

LISTING
PRESENTATION



Express Home Realty

3680 Westgate Center Circle, Winston Salem NC

Express Home Realty is a local firm based out of Winston Salem NC. We serve central North Carolina with local agents in Charlotte, Greensboro, Winston Salem, and the surrounding areas.

Our firm has been in business since 2020 and is one of the fastest growing firms in the Triad area. When experience matters you need the friendly team at EHR. Our broker in charge is a pioneer of the real estate industry with over 35 years of experience as a realtor and 15 years in agent education.

We have a proven track record for both sellers and buyers. You can expect quick response times, high quality tools and resources, and dedicated service.

WORKING TOGETHER TO ACHIEVE YOUR GOALS



Your goals, dreams, expectations and objectives are at the center of the Express Home Realty's selling process. In order to set the foundation for a successful transaction for your home, let's discuss the following topics:

- Why you are selling your home?
- Tell me about the time frame for your move?
- Are there any challenges that you anticipate that we might have in selling your home?
- Are there specific services that you want from me?

Express Home Realty has successfully represented buyers and sellers in your neighborhood. Our knowledge, expertise, and total commitment to your goals drive a selling process that runs smoothly and achieves success.

THE UNIQUE VALUE OF YOUR HOME



In order to take advantage of the comprehensive marketing that the Express Home Realty offers, it is important that we get to know your home as well as you do. Let's use the following points of discussion to explore the features of your home that might be most attractive to a potential buyer:

- What caused you to buy this home?
- Which features of the home have you enjoyed?
- What features, that a typical buyer might miss when walking through your home, should I know about?
- What other features or benefits should be highlighted?

Highlighting the unique features and benefits of your home is essential in ensuring that it receives the value it deserves.

EXPRESS HOME REALTY: AT A GLANCE



Express Home Realty is based out of the Triad but we serve central North Carolina with agents in over 7 Counties we leverage are team to present you with more buyers.

- Local Realtors®
- Highly Trained Agents
- Over 30 Years of Real Estate Expertise

We strive every day to better understand your needs to help you complete a successful transaction for your home. We embrace your goals as our own.

Express Home Realty is locally owned and operated!



SELLING YOUR HOME

ATTRACTING BUYERS



Did you know...

95% of home buyers used the internet at some point in the home search process*

Among buyers who used the Internet to search for homes, 50% found the home they purchased through the Internet.*

72% of home buyers used a mobile or tablet website or application to search for a home.*

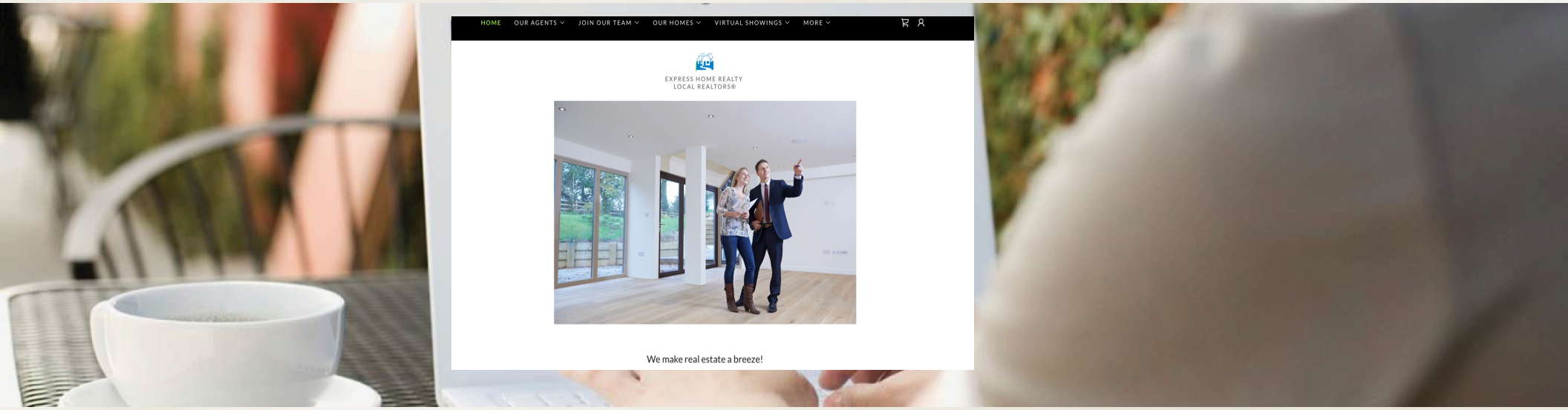
Among the 72% of mobile or tablet searchers, nearly 6 in 10 recent home buyers found the home they ultimately purchased on that device.*

