

PREPARING YOUR HOME FOR MARKET

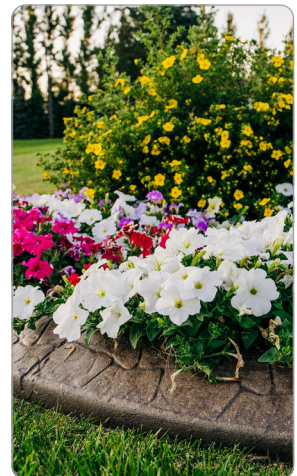
NC SELLER'S GUIDE

WHY PREPARING YOUR HOME FOR MARKET IS THE BEST FIRST STEP

SELLING YOUR HOME IS ONE OF THE BIGGEST FINANCIAL DECISIONS YOU'LL MAKE, AND PROPER PREPARATION CAN MAKE ALL THE DIFFERENCE BETWEEN A QUICK SALE AT A GREAT PRICE OR MONTHS OF FRUSTRATION AND PRICE REDUCTIONS. IN TODAY'S COMPETITIVE NORTH CAROLINA REAL ESTATE MARKET, HOMES THAT ARE CLEAN, WELL-MAINTAINED, AND THOUGHTFULLY PRESENTED ATTRACT MORE BUYERS, GENERATE STRONGER OFFERS, AND OFTEN SELL FASTER. TAKING THE TIME TO PREP YOUR HOME SHOWS BUYERS YOU'VE CARED FOR THE PROPERTY, HELPS THEM ENVISION THEMSELVES LIVING THERE, AND POSITIONS YOUR LISTING TO STAND OUT BOTH ONLINE AND IN PERSON. INVESTING IN PREPARATION UPFRONT NOT ONLY BOOSTS YOUR HOME'S APPEAL BUT ALSO MAXIMIZES YOUR RETURN—MAKING IT THE BEST FIRST STEP TOWARD A SUCCESSFUL SALE.

OPTIMIZE CURB APPEAL

- ★ LANDSCAPE WITH NATIVE NC PLANTS LIKE DOGWOOD OR MOUNTAIN LAUREL, TIDY LAWN AND GARDEN BEDS, AND UPDATE EXTERIOR (FRESH PAINT, POWER WASH)
- ★ SMALL TOUCHES—ACCENT DOOR COLOR, POTTED FLOWERS—CAN DRAMATICALLY ENHANCE BUYER APPEAL



DECLUTTER, DEEP CLEAN & DEPERSONALIZE

- ★ CLEAR COUNTERTOPS, CLOSETS, AND PERSONAL ITEMS FOR AN OPEN, NEUTRAL CANVAS
- ★ PROFESSIONALLY CLEAN, DUST LIGHT FIXTURES, REPLACE AIR FILTERS, AND ELIMINATE ODORS (ESPECIALLY PETS OR COOKING SMELLS)

MAKE STRATEGIC REPAIRS & UPDATES

- ★ FIX MINOR ISSUES—LEAKY FAUCETS, CHIPPED PAINT, FAULTY HARDWARE—TO SEND A “WELL-MAINTAINED” SIGNAL TO BUYERS
- ★ FOCUS UPDATES ON HIGH-ROI AREAS LIKE KITCHENS AND BATHS; NO NEED FOR FULL RENOVATIONS UNLESS NECESSARY

STAGE FOR IMPACT AND DIGITAL APPEAL

- ★ STAGE TO HIGHLIGHT SPACIOUSNESS, LIGHT, AND FLOW; USE MINIMAL DÉCOR AND COHESIVE AESTHETICS
- ★ INVEST IN PROFESSIONAL PHOTOS, VIDEOS, OR 3D TOURS TO BOOST YOUR LISTING’S ONLINE VISIBILITY.

PRICE IT RIGHT

- ★ USE COMPARATIVE MARKET ANALYSIS (CMA) AND VALUATION TOOLS TO SET AN ACCURATE PRICE—OVERPRICING SLOWS A SALE
- ★ IN 2025, MANY HOMES IN NC REQUIRED PRICE DROPS—START COMPETITIVE TO ATTRACT BUYERS EARLY



CHOOSE YOUR LISTING STRATEGY

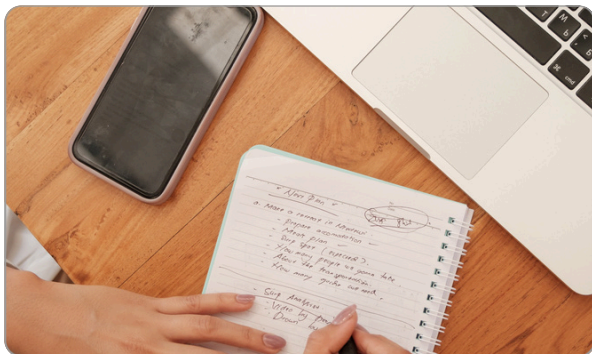
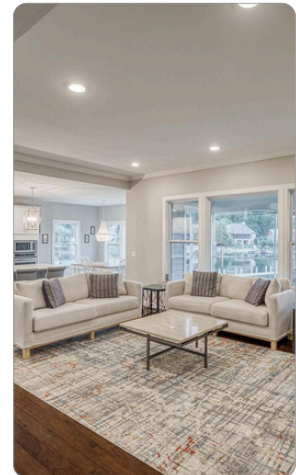
- ★ CONSIDER WORKING WITH A FULL-SERVICE REAL ESTATE AGENT WHO OFFERS COMPREHENSIVE SUPPORT, INCLUDING MARKETING, NEGOTIATIONS, AND LEGAL GUIDANCE

PREPARE PAPERWORK & DISCLOSURES

- ★ GATHER ALL NECESSARY DOCUMENTS SUCH AS YOUR DEED, HOA AGREEMENTS, PROPERTY TAX RECORDS, UTILITY BILLS, SELLER DISCLOSURE FORMS, AND ANY SURVEYS IF AVAILABLE.
- ★ YOUR AGENT WILL HELP ENSURE ALL PAPERWORK IS COMPLETE AND ACCURATE TO AVOID LEGAL ISSUES.

PREPARE YOUR HOME FOR SHOWINGS WITH YOUR AGENT

- ★ KEEP YOUR HOME CLEAN, CLUTTER-FREE, AND STAGED BEFORE AND AFTER LISTING.
- ★ YOUR AGENT WILL SCHEDULE PROFESSIONAL PHOTOS AND VIRTUAL TOURS; BE FLEXIBLE WITH SHOWING TIMES.



COLLABORATE ON PRICING AND MARKETING STRATEGY

- ★ WORK WITH YOUR AGENT TO SET A COMPETITIVE PRICE BASED ON CURRENT MARKET DATA.
- ★ DEVELOP A TARGETED MARKETING PLAN USING MLS, SOCIAL MEDIA, ADVERTISING, AND PROFESSIONAL VISUALS.

BUILD A SUPPORT TEAM WITH YOUR AGENT'S GUIDANCE

- ★ USE YOUR AGENT'S NETWORK TO FIND TRUSTED INSPECTORS, CONTRACTORS, PHOTOGRAPHERS, AND ATTORNEYS.
- ★ LET YOUR AGENT GUIDE YOU THROUGH DISCLOSURES, LEGAL STEPS, AND NEGOTIATIONS FOR A SMOOTH SALE.

