The Pinpoint *Seller's Guide*

The Marketing, The Strategy, The Cost of Selling.

YOUR COMPLETE HOME SELLING RESOURCE

The strategy, numbers, and next steps you need to sell with confidence — market timing, home preparation, pricing strategy, and a marketing plan built to get you the best possible outcome. Built for real decisions, not guesswork.

PREPARED BY

Pinpoint Properties, a boutique real estate team based in Wilmington and brokered by Real, serving sellers across Wilmington, Leland, Wrightsville Beach, Carolina Beach, Topsail Island, Hampstead, and the surrounding Cape Fear region.

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01

Welcome to Selling With Pinpoint

AN INTRODUCTION

Selling a home well is a strategy, not a sign in the yard.

Getting the best possible outcome for your home takes more than a listing on the MLS and a hope for the best. It takes an honest read on today's market, a home presented at its absolute best, a price grounded in real data instead of wishful thinking, and a marketing plan built to put your home in front of the right buyers fast. Every one of those pieces works together, and missing even one of them costs sellers real money.

That is the approach behind this guide. Pinpoint Properties is a boutique real estate team based in Wilmington and brokered by Real, working across the Cape Fear coast from Leland to Wrightsville Beach to Topsail Island. We built our business on grounded, honest guidance rather than telling sellers what they want to hear, because the sellers who net the most are almost always the ones who priced and prepared correctly from day one.

This guide was built to walk you through exactly what that looks like: how today's market is behaving, how to prepare your home, how we price it, how we market it, what the process looks like start to finish, and what it actually costs to sell. Not a sales pitch, a resource. Let's get started.

Pinpoint Properties

Your Coastal Carolina Listing Team

02

Today's Seller's Market

WHERE THINGS STAND RIGHT NOW

Real estate markets move, and right now the Wilmington area rewards sellers who present and price their home correctly. Here is the short version of where things stand as of mid 2026.

10 Years

AVERAGE TIME HOMEOWNERS STAY BEFORE SELLING

~90%

OF SELLERS LIST WITH A REAL ESTATE AGENT

<3 Weeks

TYPICAL TIME FOR A WELL-PRICED LISTING

First 2 Weeks

WHEN A NEW LISTING GETS THE MOST ATTENTION

Year-Round

COASTAL DEMAND, NOT JUST SPRING & SUMMER

Largest Asset

HOME EQUITY IS MOST HOUSEHOLDS' TOP SOURCE OF WEALTH

GOOD TO KNOW

A well priced, well presented home in today's market is still moving in under three weeks. The homes that linger on the market are almost always priced or presented wrong, not a reflection of the market itself.

02

Today's Seller's Market

CONTINUED

WHY NOW IS A STRONG TIME TO LIST

Coastal North Carolina has spent the last several years among the fastest growing regions on the East Coast, and that demand has not slowed. Buyers are relocating from out of state, retiring to the coast, and searching for second homes across every price point we serve, which keeps well positioned listings moving quickly.

TYPICAL HOME VALUES ACROSS OUR MARKETS

$388,700	$422,872	$707,000
LELAND	WILMINGTON	CAROLINA BEACH

GOOD TO KNOW

Coastal Carolina real estate does not follow a strict spring and summer only calendar the way many inland markets do. Relocation buyers, retirees, and second home buyers keep genuine demand active nearly year round.

03

Preparing Your Home to Sell

FIRST IMPRESSIONS, MADE ONLINE

The vast majority of buyers see your home online long before they ever pull into the driveway. Getting it ready is about more than tidying up, it is about helping a stranger picture their own life inside your walls.

WHERE TO START

Declutter & Depersonalize

Clear countertops, closets, and surfaces so buyers can picture their own life in the space, not yours.

Deep Clean, Top To Bottom

A truly clean home reads as a well maintained one. Windows, carpets, grout, and baseboards included, not just the obvious surfaces.

Curb Appeal First

Fresh mulch, trimmed landscaping, a freshly painted front door, and clean walkways set the tone before a buyer ever steps inside.

