



North Carolina HomeLink & Associates Inc.

VIVICA D. SMITH

BROKER/OWNER

REALTOR, CNE, Gold Standard Instructor



LISTING PRESENTATION



Mobile: 919.539.4663

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Who We Are



We are a full-service brokerage with the best personalized options to suit your needs.



Investor Offer Program *subject to terms & conditions



Market Listing Program - Maximum market exposure



Who We Are

- Experienced
- 2023 – We helped over *** families sell or purchase a home closing over *** in sales.
- Trusted.
- We strive to earn our clients' trust and deliver an unparalleled client experience.
- We have served the real estate industry for nearly 25 years with over *** clients satisfied.

What Our Clients are Saying

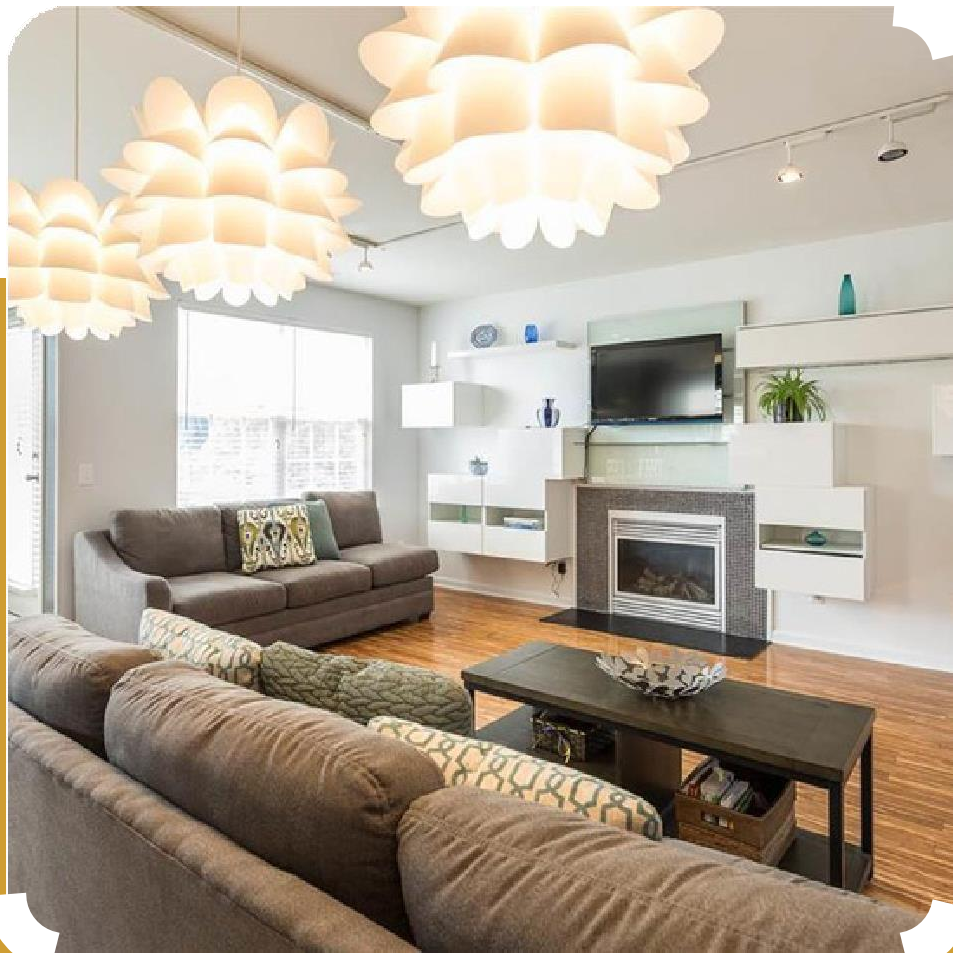


- **Wow! Where do I start?** Vivica renewed my faith in the ability to sell my home with no reservations. After a harrowing experience with another realty company and my home was still unsold, I had the pleasure of meeting Vivica Smith, Real Estate Extraordinaire. She was a breath of fresh air. She brought knowledge and professionalism to the table. She was able to get a solid and strong offer to me that allowed me to choose a buyer that I felt was best for my time-frame I had to work within. She also promised to bring only offers to me. She worked expeditiously and before I had a sign in the yard for an hour, I had an under contract sign attached. I highly recommend my Realtor for Life to you, if you are buying or selling a home. – **Monique A**
- **I wish I could give Vivica 11 stars!** My house had been on the market for different times before I met her. We met one afternoon and she felt confident that she could sell my home, but sell it quicky and make a nice profit. Less than 10 days later, I received an offer and she guided me through every step until closing. She's absolutely wonderful! Thanks again. – **Kevin M**
- **Realtor Vivica Smit is professional and personable.** She listened to what I wanted, which was a quick sale. Then Vivica clearly explained my options. When she provided me with the "work sheet" for me to write estimated prices that she calculated, it felt very empowering. Yes, I would recommend Vivica Smith and her quick responses. – **Linda E**
- **Vivica has been wonderful to work with.** This has been a long journey to get ready to sell, but she has been there for us the entire way. She has definitely been not only our Realtor, but our friend. – **Deborah P**
- **The entire selling process was very seamless** and painless while working with Vivica to sell my home and purchase my new home. – **Johni B**

