

LISTING YOUR HOME

Marketing & Services



Melissa Martin

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www.MelSoldHome.com

MELISSA MARTIN

Clients choose to work with Melissa for her ethics, expertise and experience. She provides up to date feedback on market trends, comparable sales and property values giving buyers and sellers a realistic outlook on what they can expect to achieve in today's market.

She attributes her success to putting her clients first and doing whatever it takes to make the purchase or sale of their home a positive experience.

She has received the "Five Star Real Estate Award" for numerous years. Awarded by Charlotte Magazine for high client satisfaction ratings. Fewer than 7% of Realtors® receive this award.



***“Selling Homes
Since 2003”***

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Southern Homes of the Carolinas Footprint

Southern Homes of the Carolinas has five local offices that serve the Greater Charlotte Area..

Cornelius

Mooresville

Denver

Ballantyne

Concord

**My Websites Target the following Real Estate Towns
and Markets...**

**Cornelius, Davidson, Denver, Huntersville,
Mooresville, Troutman, Sherrills Ford**

...as well as...

Concord, Statesville, Mtn. Island Lake & Lake Wylie

How do I SELL your home?

Maximum Internet Exposure !

WHY ?

Over 90% of home buyers search for
Homes on the Internet !

Where can buyers find your home on the internet?

- Carolina Multiple Listing Service (CMLS)
- Custom Websites & Pages
- Realtor.com ~ *CMLS Feed*
- Zillow ~ *CMLS Feed*
- Trulia ~ *CMLS Feed*
- Facebook – *Multiple Group and Personal Feeds*
- Twitter ~ *Team Real Estate Groups*

CMLS Internet Partners



How do I SHOW OFF your home?

I create a unique marketing strategy to sell your home that begins with a consultative sales visit.

Getting Ready for Market

Initial Inspection



Walk thru each room in your house, compiling a list of special features & upgrades. It is important that you point out everything you love about your home & anything you have done to upgrade your home.

Take Digital Photos



Photograph each room from their best angle. We lighten, brighten & crop photos so buyers see only the best quality pictures of your home are marketed on our numerous websites. In most cases we hire out a professional service for best results.

Promote Your Neighborhood or Community



Gather information specific to your neighborhood like the amenities offered, cost of HOA dues, proximity to shopping, restaurants. We include information on the schools, nearby parks, highlights of living in the area.

Stage Your Home for Showings



Make suggestions on how to stage your home to sell. We walk with you in each room and point out things that could be done in order to obtain a faster sale.

Home Photography

In nearly every case, I will be hiring a Professional Photo group to come in and take professional photography in the best style to meet the special needs of your home. A service that I am especially excited about is their walk-through moving home video that best captures the flow of your home.



Twilight Photography
Nothing says “Welcome!” like the warm glow of homelights against the backdrop of a sunset sky. Add a twilight shoot to your HouseLens photo package to create an atmosphere like no other home listings in your area market

Elevated Photography
Highlight dramatic landscaping, spacious grounds, and the full grandeur of estate-style homes with an elevated shoot. This add-on gives buyers a bird’s-eye view of a home and its surroundings.



