



The Simple Guide to Selling Your Home

**Exploring
Cash Sale vs.
Listing on the Market**

Our Commitment to Integrity & Transparency

“At SimplySold, we know selling your home is more than a transaction — it’s often a once-in-a-lifetime decision involving your largest asset. That’s why integrity and transparency guide everything we do. We want to insure every seller fully understands their options. A direct cash sale isn’t right for everyone, and we’ll always be honest about that. Our goal is to give you all the facts — whether selling to us, listing with an agent, or exploring another path — so you can make the most informed choice. We want every homeowner to feel confident in their decision, and that commitment to openness and transparency is what sets SimplySold apart as a trusted local homebuyer.”

Sincerely,

The image shows two handwritten signatures in grey ink. The signature on the left is more complex and stylized, while the one on the right is simpler and more fluid.

Frank Sanchez and Larry Friedman

The Traditional Way

Traditional sales can take anywhere from 3–9 months (on average) to close.

1

HIRE REAL ESTATE AGENT

SIGN LISTING AGREEMENT

6-month listing agreement.

2

3

CLEAN & REPAIR

Hire third-party contractors to fix whatever issues there are

SCHEDULE OPEN HOUSES

Allow buyers to walk through your home.

4

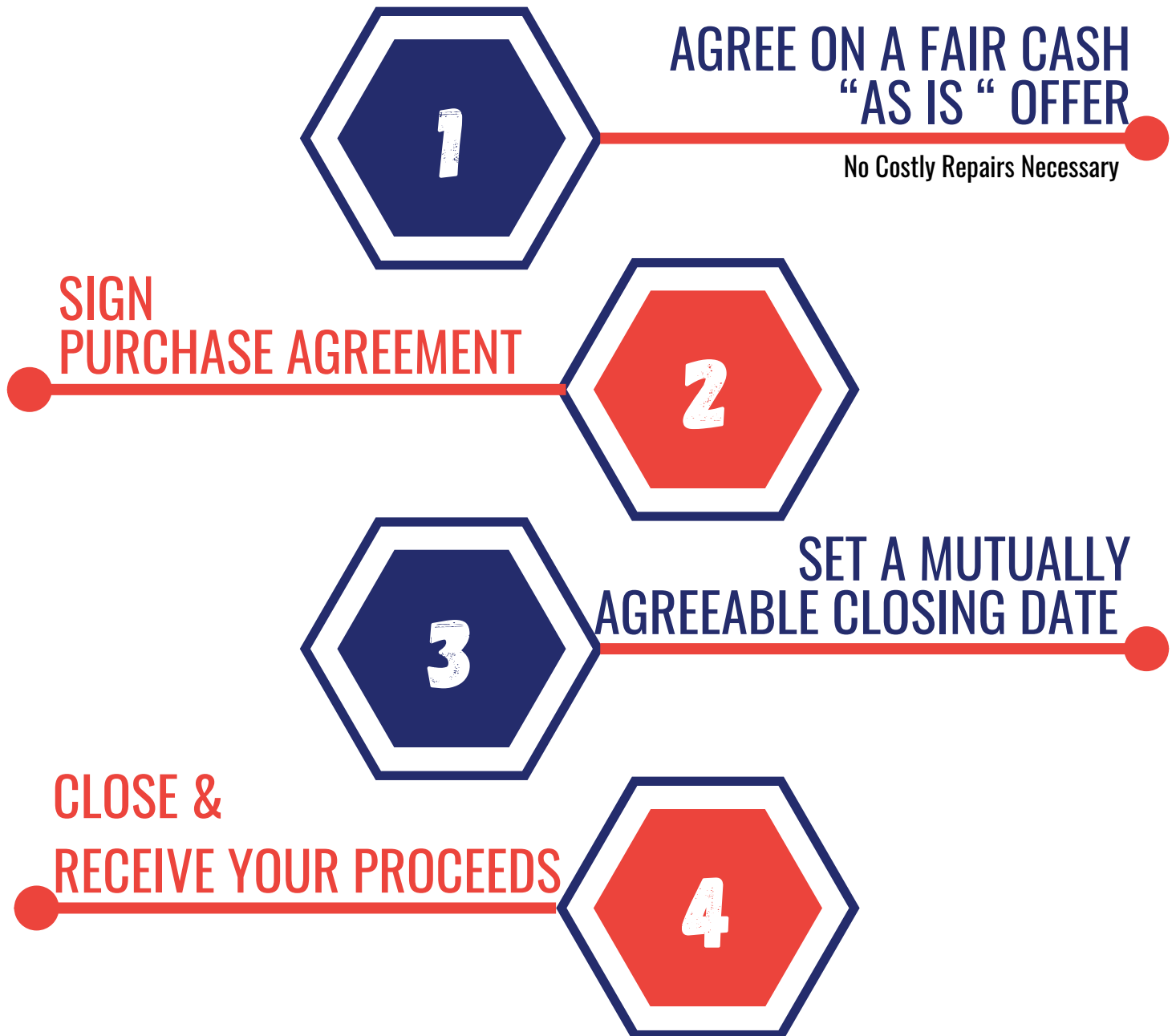
5

AGENT FINDS A BUYER

You then wait for mortgage approval and hope the financing doesn't fall through.

The Simply Sold Way

Our goal is to give you the information you need to decide what's best for you.





How Our Business Works

1. **Initial Call** – You reach out and tell us a little about your property.
2. **Property Review** – We review the condition, location, and neighborhood values. This is done conveniently without initially stepping into your home.
3. **Fair Cash Offer** – We present a no-obligation cash offer, within 24 hours.
4. **Fast Closing** – If you accept, we handle all paperwork and cover standard closing costs. Closings can happen in as little as 10–14 days, or at a time that works for you.
5. **Simple Process** – No listings, no repairs, no showings, no agent commissions, and zero money out of pocket.
6. **Tenant-Friendly** – Simply Sold will also purchase homes with tenants in place.



Benefits of a Cash Sale