Sourcing Offers



- We can source a buyer for your home by marketing your property to pre-market and traditional buyers.
- THE APPROACH TO DELIVERING YOUR BEST OFFER DEPENDS ON WHAT IS MOST IMPORTANT TO YOU: TIME, CONVENIENCE, OR PROFIT POTENTIAL



Time



Convenience



Profit Potential

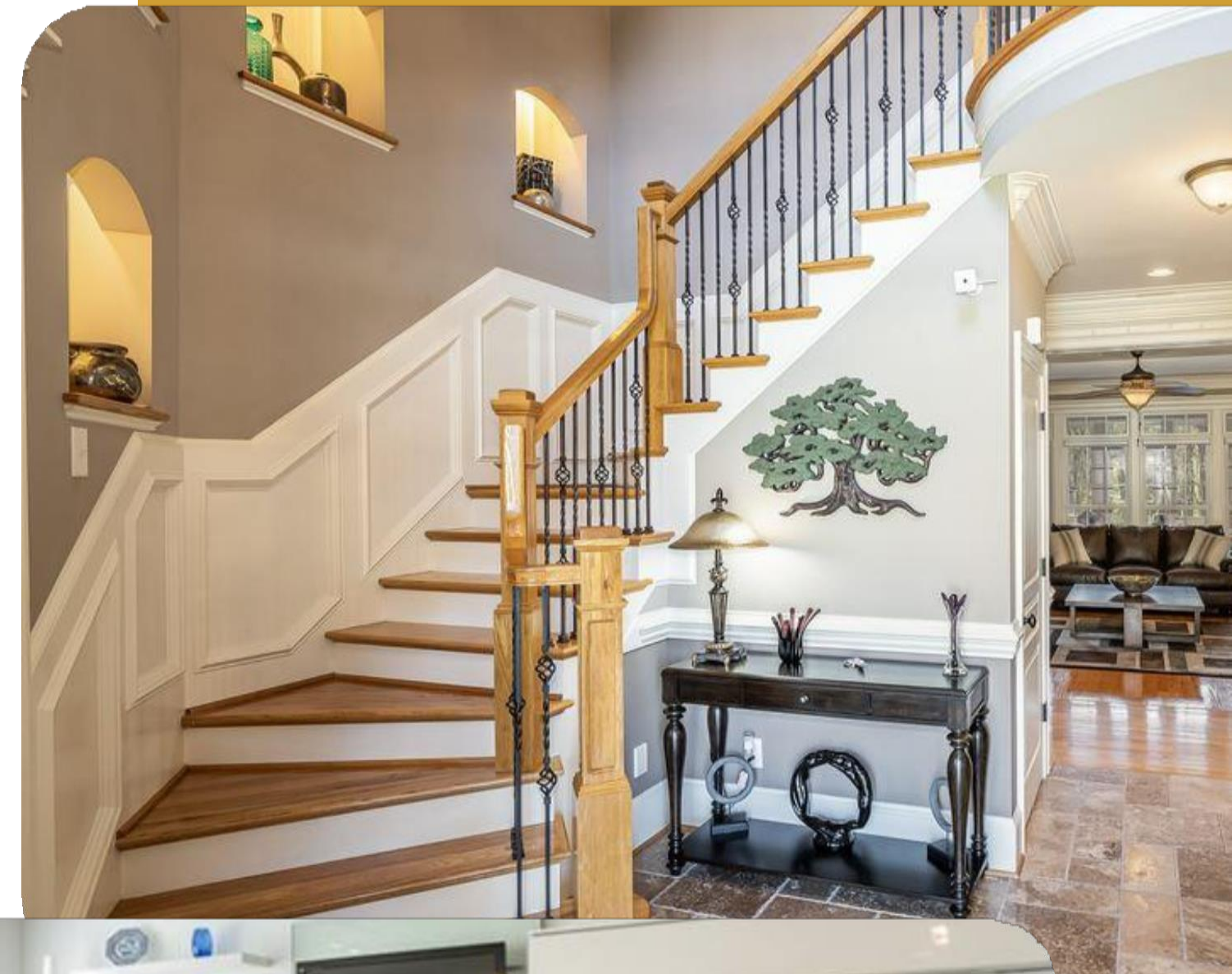
Sourcing Pre-Market Buyers

We market your property to institutional and private investors looking to pay cash for homes that meet their purchase parameters.