The internet is the place to be and EHR is there!

We get your property noticed!

Note: Express Home Realty does not send listings to realtor.com. Realtor.com receives our listings from the MLS systems.

*2016 National Association of REALTORS® Profile of Home Buyers and Sellers



Expresshomerealty.com

Your home will get a tremendous amount of exposure and your listing will include detailed information about the property and the surrounding community.

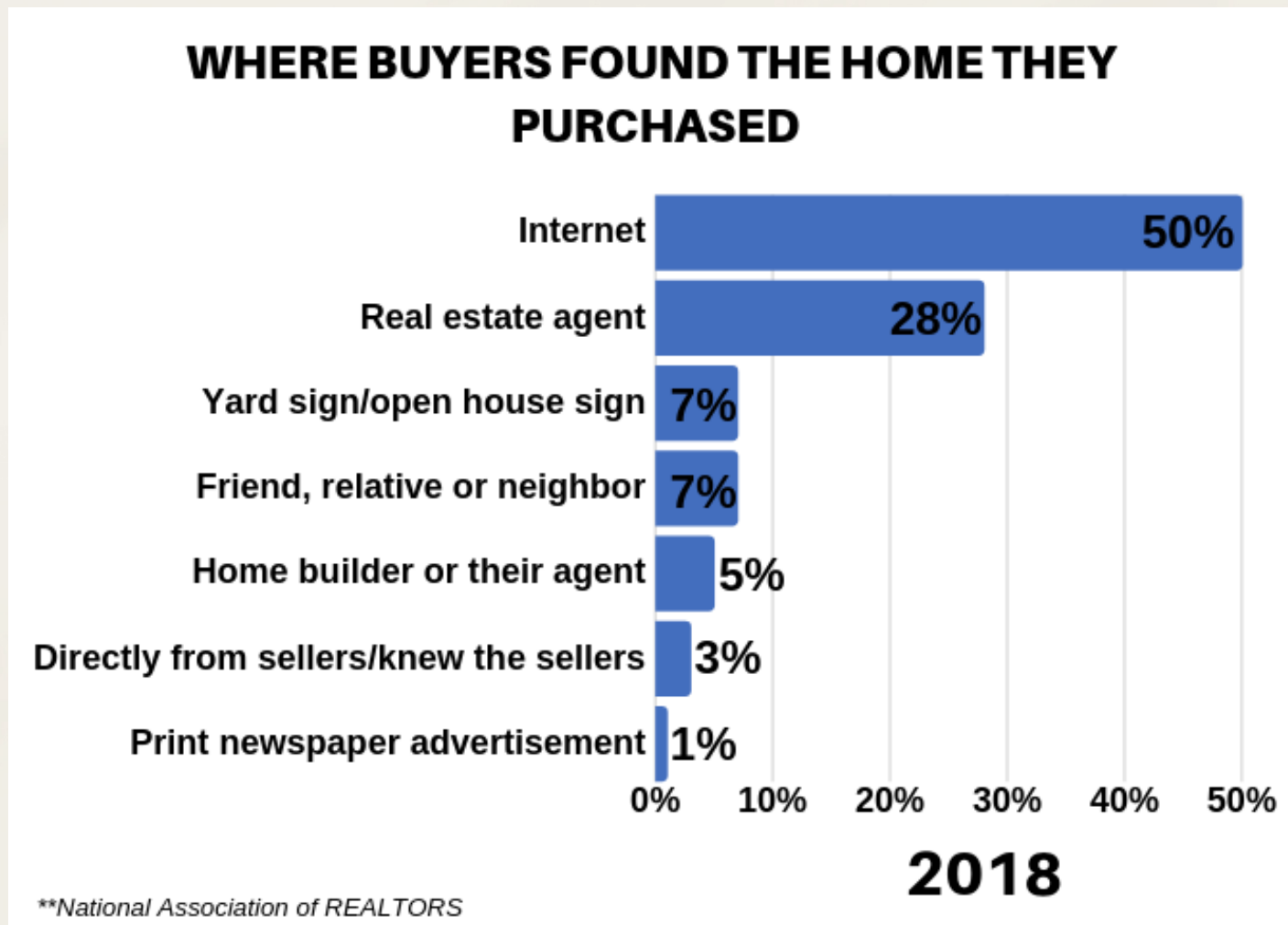
Our state-of-the-art Web site delivers the information that homebuyers and sellers need to make informed decisions about properties quickly and with fewer clicks.