- **Speed** – Close in days or weeks, not months. You pick the date!
- **Certainty** – No waiting on buyer financing, appraisals, bank approvals or other contingencies.
- **No Repairs** – Sell “as-is.” We handle all updates, clean-outs, and renovations. **You don’t have to lift a finger!**
- **No Fees or Commissions** – You keep more money in your pocket.
- **We Cover Costs** – Simply Sold even pays your transfer tax and closing costs.
- **Stress-Free** – Avoid open houses, inspections, and endless negotiations.
- **Flexible Terms** – Pick your closing date. You can even stay in the home for an agreed period after closing.



Comparing a Cash Sale vs. a Traditional Sale

Factor	Cash Sale (Simply Sold)	Traditional Sale (Agent Listing)
Time to Close	10–14 days (or seller's choice)	60–120+ days
Repairs Needed	None – sold as-is	Often required
Showings	None	Multiple open houses and private showings
Fees/Commissions	None – we cover transfer tax & closing costs	5–6% commission + closing costs
Certainty	Guaranteed buyer with cash	Risk of financing falling through
Convenience	Hassle-free, simple process	Complex, stressful, and time-consuming
Tenants	We buy with tenants in place	Agents usually require property to be vacant





Pros & Cons of a Cash Sale

PROS

- Fast, guaranteed closing
- No repairs, cleaning, or upgrades needed
- No commissions or hidden fees
- No buyers walking through your home
- Flexible timeline for sellers
- We buy with tenants in place

CONS

- May receive slightly less than the top retail price

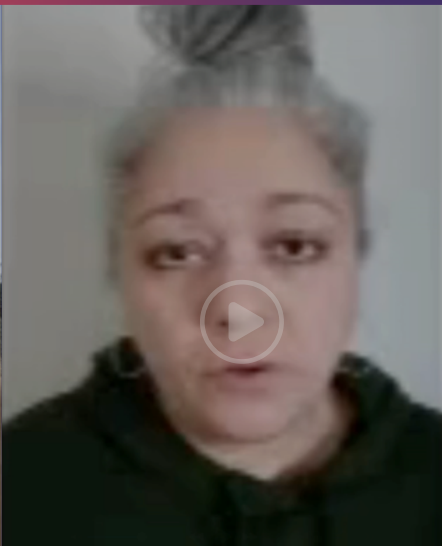
(since we take on repairs, pay your closing costs, and assume resale risk)



Why Sellers Choose Us

Many homeowners value certainty, speed, and peace of mind more than squeezing out the highest possible dollar. Whether you're dealing with inherited property, financial hardship, a divorce, relocation, or just want a quick and easy sale — Simply Sold can help.

**SEE WHAT SOME OF OUR CUSTOMER HAD
TO SAY ABOUT THEIR EXPERIENCE
WORKING WITH US**



OUR 5-STAR REVIEWS SPEAK FOR THEMSELVES

 Jennifer Steadman
1 review

★★★★★ a month ago

Simply Sold is a great company for getting your property sold. They make the process of selling your home go smoothly. I was so stressed about selling the property and am very grateful that I went with Simply Sold.