03

Preparing Your Home to Sell

CONTINUED

83%	49%	1–10%
OF BUYERS' AGENTS SAY STAGING HELPS BUYERS VISUALIZE LIVING THERE	OF AGENTS SAY STAGING REDUCES TIME ON MARKET	TYPICAL INCREASE IN OFFER PRICE FROM STAGING

MORE WAYS TO GET READY

Professional Staging

Whether fully staged or lightly refreshed, staged homes consistently show better online and in person than empty or lived in ones.

Pre-Listing Inspection

Getting ahead of issues before a buyer's inspector finds them keeps negotiations calmer and closing timelines shorter.

Small Upgrades That Pay Off

Fresh paint, updated light fixtures, and a hardware refresh often return more in sale price than they cost to do.

GOOD TO KNOW

The living room, primary bedroom, and kitchen are the three spaces buyers care about most. If your staging budget or timeline is limited, start there.

04

Pricing It Right

THE SINGLE BIGGEST LEVER YOU CONTROL

Of everything that determines how a listing performs, price is the one factor a seller controls completely, and it is the one most sellers get wrong in the direction of too high, not too low.

HOW WE BUILD YOUR PRICE

We start with a comparative market analysis built from recent closed sales, not just active listings, since asking prices are opinions and closed prices are facts. We layer in your active competition, how quickly similar homes are absorbing into pending status, and any features that make your home genuinely different from the comps, positive or negative.

THE FIRST TWO WEEKS MATTER MOST

A new listing gets more buyer and agent attention in its first two weeks on the market than at almost any other point in the entire listing period. Pricing right from day one captures that attention while it is at its peak, rather than hoping to recapture interest later with a price cut.

04

Pricing It Right

CONTINUED

THE COST OF OVERPRICING

1 Serious Buyers Get Filtered Out

Buyers search within specific price bands. Price too high and the buyers who could actually afford your home never see it at all.

2 Days On Market Become a Red Flag

The longer a home sits, the more buyers assume something is wrong with it, even when the only issue was the price.

3 Price Cuts Signal Desperation

A reduction rarely brings back the buyers who skipped the listing the first time. It often invites lower offers instead.

4 The Right Price Creates Competition

Priced correctly, a home can attract multiple interested buyers at once, which is what actually drives a price up, not a high starting number.

GOOD TO KNOW

Homes priced right from day one typically sell faster and closer to list price than homes that start high and get reduced later. Overpricing rarely earns a seller more, it usually costs them time and leverage.

05

Marketing Your Home

GETTING IN FRONT OF THE RIGHT BUYERS

Pricing gets a buyer to click. Marketing is what earns that click in the first place, and what turns it into a showing.

118%
MORE ONLINE VIEWS WITH PROFESSIONAL PHOTOS

32%
FASTER SALE WITH PROFESSIONAL PHOTOGRAPHY

97%
OF BUYERS START THEIR SEARCH ONLINE

THE VISUALS

Professional Photography & Video
Every listing gets professionally shot, edited, and sequenced to tell your home's story, not just document its rooms.

Drone & Aerial Coverage
Lot size, water access, and neighborhood context often sell a coastal property as much as the house itself.

3D Virtual Tours & Floor Plans
Out of town and relocating buyers, a large share of our market, rely on virtual tours to shortlist homes before ever booking a flight.

05

Marketing Your Home

CONTINUED

THE REACH

MLS & National Syndication

Your listing feeds automatically to Zillow, Realtor.com, Redfin, and dozens of other major search portals from day one.

Social Media & Targeted Digital Ads

Beyond a simple post, we run targeted campaigns aimed at the buyer profile most likely to want your specific home.

Open Houses & Broker Previews

In person events still matter, both to reach buyers directly and to get your home in front of other agents with active buyers.

GOOD TO KNOW

For luxury and waterfront listings, we layer in custom print pieces and targeted email campaigns to our network of agents and past clients across the region, since some buyers still want to hold something in their hands.

06

The Selling Process, Step by Step

WHAT TO EXPECT, START TO FINISH

Selling a home should feel like a plan, not a scramble. Here is exactly how the process works from our first conversation to closing day.

1 **List With a Strategy**

We sign the listing agreement and walk through the full pricing and marketing plan together before anything goes live.

2 **Prepare & Stage**

Decluttering, repairs, and staging happen here, along with scheduling professional photography and video.

3 **Go Live & Market**

Your listing goes live on the MLS and syndicates out immediately, while your full marketing plan activates.

