

Selling Your Home



LEGACY REAL ESTATE



ALBERT "AJ" JOHNSON
Owner & Director of Sales



HELEN MOORE
Listing Manager



REBECCA VANDERKOLK
Owner & Director of Operations



MARK RAMSEY
Founder & Listing Agent



NORMA ROBINSON
Listing & Buyers Agent



LISA RAMSEY
Founder & Buyers Agent

Albert "AJ" Johnson

OWNER & DIRECTOR OF SALES



Albert@TheRamseyGroup.net



910-286-0314



8520 Cliff Cameron Dr, 100, Charlotte NC 28269

Albert (AJ) has been helping clients since 2013. He graduated from the University of North Carolina at Charlotte with a Bachelors's Degree in Social Work and a Minor in Psychology in 2012. His early experience was working at a Crisis Center for homeless youth. He learned how to make a difference by listening, communicating, sympathizing, and empathizing with each family's needs, and that experience has translated perfectly to real estate.

AJ has helped over 350 families with their real estate needs. Being a part of a strong team allows AJ to solely focus on his clients while the rest of the dedicated specialists work on all the details from contract to closing



Mark Ramsey

REALTOR - MBA



Mark@TheRamseyGroup.net



704-218-9780



8520 Cliff Cameron Dr, 100, Charlotte NC 28269

Mark began his real estate career in 2002. He holds a Bachelor of Science in Engineering and an MBA. He is also a Licensed Instructor for the North Carolina Real Estate Commission, a KWU-approved trainer, and a MAPS/BOLD Coach.

Mark founded The Ramsey Group, now Legacy Real Estate, in 2003. Since then, Legacy Real Estate has closed over 2,500 homes. It is consistently the top team in its market center and ranks among the top 25 teams in North and South Carolina.

Due to its high customer service and satisfaction level, Legacy Real Estate has earned the Charlotte Magazine's 5-Star Customer Service Award every year since 2007 and 2022 Real Estate Team of the Year



Norma Robinson

REALTOR



Norma@LRECharlotte.com



980-309-9125



8520 Cliff Cameron Dr, 100, Charlotte NC 28269

Norma Torres Robinson, originally from South Texas, moved to North Carolina in 1995 after winning a scholarship to Central Piedmont. Starting at Debbie's Staffing Services in 2000, she climbed from Administrative Assistant to Branch Manager.

In 2019, Norma pursued real estate, passing her state and national tests on the first try. She's a CPR & 1st Aid Certified Realtor, Notary Public, and active member of various professional associations. Beyond her career, she enjoys audiobooks, dancing, learning languages, traveling, and volunteering at local schools. Norma's diverse skills and commitment to growth highlight her as a versatile professional and community contributor.



The Proof is in Our Results

**WE CAN GET YOU THE MOST MONEY
FOR YOUR HOME...WE'VE ALREADY
DONE THAT FOR MANY CLIENTS!**

We:

- Sell an average of 3 homes per week
- Have been the #1 producing agent in our office every year since 2005
- Have been voted Five Star Best in Customer Satisfaction every year since 2007
- Received Keller Williams Double Platinum and other production awards
- Sold over 2,500 properties - that's a lot of happy clients!





THE FOUR P's

Price

Presentation

Promotion

plus....the Process

Pricing plus Presentation equals Value, and your home will sell when the Buyers view your home as having the most value of all the other homes on the market. Our team will coach you on the most proven pricing strategies, as well as the best trending staging practices to give your home the best value on the market. Then, when you add in our top notch marketing (promotion), we will sell your home for the most money, in the least amount of time!



Price

Our innovative pricing strategies allow us to determine the highest price that will cause your home to sell.

Once we have an offer, we use our proven negotiating strategies to help you get the most money.



