

NH

THE NICOLE HAY TEAM



COMPASS





40° 44' 11" N 73° 59' 37" W



Who We Are

At The Nicole Hay Team, we're not just a group of real estate professionals; we're a tightly-knit team of dedicated individuals with a shared passion for real estate excellence. Our diverse backgrounds and unique skill sets come together to offer you a comprehensive, client-centric real estate experience.

Our passion for real estate meets unparalleled expertise. With a combined experience in the industry, we are a dedicated group of professionals committed to delivering top-tier real estate services.

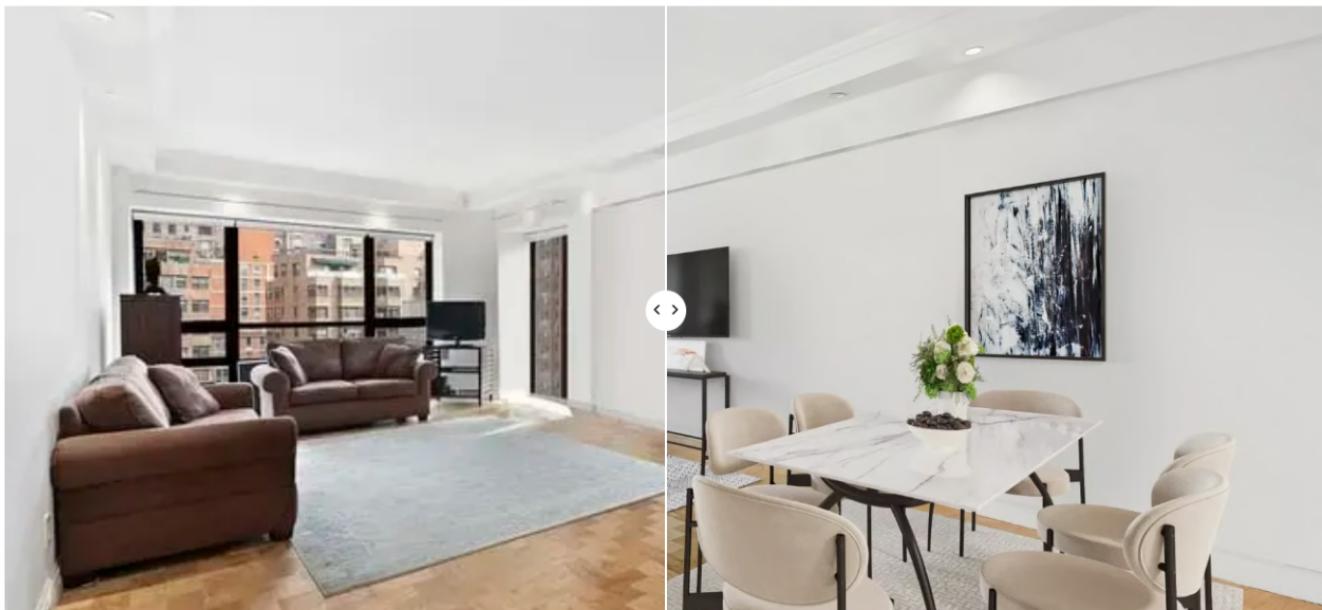
Success Stories

Why hire us?

The Nicole Hay Team has a proven track record of selling residences when other agents failed to do so. Our website shows before and after photos of real listings that include client testimonials. Scan the QR code below to learn more.

415 E 54th St, Unit 10F

132 days on market with another broker – Our fresh marketing campaign with virtual staging led to an accepted offer within 10 days.