4 **Showings Begin**

Buyers and their agents tour the home, and we collect and share feedback with you after every showing.

5 **Offers Come In**

We review every offer with you side by side, looking at price, terms, financing, and timeline, not just the top line number.

06

The Selling Process, Step by Step

CONTINUED

6 **Negotiation**

We counter, clarify terms, and work through timeline details until both sides land on an agreement that works for you.

7 **Due Diligence Period**

The buyer's inspections and remaining research happen here. We manage any requests for repairs or credits on your behalf.

8 **Buyer's Appraisal & Loan Approval**

The buyer's lender orders an appraisal to confirm value and finalizes their loan while we track every deadline in the contract.

9 **Final Walkthrough**

The buyer confirms the home's condition one last time shortly before closing, including any agreed upon repairs.

10 **Closing Day**

Funds transfer, the deed records, and the sale is complete. We make sure you know exactly what to expect at the closing table.

Congratulations — you've sold your home.

07

Understanding the Cost of Selling

BEYOND THE SALE PRICE

The sale price is only the starting point. Understanding what actually reaches your pocket helps you plan with confidence, not guesswork, from the moment you decide to list.

5.47%	Negotiable	2–3%
AVERAGE TOTAL COMMISSION, NC	SINCE THE 2024 NAR SETTLEMENT	TYPICAL SELLER-PAID CLOSING COSTS

COMMISSION, EXPLAINED

Since the National Association of Realtors settlement took effect in 2024, commissions are explicitly negotiable and no longer advertised on the MLS. In practice, most sellers still choose to offer compensation to a buyer's agent, since doing so widens your pool of buyers and protects your negotiating leverage. We will walk through your options honestly rather than assume one approach fits every listing.

07

Understanding the Cost of Selling

CONTINUED

PRORATIONS & OTHER SELLER COSTS

Beyond commission, sellers typically cover their attorney fees, recording fees, and a prorated share of property taxes and any HOA dues up through the closing date. If you agreed to any repair credits or buyer concessions during negotiation, those are settled at the closing table as well.

A SIMPLE NET PROCEEDS EXAMPLE

LINE ITEM	ILLUSTRATIVE EXAMPLE
Sale price	$450,000
Total commission (5.47%)	-$24,615
Estimated closing costs (2%)	-$9,000
Mortgage payoff	-$210,000
Estimated net proceeds	$206,385

GOOD TO KNOW

This is a simplified illustration, not a quote. Ask us for a full net sheet built around your specific loan payoff and situation before you list, so there are no surprises at the closing table.

08

Working With Pinpoint Properties

WHO'S IN YOUR CORNER

Pinpoint Properties is a boutique real estate team based in Wilmington and brokered by Real, working across both residential and commercial real estate throughout the Cape Fear region, from Leland and Wilmington to Wrightsville Beach, Carolina Beach, Hampstead, and Topsail Island.

We built this team around a simple idea: clients deserve advisors, not order takers. That means grounded, honest pricing guidance even when it is not what a seller wants to hear, a marketing plan built to reach real buyers, and clean communication from listing day to closing day.

Behind every listing is a full team, including dedicated agents across the region and an in house transaction coordinator managing the details between contract and closing, so nothing slips through the cracks.

WHAT YOU CAN EXPECT FROM US

- A pricing strategy built around real data, not wishful thinking
- Professional photography, video, and a full digital marketing plan on every listing
- Honest, direct advice at every step, including when to hold firm
- A coordinated team managing every deadline through closing

09

Let's Talk

Selling your home starts with one conversation. Whenever you're ready, we're here to walk through your goals, your timeline, and a strategy built around what your home is actually worth in today's market.

ADVISOR	Pinpoint Properties · Your Coastal Carolina Listing Team
TEAM	Pinpoint Properties, Brokered by Real
MARKET	Southeastern NC

YOUR INFORMATION

CLIENT NAME _____

PHONE _____

EMAIL _____

Market data referenced in this guide is sourced from Zillow, Redfin, and the National Association of Realtors as of mid 2026. All figures are subject to change. This guide is for general informational purposes and is not a substitute for advice from a licensed attorney, lender, or tax professional.

Pinpoint Properties is proud to support Equal Housing Opportunity. Every seller deserves an advisor who has their back from the listing appointment to the closing table.