



BARBIE LI

# *Service Guide*

Presented by Li (Barbie) Li  
Licensed R.E. Broker  
Listing Specialist  
347-628-8818



B·S·Q·U·A·R·E  
R·E·A·L·T·Y  
盛世地產

136-20 38th Ave, 3E  
Flushing, NY 11354  
718-939-8388/8788

# **About Broker**

## **LI (BARBIE) LI**

LICENSED REAL ESTATE BROKER

***"Locally Known, Globally Connected"***

Barbie Li, as the C.E.O of B Square Realty, has sold over \$280 million in New York Real Estate. She has exclusive resource, a wealth of R.E experience, huge client database, and the most professional team of support. Barbie specializes in selling commercial/ residential development sites, hotels, warehouses, mix-use buildings and residential houses in all five boroughs. Barbie's extreme talent and aggressive marketing system in handling "expired listing" has helped many sellers who has struggle to get their property sold the first time to achieve their goals!





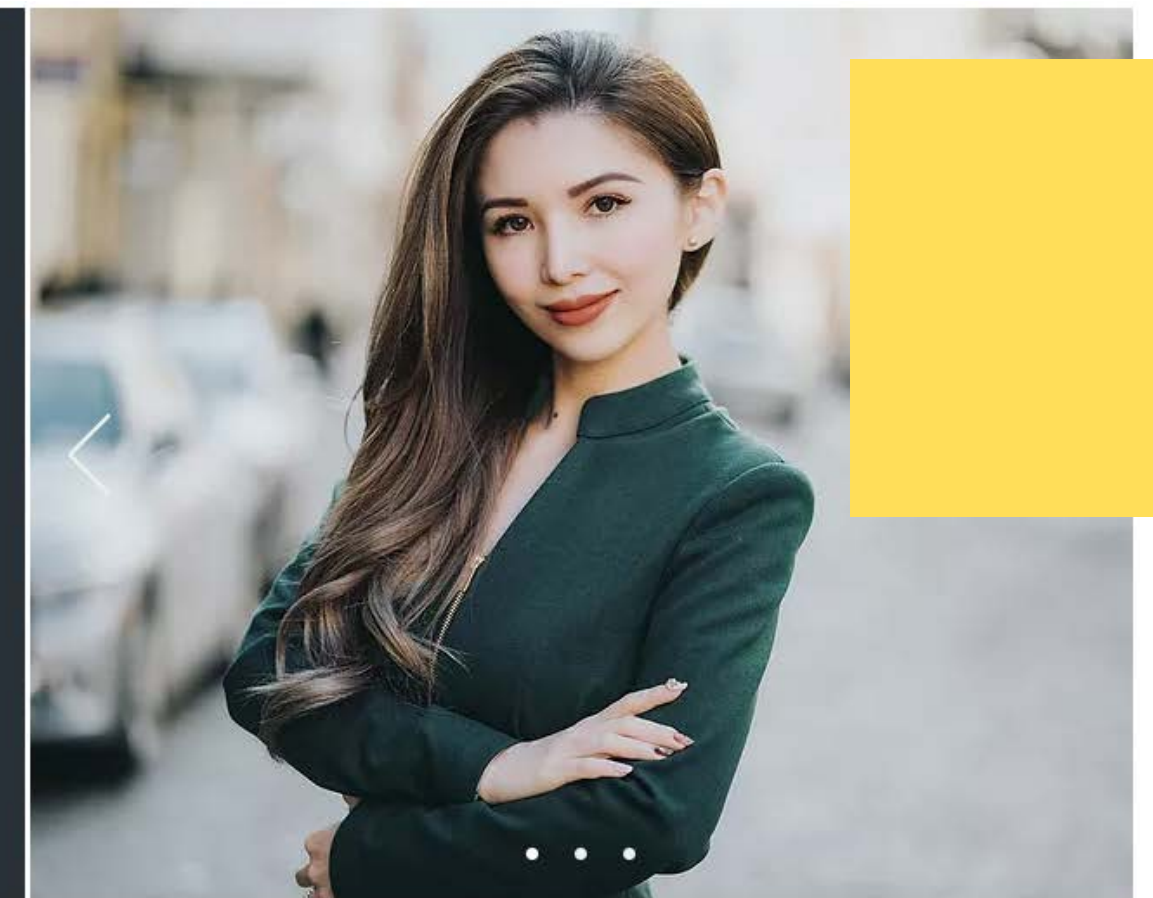


**FEATURED IN POPULAR CHINESE  
REAL ESTATE TV SHOW**

**-Special Guest**

**FEATURED IN TOP 100 MAGAZINE**

**-Top 50 Women of 2019**



# MEET BARBIE LI TEAM

TRUSTWORTHY AND READY TO HELP

## Li (Barbie) Li

Licensed R.E. Broker

C.E.O of B Square Realty

Member of MLSLI, LIBOR, NYSAR, NAR

Certified Buyer Representative (CBR)