A POWERFUL WEB PRESENCE



Express Home Realty® listings are also displayed on most MLS-enabled real estate sites.

Where Buyers Found the Home they Actually Purchased



THE HOME SEARCH PROCESS

Information Sources that Buyers used during their Home Search

How Technology is Helping Buyers Navigate the Home Search Process

A recent realtor.com survey revealed that buyers are still considering moving forward with the home buying process, even if they can't see the home in-person.

While they still prefer to physically see a home, here are the tech specs buyers think are most helpful in today's home search process.

61%

Virtual tour of the home



58%

Accurate and detailed listing information



53%

Accurate and detailed neighborhood information



51%

High-quality listing photos



39%

Video chat walk-through with agent or landlord



Source: realtor.com

 KEEPING CURRENT MATTERS

STAGED FOR SUCCESS

The National Association of REALTORS® 2017 Profile of Home Staging takes a look at the value staging a home brings to the selling process

77%

of buyers' agents say that staging makes it easier for buyers to **'visualize'** the property as their future home



49%

of buyers' agents say that staging a home **increases the dollar value offered**



62%

of sellers' agents say that staging a home **decreases the amount of time** a home spends on the market



The most commonly staged rooms are the:

living room

83%

kitchen

76%

master bedroom

69%

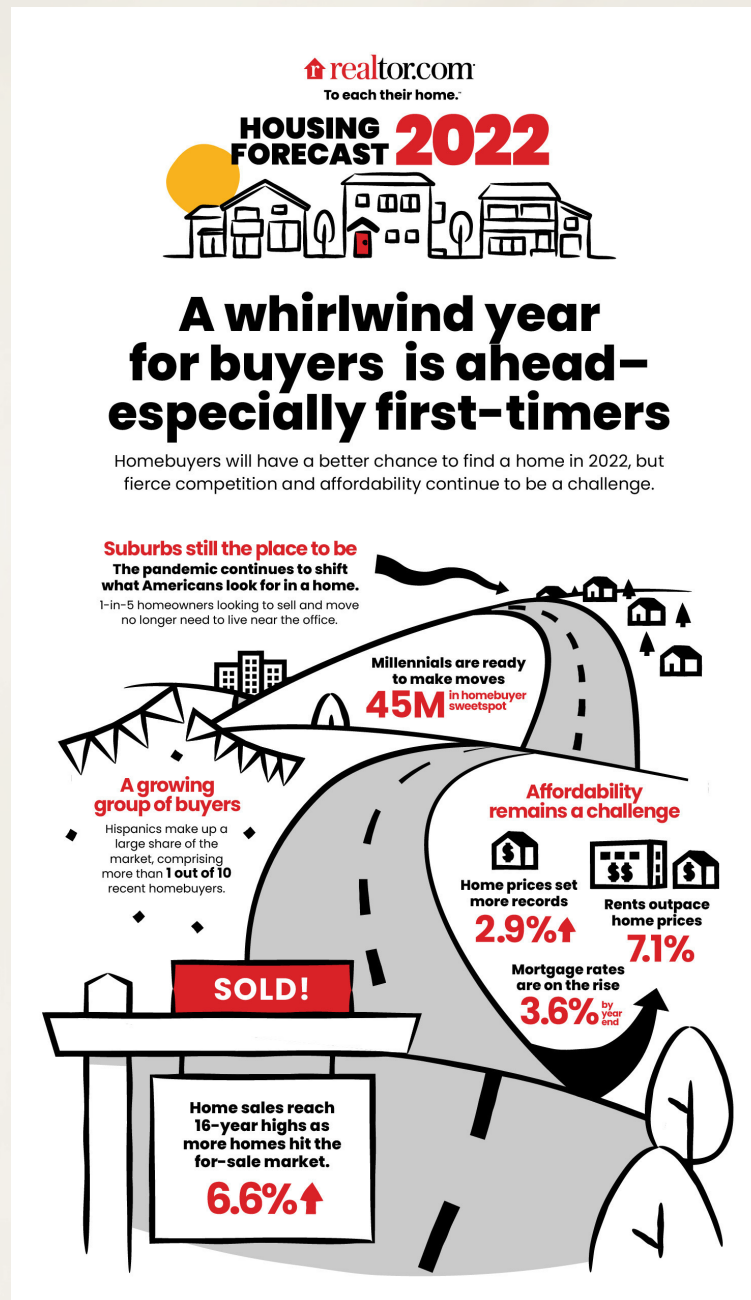


93%

of agents recommend that seller's **declutter their home** before putting it on the market

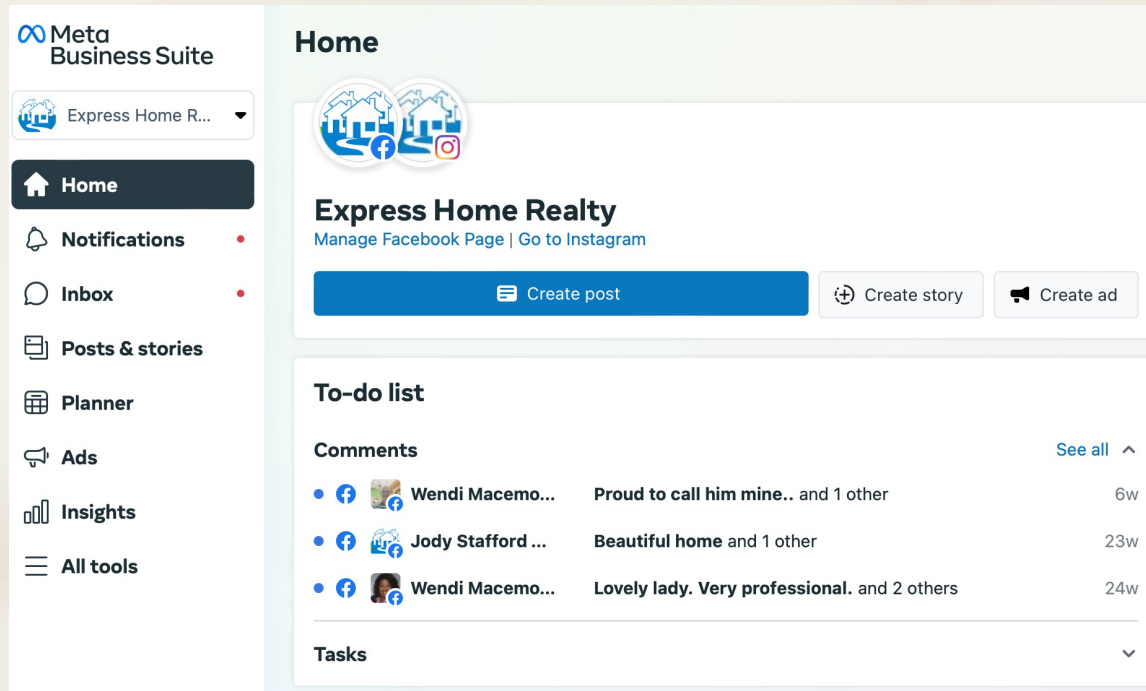


NATIONAL
ASSOCIATION of
REALTORS®



SOCIAL MEDIA SHARING TOOLS

EHR



We use META Business Suite to share content on our social media platforms to maximize your exposure.