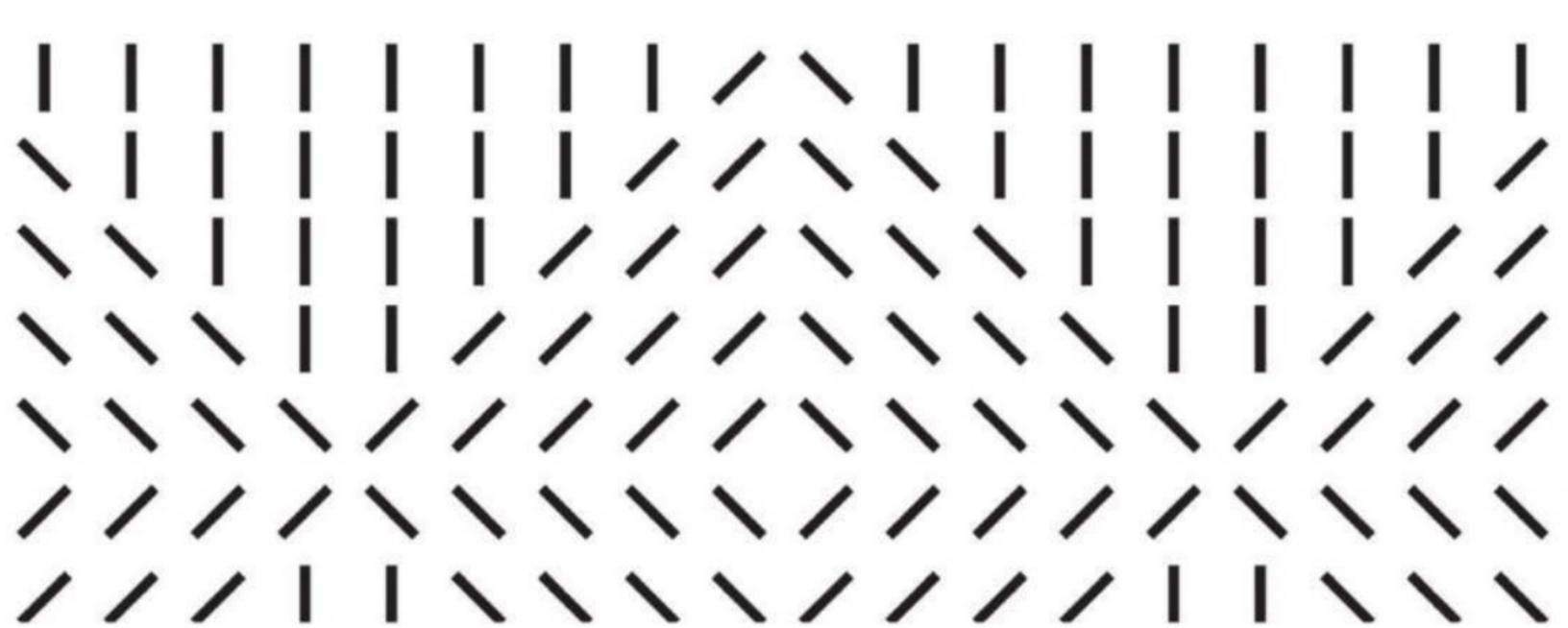
BEFORE

AFTER

"Nicole has been so impressive. She has been extremely successful in achieving all goals promptly and with excellent financial results. She is very professional, responsible and available. And, a genuine pleasure to work with. I have recommended her to many friends and family members. She is the first person to think of for real estate."

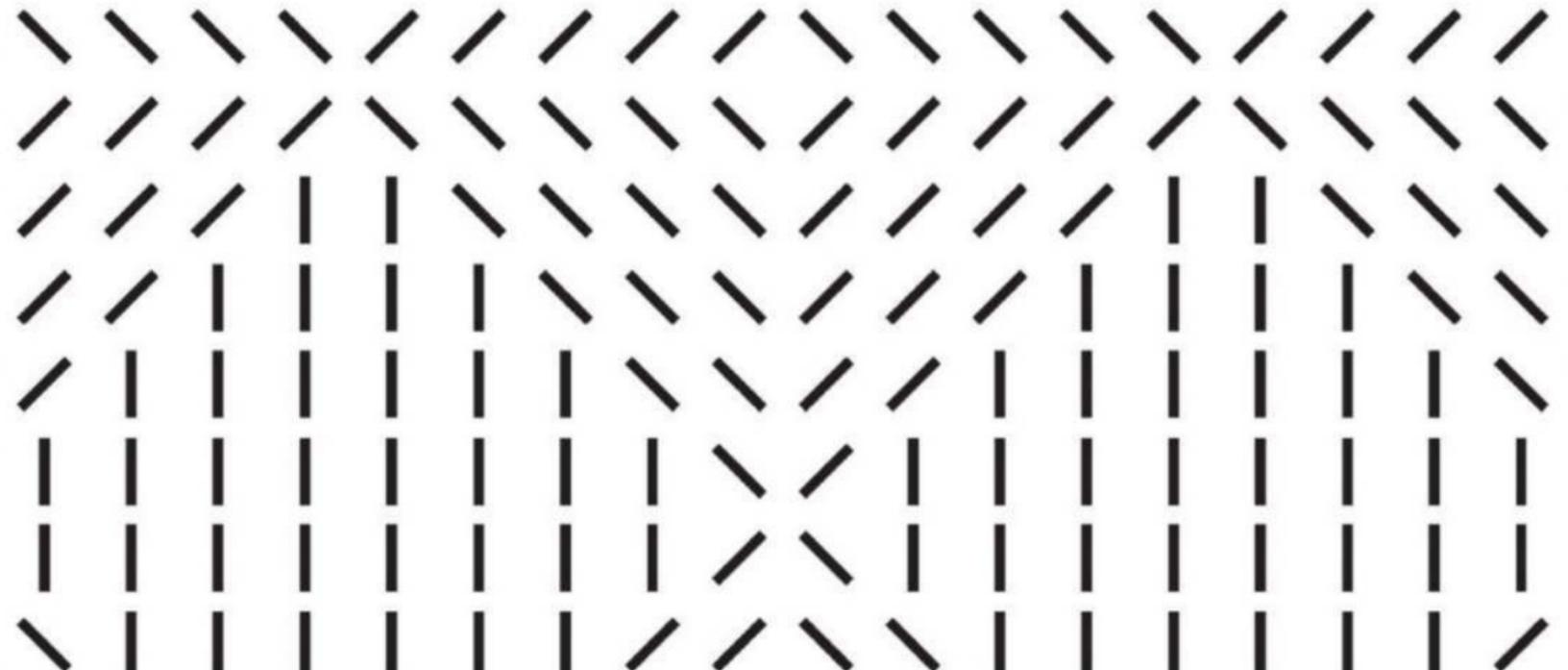
- Leon Popovitz





Our Goal

To provide you with the best possible selling (or rental) price based on your objectives by strategically exposing your property to the maximum number of qualified buyers.



No one does virtual marketing like us.

We have unparalleled technology to market the sale of your home virtually through evolving times.



Virtual Open House

Using dynamic, guided video, we showcase the key features of your property to our target clientele, wherever they are.



Private Interactive Home Tour

We'll take buyers on a virtual journey through your home to highlight the unique features. Our interested buyers can easily provide direct feedback through live video or text.