Jackie Agossa and Michael Davis from Simply Sold were an excellent team and helped every step of the way. Jackie and Michael answered all of my questions and worked very hard to get the property sold quickly. It was a pleasure working with them and I highly recommend them. They are an asset to the company. Thank you Simply Sold and their team for getting the job done asap!

 Dena Sirsky
3 reviews

★★★★★ 2 months ago

Overall, selling my home with simply sold was a positive experience. I initially spoke with Nina. She was extremely easy to talk to and answered all of my questions/concerns. (and I had a lot of them!!). She gave me peace of mind, knowing that I was making a good decision for my future. Jackie and Michael handled the rest of the process. They were both very knowledgeable, easy to reach, and quick to respond back to me. I would recommend simply sold to others looking for a different option to sell their home! Dena from Jim Thorpe, PA

 Regina Voccia
1 review

★★★★★ 2 months ago

Simply sold was a wonderful company to work with. They made selling my house such an easy process. The hardest part was making the decision to sell. Once my decision was made and I spoke with Simply Sold, it was all totally stress free! I would recommend Simply Sold to anyone who is considering selling their home!
Regina V

 Bill Mallek
5 reviews

★★★★★ 11 months ago

Outstanding!! Working with Laini and the team at Simply Sold made the experience of selling my home totally seamless. They all were totally professional and clearly knew how to meet my expectations as I know I can be a challenge when it comes to financial situations. Communications with my wife and I went extremely well throughout the entire transaction. Thanks again for all of your hard work!
All the best, Bill & Maritza

 John Jeheber
3 reviews

★★★★★ 8 months ago

Simply Sold was the answer for my family to selling my Grandmother's house. The property was in my and my two sisters's names in Saugherties, NY. which had tenants refusing to leave after my father recently passed. (He had been the landlord). Since we live in 3 different states, Simply Sold handled all the paperwork and gave us a fair price which we all agreed on. Can't recommend them enough when you deal with special circumstances as we had.

 Robert Dolle
3 reviews

★★★★★ a year ago

I was very pleased with the service offered by Simply Sold. My employment requires frequent travel, so I was looking for a relatively quick and easy home selling process. Simply Sold took care of the entire process very quickly and even the closing was done remotely, final settlement went smoothly, and I received my funds as negotiated in our agreement.

 Namor Acliv
3 reviews

★★★★★ 2 years ago

Simply Sold is a legitimate company, if you want to sell your house fast for any reason, they can do it. I was pleased working with Tanya Moskalets, Amber Townsend and Tessa Middleton they made selling my house an easy transaction, helped me move out in couple weeks. Good job with your team.

 Mandy Wendel
4 reviews

★★★★★ 2 years ago

Tanya was my agent with SimplySold. She helped me through the whole process. She made sure I was aware of documents that needed to be signed, and call me to make sure we were on target for closing. They purchased our home a month after my first call with Tanya. Thank you so much for your help, you were a light in the darkness for me. Tanya Moskalets, thank you for all your help!!! I recommend calling today, anyone who thinks this is too good to be true it's not. Call Tanya today!!!

 Erin Gallagher
1 review

★★★★★ 3 years ago

Alls I can say is that this team did everything they said they would do. Mike and Tanya are very sincere and helped me get my house sold. My house needed a lot of repairs, and my real estate agent wanted me to spend \$20,000 to fix all the repairs and she was charging me 6% broker fee. Simply Sold, gave me a fair offer, paid all cash and I received my money in 3 weeks. They even went as far as providing me with an attorney and paying for the lawyer. It was super simple. I highly recommend.

 TA247TNS
2 reviews

★★★★★ 3 years ago

Needed to sell my house, I didn't have the money to do all the repairs. Frank and his team worked up a fair offer for me within the hour. 3 weeks later my house was sold, the easiest process I have ever done. Highly recommend.

 Amy Williams
2 reviews · 1 photo

★★★★★ 2 years ago

The company itself and our contact Tanya were very helpful and went out of their way to accommodate our requests! I would recommend anyone to your company you treated us great! 😊 ...

Selling your home doesn't have to be stressful. With Simply Sold, you gain speed, certainty, and simplicity. We're a local, trusted homebuyer, in business since 2014, and our mission is to make selling your home as easy and beneficial as possible



Contact Us Today

Free, No-Obligation Offer



+1 (914) 690-6672



customerservice@simplysoldre.com