Commercial and Investment Real Estate Certified (CIREC)



**Rachel Ma**

Listing /Marketing  
Manager



**Amelia Fan**

Lead/ Marketing  
Assistant



**Aaron Dong**

IT Specialist/  
Technical advisor



**Marcus Yang**

Web Developer/  
Marketing Assistant



**Vivian Chen**

Buyer/  
Showing Agent



**Cindy Li**

Buyer/  
Showing Agent



**Rita Ye**

Buyer/  
Showing Agent



**Elaine Huang**

Buyer/  
Showing Agent



**When it comes to  
selling your property,  
what matters to  
you the most?**



**Quick Sale**



**High Sale Price**



**No Hassle/ Smooth Transaction**



**All of the above!**

## ***SERVICES WE OFFER***



**Consulting**



**Branding**



**Marketing**



# **CONSULTING**

## **FREE and NO OBLIGATION market analysis for your property**

- Detailed comparable of similar properties sold and on market in the past 6-8 months in your neighborhood.
- Your goal is our ONLY goal, Our team will strategically market your property, to create “THE MARKET” and achieve ultimate RESULTS.
- Our dedicated sales team speaks multiple languages to assist our ethnically diverse in New York. We provide outstanding Real Estate services to ease your concern and can assist you with all real estate related matters!



# TOP DOLLAR IS GUARANTEED BY:

**1**

**The Most Professional Team**

**2**

**Innovative Marketing Strategy**

**3**

**Advanced Study In Real Estate**

**4**

**Cutting Edge Systems & Technology**

**5**

**Relationship & Networking**

**6**

**Massive Database Of Customer**



## **BRAND STRATEGY**

**Professional Photography**  
**Drone Video/3D Virtual Tour**  
**Property Website Page**  
**Marketing Brochure**

In today's real estate market, home buyers and investors are spoilt for choices. Even the best location is no longer enough when it comes to competing on a Global Market and this is when Strategic Branding comes into play. Barbie Li's Marketing Team utilize the most advance technology and tools to make your property stand out!



***PROPERTY  
BRANDING***





# Professional Photography

“

Homes that use a professional photographer for their listing on average sell \$11,000 over market value and sell 50% faster than homes with standard photos. Studies have shown that 98% of homebuyers judge whether or not to walk through a property by first seeing the listing photos online.

”

**Barbie Li Team creates extraordinary photos and videos for every exclusive listing. We showcase your property, and with our amazing branding, it will help to sell it quicker, for more money, and make your property look amazing to attract more buyers!**





# ***Drone Video/ 3D Virtual Tour***

By adding drone photography and video, people will be engaged more to your listing because they can also get a sense of the entire neighborhood. It's easier to show amenities around the community that will add more value to the home and attract the buyers to come in the door.





# THE QUEENS BORO TOWER

*Modern Amenities  
Urban Location.  
Sophisticated Style.*

Are you satisfied with the life you're living?

*Scroll Down*



41-04 27TH ST  
LIC NY

The Queens Boro tower is a brand new luxury development in the heart of Long Island City, located minutes away from the Queensboro Plaza station in the trendiest neighborhoods in New York City.

This condo building featuring a private balcony, washer/dryer in unit, dishwasher, nest thermostat system, built-in Bluetooth speakers, and King sized bedrooms with walk-in closet!

Contact us now to schedule a tour today!

## Property Website Page

At Barbie Li Team we create a individual website page for all of our listings. Every page is customized to highlight all the features of the property. The page also benefits from our paid SEO optimization of our website, so the property address will pop up on Google when someone trying to search a property in the same area.