SOCIAL MEDIA SHARING TOOLS

People spend far more time on social networks than they do looking at listings in the local newspaper.

My listings include a built-in posting tool that encourages sharing.

Not only will I post your listing on my social networks, but others can share your listing on their social networks with a simple mouse click!

SOCIAL MEDIA IS ONE OF THE BEST WAYS TO BOOST EXPOSURE... THESE ARE OUR TOP TWO!

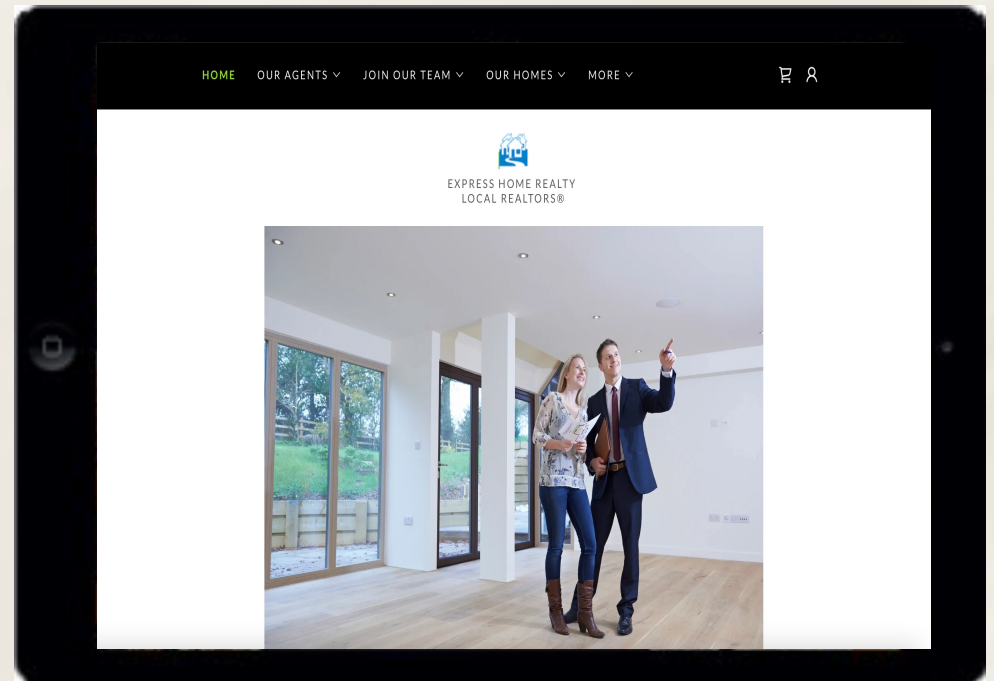
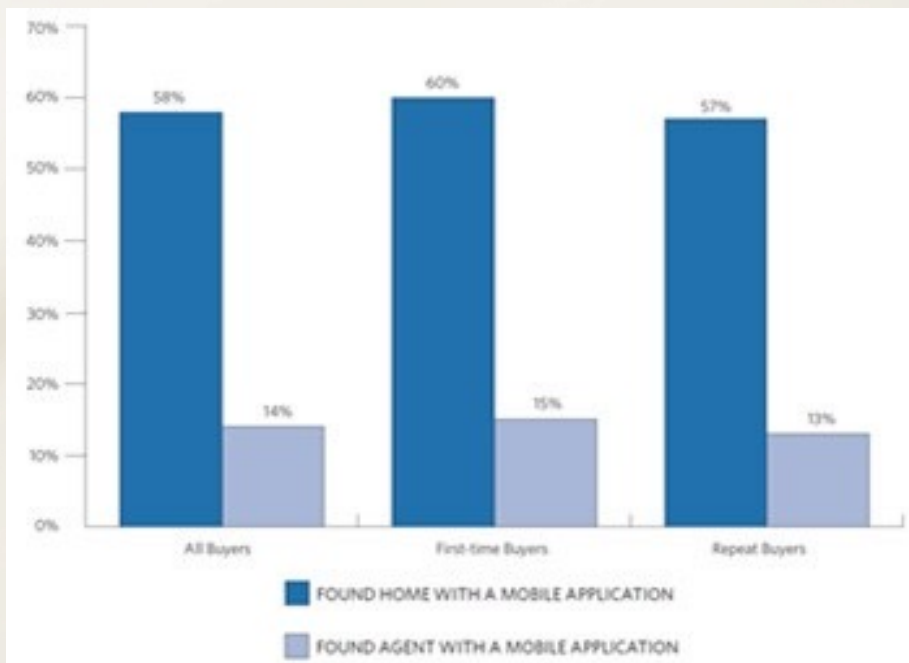
facebook®

