

LIMELIGHT REALTY GROUP

919.605.7569 | JB@LIMELIGHTREALTYGROUP.COM



WWW.LIMELIGHTREALTYGROUP.COM

WHAT TO KNOW BEFORE

Selling Your Home

SELLING YOUR HOME

doesn't have to be hard.

Thank you for requesting our home-seller's guide, so that you will know a little more about me, my team, our services, and how they will benefit you. At this point, I don't know all of your particular needs and objectives, nor do I know your financial and family situation entirely. I do know that selling a home can be an extremely emotionally trying time or a very exciting one. My job is to provide you with enough solid information so you can make an honest, informed decision based upon facts, not hype

As you look through this package, use the forms at the back to note any questions that you have for me so that we will not forget to address them at our meeting.

Before we meet, I will prepare a complete presentation and market analysis for our meeting. Selling your home is a complicated task, so it is crucial to have every possible advantage you can. Thank you again for your time, and I look forward to meeting with you.

Jennifer Bennington



“

“I believe in evidenced based strategy, multi-prong marketing, the power of communication, results oriented negotiation, and client centered empathy.”

MEET THE TEAM



**JENNIER
BENNINGTON**

Founding Broker
919.605.7569
jb@limelightrealtygroup.com
limelightrealtygroup.com



**TECHNOLOGY
PARTNERS**

We partner with the best
technology providers to
provide you with the best
client experience.



**CHRIS
BENNINGTON**

Broker/Realtor
919.357-1213
cb@limelightrealtygroup.com
limelightrealtygroup.com



**INTERN/
ASSISTANT**



COMMUNITY

We work together internally
and externally to help you
meet your goals. We have
partnered with the best
providers in the marketplace.



**INTERN/
ASSISTANT**



INTRODUCTION

Limelight Realty Group stands out in the real estate market with its commitment to excellence and community focus. By integrating cutting-edge technology with a personal touch, we offer a unique experience for sellers, buyers, investors, and new home builders. Our approach to real estate is not about being the largest in the Triangle, but about providing unparalleled service and building trust. With a curated team of top-notch contractors and service providers, we ensure every aspect of the real estate process is handled with professionalism and integrity. Our dedication to raising the bar in a competitive industry reflects our passion for delivering the best results and maintaining a reputation as a leader in the real estate community.

MY COMMITMENT TO YOU

I COMMIT TO TELL YOU THE TRUTH ABOUT YOUR PROPERTY.

I commit to always provide you with honest and accurate information about the condition and value of your property. You can rely on me to thoroughly assess every aspect, from the structural integrity to the aesthetic appeal, ensuring that you have a comprehensive understanding of your property's true worth.

I COMMIT TO RESPECT YOUR CONFIDENCE

I commit to respect your confidence and keep any information you share with me completely confidential. Your trust is of utmost importance to me, and I will always ensure that your privacy is protected. Rest assured that any conversations we have will remain in strict confidence, fostering a safe and secure environment for open communication.

I COMMIT TO CONSISTENT COMMUNICATION

I wholeheartedly commit to maintaining consistent and effective communication, ensuring that all parties involved are continuously informed and updated throughout the process. By prioritizing open and transparent lines of communication, I strive to foster strong connections, build trust, and drive successful outcomes.

I COMMIT TO BEING YOUR #1 ADVOCATE

As your dedicated home-selling real estate agent, I commit to being your #1 Advocate throughout the entire process. With my expertise, I will go above and beyond to ensure your needs are met and provide you with a seamless and stress-free experience in selling your home.

I COMMIT THAT YOU WILL UNDERSTAND WHAT YOU'RE SIGNING.

Rest assured, I commit to ensuring that you will have a clear and comprehensive understanding of what you're signing. You can trust that no information will be overlooked, and any potential confusion will be cleared up, allowing you to make informed decisions with confidence.

I COMMIT TO BEING A PROBLEM SOLVER

I am wholeheartedly committed to being a proactive problem solver, consistently seeking out innovative and creative solutions. With unwavering determination and resourcefulness, I am dedicated to overcoming challenges that come our way.



