

LET'S GET YOUR HOME

**SOLD**



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# THE PROCESS AT A GLANCE



MEET WITH YOUR REAL ESTATE  
PROFESSIONAL



ESTABLISH A  
PRICE



PREPARE YOUR HOME FOR THE  
MARKET



LIST HOME FOR  
SALE



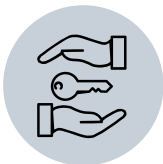
OFFERS AND  
NEGOTIATIONS



GO UNDER CONTRACT



FINAL DETAILS



CLOSING!

# ABOUT ALENA



I am a local expert, Licensed NC & SC Broker/Realtor® in the Charlotte and Lake Norman area, globally connected and ready to guide you on your home buying and selling journey.

I have closed over 98 transactions and 23 million in sales volume. I'm a member of the National Association of REALTORS, a Waterfront Property Specialist, and a NAR pricing strategy advisor (PSA).

Continuously furthering my education by receiving a designation in Real Estate Negotiation, has enhanced my skills and allowed me to bring the art of negotiation into each home sale.

Whether you are a first time buyer, a seller, investor or you are relocating and need professional help moving in and moving out, I look forward to working with you!

My mission is to offer undivided personal attention to attain the real estate goals of my clients and to focus on moving transactions forward to a successful conclusion. I know that buying or selling a home is one of the most important decisions a person can make, and my sincere desire is to make sure that my clients have as smooth and happy of a process as possible.

# ABOUT BROKERAGE

Choosing an eXp Realty listing agent offers several key advantages:

- **Innovative Technology:** eXp Realty agents use cutting-edge tools and a cloud-based platform to market your home more effectively, reaching a wider audience.
- **Extensive Network:** With agents across the globe, eXp provides unparalleled exposure and access to a large buyer pool.
- **Expert Guidance:** eXp agents are highly trained and supported by a team of industry professionals, ensuring expert advice at every stage of the sale.
- **Flexibility:** The virtual model allows for better communication and faster responses, keeping the selling process smooth and efficient.



# THE FORMULA FOR A SUCCESSFUL HOME SALE



1. MARKET PREPARATION



2. STRATEGIC PRICING



3. RELENTLESS MARKETING



# MARKET PREPARATION

It is so important to make a great first impression once a buyer enters the home for the first time. When a potential buyer walks into a dirty home, they assume that the current owners did not take care of the property. Most buyers will want a move-in ready property that feels like new. A long list of chores and repairs right when they move in will not be appealing and can be daunting to a potential buyer. If needed, we contract professional cleaners and stagers to showcase your home in the best possible way.

*"Buyers decide in the first 8 seconds of seeing a home if they're interested in buying it. Get out of your car, walk in their shoes and see what they see within the first 8 seconds."*

- BARBARA CORCORAN

## EASY, LOW COST REPAIRS WITH HIGH RETURN



- REPAINT AND CLEAN WALLS
  - Using light shades of blue or gray have been shown to be more appealing to potential buyers
  - In the kitchen paint baseboards, kitchen cabinets, trim, molding
- LANDSCAPE
  - Add some color with flowers and shrubs
  - Keep the lawn mowed and remove weeds
- UPGRADE LIGHTING
  - Swap out old light bulbs with new brighter bulbs
  - Add more lamps and accent lighting to brighten up darker rooms
- DEPERSONALIZE
  - Remove any religious decor, photographs and decor that may not be neutral or appeal to everyone
- REPLACE OLD APPLIANCES
- CONSIDER RENEWING FLOOR FINISHES AND REPLACING OLD CARPETS
  - Flooring is one of the first things a potential buyer will see and can make or break it for them. Cleaning or renewing your floors can result in a great return.

# MARKET PREPARATION

## SHOULD YOU STAGE YOUR HOME?

Staging a home is a strategic marketing tool used by sellers to help buyers imagine themselves living in your home and fall in love with their property. Staging is more than just putting a new welcome mat in front of the door and getting new throw pillows - when done correctly it can help a home sell for more money in a shorter amount of time.



