



exp  
REALTY

LUXURY



# SELLER'S GUIDE

[vivianwho.exprealty.com](http://vivianwho.exprealty.com)

# WORLD CLASS MARKETING. TOP DOLLAR RESULTS.

At eXp Luxury, we believe the finest homes deserve the finest marketing. That's why our home marketing program is designed to surpass any other luxury brokerage in quality, sophistication and depth.

We utilize advanced digital strategies, captivating imagery, and best-in-class technology to showcase your property's unique features. Our international network of 88,000 agents in 25 countries allows us to attract high high-net-worth individuals and investors who are actively seeking prestigious residences. Additionally, our properties are showcased in an unrivaled portfolio of elite media brands to reach affluent buyers globally.

As your agent, I am committed to providing personalized attention to every aspect of the selling process. From pricing your property strategically to negotiating offers on your behalf, I will ensure a smooth and successful transaction. You can rely on my strong negotiation skills, market knowledge, and commitment to exceptional client service.

Thank you for considering me as your trusted advisor. I look forward to the opportunity of working together and achieving remarkable results for the sale of your fine home.



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LUXURY

# WHY EXP LUXURY

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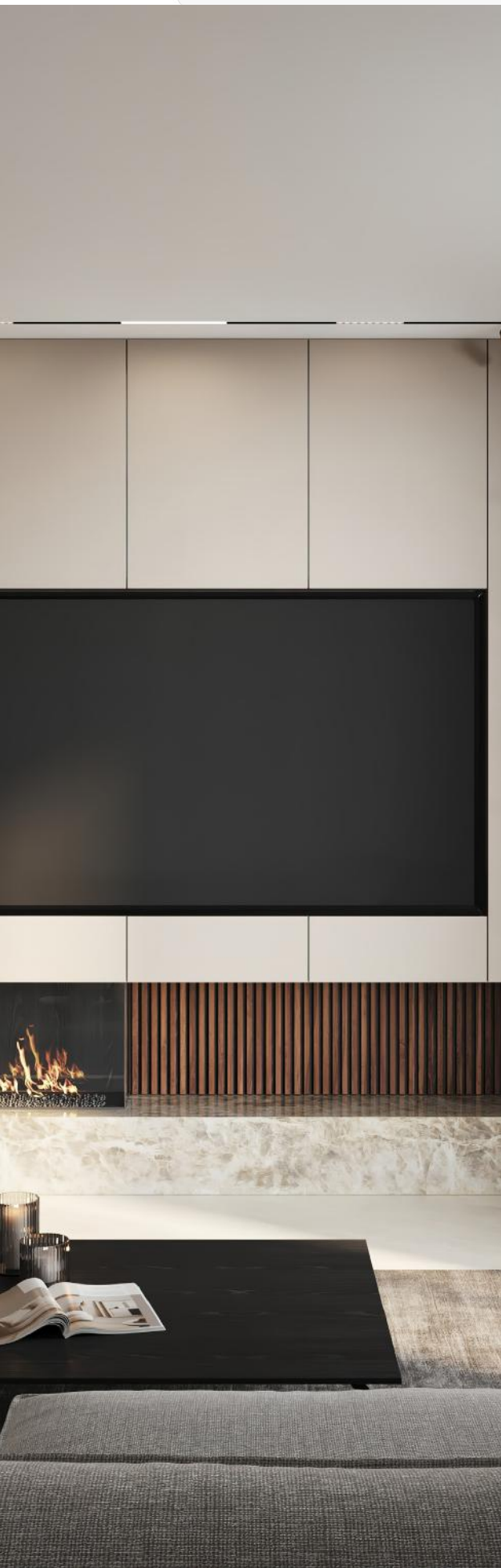
LUXURY

- MILAN • AUCKLAND • LISBON • TORONTO • ATHENS
- HONG KONG • MUMBAI • SANTIAGO • PARIS • LONDON
- SEOUL • SYDNEY • TOKYO • MUNICH • MADRID
- MEXICO CITY • NEW YORK



The First Cloud  
Brokerage  
Connecting Luxury  
Globally.