EASY EXIT

TAKE THE RISK AND FEAR OUT OF LISTING
YOUR HOME!

Because many of the homes we sell were previously listed with another agent we often hear stories of consumers who were frustrated with the other agent. Often the other agent tried to hold their feet to the fire with a listing agreement that can't be canceled or large cancellation fees you would have to pay. I wouldn't want to put any of our clients through that experience.

When you are ready to sell your home make sure the Broker you hire offers an Easy Exit Listing Agreement. Whenever you are ready to talk with us call 919.605.7569 or jb@limelightrealtygroup.com.

A modern interior space with large windows and a potted tree. The room features a dark grey sofa, a large potted tree in a black pot, and a wooden floor. The windows offer a view of greenery outside. A light grey rectangular box is overlaid on the left side of the image, containing text.

your home

TELL US ALL ABOUT YOUR
HOME, UPDATES, SPECIAL
FEATURES.

HOME INFORMATION

BEDS	BATHS
YEAR BUILT	SQ FT
LOT SIZE	GARAGE
SUBDIVISION	SCHOOL DISTRICT
ANNUAL TAXES: \$	
HOA : YES NO	IF YES, ANNUAL FEE \$

HOW MUCH DO YOU WANT TO LIST YOUR HOME FOR?

WHAT'S YOUR REASON FOR SELLING?

DO YOU HAVE A TIMELINE?

IS THERE ANYTHING WE NEED TO KNOW ABOUT YOUR HOME THAT IS HIDDEN FROM THE NAKED EYE?

PRICING YOUR HOME

HOW MUCH DO YOU WANT TO LIST YOUR HOME FOR?

HOW DID YOU ARRIVE AT THAT VALUE FOR YOUR HOME?

WHAT ITEMS ARE YOU LEAVING? (APPLIANCES,
CURTAINS, BARSTOOLS, ETC.)

UPDATES COMPLETED

PLEASE LIST OUT IN DETAIL ALL THE UPDATES YOU HAVE
MADE TO THE PROPERTY

PLEASE LIST OUT IN DETAIL ALL THE REPAIRS YOU HAVE
MADE TO THE PROPERTY

AVERAGE UTILITIES

	ELECTRIC	GAS	WATER	TRASH
JANUARY				
FEBRUARY				
MARCH				
APRIL				
MAY				
JUNE				
JULY				
AUGUST				
SEPTEMBER				
OCTOBER				
NOVEMBER				
DECEMBER				

AVERAGE

SELLING EXPERIENCE

HOW MANY PROPERTIES HAVE YOU SOLD IN THE PAST?

WHEN WAS YOUR LAST SALES EXPERIENCE? WHAT WAS IT LIKE?

HOW DID YOU SELECT THE AGENT YOU WORKED WITH?

WHAT DID YOU LIKE BEST AND LEAST ABOUT WHAT THAT AGENT DID?

WHAT ARE THE TOP THREE THINGS YOU'RE LOOKING FOR FROM AN AGENT?

4 STAGES OF HOME SELLING

1/

PRELISTING

- schedule an appointment
- meet with Staging Consultant
- discuss the best strategy for selling
- property evaluation
- complete market analysis
- establish sales price
- executed listing agreement

2/

PREP FOR MARKET

- marketing campaign started
- professional photography taken
- signs installed
- submitted to MLS
- showing times selected
- property brochure delivered
- direct mail campaign launched
- e-mail campaigns started
- open house scheduled

3/

ACTIVE ON MARKET

- showings started
- curb appeal kept up
- house is kept ready to show
- showing feedback shared
- open House held
- neighborhood door knocked

4/

OFFER & CLOSING

- offer(s) received
- offer(s) negotiated
- offer accepted
- back-up offer(s) accepted
- inspections & disclosures completed
- appraisal completed
- contingencies removed/due diligence complete
- property closes
- refer friends to us!



