



# Alexa Property Management

## Seller Guide

Your step-by-step guide to buying a home with confidence.



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MULTIPLE LISTING SERVICE



**APM**  
Alexa  
Property  
Management

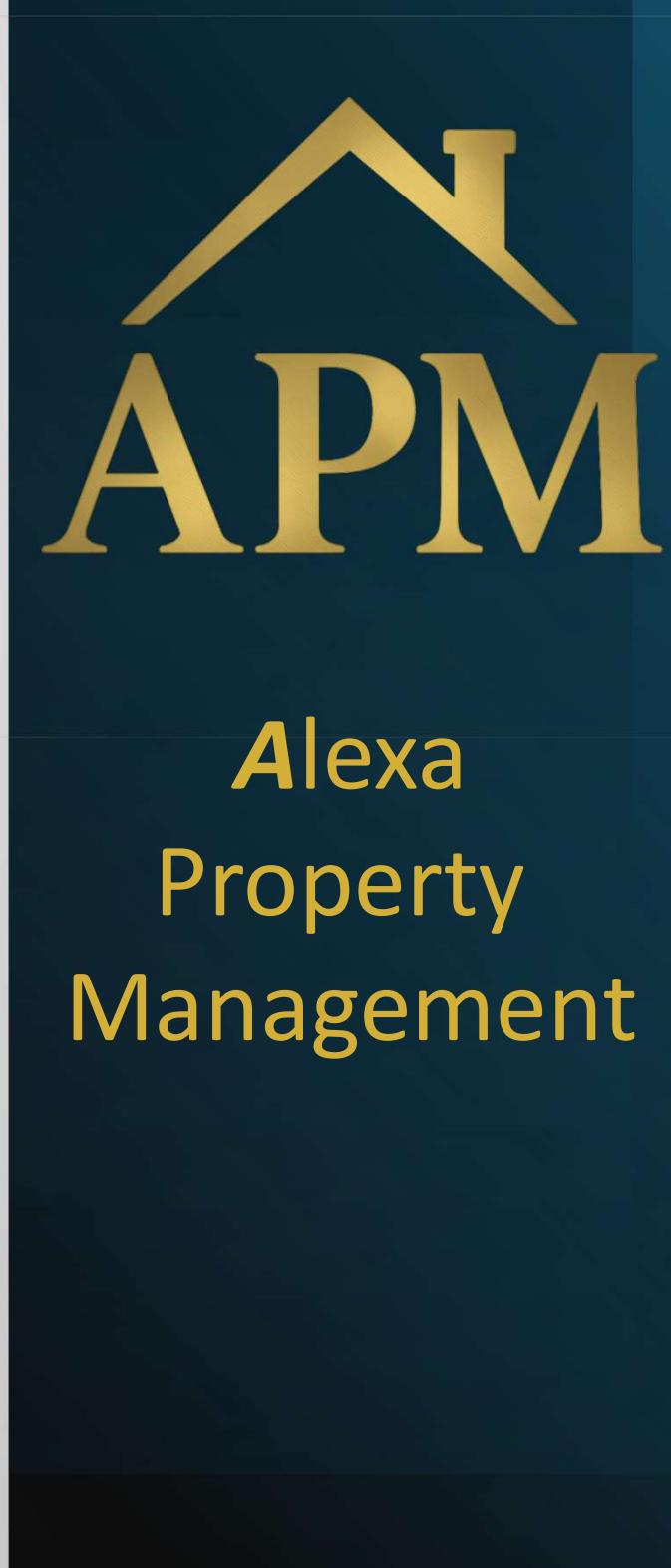


# Home Selling Process



# Welcome

- Selling your home is more than a transaction — it's a transition. At Alexa Property Management, we combine market expertise, legal precision, and luxury-level presentation to ensure your property achieves its highest potential.
- We specialize in marketing distinctive homes throughout North Carolina & South Carolina with a concierge-style approach that simplifies every step — from listing to closing.





# Understanding the Selling Process



- **Property Consultation & Valuation** – Professional assessment with market data.
- **Listing Agreement & Legal Compliance** – All disclosures and contracts prepared per NC guidelines.
- **Marketing Launch** – Photography, staging, and premium listing exposure.
- **Showings & Feedback** – Scheduled tours and client updates.
- **Negotiation & Contract** – Strong representation to secure best terms.
- **Due Diligence & Inspections** – Transparent coordination.
- **Closing & Beyond** – Legal transfer and seamless handover.

# Legal Requirements in North Carolina

- **RPOADS Form:** Residential Property and Owners' Association Disclosure — mandatory for all residential sellers.
- **Lead-Based Paint Disclosure:** Applies to homes built before 1978.
- **Written Listing Agreement:** Required by the NC Real Estate Commission.
- **Material Facts:** Must disclose any issues affecting value (e.g., leaks, foundation, HOA fees).
- **Attorney-Based Closings:** All NC property closings are conducted by licensed attorneys.



# The Art of Pricing

- APM conducts a comprehensive Comparative Market Analysis (CMA) to ensure competitive, data-driven pricing that attracts serious buyers without undervaluing your property.
- Adjusted for market trends, seasonal demand, and neighborhood value.
- Visual graph: Price Right = Faster Sale; Overprice = Reduced Interest.



# Preparing to List

- Declutter and depersonalize
- Minor repairs and touch-ups
- Professional photography
- Home staging consultation
- First impressions sell homes faster



# Marketing Strategy

## Exclusive Visibility:

- MLS + APM's proprietary website listings.
- Syndication to Realtor.com, Zillow, and luxury-tier networks.
- High-resolution photography, twilight shoots, and cinematic walkthroughs.
- Digital and print campaigns customized per property.



MULTIPLE LISTING SERVICE



*We don't list homes  
we showcase them.*



# Managing Showings & Feedback

Controlled access and pre-qualified visitors only.

Real-time feedback reports for clients.

Scheduled open houses or private VIP previews.

*“Your privacy and comfort come first.”*

# Reviewing Offers

- Detailed review of price, contingencies, financing, and closing timelines.
- Explanation of **Earnest Money** and **Due Diligence Fee** per NC law.
- Negotiation strategy focused on maximizing your net proceeds.

*Every offer is presented promptly, fairly, and with full transparency.*



# Under Contract

***We keep your deal on track — all the way to the closing table.***

- APM coordinates inspections, appraisals, and required repairs.
- Manages communication with attorneys and buyers' agents.
- Protects seller's rights through every legal checkpoint.



# Moving Checklist



- Cancel utilities and forward mail



- Schedule movers



- Clean and prepare for new owners



- Return keys and garage remotes



## Closing Day

Final walkthroughs, document signings, funds disbursement, and deed transfers are managed with your closing attorney, per North Carolina law.

APM ensures a smooth, stress-free closing experience.





## Why Sellers Choose Alexa Property Management

- Local North Carolina expertise + luxury presentation.
- Legal compliance from listing to deed transfer.
- Transparent communication and loyalty to your best interest.

***Our results are measured in relationships, not just transactions.***



# Thank You for Letting Us Be Part of Your Story





**Thank You for Trusting  
Alexa Property  
Management**

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