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# Singular Global Reach

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eXp Realty is the fastest-growing real estate tech company in the world with more than 72,000 agents in the United States, Canada, the United Kingdom, Australia, South Africa, India, Mexico, Portugal, France, Puerto Rico, Brazil, Italy, Hong Kong, Colombia, Spain, Israel, Panama and Germany, and continues to scale internationally. Our unparalleled global reach means we connect with buyers and investors all around the globe to help drive top dollar results for our clients.

- Direct access to 24 global markets / 88,000 agents
- More exposure for your listing
- More networking opportunities

# A Different Approach. Superior Results.

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We apply an elevated level of service, expertise, and attention to every client's needs. Our comprehensive approach maximizes the exposure of your home to attract more qualified buyers and drive competition, and our team of professionals makes sure you enjoy an effortless, concierge experience throughout. We're committed to getting you the top dollar price for your home, quickly and hassle free - and our results speak for themselves.



# Nobody Does More To Bring You Top Dollar Results

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ELITE LUXURY ADVERTISING

AWARD WINNING PHOTO + VIDEO

GLOBAL EXPOSURE IN 75+ COUNTRIES

IMMERSIVE TECHNOLOGY

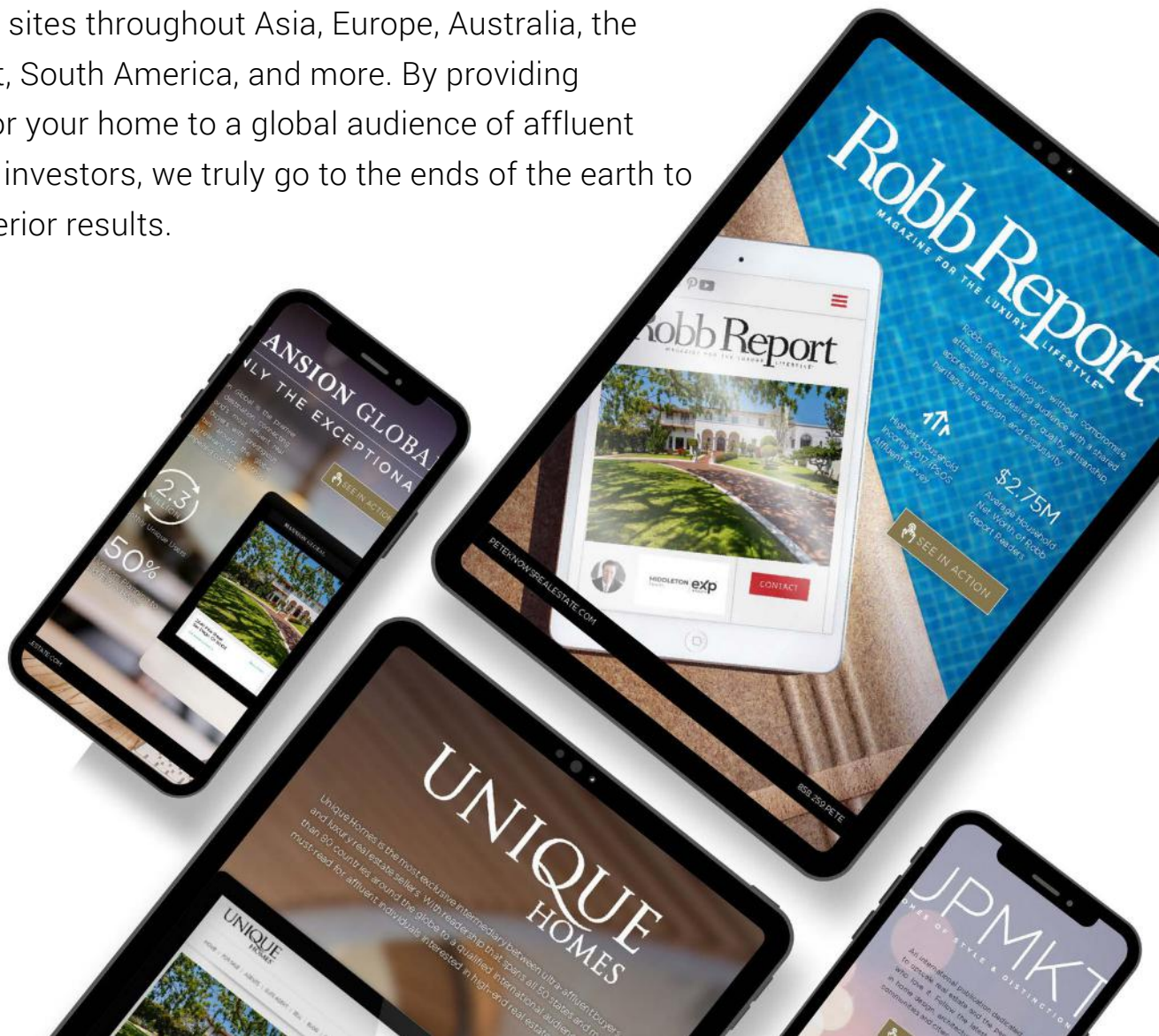
AFFLUENT BUYER TARGETING

# Elite Luxury Advertising

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We are committed to providing our clients with the most comprehensive suite of elite global advertising and prestige marketing available in the industry. Your home is showcased in premium media brands including The Wall Street Journal, Mansion Global, Robb Report and many, many more.

It's also translated and distributed to dozens of prominent Real Estate sites throughout Asia, Europe, Australia, the Middle East, South America, and more. By providing exposure for your home to a global audience of affluent buyers and investors, we truly go to the ends of the earth to deliver superior results.





# When Image is Everything

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Nothing is as important in successful Luxury Real Estate marketing as extraordinary visuals. Premium quality, professional photography is crucial to showcasing your home and creating an emotional response with buyers. Elegant, cinematic video engages and attracts an audience like no other medium. Soaring, spectacular aerial images help convey the power of location and place. And powerful new technologies like 3DVR tours give buyers an unforgettable immersive experience. At Middleton Team, we're committed to giving your home the star treatment with best-in-class photography, video and virtual technologies.

