

FROM LISTED
TO

Sold

A HOME SELLER'S GUIDE

LOCALLY OWNED AND OPERATED

WATER STREET

REAL ESTATE GROUP



102 N WATER STREET
ELIZABETH CITY, NC 27909



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nice to meet you



Our Team

REALTOR®

Our team is experienced in assisting a wide range of buyers and sellers with unique needs. From Coast Guard families needing to relocate to first time home buyers we offer discounts to help ease the expense of home ownership. As a team we develop and implement a marketing strategy unique for each property, by using multiple social media platforms including Google, Facebook & Instagram to promote the listing to potential homebuyers that are likely searching for similar properties in that price range and area.

LET'S CONNECT

Located in Downtown Elizabeth City
102 N Water Street
Elizabeth City, NC 27909



252-562-6364



hello@waterstreetgrp.com



www.waterstreetrealestate.com



facebook.com/elizabethcityrealestate



instagram.com/elizabethcityrealestate



g.page/elizabethcityrealestate?we



youtube.com/channel/UCH6PQQiBLtYVUqAjzhf2c1A



ABOUT US

MEET THE TEAM



Heather & Company

Owner & Managing Broker | REALTOR®

Heather is the owner and managing broker, and a native to Northeastern North Carolina. She received her B.S. in Accounting at Elizabeth City State University where she gained her business management and marketing knowledge. After graduation she worked in real estate law for several years. With her well rounded experience in all things real estate related you're sure to get your home sold!



Meleka DiPietro

Associate Broker | REALTOR®

A York, Pennsylvania native, Meleka discovered her passion in real estate while working in Vacation Property Management right here on the Outer Banks. Meleka's desire to serve her clients with the highest quality of care is one of her greatest assets. Amongst her passion for service, Meleka is a team leader and excels in helping first time home buyers find their perfect oasis. Her hobbies include supporting her growing downtown Elizabeth City community, crushing goals with her team, and opening doors for first time home owners.



Sam Griffin

Associate Broker | REALTOR®

As a seasoned agent, Sam provides her clients with 5-star service. Prior to real estate, Sam received her B.A. in Social Work, minoring in Business and then went on to work in customer service. Her expertise in customer service led her to a career in real estate, where she serves others during one of their most important life decisions. Sam will guide you through your home search, making the process seamless and enjoyable. When looking for someone to get the job done, Sam is the agent for you.



Mindy Lorber

Associate Broker | REALTOR®

Dedicated to the North Carolina region, Mindy provides unmatched service to her clients. She prides herself in providing the utmost integrity and professionalism throughout your real estate journey. Prior to real estate, Mindy worked as a residential and commercial property manager for over 100 properties in the Albemarle region. Mindy's expertise in property management, paired with her wealth of knowledge in the real estate industry, makes her the go-to agent for buying and selling in North Carolina's small towns.

MEET THE TEAM



Mandy Martin

Office Manager

Also a native to northeastern North Carolina, Mandy grew up in Elizabeth City. After receiving her M.S. in Accounting from East Carolina University, Mandy worked for an accounting firm for years before moving over to real estate. She currently works as the office manager at Water Street Real Estate, as well as, a real estate agent. Using her background, Mandy assists in the development and implementation of firm policies and procedures.



Sarah Wood

Associate Broker | REALTOR®

Sarah is an active duty coast guard spouse who found her love for real estate as a prior real estate assistant. Having graduated with a degree in interior design, real estate became a perfect fit. She specializes in staging tips, curb appeal, and helping buyers envision hidden potential during showings. Having spent over ten years in NC, Sarah and her family are proud to call Northeast NC their permanent home. Whether buying, selling, or renovating, she's ready to help guide you.



Brittany Williams

Associate Broker | REALTOR®

Brittany started in property management over a decade ago, where she discovered her passion for real estate. Between her time spent in rentals at the Outer Banks and being raised in Currituck County, she has developed an extensive knowledge of North Eastern, NC. As an agent, Brittany will always advocate for you, as well as ensure full professionalism throughout the entire process. When she is not assisting clients, she enjoys spending time with her family and friends, fishing and getting out into the community and events.



