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# The Guide to Selling *Your Bayonne Home*

MARKET INSIGHTS · EXPERT STRATEGY · LOCAL KNOWLEDGE

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**Daniela Sepúlveda**

WEICHERT, REALTORS® — BAYONNE

## CHAPTER ONE

# Why 2026 Is a Great Time to Sell in Bayonne

*Bayonne's real estate market is experiencing a historic surge. Here's what the numbers tell us — and why sellers are in the driver's seat.*




## NYC Commuters Are Driving Demand

With the Hudson-Bergen Light Rail providing a direct connection to Jersey City, Hoboken, and NYC ferry terminals, Bayonne has become the **most affordable waterfront community** in Hudson County. Buyers priced out of Jersey City and Hoboken are flocking here — and they're willing to pay a premium for the right home.

## Light Rail Expansion & New Development

The continued expansion of transit-oriented development along the light rail corridor has transformed Bayonne's housing landscape. New luxury apartments at the former Military Ocean Terminal have brought thousands of new residents, increasing demand for established single-family and multi-family homes throughout the city.

 **Key Insight:** Homes within a 10-minute walk of a light rail station are selling for **12–15% more** than comparable properties further away. If your home is near transit, you have a significant pricing advantage.

## Hudson County Demand Trends

Hudson County remains one of the hottest markets in New Jersey. Low inventory — just **2.1 months of supply** — means buyers are competing for limited listings. Multiple-offer situations are common, especially for well-priced, move-in ready homes under \$550K.

*"Bayonne isn't just affordable anymore — it's desirable. Sellers who list now are catching the market at its peak momentum."*

— Daniela Sepúlveda, Weichert Realtors

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## CHAPTER TWO

# What's Your Home Really Worth?

*Your home's value isn't a number on a website — it's a story told through comparable sales, market conditions, and local expertise.*

## CMA vs. Zillow: What's the Difference?

A **Comparative Market Analysis (CMA)** is prepared by a local agent who physically inspects your property and compares it to recently sold homes in your specific neighborhood. Unlike automated estimates, a CMA accounts for:

- ✓ Recent renovations and upgrades
- ✓ Unique features (yard size, parking, views)
- ✓ Condition of finishes and systems
- ✓ Current buyer demand in your area
- ✓ Seasonal market fluctuations
- ✓ Pending sales not yet in public records

 **Online estimates can be off by 10–20% — that's \$50K–\$100K on a Bayonne home.**

Zillow's "Zestimate" uses a national algorithm that can't account for a new kitchen, a finished basement, or the fact that your block just got two bidding wars.

## What Drives Value in Bayonne?

### Location Factors

- ✓ Proximity to light rail stations
- ✓ Distance to NYC transportation
- ✓ School district ratings
- ✓ Walkability to Broadway shops
- ✓ Park and waterfront access

### Property Factors

- ✓ Multi-family vs. single-family
- ✓ Lot size and off-street parking
- ✓ Number of legal units
- ✓ Basement and attic potential
- ✓ Overall condition and age



**Multi-family premium:** Two- and three-family homes in Bayonne command strong prices because buyers can offset their mortgage with rental income. A well-maintained two-family can fetch **\$575K–\$700K+** depending on location and condition.

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*"I offer every homeowner a complimentary, no-obligation home valuation. Let's find out what your home is really worth — not what an algorithm guesses."*

— Daniela Sepúlveda

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## CHAPTER THREE

# The 5 Biggest Mistakes Bayonne Sellers Make

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*Avoid these common pitfalls that cost sellers thousands — or months of wasted time on the market.*

## 1 Overpricing Based on Emotional Attachment

You love your home — and you should. But buyers don't share your memories. Overpricing by even 5% can cause your listing to sit, become "stale," and ultimately sell for *less* than it would have at the right price. The first two weeks are critical: that's when buyer interest peaks.

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## 2 Skipping Staging and Preparation

First impressions happen in seconds. A cluttered, personalized home makes it harder for buyers to see themselves living there. Professional staging (even light staging) can increase your sale price by 5–10% and dramatically reduce time on market.

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## 3 Using Bad Photos

Over 95% of buyers start their search online. Dark, blurry, or cluttered photos — especially phone pics — will cause buyers to scroll right past your listing. Professional photography isn't optional; it's essential. I include it with every listing.

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## 4 Choosing an Agent Based on the Highest Price Promise

Some agents will quote an inflated price just to win your listing, then pressure you to reduce later. A great agent gives you an *honest* price backed by data — and a marketing plan to get you the best result. Ask for a CMA and a strategy, not just a number.

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## 5 Not Understanding Closing Costs

Many sellers are surprised by NJ closing costs: the Realty Transfer Fee, GIT withholding, attorney fees, and commission add up. Knowing your *net proceeds* upfront prevents unpleasant surprises at the closing table. (*See Chapter Six for a full breakdown.*)

 **The Bottom Line:** The right agent doesn't just list your home — they **position, market, and negotiate** to maximize your net proceeds. Every decision, from pricing to photography, impacts your bottom line.