<https://www.libarbieli.com/the-queens-boro-tower>



B-SQUARE REALTY 盛世地產

# BRICK 3-FAMILY IN RIDGEWOOD



ASKING \$1,180,000  
MLS#3169091



1833 Palmetto St, Ridgewood, NY 11385

Built in 2007, each floor has 2 bed 2 bath

Lot Size 50\*25 Building Size 35\*25 Tax\$7679/year

1st&3rd floor each tenant pays \$2,000/m w/ no lease

The 2nd floor is currently owner occupied

B-SQUARE REALTY 盛世地產 1833 Palmetto St, Ridgewood, NY 11385 FOR SALE



B Square Realty is pleased to present the brick legal 3-family in prime Ridgewood location, just a half block to "M" train station. Built in 2007, each apartment is well maintained with a modern kitchen, 2 full bathrooms, and 2 bedrooms. This property features a fully finished basement and beautiful large private yard that is perfect for entertaining! 1st floor & 3rd floor apartments are currently rented out. Each tenant is paying \$2,000/month with no lease (month to month). The 2nd floor is currently owner occupied. The new owner can choose to move in or rent out for additional income. There are 3 separate boilers and tenants are paying their own utilities. 4 blocks to Myrtle Ave, close to shops,

B-SQUARE REALTY 盛世地產 RIDGEWOOD 主呔二家庭



售\$118万  
MLS#3169091



1833 Palmetto St, Ridgewood, NY 11385

2007年建, 地面3层+地下室,每层2卧2浴

地50\*25, 房35\*25, 地税每年仅\$7679

一层/三层出租,每户收租\$2,000/月,房客自付电煤

二层目前屋主自用,过户后可自住一层,收租两层

# Marketing Brochure

We create a marketing brochure for every listing, we will also prepare different versions of flyers, bilingual version for foreign buyers.

Each property listed with Barbie Li's Team becomes a unique World-Class Brand and presented to the local and global audience of real estate buyers through our exclusive marketing channels and extended global network.

## Building Info

Year Built	2007
Building Description	3-Family: walk-up building
Floors	3
Building Dimensions	35 Ft*25 Ft
Total Square Footage	2,499 Sq Ft
Residential Units	3
Basement	Finished
Proximity	Semi-Attached

## Lot Info

Lot Dimensions	50 Ft*25 Ft
Lot Area	1,250 Sq Ft - Corner
R.E. Tax	\$7,679



Customized **AGGRESSIVE** marketing plan  
to **MAXIMIZE** the exposure of your  
property to achieve **HIGHEST** selling price.

## **AGGRESSIVE MARKETING**

Postcard/ Blast Email Campaign/Video  
Campaign/RE Related Paid Online  
Advertising/ Social Media Paid Advertising/  
500+ Websites/ Blogger/ Newspaper/  
Magazine/ YouTube/ Flyer Distribution/  
Posters/ For Sale Signs/Wechat

## ***STRATEGIC MARKETING***

**Your Property May Worth More Than You Think!**  
**Call Me For Free Consultation Today!**  
**Getting your property sold for TOP DOLLAR!**

# Postcard/ Email Campaign



249-60 57 Ave,  
Little Neck, NY 11362  
**\$2,050,000**



**Just Sold By Barbie Li**  
Broker, C.E.O of B Square Realty



**\$1,500,000**  
27-04 203rd St,  
Bayside, NY 11360

Thinking of **BUYING** or **SELLING**?

Contact **Barbie** today!

**347-628-8818**

Not intend to solicit buyer and seller under agency contract.

Our company has **130+** agents,  
we can help with all your  
**Real Estate needs.**

New residential properties now available!

Stats Overview

View Email

Link activity

Subscriber activity

Opens by location

Total emails sent

**54,531**

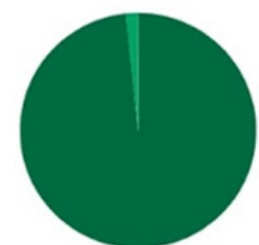
Opened

**85.67%**

Clicked

**71.11%**

Reading environment



● Webmail 98.31%  
● Mobile 1.69%

Top Email Clients

Email Client

Spam complaints

**0.00%**

0

*"When I match buyer's personal needs to my property through the market branding that I have created, they will buy!"*

- Daily email campaign with eye catching designs to **WORLDWIDE** targeted audience.
- Professional and well-designed Just Listed postcards will be mailed on monthly basis, everyone in the neighborhood will get our latest updates via direct mail postcards.
- With an abundance of digital data on all of our habits, we can tell different stories about the same property to different potential buyers.