Stacy Bright

Associate Broker | REALTOR®

A native of North Carolina, Stacy was born and raised here in Elizabeth City. With family roots in the real estate industry, coupled with her 20 years of customer service experience, Stacy is passionate about assuring that her clients receive only the best experience in their real estate endeavors. Whether you are looking to buy or sell your primary residence, expand your rental investment portfolio, or find a location for your dream home, Stacy is prepared to make your experience a positive and seamless one.

MEET THE TEAM



Emily White

Office Assistant

Born and raised in Elizabeth City, North Carolina, Emily attended Northeastern High School and continued her education at College of the Albemarle. Currently an assistant at Water Street Real Estate, Emily is working toward getting her real estate license. She learned from a young age, after watching her dad build people's dream homes, that one day, she wanted to help people find their dream homes.



Jessica Shreaves

Marketing and Promotions Manager

Jessica is a native to the Outer Banks and has resided in Elizabeth City for the last 15 years. She's a Dolphin Alumni with 3 degrees from College of the Albemarle and a United States Navy Veteran.

Her spirited personality, attention to detail and adventurous attitude makes her the perfect candidate for the job. You can find Jessica's smiling face at events and around downtown.



Christina Rountree

Associate Broker | REALTOR®

Christina is a Perquimans County native, residing in Pasquotank County. So she knows all the ins and outs of the area and is very knowledgeable. She spends her spare time running after three growing boys, and always staying creative.

Christina and her husband own and operate a power washing business and a very creditable home painting business. She has worked diligently in building client relationships thru trust, consistency and quality, and plans to bring those same ethics into her real estate career.



Karey Priest

Associate Broker | REALTOR®

Karey and her family moved to Elizabeth City seven years ago and has fallen in love with the adorable Harbor of Hospitality.

Karey comes to our firm with passion and fire in her heart for helping others find their next home with her real estate knowledge. Whether it's their dream home or their starter home, Karey will dedicate her time and efforts to ensure that you are happy and satisfied with the entire sales process. Karey's strong work ethic and enthusiasm is what makes her an excellent advocate for anyone who is in need of her services.

MEET THE TEAM



Britney Spence

Associate Broker | REALTOR®

Born and raised in Elizabeth City, NC, Britney attended Elizabeth City public schools. From there she attended Elizabeth City State University where she graduated as Bearer of the Mace, earning her Bachelor of Science in Elementary Education. As soon as she received her real estate license, Britney joined her mother's firm where she was able to learn and assist with broker appraisals. This makes her an expert at pricing properties to sell fast and for top dollar. She is compassionate, ambitious, detail-oriented, and can take the most complicated things and simplify them so that can people understand.



FACTORS

DETERMINING FACTORS

FOR IF A PROPERTY WILL SELL OR WILL NOT SELL

FACTOR 1 *pricing*

When pricing your home it is important to carefully consider top market value. Using my competitive market analysis tool I will suggest your home's best listing price. I sell homes HIGHER than the market average because I list homes at the correct price from the start.

FACTOR 2 *how it shows*

It is important to have your home ready for market on day one. I will help you make sure your home is ready for showings and online by:

- Completing repairs that need to be done
- Decluttering & removing personal items
- Making sure the home is clean and smells fresh
- Cleaning carpets
- Neutralizing spaces and walls

FACTOR 3 *marketing*

I offer SUPERIOR MARKETING TECHNIQUES to help get your home sold faster and for money than the competition.

PROSPECTING

Prospecting daily for potential buyers talking with neighbors, our co-op agents and past clients.

MARKETING

The second you sign with me I go to work on marketing your home! SNEAK PEAK MARKETING, ONLINE MARKETING, SOCIAL MEDIA MARKETING and PRINT MARKETING are all part of the success of getting your home seen by the most potential buyers, and selling faster and for money than the competition.