Supply & Demand

THREE MARKET TYPES

BALANCED MARKET

Average 6 Months of Supply

SELLERS MARKET

Less than 6 Months of Supply

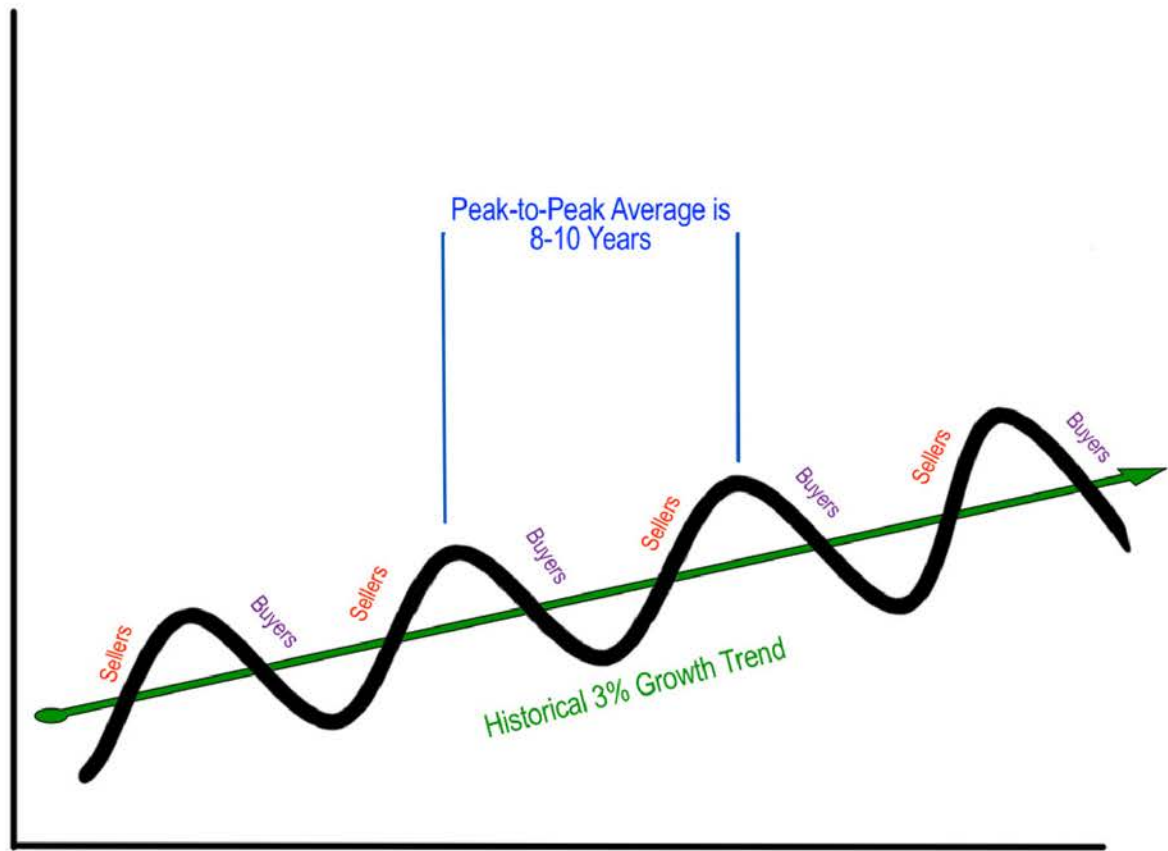
BUYERS MARKET

More than 6 Months of Supply



Trends in Real Estate

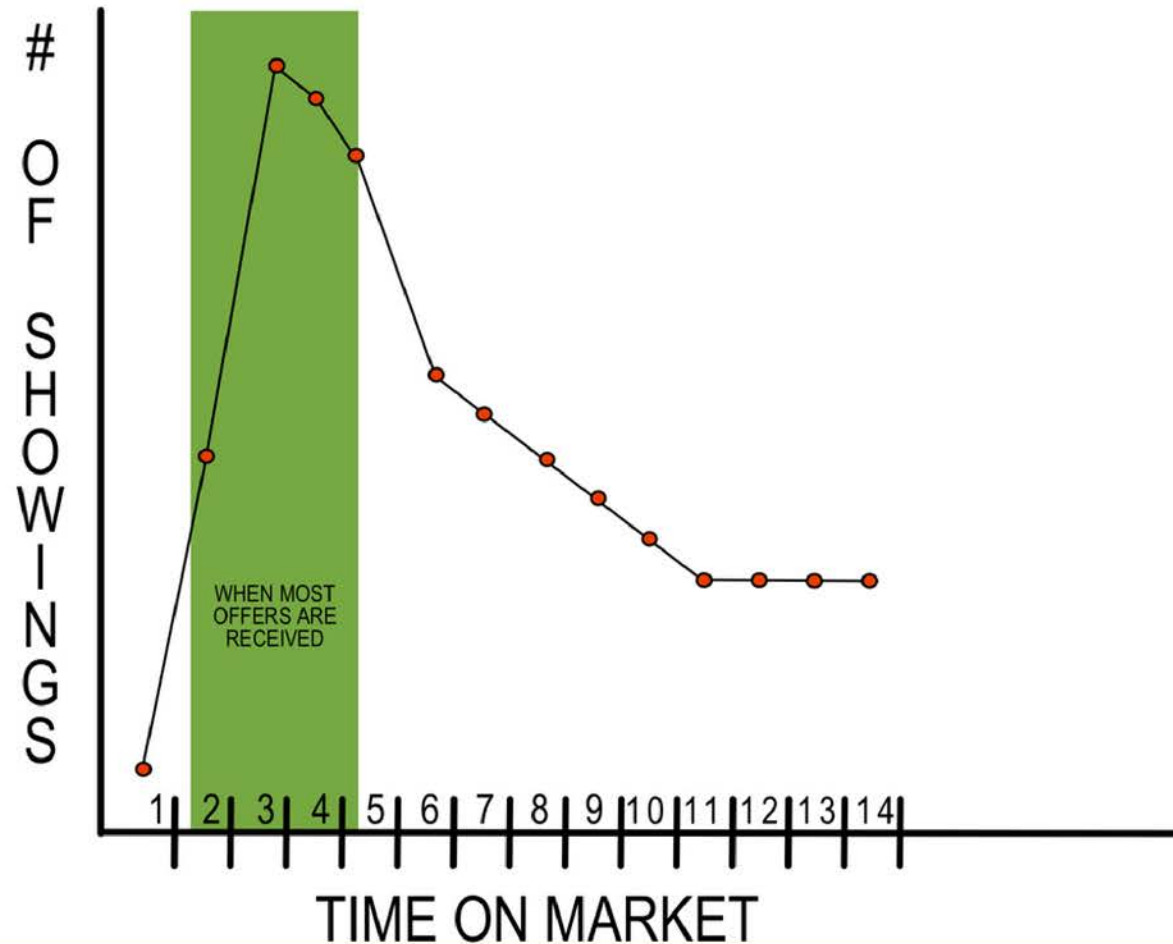
Real Estate is Cyclical



The Right Price at the Right Time

THE MARKET

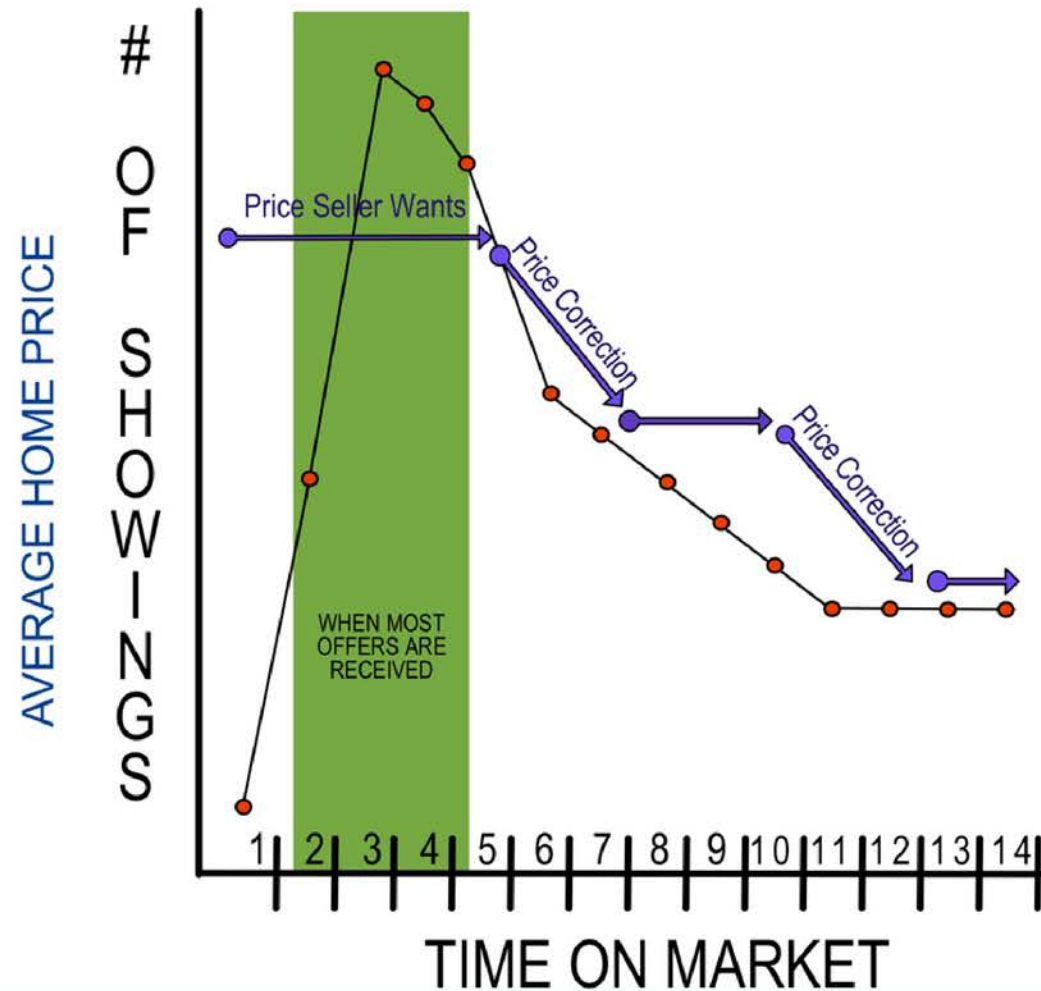
- A property generates the most interest when it first hits the market
- The number of showings is greatest during this time if it is priced at a realistic market value
- Starting too high and dropping the price later misses the excitement and fails to generate strong activity
- Many homes that start high priced end up selling below market value



The Right Price at the Right Time

BUYERS MARKET

If sellers fall behind a market with falling home values, they can end up chasing the declining market down



Pricing Misconceptions

**IT'S VERY IMPORTANT
TO PRICE YOUR
PROPERTY AT
COMPETITIVE MARKET
VALUE WHEN WE
FINALIZE THE LISTING
AGREEMENT**

BUYERS AND SELLERS DETERMINE VALUE

The value of your property is determined by what a buyer is willing to pay and a seller is willing to accept in today's market.

Buyers make their pricing decision based on comparing your property to other properties SOLD in your area. Historically, your first offer is usually your best.

*What you
paid*

*What your
neighbor says*

*What
another agent
says*

*What you
need*

*What you
want*

*Cost to
rebuild today*



Presentation

We use our extensive experience to help you stage your home to entice buyers emotionally.
We will give you the secrets to low-cost, high-value preparations.
We provide this valuable service as part of our world-class service.