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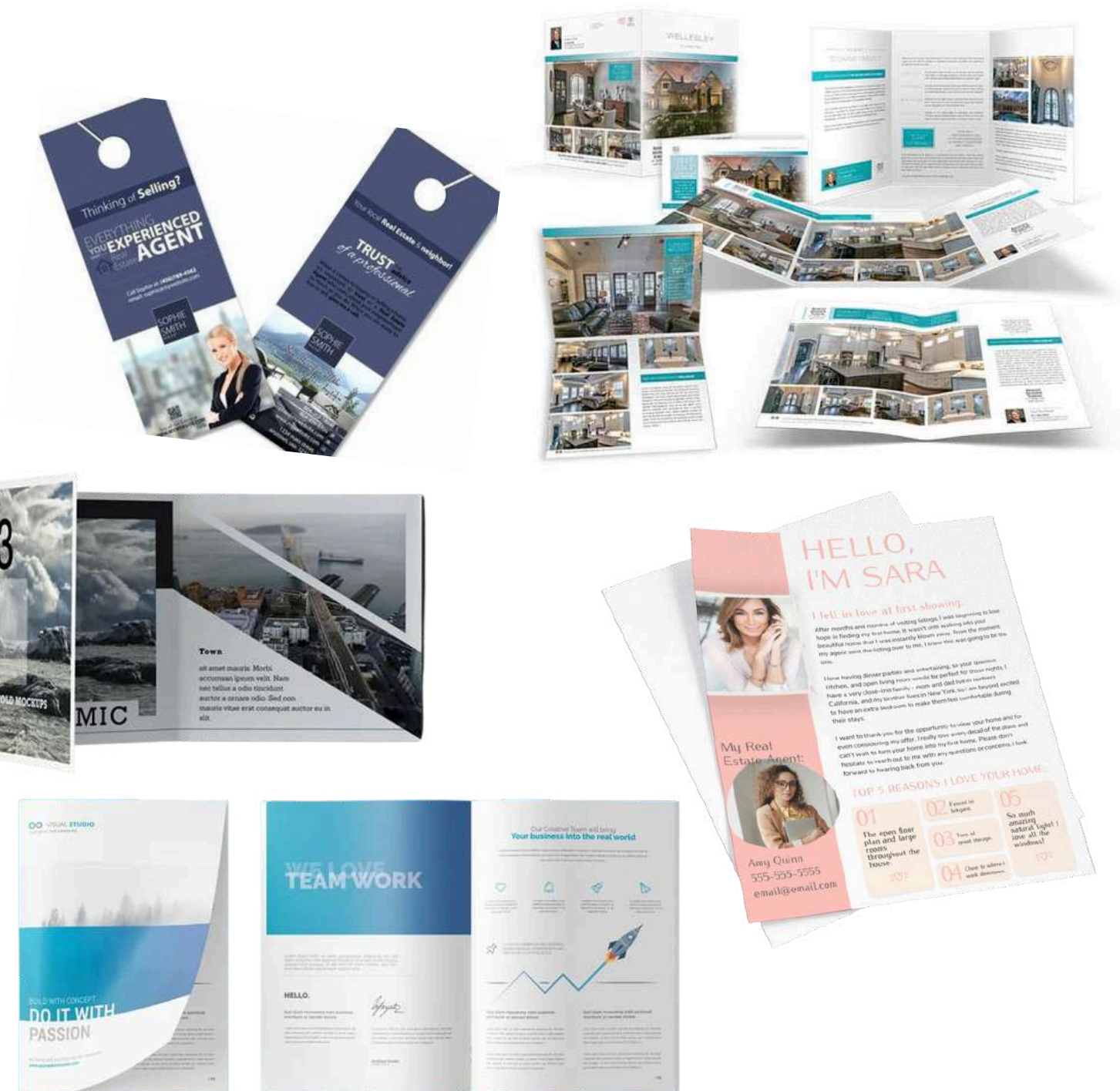
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WE WILL
REVIEW THIS
INFORMATION
TOGETHER
WHEN WE
MEET