COMMUNICATION

I will actively communicate with you through every step of the process. Diligently sharing feedback from showings following up with buyers agents after viewing the home, and calling weekly to discuss the progress from the previous week.

the advantage of listing with me

PROFESSIONAL STAGING PROVIDED

- 85% of staged homes sold for 6-25% more
- Staging can be done virtually now - ask us how*

BOOSTED ONLINE EXPOSURE

Today's market is centered on technology. Buyers are performing their own searches online so it is important that your listing is ranked high and shown in its best light. Studies have shown that online buyers, disregarded homes with limited photos, low quality photos, and minimal information. Rest assured I take the extra steps to get maximum exposure for your listing and giving the online shopper a wealth of information, and quality photos/tours

PROFESSIONAL PHOTOGRAPHY PROVIDED

BEFORE LISTING YOUR HOME



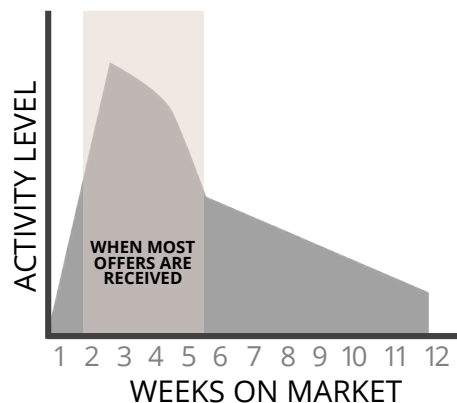
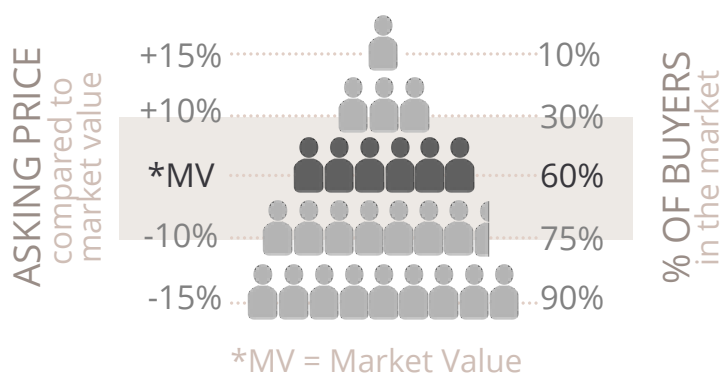
listing strategy

PRICING STRATEGY

Using a scientific market analysis in your area, we will price your home correctly the first time so that it will sell quickly.

If your home is priced at fair market value, it will attract the the largest number of potential buyers in the first few weeks.

If a home is overpriced it will attract the fewest number of buyers looking to purchase a home. This is due to the fact that the majority of home buyers look at a lot of homes, and they quickly get a feel for the price range that homes sell for in a given condition in a location.



PROFESSIONAL PHOTOGRAPHY

In today's market, home buyers are searching online first. So it is imperative that the photos of your home are of the very best quality to catch the buyers attention and stand out from the competition. More eyes on your home, is the fastest way to getting it sold fast and for top dollar.

AGENT MARKETING

Being part of a very large agent network, I will reach out to this network to see if your home might be a great fit for one of their buyers. This agent network is key to connecting buyers with your home as 88% of residential sales involve real estate agents.

ADVERTISING & MARKETING

I know the importance of marketing a property and that is an area I heavily focus my budget on, attracting hundreds of buyers per month, and increasing brand awareness.

preparing to list

maximize your home's potential

A clean, neutral, and streamlined look helps buyers to imagine what life would be like in your home. Doing the points below will help them to do that.