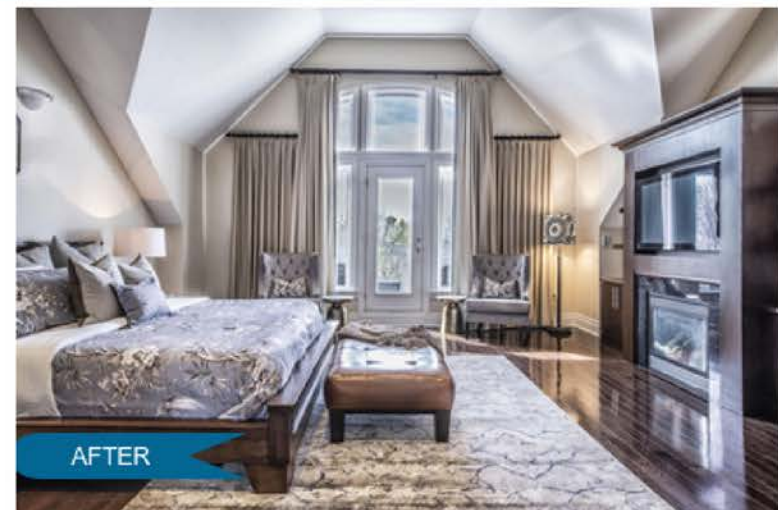
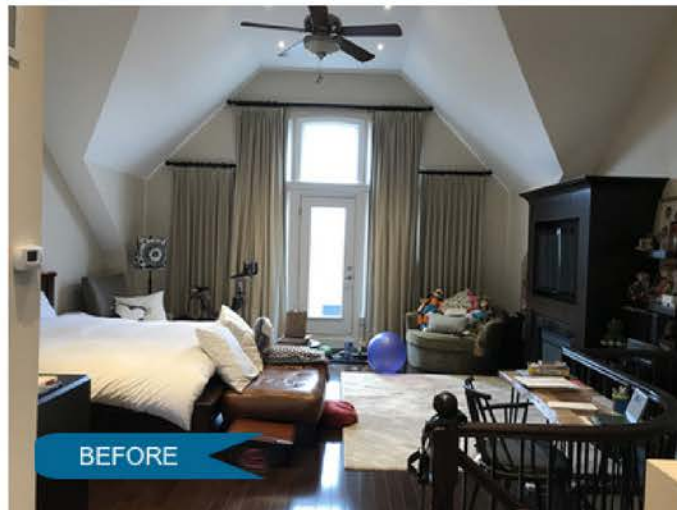
LEGACY REAL ESTATE

We offer a complimentary staging appointment with an Accredited Staging Professional upon completion of listing paperwork. This is a \$350 value that costs you nothing.

We want your home to be shown in the best possible light to prospective buyers so that you get top dollar in the shortest amount of time.

We will help you to create a warm and inviting environment focusing on the best architectural features and selling points of your home.

Staging Examples:



Preferred Providers

- Carpet & Flooring
- Cleaning Services
- Contractors & General Repairs
- Electricians
- Glass & Window Replacement
- Home Inspection
- HVAC
- Kitchen & Bath Refinishing
- Lawn & Landscape Companies
- Locksmiths
- Mortgage Brokers
- Movers & Storage
- Painters
- Pest Inspectors
- Plumbers
- Real Estate Attorneys
- Roofing
- Structural Engineers
- *and more*

Another benefit exclusive to our clients





Promotion

At Legacy Real Estate, we utilize all of the latest technology to immediately get your home in front of buyers. Our "Blitz Marketing" program typically causes quick showings and offers within 21 days or less when your home is priced correctly. That puts you in the best negotiation position, exactly where you want to be!



Information Sources Buyers Use

	2006	2010	2016	2017	2018	2019	2020	2021	2022
Real estate agent	85%	88%	92%	89%	86%	87%	87%	87%	86%
Mobile or tablet search device	N/A	N/A	72	74	73	73	76	74	73
Online video site	N/A	N/A	36	39	37	35	41	40	40
Yard sign	63	57	49	48	46	39	41	35	39
Open house	47	45	50	52	53	51	53	41	28
Print newspaper advertisement	55	36	16	15	13	11	10	7	12
Home builder	26	16	14	19	18	15	18	19	9
Home book or magazine	34	23	12	12	10	7	8	6	7
Billboard	9	5	4	5	5	4	4	4	2
Television	11	7	3	2	3	3	3	2	2
Relocation company	5	3	3	3	3	3	3	2	2



Blitz Marketing

LEGACY REAL ESTATE MARKETS EVERYWHERE BUYERS LOOK

- Keller Williams Website
- All other RE company websites & apps
- Legacy Real Estate website
- Over 900 syndicated websites
- Your property's own website
- Social Media marketing
- KW Leading Mobile App
- Agents prospect calling for buyers
- On-Demand info by text

This creates 24/7 information access for buyers to view your property



Where do our buyers come from?