83%

OF REAL ESTATE AGENTS SAID STAGING MADE IT EASIER FOR A BUYER TO VISUALIZE THE PROPERTY AS A FUTURE HOME.

40%

OF BUYERS' AGENTS SAID THAT HOME STAGING HAD AN EFFECT ON MOST BUYERS' VIEW OF THE HOME.

\*Statistics from the National Association of Realtors® Research Group, 2024

### PROS

- Staging makes the listing photos look phenomenal, attracting more buyers into the home
- Staging allows buyers to envision themselves living in your home
- Staging has been proven to get a higher price in shorter time

### CONS

- Staging can take time to set up and take down after selling
- Staging can be costly when hiring a professional stager company. If done poorly, staging may not be in the buyers' taste

# RELENTLESS MARKETING

## STRONG ONLINE PRESENCE

More than likely, the first place potential buyers will see your home is online. This is why we work hard to reach as many buyers as possible online, and strive to make the best impression possible through our online listings.

When it comes to online marketing, many agents will try to convince you that they have some sort of secret weapon to market your home.

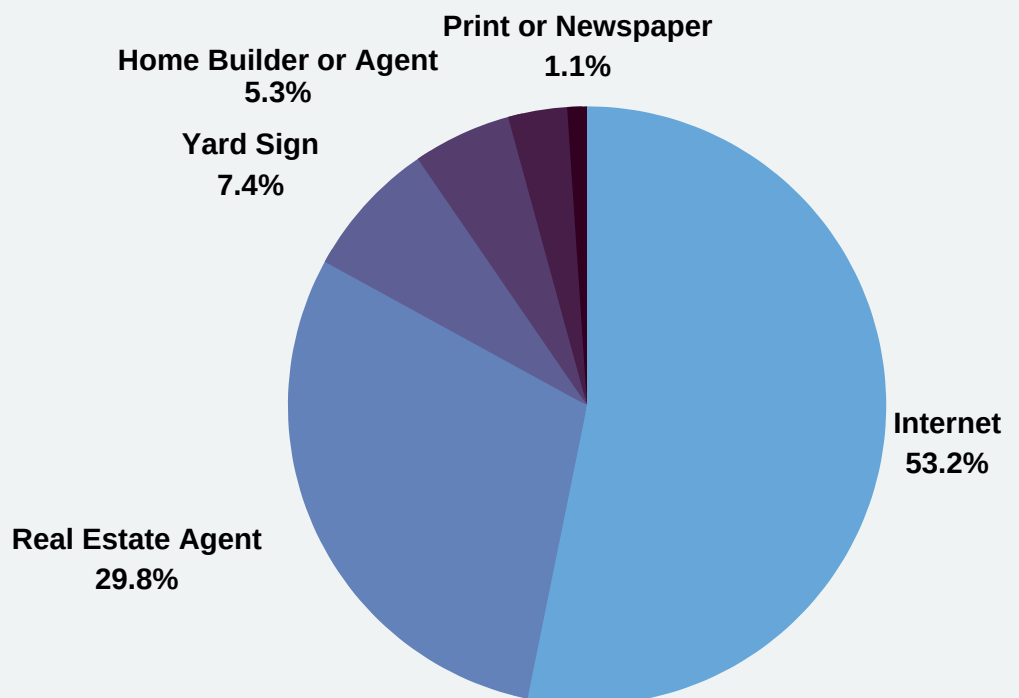
The truth is, every agent's listings is syndicated by the MLS to thousands of websites automatically. If a buyer is house shopping, and your house is on the market, it is basically impossible for them to miss it. Typically, the factors that prevent a home from selling are price, the way it is inputted and the way it is displayed in the MLS.