OVERVIEW



GOOGLE



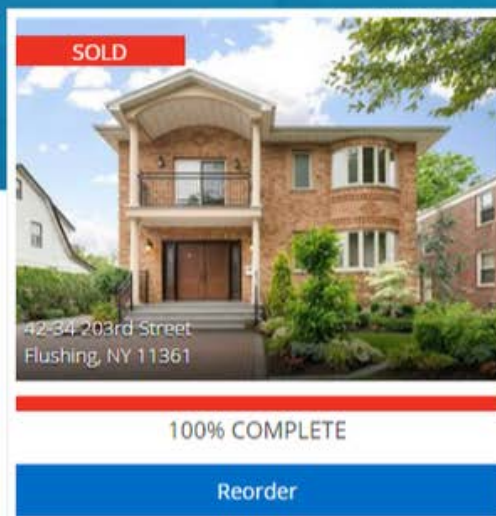
FACEBOOK



INSTAGRAM

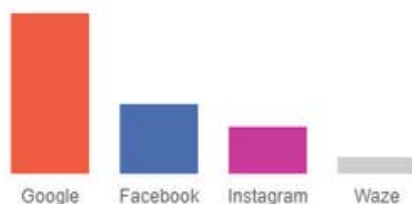


WAZE



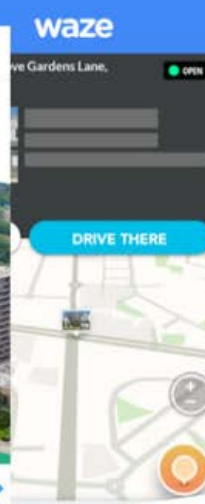
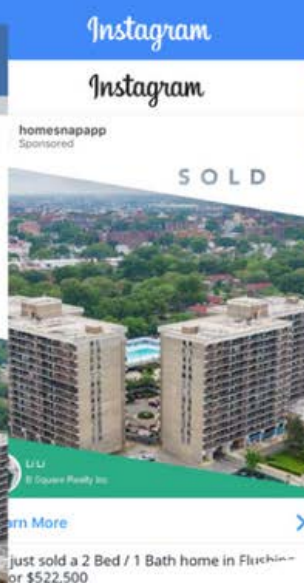
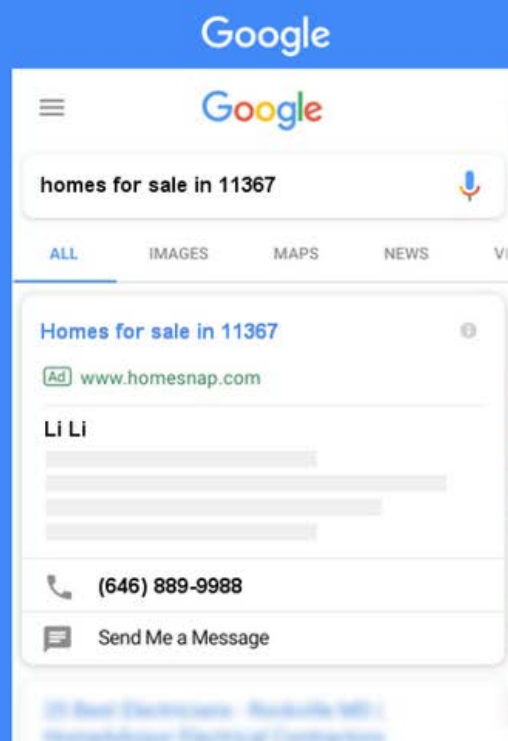
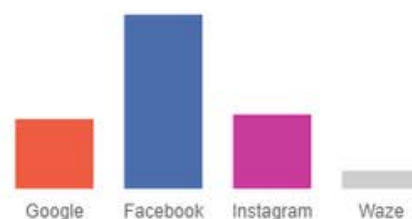
Total Views 📊

110,736



Total Clicks 📊

11,549



*"Smart marketers created their own markets for their product and consumers followed. and that is what my team Focus in. Create the 'eagerness to bid' in buyers!"*

# Social Media Paid Advertising

Selecting the proper target markets on Facebook Ads, Instagram Ads, and other social platforms is a science in itself. Our team is constantly trying new advertising channel to create the maximum the exposure for all our exclusive listings.

## Our Approach

- ✓ Target the right people
- ✓ In the right places
- ✓ At the right time
- ✓ With the right messages



**500+  
Websites**

Another major focus of our marketing strategy is Online Platform. By our cutting-edge technology, our listings will be published on more than 500 national and regional websites, connecting with millions potential buyers and more than 66,000 brokers.

By choosing a realtor that specializes in digital marketing, you can expect **HIGHER** sold price and **LESS** on-market days!





# Newspaper / Magazine

“ People are always more impressed with what they see ”

Our advertisements target all demographic groups. Some buyers perceive print ads to be more credible. Therefore we print our ads on the most popular and reputable magazines.

The magazines are distributed at high-traffic locations and direct-mailed to targeted home buyers.