You Tube

MOBILE READY



People are accessing property websites via their mobile devices more than ever before. Express Home Realty offers a responsive mobile platform that delivers property details on the go.



A UNIQUE PROPERTY



DESERVES A UNIQUE PROPERTY LISTING



4407 Hunton Dale Road, Concord, NC 28027-0270

Price: \$599,900
Status: Active
Bedrooms: 3
Total Baths: 3
Full Baths: 3
Acres: 0.220
Subdivision: None

Listing ID: 1058252
Triad

Beautifully maintained inside & out! Like new 3 Bedroom, 3 Bath home with 2-car attached garage, screened porch & large deck overlooking fenced backyard with storage building. Open floor plan,...

Listing courtesy of Express Home Realty



[Photo Gallery \(31\)](#)

[Open House](#)

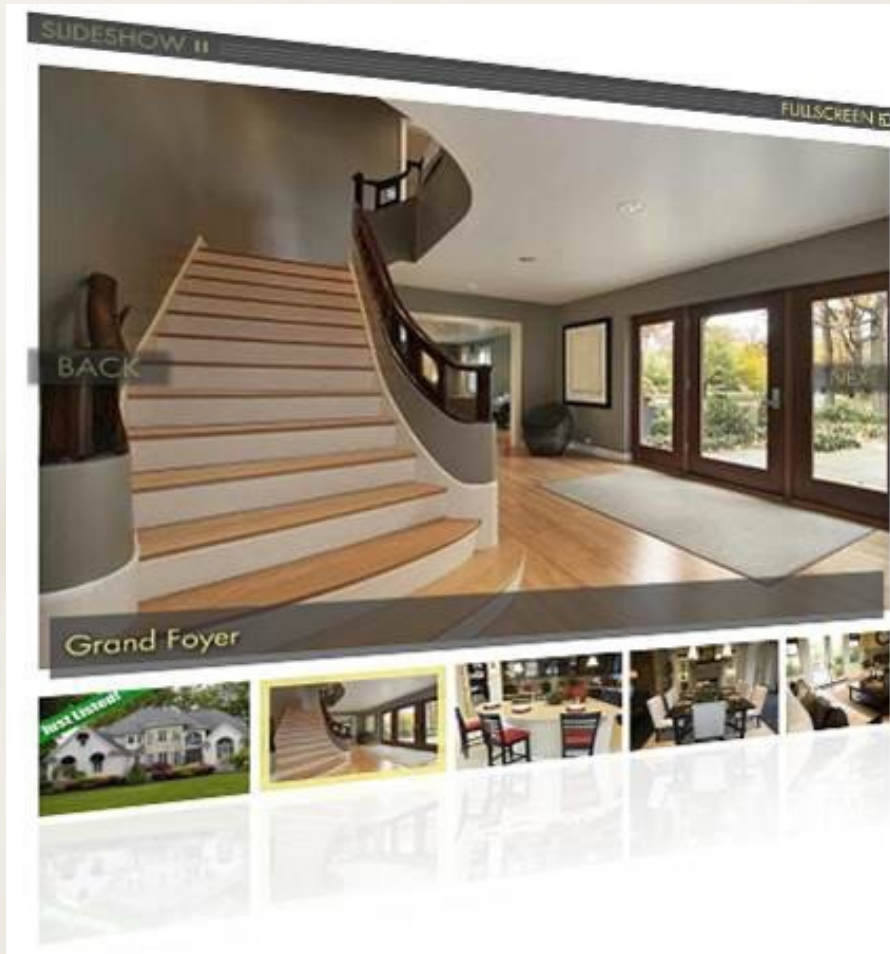
[Add to Favorites](#)

