B SQUARE REALTY

THE RIGHT SALE STARTS BEFORE YOUR PROPERTY HITS THE MARKET.

Smart pricing. Strong presentation.
A strategy built to protect your value.



BARBIE LI

FOUNDER & BROKER-OWNER

14+ YEARS

IN NEW YORK REAL ESTATE

BARBIE LI | B SQUARE REALTY

PROVEN RESULTS. BUILT WITH PURPOSE.

$115,924,813

2025 PERSONAL SALES VOLUME
RealTrends Verified

B SQUARE REALTY

Founder & Broker-Owner · Est. 2018

GLOW MEDIA

Co-Founder · Content, Brand Strategy & Digital Reach

WOMEN IN BUSINESS

Co-Founder · A Network of Business Owners & Community Leaders



BARBIE LI | B SQUARE REALTY

A Better Sale Starts With a Better Strategy.

Selling property is what I do every day. I help the right buyers see your property's full value—and negotiate for the strongest price and terms.

PRICE WITH PURPOSE

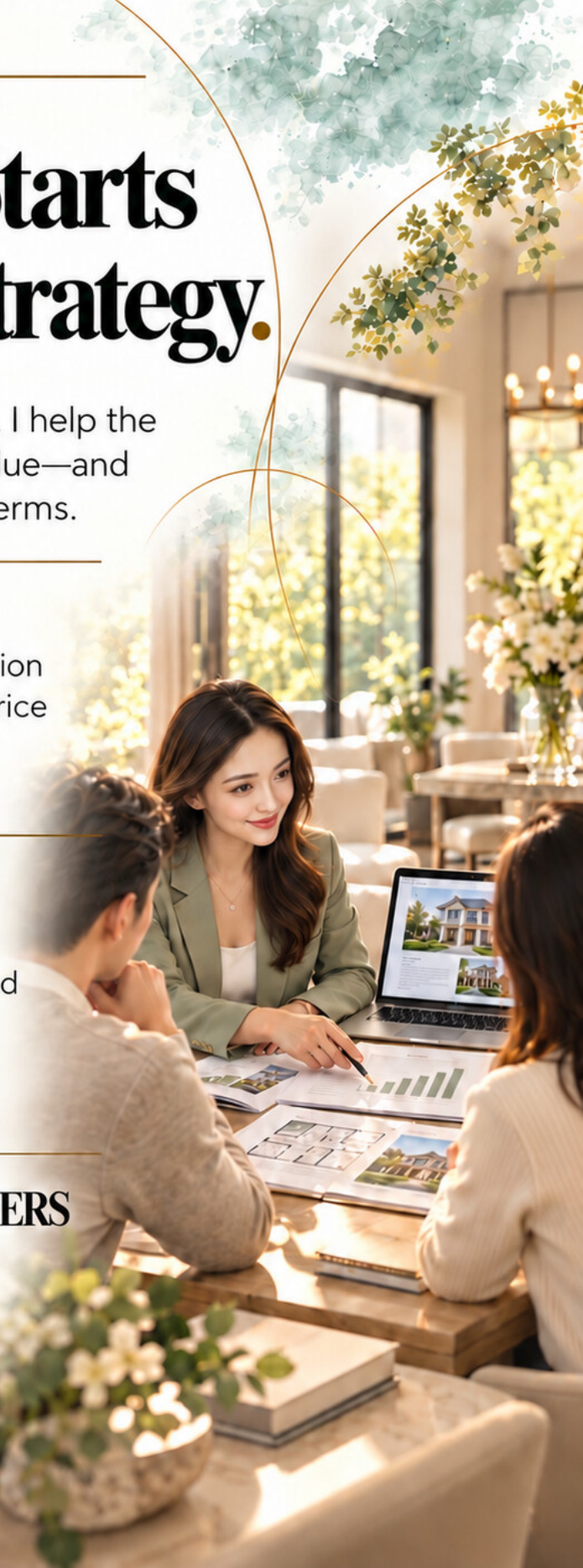
Market data, current competition and buyer behavior shape a price designed to create action and protect your value.

MAKE IT STAND OUT

Our in-house marketing team creates compelling, AI-powered content designed to reach today's buyers.

REACH THE RIGHT BUYERS

Targeted campaigns, direct outreach and an extensive agent network reach buyers locally and globally.



BARBIE LI | B SQUARE REALTY

Your Next Move. Thoughtfully Planned.

Getting an offer is only the beginning. The real job is protecting your price, your terms and your path to closing.

THE RIGHT OFFER

We look beyond the highest number to the buyer's strength, terms, timing and ability to close.

PROTECT YOUR BOTTOM LINE

Inspection, appraisal, credits and contract terms are negotiated around what you ultimately keep.

A CLEAR PATH TO CLOSING

My team manages the people, deadlines and details—while keeping the sale aligned with your next move.



BARBIE LI | B SQUARE REALTY

YOUR LISTING. OUR ENTIRE NETWORK.

More reach. More follow-up. More opportunities to find the right buyer.



$550 MILLION
2025 SALES VOLUME

250 AGENTS
ONE CONNECTED NETWORK

Your property is shared across our agents, their buyers and our local and global network—while one coordinated team keeps every opportunity moving.

KNOW YOUR MARKET. PLAN YOUR NEXT MOVE.

If you're considering selling now or in the near future, let's begin with a clear understanding of your property's position in its local market.

Understand your likely price range, current competition and the best next steps for your property.

SCHEDULE A PRIVATE PROPERTY VALUE REVIEW >



BARBIE LI
Founder & Broker-Owner
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