Virtual Neighborhood Tour

Our buyers and their loved ones can explore all that the surrounding community has to offer with snapshots of key attributes of the neighborhood.



Digital Listing Brochure

Pages will turn, videos will play, and home features will come to life with interactive brochures to create an immersive experience for even the most discerning of buyers.



Video Mail

More opens lead to more closings. We embed live video into our email marketing to engage clients in a modern and compelling way.



Live Postcard

We utilize animated emails to showcase the most attractive elements of your property. This helps grab the attention of buyers at every stage of their home search.



Digital Marketing & Insights

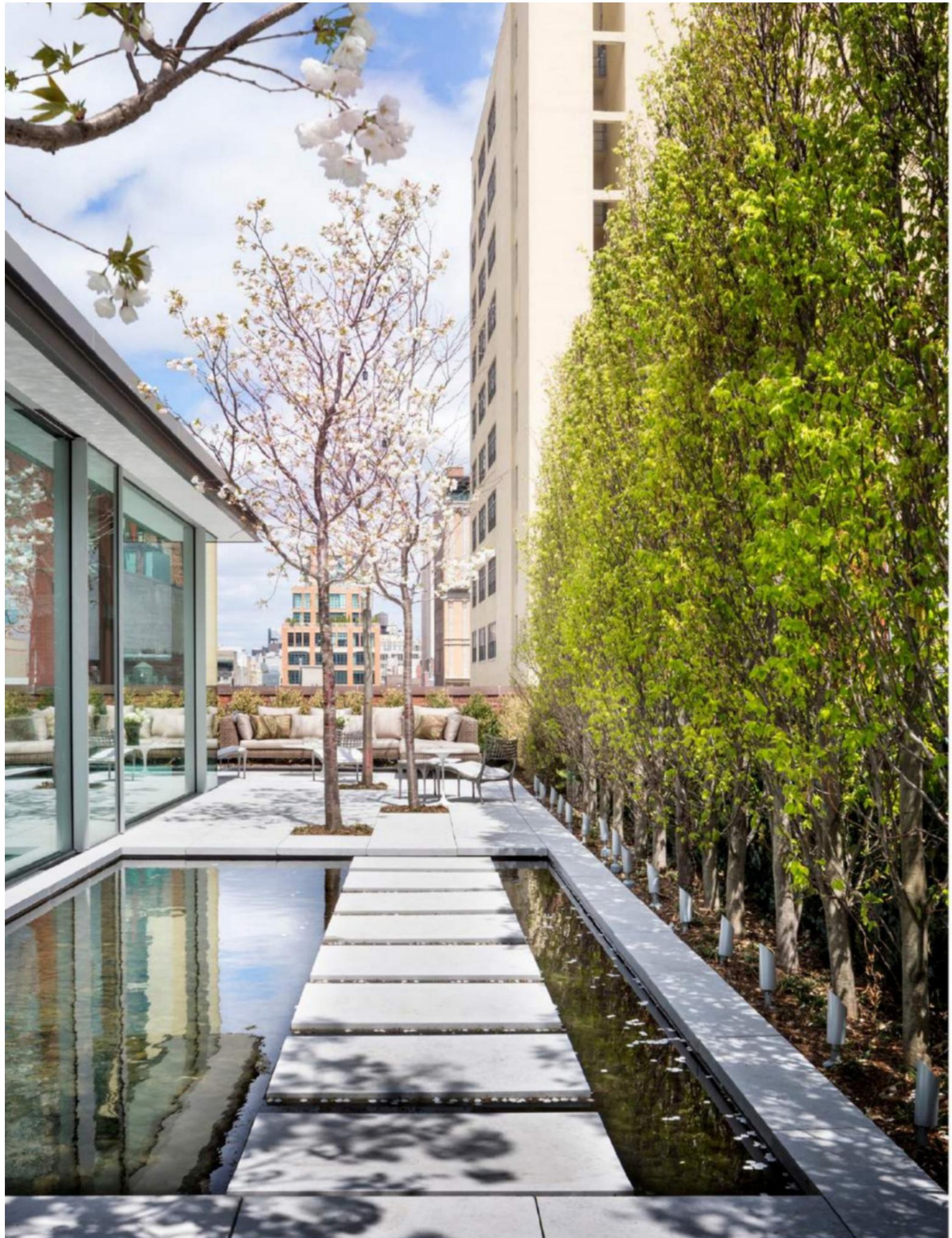
We'll run and actively optimize Facebook and Instagram ad campaigns to promote your property to high intent buyers.



Enhanced 3D Staging

We've partnered with the nation's leading virtual staging firm to provide touch-free staging in order to show your home in its best light virtually.

YOUR HEALTH AND SAFETY
IS OUR #1 PRIORITY.





Meet Nicole Hay

Nicole Hay, a distinguished leader in the real estate industry and the driving force behind The Nicole Hay Team. Nicole has solidified her reputation as an industry powerhouse, leveraging her expertise, strategic insights, and unwavering commitment to excellence. Nicole's exceptional achievements include being honored as the recipient of the prestigious REBNY Deal of the Year Award, a testament to her outstanding performance and remarkable contributions to the real estate landscape. She was also awarded the coveted Rising Star Award early on in her career setting the tone for an illustrious journey as a top producing agent in New York City. Furthermore, she has been recognized as one of the Top 1.5% Ranked Agents Nationwide by RealTrends, a testament to her exceptional track record and dedication to client success.