Sellers looking for convenience and a quick sell select this option that allows for as short of a sale in a few weeks without any home prep

Steps to Sourcing an Offer:

- Interior Assessment
- Exterior Assessment
- Final Offer Review





ATTRACTING THE MOST BUYERS

We market your property with an attention-grabbing pricing, thereby strategically positioning your property to gain the most exposure, sell quickly, and minimizing your inconvenience to increase your potential profit margin.





HOW WE PRICE HOMES TO SELL ON-MARKET

To determine the right pricing strategy for your home, we conduct a Comparative Marketing Analysis (CMA) that give you a real-time snapshot of the market conditions and other homes similar to yours.

What We Consider

-  Location...Schools and City
-  Features...Interior Finishes...Home Conditions
-  Comparables...Active Competition... Recently Sold
-  Market Trends...Home Values on the Rise or Decline



UNDERSTANDING THE REAL ESTATE MARKET



PRICING DECISIONS

- **IF buyers view your home a second time but buy something else, THEN we are close.**

RECOMMENDATION

- **A minor price improvement of 3-4%**
- **If your home is being shown but we're not getting any offers, then buyers will find other homes they prefer for the same amount of money.**

RECOMMENDATION

- **A moderate price improvement of 4-6%**
- **IF your home is not being shown, THEN buyers think the price is too high when compared to the neighborhood.**

RECOMMENDATION

- **A significant improvement of 10%+**

Marketing Strategy



- Image of a map depicting NC Counties
- ... from remarks to the way your home presents online
- Neighbors in and out of state...
-
-
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PROFESSIONAL PHOTOGRAPHY

- **First impressions are everything. Nearly all home buyers and sellers begin their search online, whether the property sells to a traditional home seeker or a cash investor.**
- **Scheduling your professional photos to sell your property is your next step, compliments of North Carolina HomeLink & Associates Inc.**



LEVERAGING TECHNOLOGY TO MINIMIZE SHOWING INCONVENIENCES

We utilize the best tools to make your selling experience as stress free as possible.



