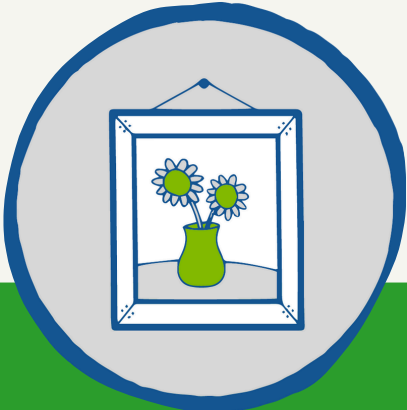


Selling A Home in North Carolina



STAGING

We have found that staging can dramatically impact the sale of homes by making rooms feel warm and inviting for the prospective homebuyer. Whether we bring in a staging company for vacant properties or use your own belongings, staging will improve the online and in-person appeal of the property.



MARKETING MATERIALS

Special feature cards and binders with important documents will be at your property for agents to reference during a showing. This helps to highlight updates, unique features, and answer questions before the buyers even ask. By leaving buyers with more answers than questions, they are given the confidence to write a strong offer.



COMPENSATION

Historically, the list price and final sales price accounted for a negotiable % to compensate both agents. Since 8/17/24, MLS systems no longer publish commissions to buyers' agents. However, we find that most savvy sellers in our market offer a % to be competitive and reduce anything that might prevent buyers from making an offer. We can do this upfront with Form 220 or we can wait for it to be requested with an offer.

1

REPAIRS & IMPROVEMENTS

To sell your house at the highest list price for your area, we will recommend improvements or repairs that will help you stand out on the market! With the help of our trusted contractors, we hope this process is as smooth as possible. You always have the option to forgo our suggestions and factor future repairs into the listing price.

2

MEASUREMENTS & PHOTOS

We professionally measure each property to account for every square foot of your home and mitigate liability for accurate measurements. In addition, our incredible photographer uses flash photography and utilizes the perfect angles to capture your home in it's very best, making it appear light, bright, and open online.

3

4

PRICING

Properly pricing a home requires a careful balance of three things: 1) Evaluating your home's features, challenges, and the buyer pool. 2) Comparing it with recently sold properties that match your home's size, form, and function. 3) Evaluating the current market inventory as your competition. By properly assessing these core components, we will work with you to set the best listing price and help you understand the current market.

5

6



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Selling A Home in North Carolina



OPEN HOUSE & SYNDICATION

On the first weekend on the market, we hold an open house to allow real buyers (ready, willing, and able to buy a home) an opportunity to walk through without their agent needing to be available. Opening your home to multiple parties at once not only gets more eyes on the property but also increases enthusiasm and competition. After that, we typically do open houses after price reductions or by request.



INSPECTIONS

The contract indicates buyers have a right to do any inspections or surveying. Once the inspecting findings are returned, repairs may be recommended. You are not obligated to do repairs, but if something of material fact is discovered it is in the seller's best interest to resolve the issue rather than risk the buyer walking away. You can complete the necessary repair or give a credit towards it at closing.



CLOSING DAY

In NC, the buyer selects a closing attorney to check the title and ensure your current mortgage and property debts are paid at closing. The seller's documents are straightforward, so sellers rarely get their own attorney. Lastly, there will be a final settlement statement with all the credits and debits, and your proceeds from the sale will be available after it is officially recorded.

7



SHOWINGS & FOLLOW UP

When showings are scheduled in ShowingTime, your job is to approve them but not be present or linger nearby. On our end, we reach out prior to every showing to establish a positive relationship with the buyer and their agent, in hopes of getting their feedback afterward and allowing us to turn maybe's into YES's!

8



GOING UNDER CONTRACT

You will have access to offers as soon as I do and we will work together to figure out a plan of action for handling offers and/or getting multiple offers. Not only should we focus on the purchase price, but we should also account for the terms and likelihood of that buyer getting to the closing table. Once all parties have signed off, we have an executed contract.

9

10



APPRAISAL

An appraisal might be requested by the mortgage bank if the buyer is getting a loan on the property. To reduce bias, the appraiser is independently assigned rather than chosen by the buyer, agent, or lender. The mortgage company's goal is to ensure they are loaning money responsibly and that the home is worth the contract price. You will not be privy to the finding unless there is an appraisal shortage.

11

12



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