Meet Jonathan Cabrera



Jonathan Cabrera, a proud native New Yorker, brings an unparalleled level of local insight, market intelligence, and genuine passion to his role as a real estate agent in New York City. Having grown up in the heart of the city he now serves, Jonathan has an intuitive understanding of NYC's distinct neighborhoods, their histories, and the market trends that shape them. His clients rely on his ability to translate this deep-rooted knowledge into strategic guidance, whether they are buying, selling, or investing in one of the most dynamic real estate markets in the world. Jonathan's commitment to excellence is reflected in his standout achievements, including a landmark \$12,500,000 transaction at Central Park Tower along Billionaires' Row—one of the most prestigious residential addresses globally.





Meet Nick Green

Nick Green connects the dots between real estate, lifestyle, and opportunity across three powerhouse markets: New York, Miami, and Boston. Specializing in luxury and sports and entertainment clientele, Nick is known for getting deals done with honed finesse, delivering results with precision and discretion. His investor mindset and market fluency make him a trusted collaborator for clients seeking not just a home, but a long-term advisory relationship. Whether working alongside athletes, entertainers, or discerning buyers and sellers, Nick's approach is all about making meaningful connections and presenting opportunities to others. He sees every relationship as a life-long one, going above and beyond to achieve his client's goals.



Meet Michael Eigen



Michael brings a 30 year background in luxury goods to his real estate practice. His jewelry stores were nationally recognized and introduced some of the most important new jewelry designers to the American market over 20 plus years of operation. His highly regarded wine and spirits boutique specializes in the unique and hard to find bottling and has been recognized by both consumer and trade publications for it's selection and store design. Michael is an expert in Manhattan neighborhoods especially the Upper East Side where he has run businesses and lived for 25 years. He brings a unique perspective to real estate by having a true inside view to the market through his extensive interactions with his broad client base. This insight makes him uniquely qualified to find you your next home.



Meet Jack Schuster



Jack Schuster is a driven entrepreneur with a deep-rooted passion for real estate, particularly within the dynamic landscape of New York City. After gaining valuable experience working at Ripco Real Estate, Jack has officially joined the Nicole Hay Team at Compass in NYC, marking a pivotal step in his career in residential real estate. With a strong work ethic and a natural talent for networking, Jack thrives in fast-paced environments where collaboration and innovation are key. He is excited to be part of a high-performing team that fosters growth and provides mentorship from seasoned professionals. Jack is committed to building his book of business while leveraging his skills to contribute meaningfully to team success.





Meet Justin Diamond

Justin is a seasoned real estate agent committed to providing unparalleled service to his clients. With a deep understanding of local market trends, Justin's background includes working with buyers, sellers, and investors across various property types. Justin brings his unwavering commitment to customer satisfaction and social media marketing savvy to The Randy Baruh Team. Working with Justin to represent your property, he will pinpoint your home's distinct features that will attract qualified buyers, and leverage his viral marketing tactics to amplify exposure for your listing. Justin understands that selling a home is one of the most significant financial decisions you'll make, and treats each transaction with the utmost care and attention to detail. He will exceed your expectations and make the real estate process as seamless and stress-free as possible.



Meet Maddie Weinstein



Maddie Weinstein has never met a stranger. She melds personality with professionalism. She specializes in condo and co-op sales Uptown, Downtown and in Downtown Brooklyn and the surrounding neighborhoods. As a longtime Upper East Side resident, Maddie combines her expertise and deep local knowledge with a knack for making connections. Clients value her data-driven insights and straightforward communication style. Maddie is a Baltimore native and lifelong equestrian. She graduated from the Garrison Forest School and holds a BA in Journalism from the University of Mississippi. With Maddie, you gain a trusted partner and advisor dedicated to navigating you through every transaction for life.



We let our clients do the talking.



“

The Nicole Hay Team was fantastic in representing us on both the purchase and sale sides. We appreciated their honesty, integrity, and professionalism and would highly recommend their team!

CAROLYN K. | SELLER | NYC

We worked with Nicole and her team when we purchased our apartment in Manhattan and they really did an outstanding job. She always goes above and beyond and I appreciate that she always had our showings so well-organized so to not waste any time. She has a great eye for value and will do whatever it takes to get the deal that you want. She's a true professional. A++++

M. ALBERT | BUYER | NYC

Nicole and her team were fantastic! We sold our mother's apartment quickly and easily. They worked well across all involved parties as we had three executors and multiple interests involved in the Estate. Great experience! I would highly recommend Nicole and her team!

M. JOHNSON | SELLER | NYC

Nicole and her team were amazing in the whole process. They were aggressive with marketing and open houses and then great on the negotiation and sales process. We had a particularly difficult property to sell and they were able to be instrumental in getting the property rented quickly and then selling it despite the worsening environment due to high interest rates. We would highly recommend her and her team!

R. SHAH | SELLER | NYC

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We let our clients do the talking.

“

Just wanted to leave a long overdue recommendation for Nicole "NY Power Broker". Nicole helped us find our dream apartment back in February. Being 1st time buyers in the New York market, Nicole helped us navigate unfamiliar territory and very thoughtfully showed us places that fit our needs. She is so perceptive that she managed to find us the perfect place within a handful of views which saved us a lot of time. Despite multiple offers already in on the apartment we wanted, Nicole refused to let us act on emotion alone and avoided a bidding war. She thoughtfully strategized a negotiation approach with us and was able to secure the apartment for us still under asking price. Beyond the sale alone she truly delivered a holistic advisory role when it came to finding and buying our home, from recommending lawyers and removalists, to walking us line by line through our board package to ensure we were accepted. Finally, she is always calm and positive and truly a pleasure to work with. She made what could have been an extremely stressful process feel easy. Her generosity and little personal touches were the cherry on the top. Can't recommend her enough to buy or sell your home, she is a consummate professional and at the top of her game."