"My marketing team will showcase your property via every possible marketing channel and expose it to every age groups! More Exposures = More Showings = More Offers = Higher\$\$\$"



**B<sup>2</sup> SQUARE** Your property maybe worth more than you think!  
 盛世地產  
 Call me today for **FREE** market value analysis  
**347-628-8818**  
 Thinking about Selling? Name your selling price  
<http://barbieli.realty.com>  
 Li (Barbie) Li  
 Licensed R.E. Broker  
 FOLLOW ME @ BARBIELIREALTOR

<b>Mixed-Use Building</b> Corona Lot Sft 2,154, Building Size 20'x65 4 apartments and 1 store front NOI \$115,861. CAP asking 4.67%	<b>Prime Commercial Building</b> Brooklyn Lot Sft 6,500, Building Size 50'x100 C4-4A, Res/Comm FAR 4 Surrounded by national tenants	<b>New Remodeled 2-Family</b> East New York Lot Sft 12,750, Building Sft 1750 3 bedrooms+2 bedroom, hardwood floor finished basement, rare street parking
<b>Corner Commercial Building</b> Farmingdale Lot Sft 0.6 Acre, Building Size 10'x72 Corner building w/ restaurant business Gross Income \$960K, Net \$96K	<b>Prime Shopping Center</b> Brooklyn Lot Sft 25,020, Building Sft 34,250 Next to Pitkin Ave/C4-3 Opportunity Zone NOI \$413,989 CAP asking 4.2%	<b>Corner Commercial Building</b> Great Neck Lot Sft 9,600, Building Sft 10,445 2-stories, 100 feet frontage on Northern Projected NOI \$492,124
<b>Single Family</b> East Williston Lot Sft 2,900, Building Sft 1,795 4 bed, 3 bath, private driveway & garage New indoor renovated, convenient to LIRR	<b>Commercial Facility / Condo</b> 1 building (Facility) For Rent \$18.5M New Construction (Condos) \$568,000 Facility: 1st floor legal basement, 1700sq ft Condo: 3rd fl, 1BR, gross 600sq ft	<b>Brand New Luxury 2-Family</b> Little Neck Lot Sft 4,600, Building Sft 1050 per fl Front & Rear Balconies, W/D, 9' Ceiling Finished Basement, Separate Entrances.
<b>Multiple Brand New Luxury One Family in Bayside</b> Starting with \$1.78M	<b>Multiple Condo Studios/ 1BR/ 2BR in Manhattan and Queens</b> Starting with \$560K	<b>Multiple Business For Sale</b> Starting \$150K
<b>Off-Market Properties</b> Multiple Off-Market Commercial Building in Queens, Brooklyn, Manhattan, Long Island, Bronx		

**B<sup>2</sup> REALTY** 盛世地產  
 136-20 38<sup>th</sup> Ave, 3E  
 Flushing, NY 11354  
 718-939-8388/8788

專業地產服務 商業/住宅樓宇買賣  
 免費諮詢估價 土地開發/生意轉讓  
 更多房源信息請訪問  
**www.libarbieli.com**

**347-628-8818**  
 關注微信，實時更新  
 房源信息，獨家代理

**Li(Barbie) Li**  
 Licensed R.E. Broker  
 CEO OF B SQUARE REALTY

<b>精選住宅/康門</b>		<b>精選投資地產</b>	
<b>2房1.5浴</b> 法拉盛中心地段康門,建築面積1176 尺,步行地鐵/LIRR,近一切,售\$79萬8	<b>2房1浴</b> 法拉盛中心華美大廈全新康門,面積870 尺,步行地鐵/LIRR,生活便利,售\$97萬8	<b>新康門</b> 法拉盛中心黃金商場旁1200尺商業康門,格局方正,位置離日,人流量大售\$108萬8	<b>新康門</b> Elmhurst中心2300尺商業康門,目前是補習學校收租\$3千8,15年減地,售\$75萬
<b>Studio</b> 曼哈頓金融區地鐵公園,水景單身公寓,超高性能比,低地稅/管理費,售\$59萬8	<b>3房5浴</b> 曼哈頓中心中央公園旁豪華裝修康門,面積2431尺,全新裝修,拎包入住,售\$639萬8	<b>商住混合樓</b> 長島市全新豪華康門,十五年減地稅,1分鐘地鐵站,5分鐘到曼哈頓,售\$82萬2起	<b>新康門</b> 可樂鄉全新翻新混合樓,1店舖+4家庭,屋20 x 65, 每戶2房1浴,收租穩定,售\$248萬
<b>兩層康門</b> E Elmhurst黃金地段全磚合法兩家庭,地面三層,二/三層每層2房1浴售\$108萬8	<b>兩層康門</b> East New York全新裝修兩家庭,每層900餘尺,共5房3浴+完成地下室,售\$76萬8	<b>一家庭</b> 法拉盛全磚一家庭,近皇后大道,地面兩層+完成地下室,2分鐘步行地鐵,近一切售\$78萬	<b>開發地</b> Elmhurst中心黃金地段8千尺開發建地, R6/C2-3,已蓋圖,可蓋3萬2千尺,售\$65萬
<b>一家庭</b> 貝塞斯達全新獨立街角一家庭,步行LIRR,地100x60,房3,170尺,6房4浴售\$205萬8	<b>一家庭</b> 北法拉盛中心獨立一家庭,地5千尺,房2千尺,3房3.5浴,完成開欄地下室售\$113萬8	<b>OFF-MARKET</b> Maspeth中心占地半畝大型廠房,M1-1,房110*100,層高16尺,格局方正,有升降開門,黃金位置,2分鐘上高速,可清空,超大停車場,目前每月收租\$8千,售\$750萬	<b>OFF-MARKET</b> Maspeth中心占地6萬8千尺超大廠房,面積57,430尺, M3-1,可蓋兩倍,有加蓋空間,層高20-29尺,使用面積大,清空過戶,黃金位置,近高速,開車運貨方便,售\$2400萬
		<b>一家庭</b> 新蘇摩5年新一家庭,地40'x100,房25.5'x41,頂級建材,豪華裝修,26學區售\$138萬8	<b>一家庭</b> 法拉盛知名大型生態出售,黃金地段大型商業樓內,面積約3萬尺,租金\$20/尺,租約剩餘20餘年,年淨收入\$80-100萬,停車場可停100輛車,售\$300萬