# The Technology of Luxury

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Gaining the right exposure for your property with highly qualified and motivated buyers around the world requires mastery of state of the art technology tools. At eXp Luxury we deploy groundbreaking solutions for AI-based buyer targeting and market analysis. We use stunning virtual technologies for image enhancement and immersive tours. Your home is showcased perfectly throughout social media and to users on every type of mobile device. And our commitment to up-to-the-minute reporting and analysis means you'll stay informed every step of the way.



# How we use Technology

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## INTELLIGENT

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- AI Driven Buyer Targeting
- Strategic Market Analysis
- Robust Performance Tracking

## VIRTUAL

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- Immersive 3D Virtual Reality
- Photorealistic Renderings & Floorplans
- Remote Showings Globally

## GLOBAL

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- eXp Luxury Global Network
- 100+ International Search Sites
- Key Investor Markets

## SOCIAL

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- Showcase to the Middleton Team's 10,000+ Social Audience
- Intensive Social Video Advertising

## CONNECTED

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- Fully integrated systems to deliver
- Maximum exposure across all media



## MOBILE

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- Custom QR Code
- Mobile-perfect Property Website
- Buyer Mobile Alerts

## Designed to command attention

We believe that extraordinary homes deserve extraordinary marketing. That's why we employ professional design and ultrapremium materials to showcase your home with elegance and sophistication. From hardcover coffee table books to lighted signage to digital materials, your home is always the center of attention.



Nobody does more to make  
your experience effortless.

# Our Concierge Commitment

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## A STRATEGY TAILORED TO YOU

Every client's needs are different, and we approach each sale with a bespoke strategy to deliver the best possible outcome based on your goals. With our deep experience in complex high stakes transactions on your side, you can feel confident in the results

- Private Sales
- 1031 Exchange
- Relocation
- Investment
- Leasing
- Estate & Probate
- Repair & Renovation
- Historical Designation

## A TEAM OF EXPERTS ON YOUR SIDE

Each successful transaction is the result of precise coordination by our specialized team of professionals. From tech and creative to sales and marketing, your home is in the hands of best talent in the business

- Sales
- Marketing
- Technology
- Creative
- Legal
- Financial

## YOUR PRIVACY & SECURITY COME FIRST

We take special care to ensure a discreet, private and secure experience for our clients from start to finish. We understand that selling a home can involve disruption and stress and our team works overtime to deliver a concierge experience with discretion and diligence.