[View Details](#)

By creating a Unique Profile for each of my listings, I am able to attract online buyers as well as provide local buyers with fast and comprehensive information about your property.

These days, it's easy for properties to get lost among the thousands of real estate listings added to the market each and every day. Your Unique Property Profile will ensure that your property stands out from the crowd!

FULL SCREEN PHOTOS



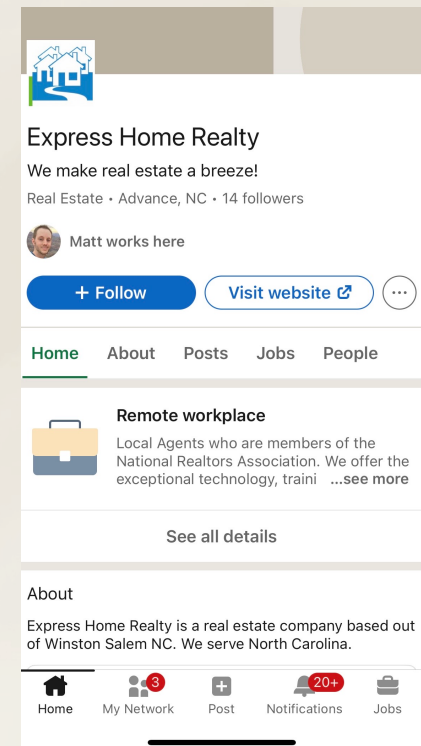
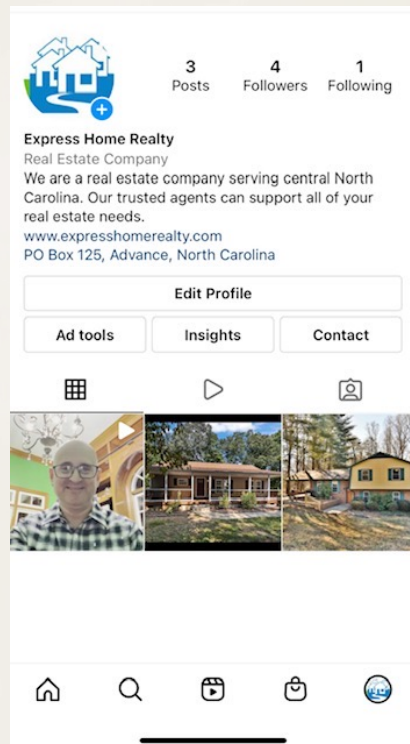
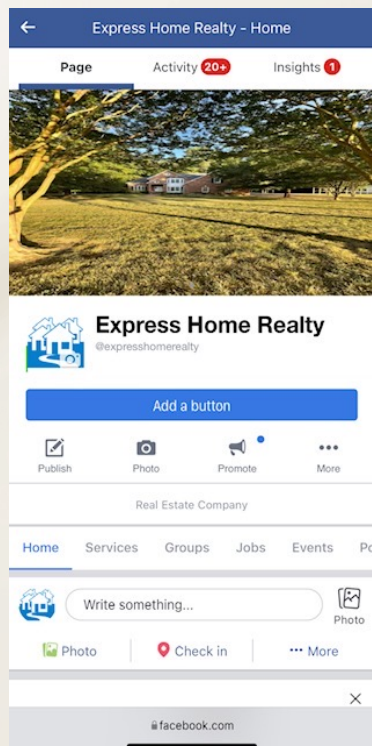
Your home will be showcased with a beautifully designed Slide Show that displays your property FULL SCREEN and iPad Ready!