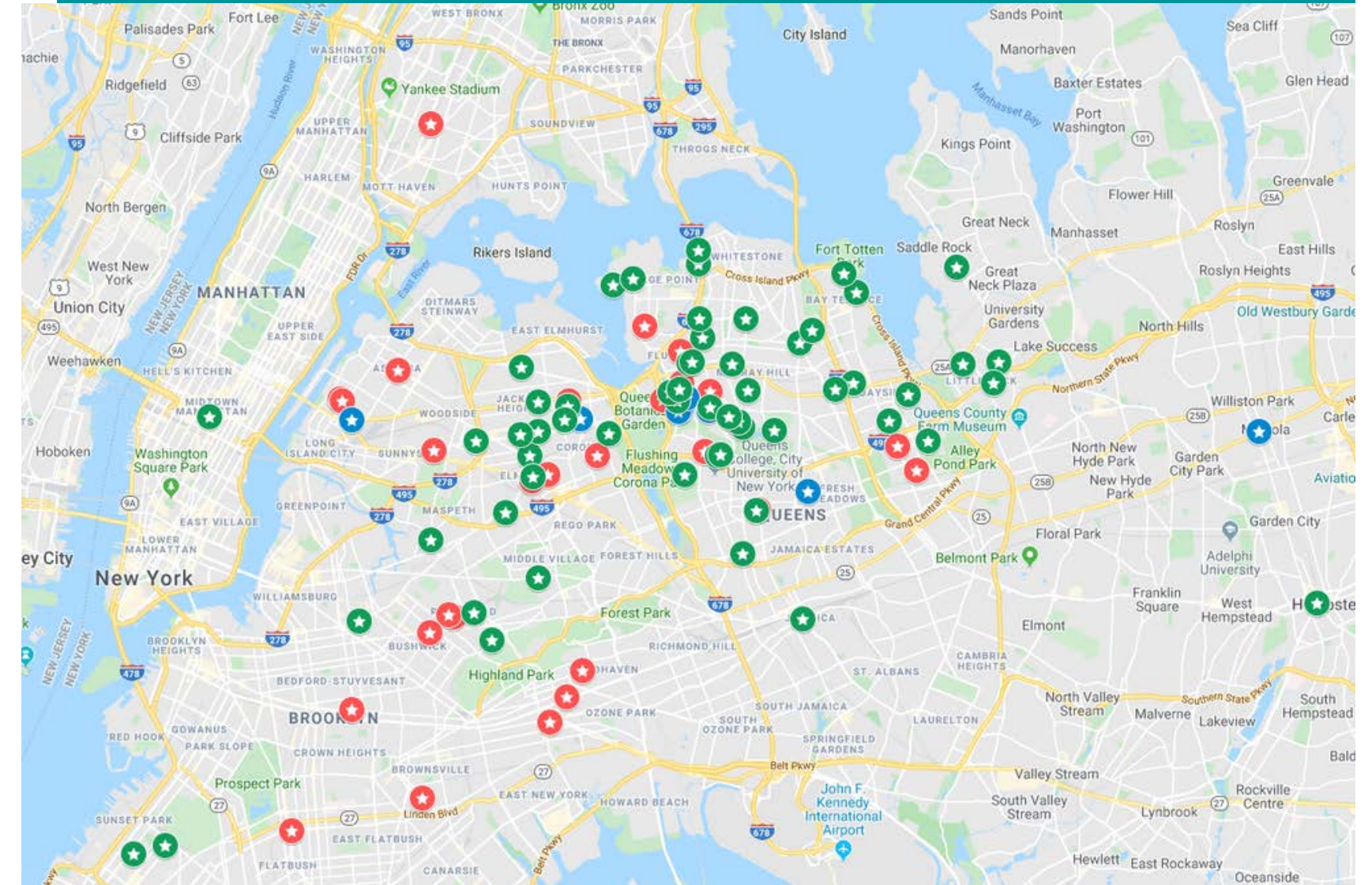


## ***EXPERIENCE IS EVERYTHING IN THIS CHANGING MARKET***

Selling your home is likely the most important financial transaction you will ever make. It is important to put your trust into the hands of an experienced real estate team with a proven track record of success and the credential to back it up. That way, you will get everything you want plus a whole lot more.

**Barbie's Track Record==>**

## **Recent Sold and Just Listed**



**Recent Sold**



**Just Listed**



**Under Contract**



# Client's Review-



Local knowledge: ★★★★★  
Process expertise: ★★★★★  
Responsiveness: ★★★★★  
Negotiation skills: ★★★★★

Speaking as a real estate broker myself Barbie is a masterful agent/Broker. The reason for choosing Barbie was because, I was out of state and needed an expert to handle the deal. She helped analyze, list, clean, stage and sell the property from start to finish. The market was very different, because it shifted into a buyers market and we discussed the right pricing strategy and Barbie negotiated masterfully to get the highest price at the shortest amount of time. There were countless properties in my area and the sellers that were greedy stayed on the market for over a year, we however stayed on the market only a week. This is not to say we priced it low, we priced it right with her expertise. Throughout the process we went into numerous minor problems, such as fixing zoning details, negotiating furniture, and more but Barbie was able to solve things swiftly by herself and discussing with me on the solutions after finding answers.

Overall I will use Barbie on all my deals in NY, because she solves and figures out problems that arise herself, she analyzes the deals and people masterfully, and she makes the transaction smooth as butter. Please work with Barbie if you want to get your properties sold at the peak price in the shortest amount of time.[Less](#) ^

