stopped in on saturday (and the showing that was outside of the open house). I will let you both know immediately





3/3/25 1:09:12 PM EST



3/3/25 1:09:12 PM EST

What about the showing that took place after the open house?

I saw the open house was 11:00am - 1:00pm then there was a showing at 1:45pm also on Saturday, March 1st

3/3/25 1:12:47 PM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Yes you are correct! I mentioned that in my text above - as soon as I receive feedback I will let you know!

3/3/25 1:13:10 PM EST

Thx



3/4/25 4:29:32 PM EST

Juliana 246 N 3rd - Neighbor &amp; Realtor (+18563660224)

**Open House | 246 N 3rd St Unit 4CD, Philadelphia, PA**Sent From  Juliana Martell on Feb 27, 2025 08:00 AM

 <b>4753 Recipients</b> <small>Total Sent</small>	 <b>3379 (71%)</b> <small>Delivered</small>	 <b>1469 (43%)</b> <small>Opened</small>	 <b>23</b> <small>Clicked</small>
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3/4/25 4:29:32 PM EST

Juliana 246 N 3rd - Neighbor &amp; Realtor (+18563660224)

Hi! Sharing some stats from the open house email I set up and sent out last week. 43% open rate is really great for an email.

I am working with marketing to set up another paid social media ad - that should be up and running tomorrow or Thursday at the latest.

As of now, two people responded to my request for feedback from the open house - one neighbor (currently at Pennsview) said it wasn't for them but they love the area. One agent said she didn't know her client had planned on going and was going to follow up with him.

3/4/25 4:29:39 PM EST

Juliana 246 N 3rd - Neighbor &amp; Realtor (+18563660224)

I'll continue to keep you updated as I am!



3/5/25 6:46:42 PM EST

Melissa (+16106135939)

Liked "Hi! Sharing some stats from the open house email I set up and sent out last week. 43% open rate is really great for an email.

I am working with marketing to set up another paid social media ad - that should be up and running tomorrow or Thursday at the latest.

As of now, two people responded to my request for feedback from the open house - one neighbor (currently at Pennsvew) said it wasn't for them but they love the area. One agent said she didn't know her client had planned on going and was going to follow up with him."

3/7/25 12:02:48 PM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

Hi! Rental showing scheduled for today 1pm!

3/7/25 1:13:13 PM EST

Melissa (+16106135939)

Loved "Hi! Rental showing scheduled for today 1pm!"

3/7/25 1:13:44 PM EST

Melissa (+16106135939)

Hope all goes well, renting seems like best option at this point so I'm likely in favor but can see how it goes today

3/7/25 1:38:30 PM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

The 6 month limitation has been tough - I've had well over a dozen inquiries but they all wanted a year lease



3/7/25 2:18:57 PM EST

Melissa (+16106135939)

Ok would they be willing to start at 6 months then go month to month or just want 1 year overall

3/7/25 2:19:16 PM EST

Melissa (+16106135939)

Also steve are you open to renting I know recently you said you didn't want to do this?

3/7/25 2:43:54 PM EST (Edited 3/7/25 2:44:01 PM EST)

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

It's consistently people wanting 12 months (or longer)

Edited

3/7/25 2:44:16 PM EST

Juliana 246 N 3rd - Neighbor & Realtor (+18563660224)

As in 12 months to start with option to renew

3/7/25 2:51:06 PM EST

Melissa (+16106135939)

Ok got it thank you for this info

3/10/25 12:37:04 PM EDT

Melissa (+16106135939)

Steve we need your response regarding listing the condo for rent for 1 year and moving forward with renters.