## CHAPTER FOUR

# How to Prepare Your Home for Sale

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*A well-prepared home sells faster and for more money. Here's your room-by-room game plan.*

## Room-by-Room Checklist

### Kitchen

- ✓ Clear countertops of all but 1–2 items
- ✓ Deep clean appliances inside and out
- ✓ Replace outdated hardware (easy win!)
- ✓ Fix leaky faucets and running toilets

### Bathrooms

- ✓ Re-caulk tub and shower
- ✓ Replace stained shower curtains
- ✓ Add fresh white towels for showings
- ✓ Fix any dripping faucets

### Living Areas

- ✓ Remove excess furniture (less is more)
- ✓ Pack away personal photos and collections
- ✓ Clean windows to maximize light
- ✓ Fresh neutral paint if walls are scuffed

### Bedrooms

- ✓ Reduce furniture to bed + 2 nightstands
- ✓ Clear closets to 60% capacity
- ✓ New bedding in neutral tones





## Bayonne Curb Appeal Tips

Bayonne's row houses and multi-families have unique curb appeal needs:

- ✓ Power wash front steps, sidewalk, and siding
- ✓ Paint or stain the front door and railings
- ✓ Add matching planters with seasonal flowers
- ✓ Replace old house numbers and mailbox
- ✓ Ensure porch lights work (evening showings!)
- ✓ Clean and repair any cracked concrete
- ✓ Tidy shared areas in multi-family homes



## Highest-ROI Improvements

- Fresh paint:** \$500–1,500 → adds \$3K–5K
- Minor kitchen update:** \$2K–5K → adds \$8K–12K
- Updated lighting:** \$200–600 → adds \$1K–2K
- Bathroom refresh:** \$1K–3K → adds \$4K–7K
- Landscaping:** \$500–1K → adds \$2K–4K



## Staging Tips

- ✓ Use neutral colors: whites, grays, soft blues
- ✓ Add greenery — plants make spaces feel alive
- ✓ Set the dining table for a "lifestyle" feel
- ✓ Light candles or use subtle scent diffusers
- ✓ Maximize light: open all blinds, add lamps



## CHAPTER FIVE

# The Selling Process: Step by Step

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*From "let's sell" to "sold!" — here's what to expect at every stage. The typical timeline in Bayonne is 60–90 days from listing to closing.*

1

**Pre-Listing Preparation · Weeks 1–2**

Home valuation and CMA, listing agreement, photography scheduling, staging consultation, and getting your home show-ready. We also discuss pricing strategy and marketing plan.

2

**Professional Photography & Marketing · Week 2**

Professional photos, virtual tours, listing description, and marketing materials created. Your home is entered into the MLS and syndicated to Zillow, Realtor.com, and 100+ websites.

3

**Active Listing & Showings · Weeks 2–5**

Open houses, private showings, broker tours, and social media promotion. I provide weekly updates on showing activity, feedback, and any needed adjustments.

4

**Offer Review & Negotiation · Weeks 3–6**

Review all offers with you, negotiate terms (price, contingencies, closing date). In a multiple-offer situation, I guide you to select the strongest overall offer — not just the highest price.

5

**Attorney Review & Inspections · Weeks 5–8**

NJ requires a 3-day attorney review period after contract signing. Then comes the home inspection, and any negotiated repairs or credits. Your attorney handles the legal review.

6

**Appraisal & Mortgage Process · Weeks 6–10**

The buyer's lender orders an appraisal to confirm the home's value. During this time, the buyer secures their mortgage commitment. I coordinate with all parties to keep things on track.

7

**Clear to Close & Closing Day · Weeks 10–12**

Final walkthrough, review of closing documents, transfer of keys. Congratulations — you've officially sold your Bayonne home! 🎉



**Key Players in Your Sale:** Your **real estate agent** (me!), your **real estate attorney**, the buyer's agent, home **inspector**, **appraiser**, and the buyer's **lender**. I coordinate with all of them so you don't have to.

CHAPTER SIX

# Understanding Your Costs

No surprises at the closing table. Here's a transparent breakdown of what sellers typically pay in New Jersey.