**B<sup>2</sup> SQUARE**  
盛世地產

*Put it under contract in 30 days*

**42-34 203rd Street, Bayside, NY 11361**  
**Sold Price \$1,650,000**

**LUXURY  
1 FAMILY  
JUST SOLD  
BY BARBIE**

**Li(Barbie) Li**  
Licensed R.E.Broker  
**646-889-9988**



★★★★★ Highly likely to recommend

10/07/2019 - liu ching ju  
Sold a home in 2019 in Flushing, Queens, New York, NY 11354.

Local knowledge: ★★★★★  
Process expertise: ★★★★★  
Responsiveness: ★★★★★  
Negotiation skills: ★★★★★

I had my house on the market before, and my previous agent wasn't able to help me sell. After Li Li took over my listing, she has did nice new marketing with 3D tour, brought me in a lot new potential buyers to come in, and finally found the most qualified buyer! She was very professional, and her team members helped me every step of the transaction. I'm very happy with the entire process! Will definitely recommend her as your go to realtor![Less](#) ^

# Happy Sellers

**B<sup>2</sup> SQUARE**  
盛世地產

**29-11 Parsons Blvd, Flushing, NY 11354**  
**Asking Price:\$1,138,000**

**SINGLE FAMILY IN  
NORTH FLUSHING  
JUST CLOSED**

**Contact ME now for  
FREE property evaluation**

**646-889-9988 Li(Barbie) Li**  
Licensed R.E.Broker



100%  
Satisfied  
Clients



25 likes

barbie\_li\_broker Happy Closing! W/ @timjho  
#commericalbroker#happyclosing#multifamily#sold#



★★★★★ Highly likely to recommend

10/02/2019 - zuser20170818054149281  
Sold a Condo home in 2019 in Briarwood, Flushing, NY.

Local knowledge: ★★★★★  
Process expertise: ★★★★★  
Responsiveness: ★★★★★  
Negotiation skills: ★★★★★

I had two properties sold with Barbie Li and it was an delightful exp and all questions answered. She made sure everything goes through as possible. I am happy with both of my experiences.

★★★★★ Highly likely to recommend

07/19/2019 - mikelioudakis  
Sold a Multi Family home in 2019 in Whitestone, Flushing, NY.

