

Wyllie Real Estate

Licensed Real Estate Broker

Below are photos of 457 FDR Drive Unit 1702.

Prior to Wyllie Real Estate receiving the listing, the apartment had been on the market with four other brokerages over the course of a year and a half. During that time only one offer was received.

Two brokerages chose to photograph the apartment empty while two had it digitally staged. Digital staging tends to be fairly deceptive because the proportions of the furniture never match the space's actual volume.

Wyllie Real Estate furnished the apartment - at our expense- with art, objects, rugs, plants, and furniture. Not only does it give depth to the photos but it also gives people an opportunity to understand how their own furniture will fit into the space.

Within 9 days an all cash offer within 3% of the asking price was accepted and the apartment closed in 40 days (it was a cooperative building and required a board interview).

In addition to the staging, Wyllie Real Estate paid to have the apartment cleaned and minor issues repaired such as re-grouting the bathroom tile, stripping the painted bath tub and sink to its original porcelain, inserting kitchen shelving, and making small repairs around the windows.

If you have any additional questions about staging your apartment for sale please don't hesitate to contact us at (917) 289-1132 or info@wylliere.com.

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BEFORE (Empty)



AFTER (Staged by Wyllie RE)



BEFORE (Empty)



AFTER (Stage by Wyllie RE)



BEFORE (Empty)



BEFORE (Digitally Staged)



AFTER (Staged by Wyllie RE)



BEFORE (Empty)



BEFORE (Digitally Staged)



AFTER (Staged by Wyllie RE)



BEFORE



AFTER



*There was not much that could be done to the bathroom, but we paid for the tile to be re-grouted along with the bathtub and sink to be stripped to the original porcelain because there was a lot of water staining.