01

EXTERIOR

- Wash or paint the home's exterior
 - Paint the front door
 - Keep the yard nicely trimmed
 - Keep the lawn free of clutter
 - Weed freshly mulch garden beds
 - Clean interior and exterior windows
 - Apply fresh paint or stain to wooden fences



02

INTERIOR

- Remove personal items, excessive decorations & furniture
 - Replace or clean carpets
 - Get rid of clutter and organize and clean closets
 - Give a fresh coat of paint to walls, trim and ceilings
 - Replace outdated ceiling fixtures, and clean lighting fixtures
 - Minimize and clean pet areas in the home
 - Be sure that all light bulbs are in working order



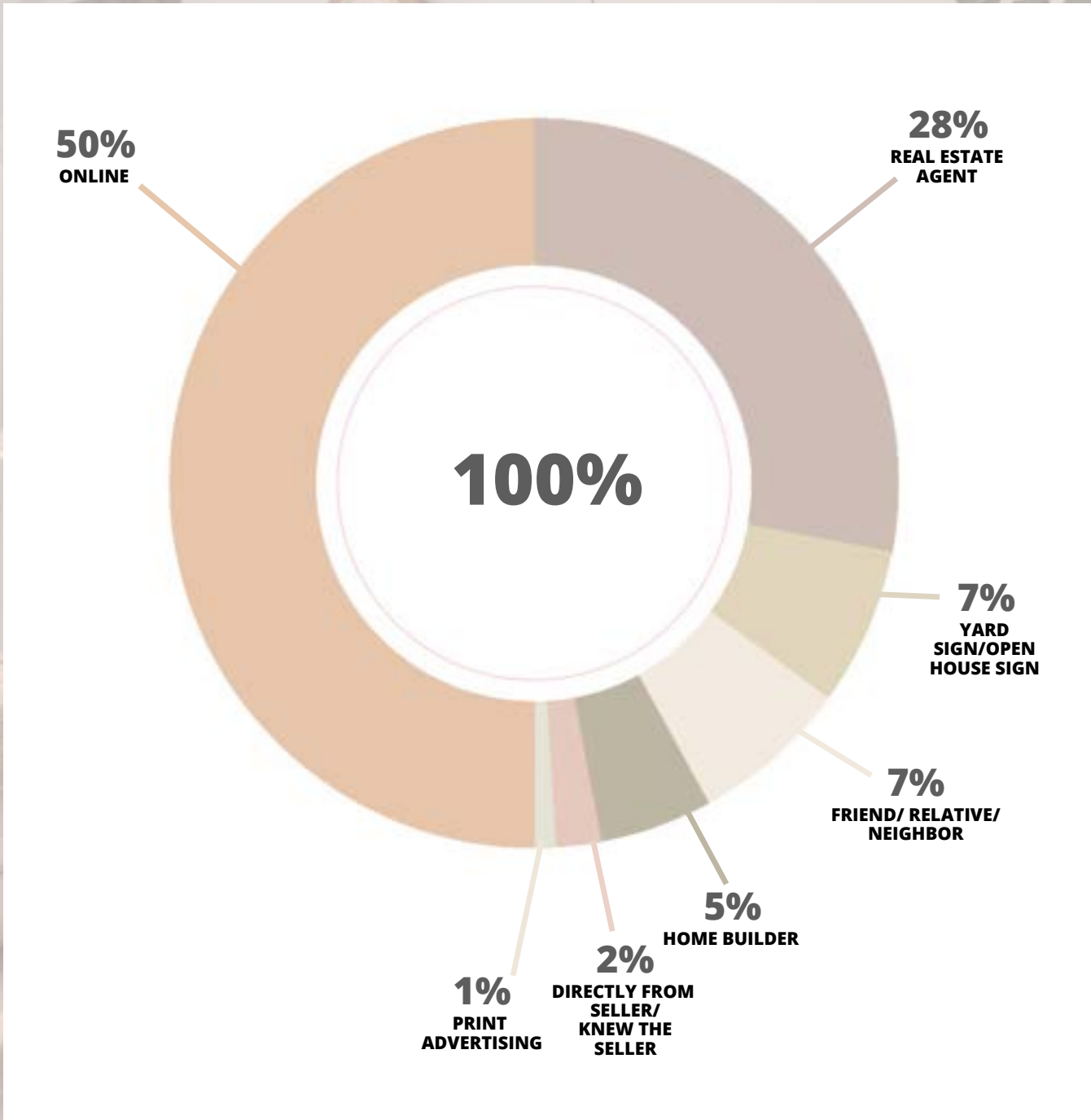
03

FRESHEN THE PAINT & FIXTURES

- A new coat of exterior paint seriously helps a home's curb appeal. It isn't a low-budget item, but if you can swing it...DO
 - If you can't paint the entire home, paint the trim. This is a relatively simple and provides plenty of pop
 - Update exterior light fixtures. This can quickly give a home an updated look
 - Put a fresh coat of paint on the front door