Local knowledge: ★★★★★  
Process expertise: ★★★★★  
Responsiveness: ★★★★★  
Negotiation skills: ★★★★★

Li (Barbie) Li was amazing, I could not believe how much traffic was our home in such a short period of time. She used social media (We advertising to perfection. Barbie quickly responded to all phone ca informed at all times. Couldn't have been happier with B Square R recommend them. Thank you again Barbie for everything. [Less](#) ^

★★★★★ Highly likely to recommend

07/18/2019 - madison1853  
Sold a Multi Family home in 2018 in Ridgewood, Ridgewood, NY.

Local knowledge: ★★★★★  
Process expertise: ★★★★★  
Responsiveness: ★★★★★  
Negotiation skills: ★★★★★

I had the pleasure for working with Li Li. From start to finish she wa and a constant professional. I look forward to the opportunity to w



60 likes

barbie\_li\_broker Two happy closings today!



30 likes

barbie\_li\_broker Happy Seller Happy Barbie!!!



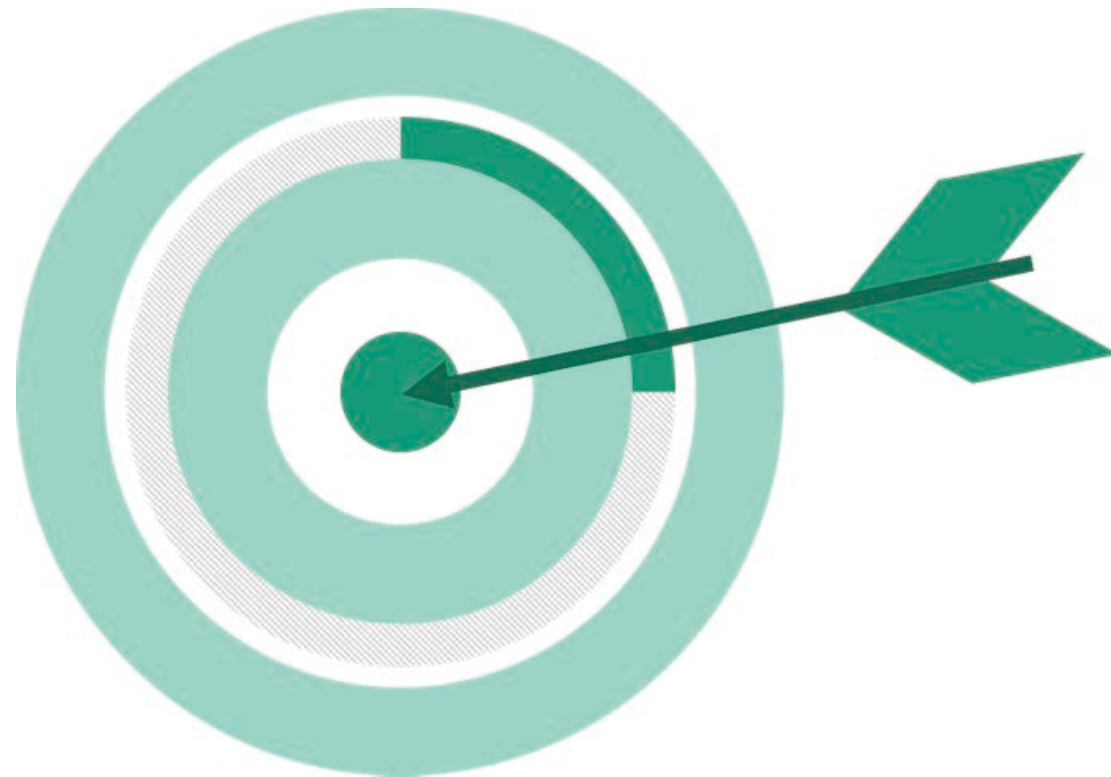
# ***FINDING THE BUYER IS ONLY A SMALL PART OF OUR SERVICE***

Many problems may occur when closing the deal, you **NEED** a professional team to help you solve the problems. Our team is the solution!

**Our team has: Attorneys, Tenants Eviction Professionals, Mortgage Broker, Inspector, Architects, Staging professional, Moving company, Rubbish removal and more can help you every step of the way!**



**25%** Finding the buyers & Getting Offers



**75%** Closing the Transaction





B · S Q U A R E  
R E A L T Y  
盛世地產

# Li (Barbie) Li

Licensed R.E. Broker

Listing Specialist

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Flushing, NY 11354  
718-939-8388/8788



Hire the **BEST** Forget the REST