FROM LEGACY REAL ESTATE

- Legacy Real Estate's Buyer Specialists proactively call for buyers
- Premier agent status with Zillow & Realtor.com
- KW Mobile App for Buyers
- On-Demand Information by Text
- Inquiry calls from the sign get answered promptly
- Referrals from our National Network

FROM OTHER AGENTS WHO LOVE TO SELL OUR LISTINGGS

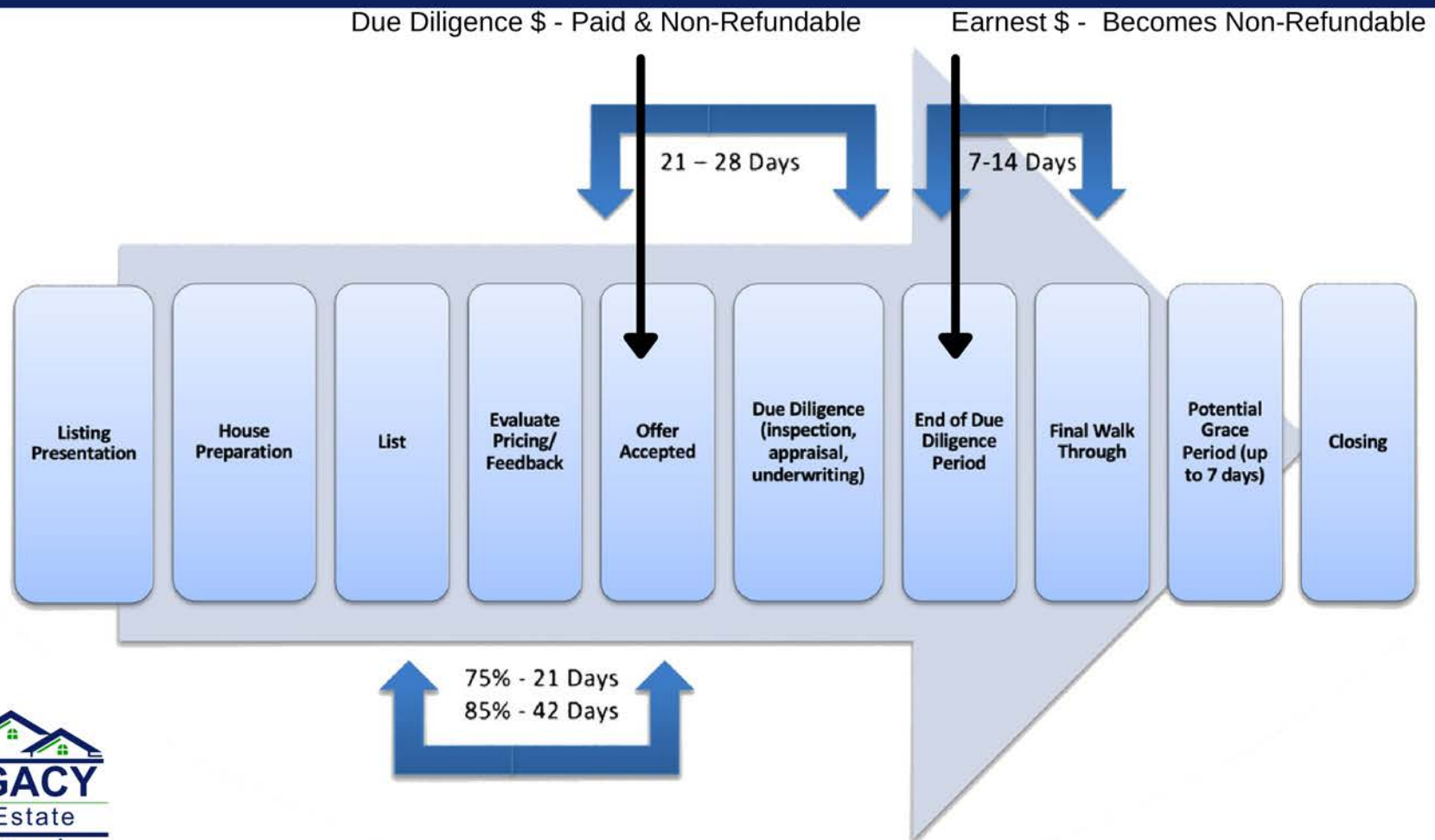
- Cooperation with ALL AGENTS in the Charlotte Market
- Mark Ramsey travels throughout the US teaching other agents who love to refer us business.
- Legacy Real Estate has an outstanding reputation within the Realtor community.
- Agents know our team of licensed specialists will ensure a smooth transaction with quick and complete communication.