WHERE DO BUYERS *find their home*





LISTING YOUR HOME



robust marketing

NETWORKING

A large percentage of real estate transactions happen with co-operating agents in the country. I will expose your listing to this market.

SIGNAGE

A sign will be placed in your yard as well as an information box or texting link to be sure you're gaining the maximum exposure.

SUPERIOR ONLINE EXPOSURE

Buyers in today's market first start their search online. We will meet your potential buyer where they are...online! Not only will your home be featured in the local MLS, it will also be featured on the major 3rd party real estate sites, syndicated to literally hundreds of other listing sites, featured on our company website, and social media

EMAIL MARKETING

E-alert marketing to current buyer database of thousands of buyers searching for properties on my website. As well as a new listing email alert that goes out to my agent network of thousands of agents in the area.

PROPERTY FLYERS

Highly informative and creative property flyers will be displayed inside your home. These help potential buyers remember the key items and unique features of your home after looking at several listings.

LOCK BOX

Lockboxes are essential for the safety of all and allowing an agent to show your house whenever he or she needs to, rather than relying on the you the owner for a key. Owners are also expected to vacate the property for showings so having a lockbox makes this process much easier.

SHOWINGS

When we list your home it will also be signed up with a showing service that immediately communicates with you when a showing is scheduled. When feedback isn't left, I will follow up with those agents requesting their feedback within 24 hours.

SOCIAL MEDIA MARKETING

We practice regular social media marketing on today's top social sites which include and are not limited to: Facebook, Instagram, Google, YouTube, and Pinterest.

maximum exposure



Instagram



Pinterest



GET FEATURED

I will feature your home on the top home search sites, on social media and syndicate it to over 400+ other sites.

Homes that receive the top 10% of page views sell an average 30 days faster!

AFTER LISTING YOUR HOME



showings

A few tips to help your home showings go as smoothly as possible



FLEXIBLE

Be as flexible and accommodating to the buyers schedule as possible. We want to avoid having missed opportunities if at all possible.

INFORMED

Make sure everyone in the home is informed when showings are to happen so they can keep their spaces clean.

DAILY CLEANING

Keep up and daily messes. Wipe down kitchen and bathroom counters before leaving for the day.

ODORS

Avoid strong-smelling foods: Keep your meal prep as neutral and simple as possible.

FURRY FRIENDS

Keep pet areas clean: Clean up after your pets immediately and wash their bedding regularly. Hide pet food or litter. Not everyone is a pet person and it may hinder their ability to picture themselves living there.

NATURAL LIGHT

Open blinds and curtains and let in as much natural light as possible. Leave lights on before you leave for a showing.

TRASH

Empty trash cans to avoid any odors. Try and empty trash cans nightly so that the home is fresh when you leave for the day.

TEMPERATURE

Keep room temperature comfortable. This demonstrates to buyers that HVAC is working properly.

PERSONALS

Make sure you place all valuables and prescriptions out of site and in a safe place.

VACATE

Having a seller present can make buyers feel awkward. We want to make the buyers feel at home and stay awhile.





Price is just one of many considerations when deciding which offer is best for your home. Here are some of the other factors that matter



CONTINGENCIES

The fewer contingencies and the shorter the time period the better.



ALL CASH BUYER

A cash offer is usually more appealing than a finance offer as the seller doesn't need to worry about if the bank will approve the buyers loan.