N. BROWN | BUYER | NYC

In selling our condo we found Nicole Hay a step above other real estate agents in NYC. Nicole was always prompt and prepared. She listened and offered honest advice. The unique technology used by Nicole and her team to find the right buyers for our property was a plus. Her photos and description captured the unique quality of our home and her organized showings resulted in multiple offers from qualified buyers in just a few weeks. Nicole was able to negotiate an acceptable offer where two previous agents could not. Her level of service made the difference. In addition, Nicole went out of her way to connect us to Oz Moving Movers to ease our concerns of our moving back to West coast. We would definitely use Nicole again for future real estate opportunities.

VIVIAN.S | SELLER | NYC

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Nobody knows Manhattan, like we do.



Areas of Experience

- Upper West Side
- Upper East Side
- Midtown
- Downtown
- Brooklyn

Notable Sales

Here is a snapshot of our top sales in Manhattan.



217 W 57th St, Unit 58W

3 BD 4 BA 3,165 SF \$12,763,625



4 Greenwich St,

3 BD 3 BA 2,850 SF \$7,250,000

COMPASS



Nicole Hay

SALES DEAL OF THE YEAR BY **REBNY**®

AWARDED SALES DEAL of the Year by REBNY, 2019.

Deal of the year is not the highest priced transaction.
It is the most difficult deal brought to closing.





THE NICOLE HAY TEAM

Honored to be distinguished in the
top 1.5% of agents nationwide for
the last 3 consecutive years by Wall
Street Journal and RealTrends



COMPASS



THE NICOLE HAY TEAM

TEAM LEADER



NICOLE HAY

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TEAM MEMBERS

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JACK SCHUSTER

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MADELINE WEINSTEIN

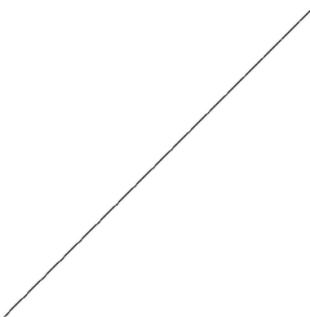
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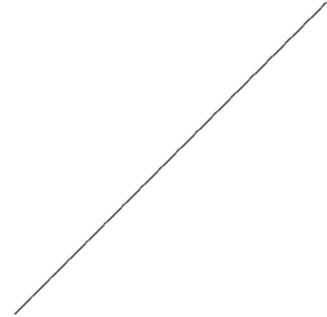
JUSTIN DIAMOND

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LET'S TAKE A LOOK
AT OUR PLAN TO
SELL YOUR HOME



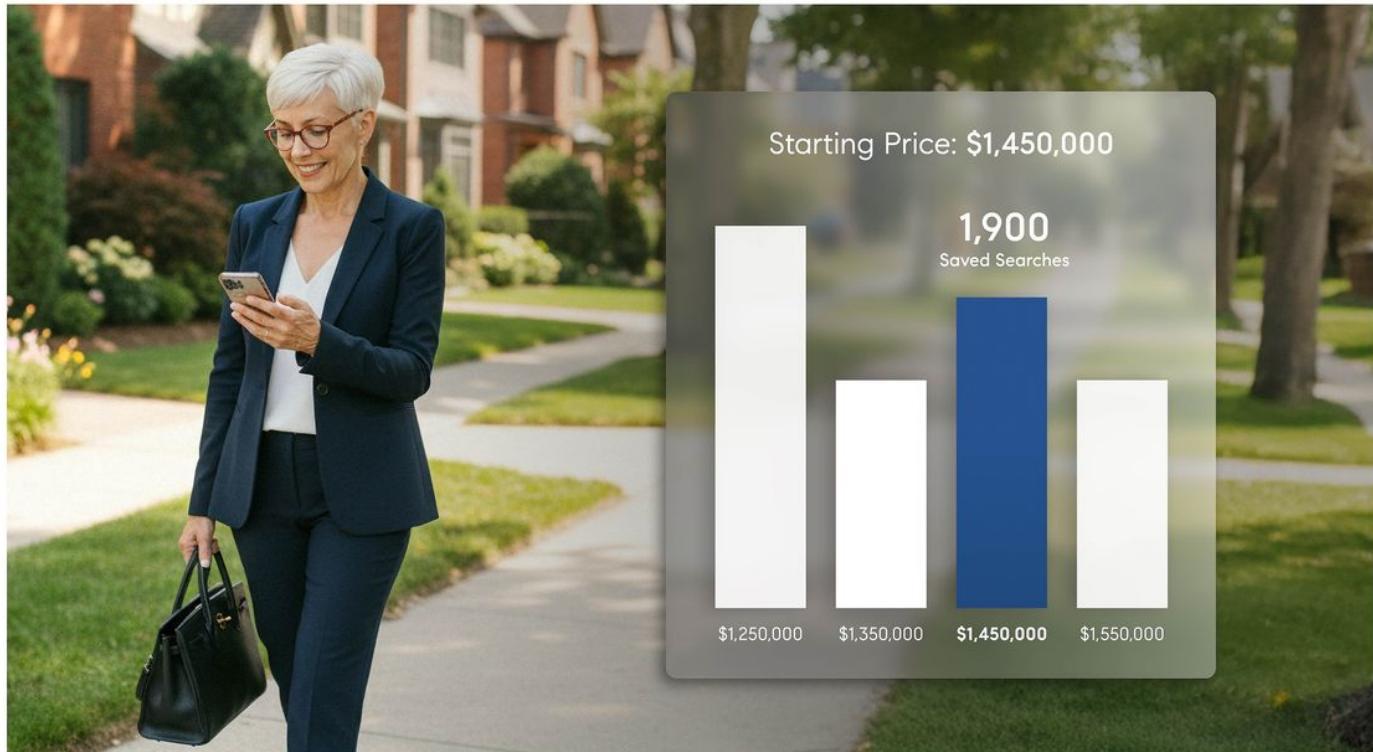
The Power of the #1 Real Estate Brokerage in the U.S.¹