OUR MARKETING EXAMPLES

WHAT WE PRINT



WHAT WE MAIL

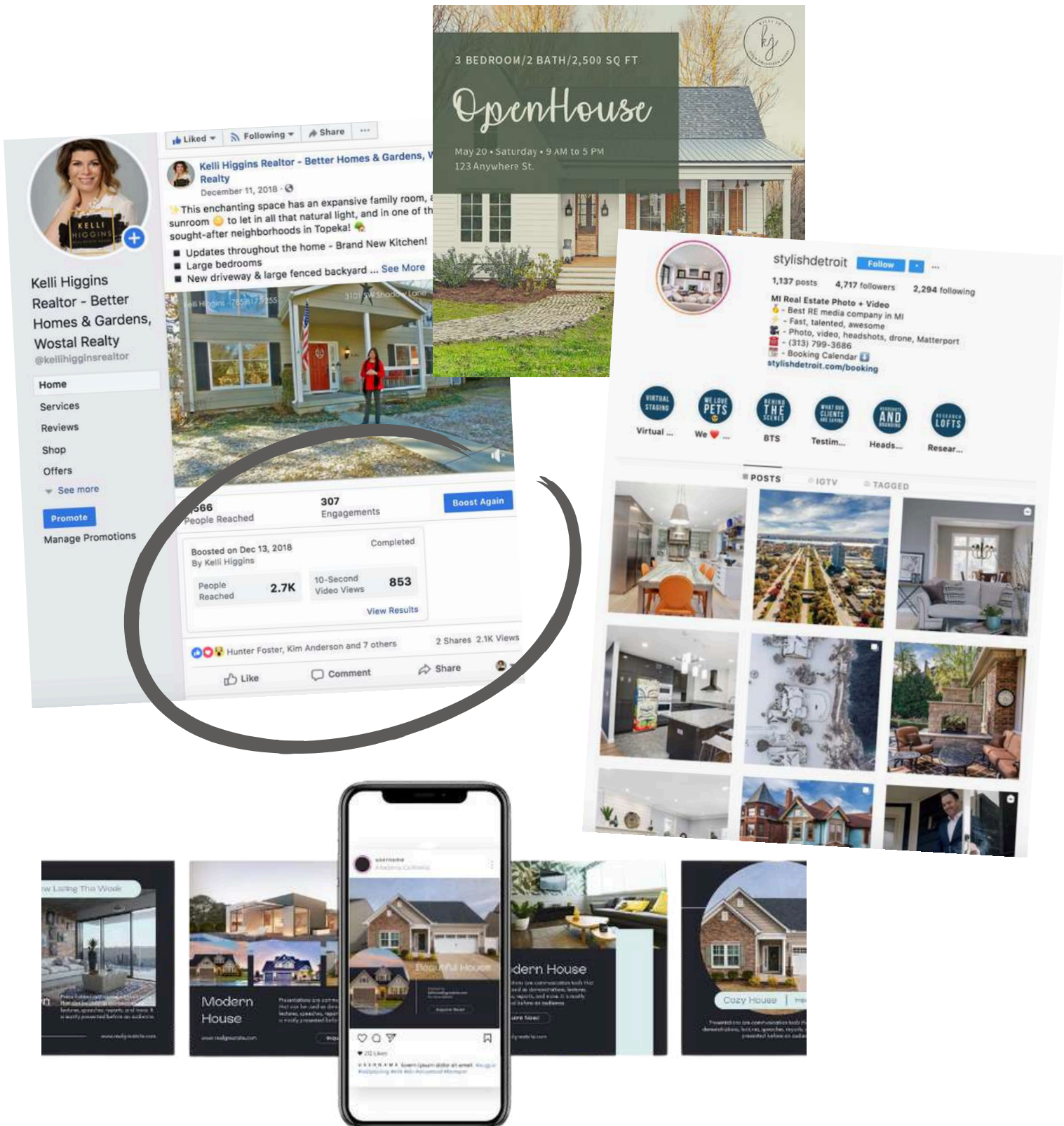


WHAT WE PUBLISH



Your listing is published across all major platforms, with our internal mastermind group, marketed to all Realtors within our market, highlighted on my custom website, and a custom property page created just for you.