# THE PROCESS

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LUXURY

# Your Property Journey

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Selling a property is more than just a transaction; it's a multi-faceted process that involves various steps to ensure that you get the best possible deal in the shortest amount of time. From understanding the market conditions to employing state of the art marketing techniques, every detail counts. Below, we break down each of the crucial elements that make for a successful property sale.

## MARKET ANALYSIS

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Evaluate current real estate trends to price your property competitively.

## STAGING

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Prepare your home to appeal to buyers, enhancing its best features.

## LIFE STYLE AND PROPERTY VIDEOS

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Showcase both your property and the lifestyle it offers, enhancing its attractiveness to potential buyers.

## MARKETING STRATEGY

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Featuring your property in upscale, lifestyle magazines targets a high net worth audience who appreciate the finer things in life, elevating your home's profile in circles that matter.

## PURPOSEFUL PHOTOGRAPHY

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High-quality photographs that make your property stand out in today's crowded market.

## NEGOTIATION SKILLS

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Leverage expert negotiation techniques to secure you the best possible deal.



# Getting your Home Sold

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01

## PRE-SALE AND STRATEGY PLANNING

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As your realtor, I'll develop a tailored pre-sale and strategy plan to position your property for a successful and swift sale.



02

## PREPARE THE PROPERTY

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I'll oversee the preparation of your property to ensure it's market-ready and appealing to potential buyers.



03

## PREPARE MARKETING

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I'll craft a customized marketing strategy to maximize exposure and attract qualified buyers to your property.



# Getting Your Home Sold

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04

## GOING LIVE ON THE MARKET

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I'll seamlessly launch your property listing, ensuring it goes live with maximum impact to attract immediate interest from potential buyers.



05

## THE ESCROW PROCESS

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I'll guide you through the escrow process, ensuring a smooth transaction from initial offer to closing.



06

## CLOSING THE SALE

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I'll manage all the details to ensure a smooth and successful closing, finalizing the sale to your satisfaction.



# Our Marketing Strategy

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Selling a luxury property requires a specialized approach that goes above and beyond traditional methods. As your realtor, I begin with an in-depth market analysis tailored to high-end homes, ensuring your property is priced optimally to attract the right buyers. I understand that luxury isn't just about square footage; it's about the unique characteristics and lifestyle that your property offers.

To capture the essence of your home, I commission professional, magazine-quality photography and videography. These visuals showcase the unique features and opulence of your property, serving as the corner-stone of our marketing materials. From there, we utilize a variety of high-impact channels, including premier real estate websites and targeted social media campaigns, to get your property the attention it deserves.

The aim is to reach a global audience, attracting buyers who appreciate luxury and are willing to invest in quality. I also make use of high-end print materials and may even organize private viewings for select, pre-qualified buyers. The goal is not just to meet your expectations but to exceed them, ensuring a smooth and profitable sale of your exceptional property.

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# Listing Launch

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Your property will take center stage on eXpLuxury.com, the leading platform for luxury real estate. We begin by creating a captivating listing that includes high-quality photos, detailed descriptions, and essential property highlights.

This listing is then distributed across our extensive network of over 90 advertising partners, ensuring it reaches a wide audience of potential buyers. Additionally, we employ targeted marketing strategies, such as email campaigns, social media promotions, and featured placements on high-traffic websites.

Our comprehensive approach ensures that your property receives the attention it deserves, enhancing its visibility and attracting qualified buyers throughout the entire selling process.