We combine local expertise with expansive connections, powerful marketing, and innovative technology to deliver an exceptional selling experience.



We Bring Buyer Demand to Your Home Before the Market Does

Compass technology delivers buyers, network insights, and data-driven tools to price your home right from the start.



Start with Serious Buyers

We don't start with just any buyer browsing the market. To capture serious interest early, I send direct outreach to agents in my network with buyers already searching for homes that match your listing's criteria.

Price with Confidence

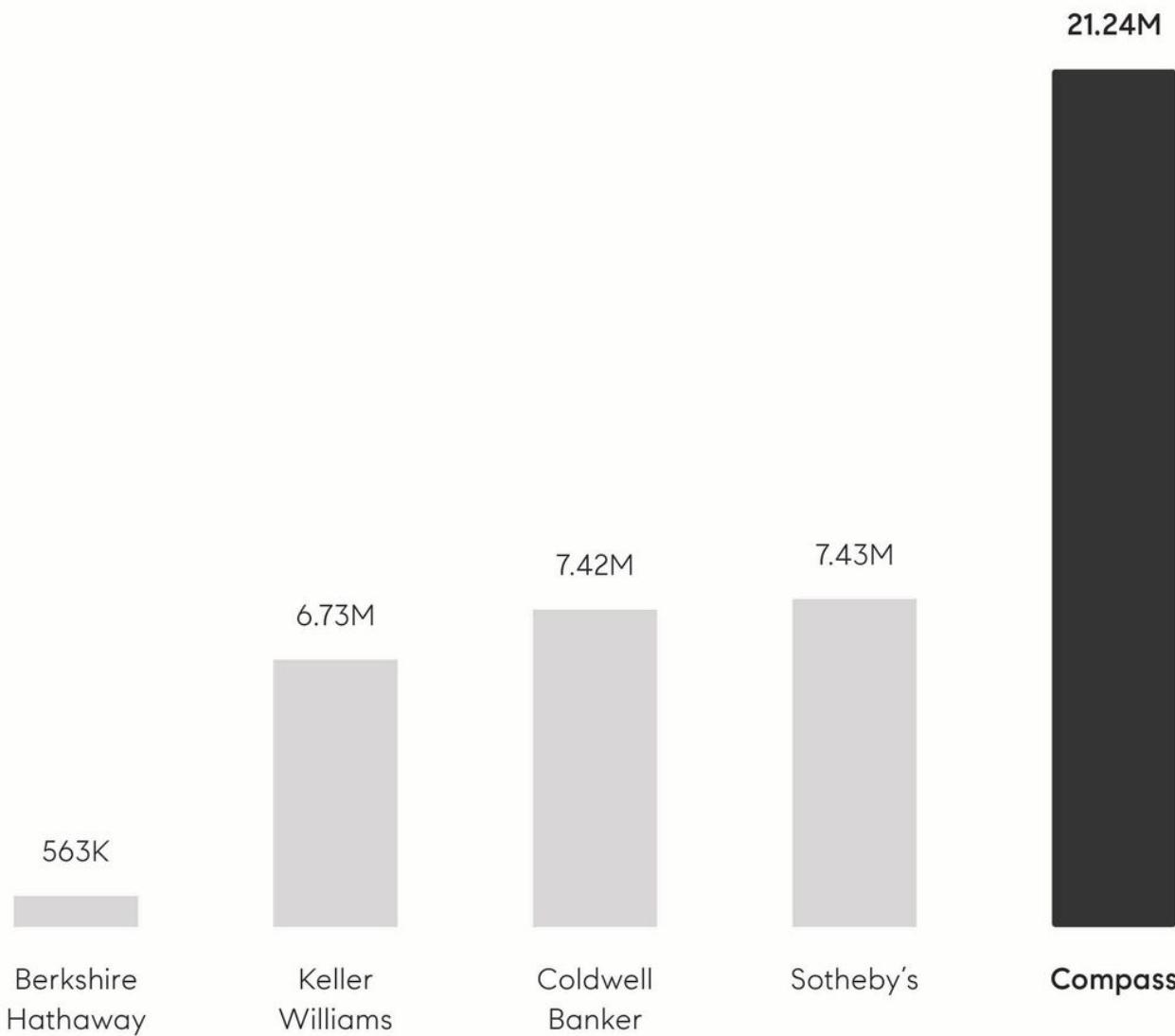
Our technology shows how buyer demand shifts in real time at different price points. With that knowledge, we validate a competitive launch price for your home that attracts the strongest offers.

Protect Your Home's Value

By testing buyer demand off-market first, we avoid costly days on market and price drops, so that we enter the market with your home's full value intact.