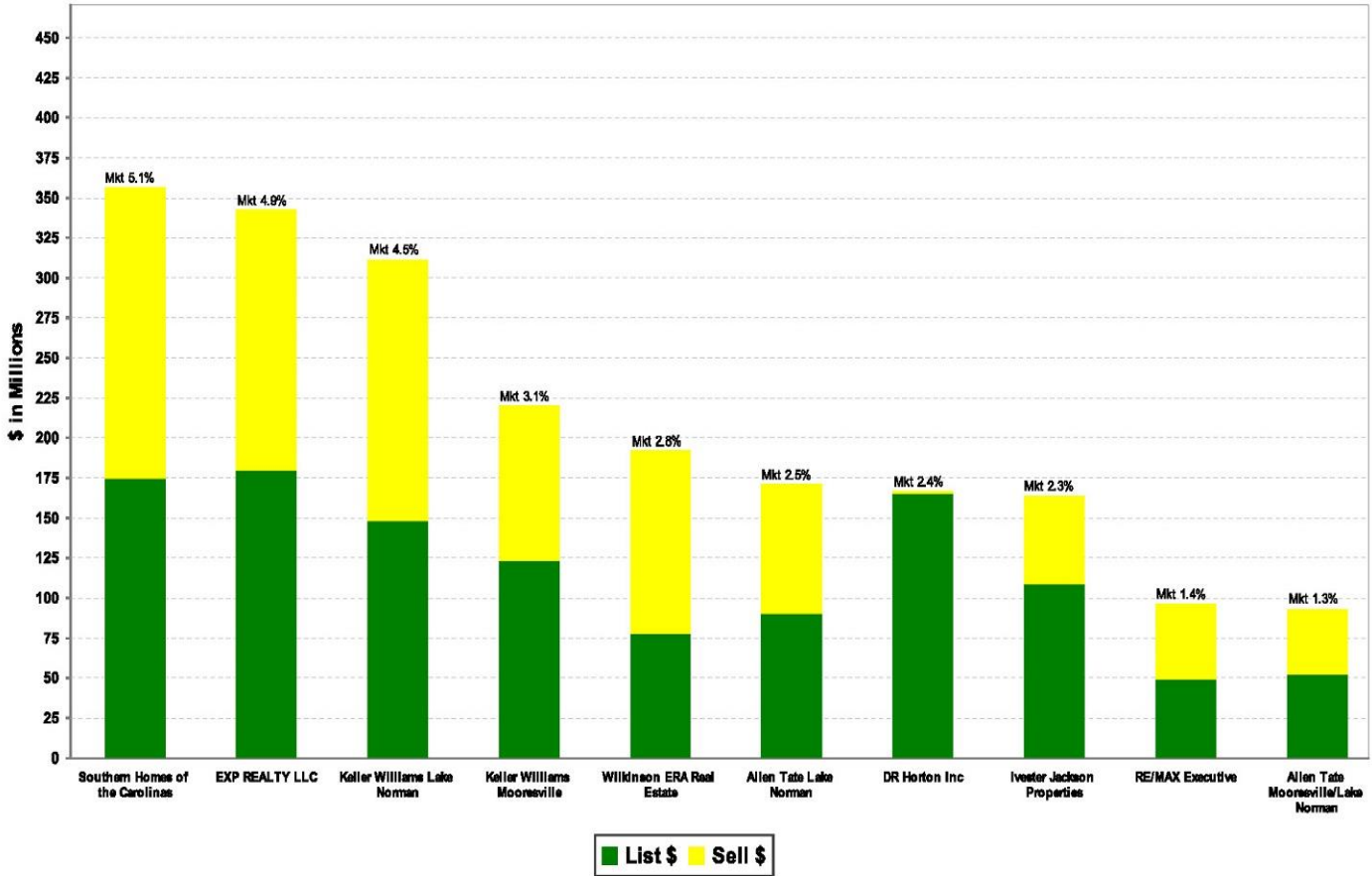
HDR Photography
High-Dynamic Resolution (HDR) photography captures the full range of lighting and color in a scene. The result is richer, deeper imaging that adds you-are-there energy to your listing.