WHAT WE POST



20 step system

20 STEP SYSTEM TO GET
YOUR HOME SOLD FAST
AND FOR TOP DOLLAR



STEPS TO SOLD

ONE: MAKE REPAIRS

Now is the time to fix all of those nagging things that you just lived with. Inside the house, look for stained ceilings, missing tile, broken windows, doors, heavily scratched floors, and other signs of neglect. Outside, look for broken or missing shingles, patio pavers, and tuckpointing. If you have a deck, check for cracks in floorboards and loose railings. Make a list of everything you see and then decide which things you're going to tackle. A real estate agent can be very helpful in determining what needs to be done and what doesn't. Here are complete how-to instructions for several common repairs: Wall and Ceiling Repair, Laminate Floor Repair, Shingle Repair, and Deck and Railing Repair.

TWO: FINISH PROJECTS

Every homeowner has at least a couple of ongoing projects that never seem to get finished. Now is the time to finish painting the guest room, install the ceiling fan you bought last summer, and stain that beadboard you put up in the pantry.

THREE: CREATE CURB APPEAL

It's important that your home makes a good first impression. When potential buyers drive up to your home, you want them to think, "Wow! I could live here!" To make sure buyers want to see the inside of your home, make sure the outside is well-kept, tidy, and inviting. It's important to touch up or completely repaint the trim., keep the grass cut, edge along sidewalks and paths, maintain flowers and shrubs and keep the yard tidy. You never know when curious buyers will drive by.



FOUR: DECLUTTER

Resist the urge to roll your eyes at this one. It is imperative that your home looks livable. Potential buyers may not be able to see past your clutter. Think of it this way—don't move things you no longer want or need. Make decisions now and your house will sell faster and your move will be easier. It's no secret that getting started is the hardest part of decluttering. Take one room, or even part of one room, at a time and dive in. Recycle or shred paper. Donate books, toys, clothing, and duplicate household items. If you're getting frustrated and you can't deal with one more stack of papers or shoebox of old photos, put them in a plastic tub, label the tub and stack it somewhere out of the way.

FIVE: DECLUTTER SOME MORE!

Don't overlook items on display on your shelves, tables, and countertops, and inside buffets and other glass-door or open-shelf cabinets. You probably don't even notice what's there, but too much clutter in everything can distract a buyer. A good rule of thumb is 'Reduce by 50%.' In other words, if you have 10 things on a shelf, put away (or get rid of) five. If there are a dozen mugs on display in the kitchen, lose six. One more thing: If you have a lot of personal items on display, it can make it harder for potential buyers to imagine themselves living there. If you display items of a political or religious nature that could be off-putting to others, consider putting them in storage until you can proudly display them again in your new home.

SIX: THINK NEUTRALS

If you decide to do some interior painting, stick to neutral colors. You've heard it before, but it's the truth. Neutrals don't distract and they allow potential buyers to imagine their things in your home.

SEVEN: CREATE A WELCOMING ENTRYWAY

If your apartment doesn't have a proper entryway, create your own. Use a padded bench and hang some hooks for coats, or build simple entryway storage and organizer to keep clutter at bay.

EIGHT: REARRANGE YOUR FURNITURE

Your furniture is arranged the way it best suits you and your family. When you're staging your home to sell, you'll need to use your furniture as marketing tools to help create inviting vignettes. Avoid having furniture lined up along the walls. Pull the sofa away from the wall and pull the chairs close to create a conversation area. Also, you may need to remove some furniture so it's easy for people to walk around in the rooms. If you've toured model homes and had the feeling you could move right in and live there, that's what you're going for.

NINE: REMOVE PERSONAL ITEMS

If you have a lot of family photos on the wall or several pieces of your child's artwork on the refrigerator door, you should take them down and store them out of sight. This will help buyers see the home as a clean slate they could make their own. It might be sad to take those personal items down but it will help you sell your home in the meantime.

