

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

**Our Websites Target the following Real Estate Towns
and Markets around Lake Norman...**

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

...as well as...

Concord, Statesville, Mtn. Island Lake & Lake Wylie

How do We SELL your home?

Maximum Internet Exposure !

WHY ?

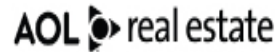
Over 90% of home buyers search for
Homes on the Internet !

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 We **SELL** your home?*

We 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. I 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. I 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, we will be hiring a professional photography company to come in and take professional photography in the best style to meet the special needs of your home. A service that we are especially excited about is their walk-through moving home video that best captures the flow of your home.

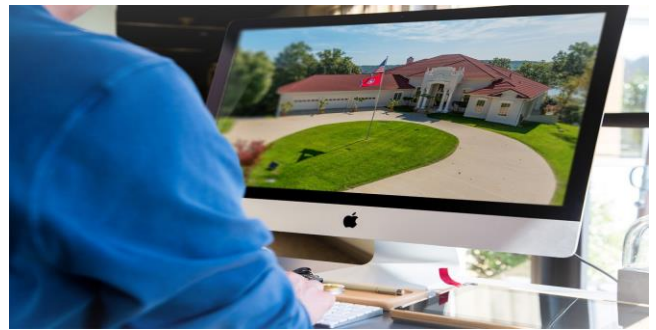


Twilight Photography

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.

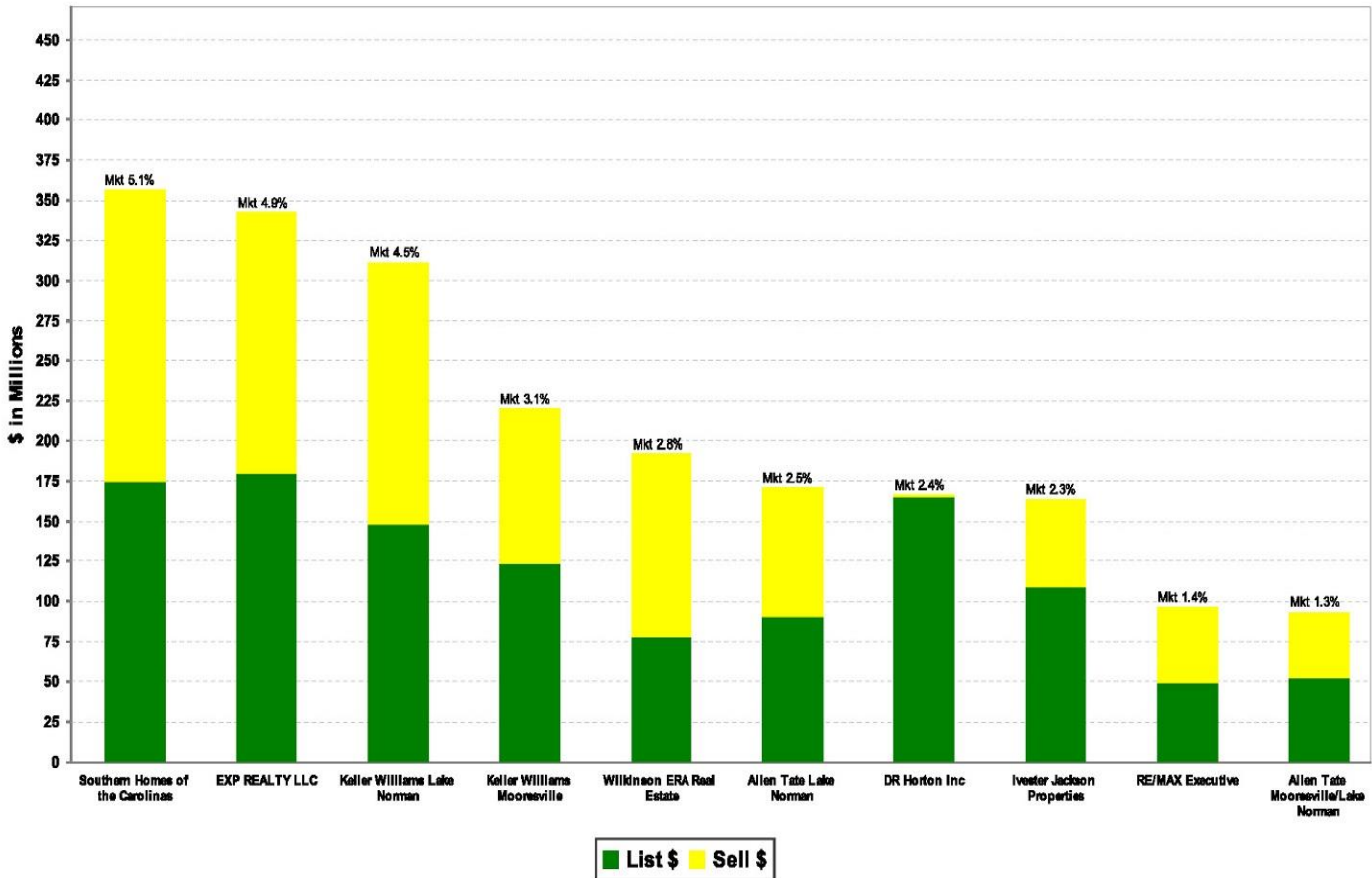


Local Market Share

Market Share Totals

Southern Homes of the Carolinas

Total \$ Volume (By Office)



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 We 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.”

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”***

980-722-4827

Melissa@MelSoldHome.com

JACK BECKMAN

Jack has been a resident of Lake Norman since 1999 when he relocated from his birthplace Chicago, IL.

His diverse background in areas of client relationship development and service gives him a unique advantage to serving his buyers and sellers' real estate needs.

Jack has been a real estate professional since 2001.

He and his wife have owned and operated their own real estate business managing their own fully furnished Lake Norman rental properties in various Cornelius, North Carolina lakefront communities



***“Selling Homes
Since 2014”***

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