More Eyes on Your Listing

More Website Visitors Than
Any Competitor¹



The #1 Site Where Buyers Start Their Home Search
Compass.com attracts **21M+** visitors, outpacing traditional competitors like Sotheby's, Coldwell Banker, and Berkshire Hathaway.

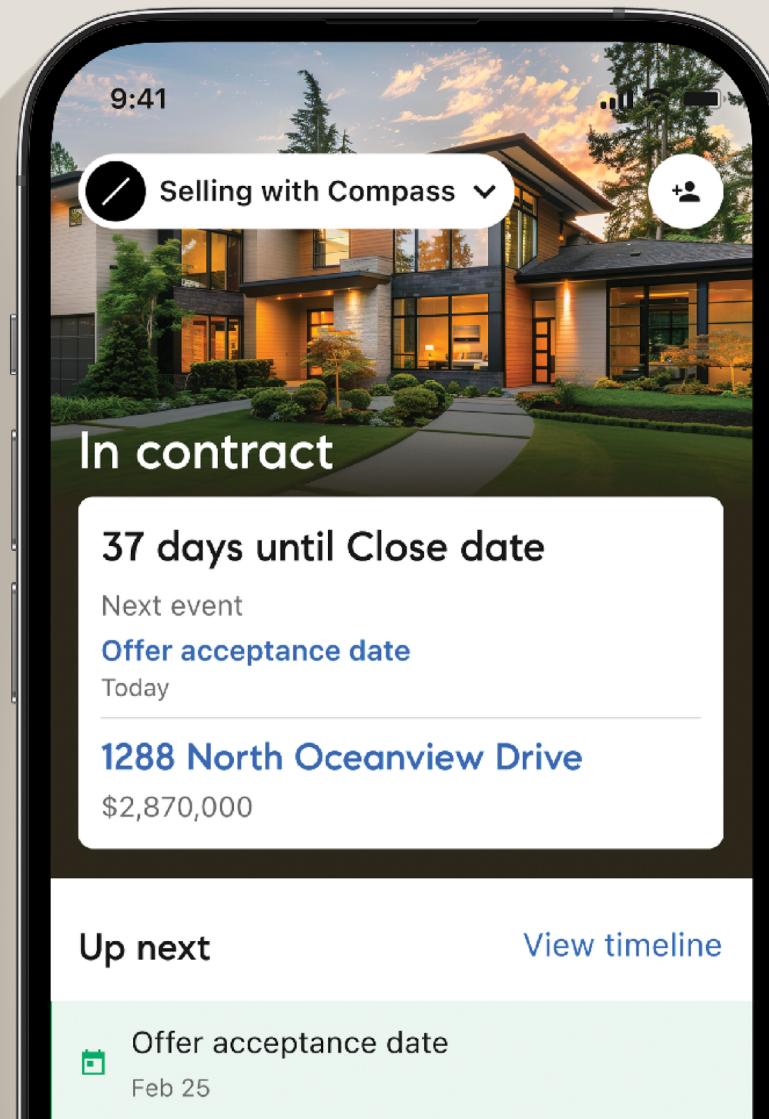
Premium Listing Placement
Your listing is positioned at the top of our homepage, immediately engaging buyers when they visit Compass.com.

Instant Buyer Alerts
With **1.3M+** saved searches tied to active buyers on our site, your listing will be sent to serious buyers the moment it matches their search criteria.



One Platform. Total Transparency. Seamless Collaboration.

Compass One connects you and your agent through every phase of your real estate journey: before, during, and after the transaction.



Listing Performance Insights

TOTAL VIEWS
11,638
+9% WoW

NEW VISITORS
594
+58% WoW

AVG TIME SPENT
1.41 min
+58% WoW

SHARES
43
+2% WoW

FAVORITES
12
+2% WoW

INQUIRIES
3
+6% WoW



LISTING PERFORMANCE INSIGHTS

Track real-time engagement metrics, including views, shares, and inquiries.

Up next

[View timeline](#)

-  Sign listing agreement
Mar 5
-  Sign disclosures
Mar 6
-  Schedule cleaning, repairs, and staging
Mar 8
-  Review photography and marketing strategy
Mar 9

STREAMLINED COMMUNICATION

Stay informed with a clear timeline of key dates, tasks, and direct messaging with your agent.

Documents

[View all](#)

-  Seller Representation Agreement >
-  Seller's Disclosures >
-  Compass Environmental Hazard... >
-  Lead Paint Disclosure >

SECURE DOCUMENT MANAGEMENT

Access all critical documents, including contracts and disclosures, in one secure location.

What You Can Expect

The Selling Process at a Glance

Pre-Market

01
Seller consultation

02
Sign listing agreement

03
List as a Compass
Private Exclusive to test
pricing strategy
through my internal
agent network

04
Prepare home for sale,
take photos, and create
marketing materials

On-Market

05
Run marketing
campaigns and open
houses to build demand,
refining our strategy as
needed

06
Launch widely on the
MLS and real estate
websites

07
Additional media
promotion, showing
property, and monitoring
the market

08
Review offers and
negotiate optimal
contract

Contract-to-Close

09
Sign contract

10
Home inspection,
disclosures, reports, and
repairs

11
Review buyer loan and
appraisal process

12
Present property for
final walk-through

13
Close on property and
disburse funds

Let's Get Started

Our Immediate Next Steps



Complete Listing Paperwork

The listing agreement is a contract that documents our relationship and the high level of service we will provide you.



Develop a Personalized Launch Plan

We'll review your options together so you can determine the pre-marketing strategy that is best for you.