PRE-APPROVAL

Assures home sellers that the buyer can get the loan they need



LOAN TYPE

A conventional loan is often the least complicated which is an appealing choice for sellers. An FHA loan can cause delays because they require certain repairs and approvals. Closing Timeline You might need to close quickly to move on to the next adventure, or you might need to extend closing to allow time for next home to be ready. Choosing the offer with the closing time that fits your needs will be most attractive to you.



CLOSING TIMELINE

You might need to close quickly to move on to the next adventure, or you might need to extend closing to allow time for next home to be ready. Choosing the offer with the closing time that fits your needs will be most attractive to you.



CLOSING COSTS

Sometimes an offer comes in high, but the buyer asks you to pay a percentage of the buyer's closing costs.



BUYER LETTER

If you care about the future of your home a buyer letter could assure you that you're selling to someone who will love the home and your neighbors as much as you did.



REPAIR REQUESTS

If the home needs some repairs, but you don't have the time or money to do them, a buyer who will do them for you might be what you need.



OFFER PRICE

Of course price matters too! If a high offer will cost you more in closing costs, repairs or other factors—then it probably won't be the best offer.



NEGOTIATIONS

AFTER AN OFFER IS SUBMITTED

WE CAN:

- **Accept the offer**

- **Decline the offer**

If the offer isn't close enough to meet your expectations and there is no need to further negotiate.

- **Counter-offer**

A counter-offer is when you offer different terms to the buyer.

THE BUYER CAN THEN:

- **Accept the counter-offer**

- **Decline the counter-offer**

- **Counter the the offer**

You can negotiate back and forth as many times as needed until you reach an agreement or someone chooses to walk away.

OFFER IS ACCEPTED

You will sign the purchase agreement and you are now officially under contract! This period of time is called the contingency period.

Now inspections, appraisals, or anything else built into your purchase agreement will take place.

home INSTEPCTIONS

WHAT IS INCLUDED

Roof & Components

Exterior & Siding

Basement

Foundation

Crawlspace

Structure

Heating & Cooling

Plumbing

Electrical

Attic & Insulation

Doors, Windows & Lighting

Appliances (limited)

Attached Garages

Garage Doors

Grading, Drainage & All Stairs



FAQ

INSPECTION TIME FRAME

TYPICALLY 10-14 DAYS AFTER SIGNING
CONTRACT.
NEGOTIATIONS USUALLY HAPPEN WITHIN
5 DAYS

COSTS

NO COST TO THE SELLER. THE BUYER WILL
CHOOSE AND PURCHASE THE INSPECTION
PERFORMED BY THE INSPECTOR OF THEIR
CHOICE.

POSSIBLE OUTCOMES

INSPECTIONS AND POTENTIAL REPAIRS ARE
USUALLY ONE OF THE TOP REASONS A SALE
DOES NOT CLOSE.

COMMON PROBLEMS COULD BE
FOUNDATION, ELECTRICAL, PLUMBING,
PESTS, STRUCTURAL, & MOLD.

UPON COMPLETION:

BUYER CAN ACCEPT AS IS

BUYER CAN OFFER TO RENEGOTIATE

BUYER CAN CANCEL CONTRACT

A black and white photograph of four women in an office environment. They are gathered around a long wooden desk, looking at a laptop and some papers. The woman on the far left is pointing at the desk. The woman in the center is seated and looking at the laptop. The woman on the far right is leaning over the desk, smiling. The woman in the background is also smiling. The office has a modern feel with a circular light fixture on the wall.

CONTRACT TO CLOSING

CLOSING THE SALE

what to expect

Closing is when funds and documents are transferred in order to transfer ownership of the property to the buyer. The escrow officer will look over the contract and find out what payments are owed by who, prepare documents for closing, perform the closing, make sure all payoffs are completed, the buyer's title is recorded, and that you receive payoffs that are due to you.