# Print Marketing

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As your realtor, I'll utilize premium print materials like brochures and flyers to elegantly showcase your property. These high-quality assets offer a tactile experience that digital channels can't replicate, resonating with discerning buyers. Distributed strategically, our print marketing keeps your property top of mind among a curated audience of high net worth individuals, adding a touch of sophistication to our comprehensive marketing strategy.

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## PROPERTY BROCHURE

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A professionally designed property brochure serves as a tangible keepsake that showcases your home's unique features, keeping it top-of-mind for potential buyers.

## EXCLUSIVE EVENT INVITATIONS

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Invitations to exclusive property-viewing events create buzz and urgency, attracting genuinely interested, high-caliber buyers to experience your home in person.

## LUXURY MAGAZINES

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Featuring your property in upscale, lifestyle magazines targets a high-net-worth audience who appreciate the finer things in life, elevating your home's profile in circles that matter.

## ADVERTISING

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Strategically placed print ads in luxury-focused publications reach a curated audience of high-net-worth individuals, increasing your property's visibility.

# Digital Marketing

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In today's digital age, online visibility is more crucial than ever, especially for luxury properties that require a global reach. As your realtor, I leverage cutting-edge digital marketing strategies to showcase your property to a targeted audience of high-net-worth individuals. Through a combination of premier real estate websites, targeted social media campaigns, and search engine optimization, we maximize your listing's exposure, drawing the attention of qualified buyers who are in the market for a home as exceptional as yours. This digital approach amplifies traditional marketing efforts, providing a comprehensive strategy that aims to sell your luxury property swiftly and profitably.

## WEBSITE

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A dedicated website for your property acts as a 24/7 open house, allowing potential buyers to explore its features at their convenience

## VIDEO

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High-quality videos offer an engaging way to showcase your property's lifestyle and features, capturing the attention of discerning buyers.

## 3D WALK THROUGH

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A 3D walkthrough provides an immersive experience, allowing prospective buyers to tour the property virtually, deepening their connection before an in-person visit.

## SOCIAL MEDIA

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Strategic social media campaigns amplify your property's exposure, reaching a targeted audience of high-net-worth individuals likely to be interested in a luxury home.

## LISTING SERVICES

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Premium listing services ensure that your property appears on top real estate platforms, increasing visibility among qualified buyers actively searching for luxury homes.

# Negotiations

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After the contract terms are agreed upon, the transaction overview is distributed to everyone involved. I'll track and log all key deadlines during this stage. The property will undergo an appraisal and inspection, with any subsequent negotiations handled efficiently. All necessary financial and additional documentation will be compiled and forwarded to the managing agent.

# Time to Close

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I'll handle all the necessary steps to bring your sale to a successful conclusion. Once the buyer has completed inspections, cleared all contingencies, and secured their financing, we'll coordinate the final walk-through. The closing will conclude with you handing over the keys to the new homeowner.

An integral part of this process includes both the property appraisal and a thorough home inspection. Should any discrepancies or concerns arise from these evaluations, I will spearhead further negotiations to address and rectify them. Lastly, after gathering all financial data and any additional information, everything will be organized and presented to the managing agent for review and finalization. Our commitment remains unwavering until the very end, guaranteeing a smooth transition and peace of mind for all involved.



# Next Steps

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Please prepare these documents in advanced of our meeting.

## GENERAL

- A copy of your survey (if you have one).
- The average costs of your utilities (electricity, water, hydro).
- Receipts, permits and/or warranties for any recent home improvements (roof, windows, furnace, kitchen appliances, etc.).
- A completed "10 best features of your home" sheet.
- Any other relevant information (copy of floor plans, builder info, permits).
- 2 copies of your front door key.
- Any alarm codes.

## FOR CONDOMINIUM OWNERS

- Maintenance fees and a list of maintenance fee inclusions (gas, hot water, etc.)
- Parking and locker numbers, fob key to the building and any common areas, and unit buzzer number Strata plan.
- A list of bylaws and restrictions.
- Strata minutes from the last 2 years.
- Details of any building updates (roof, balconies, boiler etc).
- Details of any pending building.
- Improvements and/or pending levies (vote on or proposed).
- What is approximate value of the contingency reserve fund?



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