Accept Compass One Invitation

One platform keeps us connected so you stay fully informed every step of the selling process.



Compass is a licensed real estate broker, licensed to do business as Compass RE in Delaware, Idaho, New Jersey, Pennsylvania and Tennessee, Compass Realty Group in Kansas and Missouri, Compass Carolinas, LLC in South Carolina, and Compass Real Estate in New Hampshire, Maine, Vermont, Washington, DC, Idaho and Wyoming and abides by Equal Housing Opportunity laws.

Our Step-by-Step Plan

What to Expect

As your trusted advisor, I'll be there to guide you throughout the home selling process to ensure that your experience is as seamless and stress-free as possible.

PRE-MARKET



ON-MARKET



CLOSING



Your Listing Launch



Pre-Market

- Home Preparation
- Photography
- Pricing
- Pre-List Marketing
- Leveraging Our Exclusive Agent Network

On-Market

- Media Plan
- Open Houses
- Assessing Our Strategy and Monitoring the Market

Seller's Guide





01

Let's Talk

Meet with your Compass agent to discuss your plans and goals, trends in the current marketplace, and assess your property's qualities and characteristics. Your Compass agent will analyze comparable property sales, assess the competition, work with you to determine pricing strategy, and outline a strategic plan to achieve the best possible result for you as a seller.

02

Setting the Stage

From applying a fresh coat of paint to rearranging furniture, your Compass agent will ensure that the property is visually ready for showing. Your agent will schedule a professional photo shoot, commission an illustrative floor plan, and prepare a listing description. At this time, you should also sit down with your agent and complete the Seller Disclosure documents that will be necessary for the transaction.

03

Going Live

The listing is broadcast on Compass.com and sent across our 100+ partner sites for the duration of the selling process.

04

Spreading the Word

The Compass marketing team produces beautiful print collateral to strategically showcase your property. Your agent develops and executes an intelligent, effective paid marketing plan in relevant publications. Eye-catching property signs are produced and placed outside your property.

05

Making Connections

Your agent continuously leverages professional contacts and the Compass Network Tool to find ideal buyer brokers. Open houses are hosted for both brokers and clients on an ongoing basis.





06

Building a Strategy

Your agent conducts an assessment of the market response within the first 30 days of your listing going live. Feedback from agents and buyers is aggregated, and the listing strategy revised if needed.

07

Communication

You and your Compass agent will establish the best method and frequency of communicating as the process unfolds. Your agent will provide you with regular feedback and will keep you updated with continuous traffic metrics and information from the market.

08

Negotiations

Once we receive an offer, your agent will contact you to review the terms of the offer and analyze the pros and cons. Together you will decide how to respond to the buyer in one of several ways: by accepting the offer, rejecting the offer, or making a counter offer.

09

Escrow

Once a contract has been agreed to and signed by all parties, an escrow will be opened and the buyer's contingency period will begin. Timelines for the completion of buyer and seller responsibilities will be listed in the purchase contract and adhered to in the escrow. Your Compass agent will keep a close eye on the timelines and ensure that you are in compliance with your responsibilities, while also holding the buyer's side to task to keep the process moving.

10

Closing

Your Compass agent will monitor and coordinate all the details necessary to get you to the finish line. Once the buyer has performed their inspections, removed their contingencies, and the loan (if any) is ready to fund, your agent will arrange the final walk-through. At or near this time the escrow will close, payment will be made, and the keys will be handed over to the buyer.



Key Terms

Appraisal

Assessment of the property's market value, for the purpose of obtaining a mortgage and performed by a licensed appraiser.

Assessed Value

Value placed upon property for property tax purposes by the Tax Collector.

Closing Costs

Expenses incidental to a sale of real estate, such as loan fees, appraisal fees, title insurance and escrow fees.

Closing Statement

The statement which lists the financial settlement between Buyer and Seller, and the costs each must pay.

Contingency

Certain criteria that have to be met in order to finalize the sale.

Conventional Mortgage

A mortgage or Deed of Trust not obtained under a government insured program such as FHA or VA.

Credit

Money given to a buyer from a seller through escrow at closing.

Escrow

A neutral third party that handles the transfer of any money during the sale of a home from initial deposit to final funding and closing.

Earnest Money Deposit

Buyers in California usually deposit 3% of the purchase price to show that the buyer is serious about purchasing the home. It is usually refundable in the event a contingency in the sales contract cannot be met.

Fixed Rate Mortgage

A loan on which the interest rate and monthly payment do not change.

Home Warranty

A policy that covers certain repairs (e.g. plumbing/heating) of a newly purchased home for a period of time, typically one-year.

Preliminary Title Report

A report showing the condition of title before a sale or loan transaction.

After completion of the transaction, a new title insurance policy will be issued.

Title Insurance

Insurance to protect the buyer and lender against losses arising from disputes over the ownership of a property.

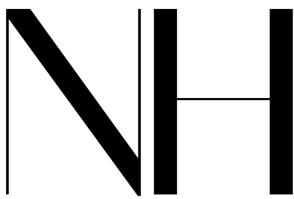
Recording Fees

Money paid to the lender for recording a home sale with the local authorities, thereby making it part of the public records.



The Nicole Hay Team

nicolehayteam@compass.com
516-322-0139



THE NICOLE HAY TEAM



Thank You!

We are your trusted advisors for all things real estate. With our network, we'll be able to assist you locally, nationally, and internationally. We look forward to giving you the amazing experience that we've given our clients.