### I OFFER THESE UNIQUE TOOLS FOR MARKETING:

- DISPLAYED ON BROKERAGE WEBSITE
- DISPLAYED ON MY WEBSITE
- COMING SOON CAMPAIGNS
- VIRTUAL TOUR
- BROADCASTED TO \_\_\_ FOLLOWERS ACROSS SOCIAL MEDIA PLATFORMS
- FACEBOOK MARKETPLACE
- CRAIGSLIST
- FLYERS
- POSTCARDS
- PROFESSIONAL PHOTOGRAPHY (PLUS DRONE SHOTS)
- PROFESSIONAL VIDEOGRAPHY
- OPEN HOUSES
- YARD SIGN CAPTURES

### HOME BUYERS ARE SHOPPING ONLINE

*The pie chart below shows where buyers find the home they purchased in 2024.*



*Source: 2024 NAR Home Buyer and Seller Generational Trends*

# RELENTLESS MARKETING

93% of home buyers use the internet  
54% of them first find the home they buy online

*Never let your agent skimp on professional photos and post photos taken with a cell phone on the MLS.*



## PHOTOGRAPHY

The photos of your home directly influence whether or not a potential buyer will schedule a showing of your home or not. It is crucial that we take high quality, attractive photos of your listing showcasing the best qualities and features of your home. Because of this, we work with the top real estate photographers in the area to capture your home in the very best light. This is a service paid for by me. Below are samples of photos from my previous listings.





# STRATEGIC PRICING

It's important to thoroughly evaluate the market to determine the market value of your home. Properties that are priced right from the beginning typically sell for more in the end. If you price your home too high, the home will stay on the market longer. The longer a home stays on the market, the less it will be shown. Your property attracts the most interest when it is first listed, so it is crucial to price it correctly initially.

## WHAT DETERMINES THE PRICE OF A HOME?

1. Recent Comparable Sales
2. Market Conditions
3. Exposure
4. Property Features
5. Terms you offer

## WHAT DOES NOT DETERMINE THE PRICE OF A HOME?

1. What you paid for it
2. Investments made in the property
3. What you want to profit from the sale

	AVERAGE DAYS ON MARKET:	AVERAGE SOLD PRICE TO LIST PRICE RATIO:
CHARLOTTE REGION MECKLENBURG COUNTY	<b>39 DAYS</b>	<b>97.7%</b>
	<b>33 DAYS</b>	<b>98.2%</b>

\*STATS BASED OFF OF ( SEARCH ON YOUR LOCAL BOARD OF REALTORS) ALL STATISTICS FROM SEPTEMBER 2024

# HOME STAGING CHECKLIST

## CREATE A GAME PLAN

- Walk through your home, room by room as if you are a buyer and take notes on what needs to be done
- Consider having a home inspector come and see if anything needs to be repaired
- Have a yard sale and throw out anything you do not need anymore (this will make packing up to move easier, too!)

## GO "MARIE KONDO" ON THE PLACE

- Thoroughly clean the entire home, or hire a professional cleaning company to do this
- Steam clean carpets, if stained consider replacing carpet
- Repair all cracks and holes in walls
- Paint all interior walls a neutral color
- Remove any excess furniture
- Organize closets and remove any clothes not in season to show off the space in closets
- De-clutter: stow away any small appliances, knick knacks,, personal items, etc. Remember, less is more!
- Remove valuable items from home like cash or jewelry

## KITCHEN AND BATHROOMS

- Mop and polish floors
- Clean appliances and fixtures
- Clean and organize pantry, throw out any old items and show off the storage space
- Replace old caulking
- Remove all stains from sinks, toilets, showers/tubs
- Keep all toilet seat lids closed
- Stow away your personal soaps, hygiene products, medications, etc

## CURB APPEAL

- Paint the home's exterior, trim, doors, and shutters
- Power wash
- Consider sprucing up the front door with a fresh coat of paint, welcome mat and plants
- Inspect the roof
- Sweep the entryways
- Keep lawn mowed and maintained
- Clean up pet droppings
- Clean the gutters and downspouts

## FINISHING TOUCHES

- Open windows, let fresh air in and light a scented candle
- Turn all of the lights, open the blinds

# THANK YOU!

Thank you for trusting me with the sale of your property. I am honored to represent you and guide you through the process. My goal is to ensure that you are comfortable every step of the way. Please don't hesitate to call, text or email with any questions or concerns.



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**MAKING YOUR REALTY  
DREAMS A REALITY**