1. TRANSFER FUNDS

The transfer of funds may include payoffs to:

- Seller's mortgage company as well as any lien holders
- Local government, if any property taxes are due
- Third-party service providers
- Real estate agents, for payment of commission
- Sellers, if any there are any proceeds from the sale of the home

2. TRANSFER DOCUMENTS

The transfer of documents may include:

- The deed to the house
- Certificate of Title, Bill of Sale, and other real estate-related documents
- Signed closing instructions and/or settlement statement (HUD 1)
- Receipts (if needed) for completed repairs, per sales contract

3. TRANSFER PROPERTY

The transfer of property may include:

- Recording of the signed deed (completed by third-party) at county courthouse
- Post-closing agreement, if seller will need to rent back home for specified time frame
- Exchange of keys, garage door opener, security codes and/or devices, appliance manuals, etc.
- Homeownership legally transfers to the new owner when the signed deed is recorded at the seller's local county courthouse.

YOUR COSTS

Seller's commonly pay:

- Mortgage balance & penalties if applicable
- Any claims against your property
- Unpaid assessments on your property
- Real estate agents, for payment of commission
- Title insurance policy
- Home warranty

WHAT TO BRING

Sellers need to bring to closing:

- A government picture ID
- House keys
- Garage door openers
- Mailbox and any other spare keys

AFTER CLOSING

Keep copies of the following for taxes:

- Copies of all closing documents
- All home improvement receipts

FINAL STEPS



FINAL *steps* FOR SELLERS



CANCEL POLICIES

Once title transfer has occurred contact your insurance agent to cancel your policy so you can receive a refund of any prepaid premiums.



CLOSE ACCOUNTS

Cancel utilities and close those accounts. Keep a list of phone numbers for each of your utility and entertainment companies.



CHANGE ADDRESS

Let everyone know your new address. Submit a change-of-address form to the post office.



TURN EVERYTHING OFF

Turn off valves to the sinks, toilets, appliances, and water heater. Turn off all light switches and fans. Lastly call the electricity



DOCUMENTS

Secure all closing documents as well as the contract and closing documents and keep them in a safe place.



GATHER HOME PAPERWORK

Put together a packet of manuals, receipts, and any warranties as well.



CLEAR OUT PERSONALS

Move out your personal belongings completely. Check all drawers, cabinets, and closets.



CLEAN

Ensure that your home is completely clean upon leaving the home. Clean the cabinets, refrigerators, and other appliances inside and out. Thoroughly clean out garage. Schedule trash pick up prior to day of closing. Leave your home the way you would like to find it if you were the buyer.



INCIDENTALS

Leave all house keys, remotes, gate keys, pool keys, and mailbox keys in a drawer in the kitchen.



FLOORS

Vacuum and sweep floors one more time



LOCK UP

Ensure all blinds are closed, and lock the windows and doors.

REVIEWS



REVIEWS



"Our Realtor Heather Sawyer was very patient and knowledgeable on the local downtown Elizabeth City area. She will go the extra mile to ensure the sale of your house. Thank you for sealing the deal helping us close our Elizabeth City Coast Guard chapter."

-Anthony

"Meleka is a wonderful realtor. She has worked very hard to ensure that we find a proper home. I would recommend her to anyone. Professionalism is her character and is friendly. So again, thank you, Meleka for all the time and support."

-Rene

"Working with Mindy was an actual pleasure! She was professional, and consistently going the extra mile to assist us. Mindy worked well into the night, ensuring I could close on schedule. She guided me through the process and kept me informed every step of the way. She also helped me after the sale performing task that were not her job but, helped me tie up some loose ends. I would highly recommend Mindy Lorber"

-Mark

"This team checks all the boxes! Professional, knowledgeable, respectful, caring, true full. This team is not just here to help find our homes or sell them for the money, they are here to help families and friends"

-Leisa

"Samara is truly a gem in the real estate business:) She was honest, caring and professional while working on behalf of my family to sell my mother's home, despite my mother's home not being an easy property to sell. She is intrinsically passionate about real estate, and it shows in how she interacts with her clients as well as with others on her clients' behalf. I am immeasurably appreciative of all that she has done for my family and wish nothing but the best for her in the future."

-Ashley

"Great people to work with easy to get things done, and love my new house"

-Shawn



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