*Photos are the #1 Thing that Buyers want to see online!

SOCIAL MEDIA



EHR offers high tech solutions to real estate marketing. We successfully utilize social media channels like Instagram, Facebook, Twitter, and LinkedIn along with many other applications to market your property listing in an effort to find the right buyer for your home. Considering that hundreds of millions of people use these sites on a daily basis, it is important for your home to be included.





PRICING STRATEGY





Intelligent Pricing

By pricing your property at market value, you expose it to a much greater percentage of prospective buyers. This increases your chances for a sale while ensuring a final sale price that properly reflects the market value of your home.

The Effect of Overpricing

Improper pricing may lead to a below market value sale price, or even worse, no sale at all. Your home has the highest chances for a fruitful sale when it is new on the market and the price is reasonably established.

Activity vs. Timing

A property attracts the most attention, excitement and interest from the real estate community and potential buyers when it is first listed on the market. Improper pricing at the time of initial listing misses out on this peak interest period and may result in your property languishing on the market.

Express Home Realty is one of the most successful real estate businesses in Central North Carolina. With agents located strategically all over the Triad we have experienced local agents to serve you best.

Marketing Your Home

Use Our Marketing Expertise To Bring In The Right Buyer



Internet Strategy

Traffic to the online real estate marketplaces is skyrocketing! We are able to tap into a steady stream of real estate shoppers. The web is now, by far, the most important advertising medium for real estate. We stay ahead of this trend and continually work to increase our web presence to ensure no matter where your potential buyer is looking for a home, yours will be waiting!



Open House

One of the most productive, cost-effective, and interactive strategies to generate immediate buyers for your property is purposeful and consistent holdings of open houses. Open houses, if properly managed, not only will help sell your home but will allow the potential buyer to see the home first hand, drive the neighborhood and envision themselves living in that environment. It creates the buzz around a new listing, that if priced properly, will fast track your home to sell!

MISSION STATEMENT

Our mission is to provide local agents who are knowledgeable, friendly and experienced while offering collaboration, trust, and support to build relationships.

CORE VALUES

Innovation, Leadership, Ethics, Integrity,
Support, Responsibility, Commitment,
Teamwork, Trust

The Express Home Realty Marketing Department is a full-service team offering an unmatched collection of company paid services, all geared to help you build a better business.

1 DIGITAL MARKETING

- Monthly newsletters
- Blog MySelectLife.com
- Interactive property eBlasts
- Magazine, Select Living
- Reaching over 185,200 readers

2 PRINT ADVERTISING

- Three graphic designers
- Custom print material; flyers, postcards, open house material
- Regional based property ads

3 SOCIAL MEDIA

- Two social media specialist
- 42 Facebook pages
- Instagram, Twitter, Pinterest & YouTube
- Geo Targeting & boosting available

4 WRITING

- Creative writer/editor
- Generates advertorials, press releases and profiles
- Enhances property descriptions

5 EVENTS

- Assist agent host with branding
- Open House and Broker tours
- Client appreciation, community & training events

6 ADDITIONAL BENEFITS

- Luxury Division assists with high-end/luxury listings over \$500k+
- Horse & Ranch Division assists with farm, horse, vineyard listings
- Commercial Division assists with urban developments, warehouse, mix-use listings



Thank You for taking time to review the steps we plan to take to sell your home.
Do you have any questions regarding anything that we have gone over?

Are you ready to list your home for sale with
Express Home Realty and me?