Local Market Share

Market Share Totals
Total \$ Volume (By Office)

Southern Homes of the Carolinas



MLS: CHARLOTT Date: 01/01/2018 - 12/31/2018 Type: Office Status: Total Sold List + Sell Price: All Construction Type: All Bedrooms: All Bathrooms: All
 Property Types: Single Family: (2 Story, 1 Story, 1.5 Story, 2 Story/Basement, 1 Story Basement, Manufactured Doublewide, 1.5 Story/Basement, 3 Story, Other, Split Level, 2.5 Story, Tri-Level,...
 ZIP Codes: 28031, 28673, 28023, 28078, 28166, 28037, 28025, 28036, 28677, 28027, 28115, 28269, 28117, 28609

Southern Homes Market Share is much stronger than you would expect, considering the competition of the “Big Box Companies”. We work harder and our Agents, with years of experience, also work smarter to get your home listing sold and “WE ARE #1”

“IT’S YOUR TURN”

Here’s What I will Need from YOU

- ✓ Survey
- ✓ Old Appraisal
- ✓ Floor Plan
- ✓ Title Policy
- ✓ Covenants & Restrictions
- ✓ Extra key for the front door
- ✓ Alarm Info: *company name, phone # and alarm code*
- ✓ HOA Info: *company name and phone #*
- ✓ Loan Information for 1st and 2nd Mortgages and Home Equity Lines: *Loan #, Mortgage Company and Phone #*
- ✓ Your email address

“IT’S SHOW TIME!”

*Every time you have a showing appointment -
Here is what you should do...*

- ✓ Turn on interior lights, whether it is day or night
- ✓ Open shades, draperies and all interior doors except closets
- ✓ If possible, leave when your property is being shown
- ✓ Put money and other valuables in a safe place
- ✓ Turn off the television and turn on some soft background music
- ✓ Vacuum carpets and wash floors
- ✓ Keep kitchen countertops clean and uncluttered
- ✓ Delightful aromas add to the ambiance of your home. Use a Glade Plug-in freshener
- ✓ Keep your pets out of contact with the potential buyers

About Our CMA

- **Comparables** include sales from all real estate agents and companies
- **The Best Measure** of value is sold listings
- **Active Listings** demonstrate Supply and Competition
- **Withdrawn/Expired Listings** usually demonstrate an overpriced listing

Our Signature Approach

- **We believe** in an upfront no-nonsense approach to selling real estate
- **We will tell you** if either we or our company is not the best fit for your situation
- **We will be honest** about the pricing of your property

Bill Heard

“In the sale of our home, Melissa showed professionalism, diligence and kindness. She was attentive and communicative. She gave good counsel. In the negotiations she demonstrated skill and wisdom. I have since recommended her.”

TESTIMONIALS

Melissa Martin



Margaret and I want to thank Melissa for all your help. Finding a new home when you live out of state is a huge task and you were a tremendous help. Your experience and knowledge with all the communities around Lake Norman is invaluable. As we look back on the experience we realize we would have never found exactly what we wanted in as short of a time window without your help, you saved us from making many time consuming and unnecessary trips. We love our new home and new community in Covington at Lake Norman and are looking forward to living many years here.
Lloyd & Margaret

Melissa, with your help, we had a great experience buying our new house on Lake Norman. What impressed us the most was your follow-through. When there were problems, you personally made sure that they were corrected – especially when we needed help from other organizations. When we first met, you took care that we got to see the different communities around the lake – each with their own unique lifestyle, facilities and amenities. Your judgment was essential in helping us find the right house, community and area of the lake. When we found our house, we understood that we had to move fast to make the purchase, and you definitely helped us in that area and helped keep all of the organizations moving forward to that date.
Jeff & Laney Quirk

Thanks so much, Melissa, for all of your hard work and assistance with the purchase of our new home in Mooresville, NC! Your passion for delivering a pleasant customer experience was on full display while we worked together! Your outstanding service and consistent, immediate followups turned an otherwise stressful life event into a celebration! By being available during weekends and after hours, you ensured all of our concerns were comforted immediately and professionally. Thank you, sincerely, from our family to yours!
Rocco & Laura Russo

Melissa is an amazing Realtor, whether you're buying or selling. She worked with me for over a year to get me ready to purchase, and into the right home! She answered all my questions and made the process as smooth as she possibly could; I highly recommend her!
Stephanie Byrd