TEN: UPGRADE LIGHTING

If your lamps and other light fixtures are outdated, consider replacing them with modern ones. Buyers don't want to feel like they're taking a step back in time with outdated fixtures. This is an easy fix that will help sell your home.

ELEVEN: FIX PET ISSUES

Did Fido leave a stain on the living room carpet? Does the basement smell like a cat's litter box? Address these issues before potential buyers visit the home. Pet smells are serious turn-offs when trying to sell your home.

TWELVE: WASH THE EXTERIOR

If your house has siding, carefully use a pressure washer to clean the exterior. Also, make sure the windows are clean and the gutters are clear before you try to sell your home.

THIRTEEN: GET A HOME INSPECTION

Before trying to sell your home, hire a home inspector. While buyers usually have the home inspected, have an inspection prior to putting the home on the market. This will make you aware of any potential issues that may come up during the sale.

FOURTEEN: FIX FENCING

A fence adds value to your property. If your wood or chain-link fence needs a little TLC, be sure to take care of any repairs before trying to sell your home.

FIFTEEN: ROOF REPAIRS

Few things turn away buyers more quickly than a leaky roof, so address roof repairs before trying to sell your home. If your roof needs serious work, be ready to negotiate a lower price with buyers.

SIXTEEN: FIX CRACKS

Fix any cracks in the driveway, walkway, or patio. And this will help increase your home's curb appeal and will surely help you sell your home.

SEVENTEEN: TOUCH UP ANY SCUFF MARKS

Even if you're not doing a full-on repainting project, pay special attention to scrubbing and then touching up baseboards, walls, and doors to make the house sparkle and look cared-for.

EIGHTEEN: CONDUCT A SMELL TEST

Foul odors, even slight ones, can be a deal-breaker, and the problem is that you might not even notice them. Consider inviting an unbiased third party in to try to detect any pet smells or lingering odors from your kitchen. If the smells are pervasive, prepare to do some cleaning as many buyers are on to the seller's "masking techniques" such as candles or plug-ins.

NINETEEN: BUY FRESH FLOWER

If the weather allows, plant flowers in pots, window boxes, or right in the ground to add color and pump up the curb appeal. Inside the house, fresh flowers in vases add color, life, and the feeling that you, as the home seller, are putting your best foot forward.

TWENTY: PREPARE THE PAPERWORK

Obviously the better prepared a seller is for a home sale, the easier it will go. That being said, don't forget to have all the paperwork for the house organized and ready to go. Some of the paperwork that a seller will need includes deed, homeowners insurance information, loan information, property tax statements, appliance warranties, title report, purchase agreement, and any other information regarding the property.



WHY YOU SHOULD HIRE US

1

COMMUNICATION

Communication is the key to positive relationships. To that end, we have a multi-faceted communication program with our Seller which HOLDS US ACCOUNTABLE to what we tell you we are going to do. All Sellers in the Custom Listing and Service Plan receive weekly updates on marketing, showing activity and feedback on their property via email.

2

MARKET PREPARATION

Feedback buyers often give of homes that don't sell is that they couldn't envision themselves living in it given the current owner's choice of furnishings and any clutter or imperfections. We help to make sure this doesn't happen to you by utilizing our resources and trusted partners to complete any task deemed necessary.

3

INNOVATIVE AND CREATIVE MARKETING

We are consistently sharpening our marketing sword by taking the latest and greatest marketing courses and attending seminars that show you soon-to-be-released software/ products.

4

TARGET MARKETING

We have been utilizing target marketing on the internet for over the past 5 years. (Youtube, Facebook, Instagram, Google) by doing so your home is seen and shown more.

OUR PROMISE TO YOU

1

I promise to tell you the truth about your property.

2

I promise to respect your confidence.

3

I promise to give you good advice.

4

I promise that you will understand what you're signing.

5

I promise to follow through and follow up.

FINAL THOUGHTS

We would love to work with you, please reach out if you have any questions.

JENNIFER BENNINGTON

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thank you