....Plus the Process



Listing Process Timeline



An Entire Team Working for YOU



Flexible Marketing Firm Fee Program

PLUS PROGRAM	PREMIUM PROGRAM	ELITE PROGRAM
• Professional photography • Marketing on thousands of websites worldwide • Virtual tour, flyers, and/or brochures • Coming Soon Program • Open House • Yard Sign Marketing • Reverse Prospecting • 1 Staging advisory visit • Stager on-site for photos	Includes Plus Program and.... • Professional Video Tour • Drone/Arial Photography • Dusk Photo • Professional Measurements • Professional Floor Plan • Zillow Premier Placement • Mega Agent Open House • Keller Williams Relocation Service (180,000 agents/750 offices) • Postcard Marketing MOST PREFERRED	Includes Plus and Premium Programs, PLUS.... • Paint, Carpet, and Decorating advice • Professional Pre-Inspection • Insurance Clue Report • Professional cleaning day before photos • Fresh flowers weekly during active showings • Home warranty for both Seller & Buyer • Team Member onsite for Home Inspections and Appraisals
3% *	4% *	5% *

*Does not include any seller paid commission for a buyers agent

Vacant Property Upgrades

PLUS PROGRAM

- Supra Box - for showings
- Combo Box - for contractors & service providers
- Virtual Staging for 1 room
- Weekly drive-bys with report and photos

MOST PREFERRED

+.25%*

PREMIUM PROGRAM

Includes Plus Program and....

- Virtual staging for 2 additional rooms
- Posters of virtually staged rooms posted in rooms during showings
- Weekly interior review with report & photos
- Monthly interior cleaning/dusting during active showings
- Post-storm checks
- Freezing temperature prevention checks

+.75%*

World-Class Communication

LISTING

- Complimentary Comparable Market Analysis (CMA)
- Staging Appointment
- Active MLS listing for review
- Marketing e-Flyer for you to share with your Social Media network
- Copies of all listing paperwork for your records
- Regular List Hub reports showing internet activity
- Agent showing feedback forwarded immediately upon receipt
- Regular follow-up calls to discuss status and market indicators

CLOSING

- Introduction from Closing Specialist to explain how we help you in the closing process
- Step-by-step assistance as you progress through the closing events
- 24/7 Access to all documents & research

Legacy Real Estate Edge

EDGE TECHNOLOGY

Technology-Driven
Marketing & Systems

Extensive Social
Media & Internet
Presence

LEADING KNOWLEDGE

Expert Staging
Assistance

Learning-Based
Team

RELIABLE SERVICE

World-Class
Communication

Power of the Team
Approach

PROVEN RECORD

Over TWO Decades
of Proven Success

Risk-Free Listing
Agreement

Stories from Clients

I absolutely LOVE this group!! They are very knowledgeable in everything.

I love these guys, they are professional but also like new friends. Their advice can be trusted, and they deliver. I would suggest anyone needing a realtor call The Ramsey Group.

Legacy Real Estate is the best there is. Helen, Rebecca, and my agent AJ are extremely professional and courteous. They always communicate, and will answer every question you have. I'd recommend Legacy Real Estate to anybody, and they are the only ones I would use in the Charlotte area.

I have nothing but compliments for AJ and the rest of the Ramsey Team. The help they provided me as a first time home buyer was priceless! They made the entire process easy and I ended up with the perfect home.

I had the wonderful pleasure of working with Mark from the Ramsey Group. He is extremely professional and genuinely cares about his clients.

A very well oiled operation for all stages of the home buying and/or selling process.

What a detailed and thorough team! Made the process easy, and from the start provided us with tips and strategies to make this transaction as smooth and quick as possible. Communication was fabulous, and responses immediate.

The way you handled the sale of our house is the best we've seen in the sale of three houses! Thanks for everything and you can use us as a reference any time!

Satisfaction



100% Satisfactory Service

IF YOU ARE NOT HAPPY AND WE CAN NOT REMEDY THE
SITUATION, WE WILL RELEASE YOU FROM THE LISTING
AGREEMENT!





Contact Details

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WEBSITE

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PHONE NUMBER

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