## NJ Seller Closing Costs Breakdown

COST ITEM	TYPICAL AMOUNT	NOTES
Real Estate Commission	5–6% of sale price	Split between listing & buyer's agent
NJ Realty Transfer Fee	~1% of sale price	State-mandated; sliding scale based on price
GIT / Estimated Income Tax	1–2% of sale price	NJ withholding; credited on your tax return
Real Estate Attorney	\$1,000 – \$1,500	Required in NJ transactions
Title Search & Insurance	\$500 – \$1,200	If seller is providing
Municipal Lien Search (CCO)	\$200 – \$500	Certificate of Continued Occupancy fees
Home Warranty (optional)	\$400 – \$600	Can attract buyers; covers major systems
Smoke/CO Detector Cert.	\$100 – \$200	Required by NJ for sale
Estimated Total	Approximately 8–10% of the sale price	

## Net Proceeds Example

**Sale Price:** \$510,000  
**Less Commission (5.5%):** -\$26,675  
**Less Realty Transfer Fee (~1%):** -\$4,850  
**Less GIT Withholding (1%):** -\$4,850  
**Less Attorney & Misc. (~\$2,500):** -\$2,500  
**Less Mortgage Payoff:** -\$200,000

## Estimated Net Proceeds: \$246,125



**About the GIT:** New Jersey's Gross Income Tax (GIT) withholding is *not* an extra tax — it's an estimated payment toward your state income tax. If you've lived in the home as your primary residence and qualify for exemptions, you may get most or all of it back when you file. Your attorney and CPA can advise.



**I provide every client with a personalized net proceeds estimate** before we go to market — so you know exactly what you'll walk away with. No guesswork.

## CHAPTER SEVEN

# Bayonne Neighborhood Spotlight

*Every Bayonne neighborhood has its own character and appeal. Here's what's drawing buyers to each area.*



## Bergen Point

The charming southern tip of Bayonne, known for its tree-lined streets, Victorian-era homes, and proximity to the bayfront. Families love the walkability to local shops and restaurants along Broadway.

**Avg. Sale Price: \$450K–\$525K**

Popular with: Families, first-time buyers



## Broadway Corridor

Bayonne's main commercial artery, lined with shops, restaurants, and services. Homes near Broadway offer unmatched walkability and convenience, plus proximity to multiple light rail stations.

**Avg. Sale Price: \$420K–\$510K**

Popular with: NYC commuters, young professionals



## Constable Hook

A tight-knit community on the eastern shore with a neighborhood feel that longtime residents love. Offers some of Bayonne's most affordable options with strong appreciation potential as development continues.

**Avg. Sale Price: \$380K–\$460K**

Popular with: Investors, value buyers



## Kill Van Kull Waterfront

The crown jewel of Bayonne's transformation. New luxury developments at the former Military Ocean Terminal have created a vibrant waterfront community with stunning views, parks, and ferry access.

**Avg. Sale Price: \$500K–\$650K+**

Popular with: Luxury buyers, NYC transplants

*"I don't just sell homes in Bayonne — I live and breathe this community. I know which blocks are trending, where the best school zones are, and what buyers are looking for right now."*

— Daniela Sepúlveda



**Not sure how your neighborhood stacks up?** I track every sale in Bayonne and can give you a hyper-local analysis of what's happening on your specific block — not just your zip code.



## CHAPTER EIGHT

# Why Work With Daniela?

*Selling your home is one of life's biggest financial decisions. You deserve an agent who combines local expertise with genuine care for your results.*

## 🌟 My Approach

### 📍 Local Expertise

I specialize exclusively in Bayonne and Hudson County. I know the micro-markets, the trends, and the buyers. This isn't a side gig — it's my passion and my profession.

### 🎯 Personalized Service

No two homes are alike, and no two sellers have the same goals. I create a custom marketing and pricing strategy for every client, with regular communication throughout the process.

### 📸 Proven Marketing

Professional photography, social media campaigns, targeted advertising, open houses, and the full power of the Weichert network. Your home gets maximum exposure to qualified buyers.

### 💛 Trusted Network

From attorneys to inspectors to contractors, I've built relationships with the best professionals in the area. When you need a recommendation, I've got you covered.

🌟 **5.0 Stars on Google** ★★★★★ (9 reviews)



*"Daniela was incredibly helpful throughout the entire process. She was always available to answer our questions and made everything so much easier. Her knowledge of the Bayonne market is outstanding. We couldn't have asked for a better agent!"*

— Richard B Flores ★★★★★



*"Daniela is an amazing realtor! She went above and beyond to help us find our dream home. She is patient, knowledgeable, and truly cares about her clients. I would highly recommend Daniela to anyone looking to buy or sell a home!"*

— Nancy Kopsachilis ★★★★★

**Weichert, Realtors®** — One of the most recognized names in real estate.

National reach. Local expertise. Proven results since 1969.

# Ready to Sell?

## Let's Talk.

Every great sale starts with a conversation. I'd love to learn about your home, your goals, and how I can help you get the best possible result.



**Claim Your Free Home Valuation**

No obligation. No pressure. Just honest answers about what your home is worth in today's market.

CALL OR TEXT

**201-877-0303**



**Instagram:** @danielarealestatenj



**Website:** [wearebob1000-dev.github.io/daniela-website](https://wearebob1000-dev.github.io/daniela-website)

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**Daniela Sepúlveda**

**LICENSED REAL ESTATE AGENT**

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