SCHEDULING

Allows you to control the schedule of showings for your convenience



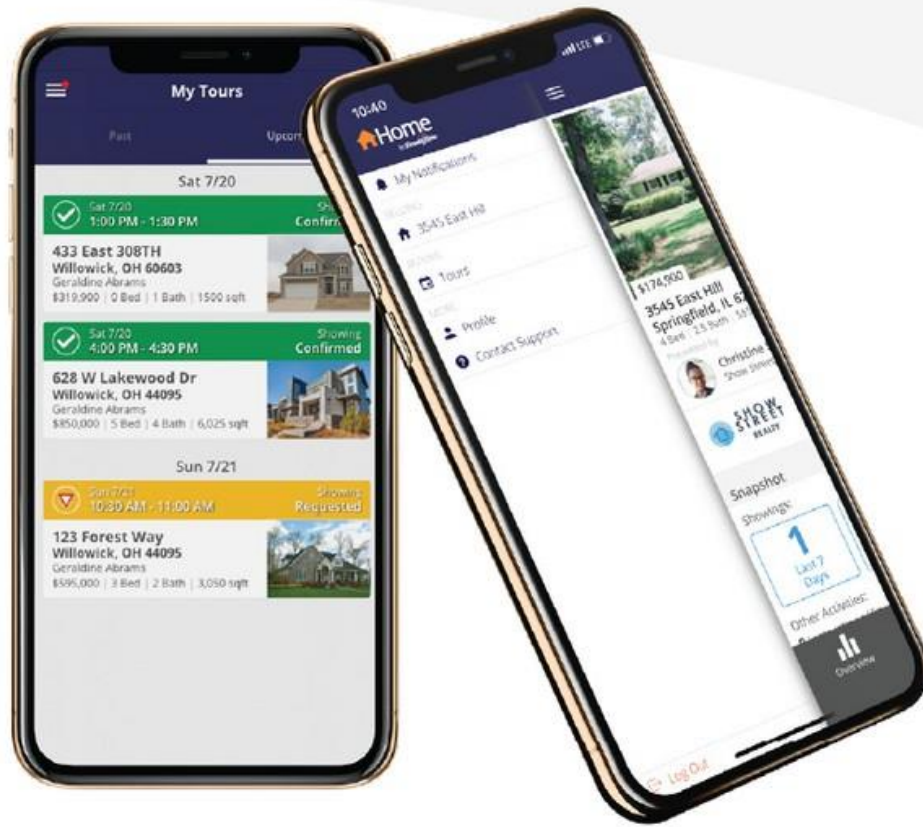
SPEED

Receive all request in real time via text message, email, or a phone call

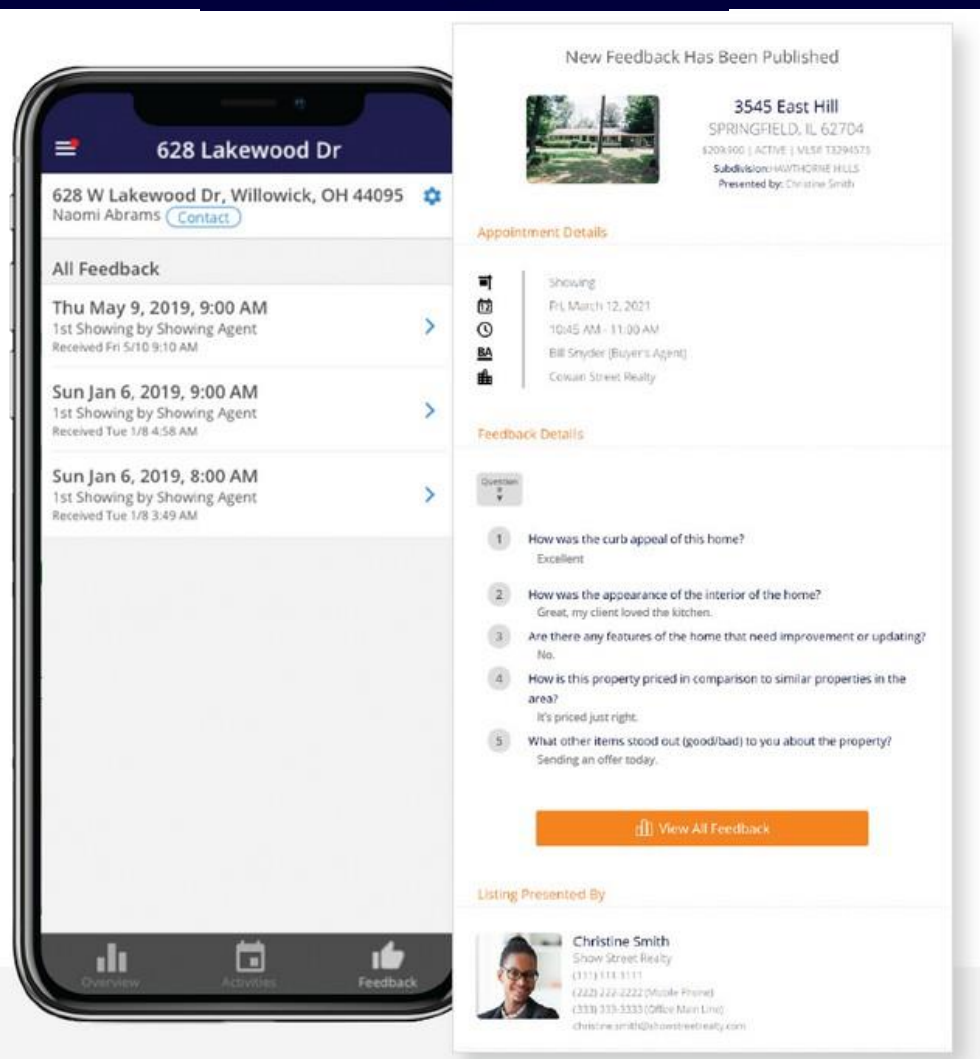


SECURITY

Ensures security by verifying agents are licensed and in good standing.



ShowingTime



NEXT STEPS

To help you make the right choice for your and your family, lets talk about what's next!.

- Complete the paperwork needed to source offers and sell the property.
- Film Interior Assessment and take pre-market photos.
- Review final terms from our off-market teams.
- Schedule Professional Photography and Exterior Assessment within 5-7 days of today's appointment.
- Move forward with an offer or proceed with steps needed to sell on-market.

**Thanks for choosing me as
Your Trusted Real Estate Partner!**





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