



NLC REALTY · DARK HORSE GROUP
BROKERED BY LPT REALTY

FOR HOME SELLERS

Active Marketing Plan

GET MORE OFFERS ON YOUR HOME — 2026

Selling a home takes more than listing it and waiting. My Active Marketing Plan is built to reach buyers most agents never find — using exposure, repetition, and emotion to drive multiple offers and the strongest possible price.



Nehemias Lugo-Cheverez

REALTOR® · Dark Horse Group · NLC Realty



THE FRAMEWORK

Supply, demand, and getting there first.

Most agents rely on three things to sell your home: a yard sign, the MLS, and real estate websites. But the best buyer leads aren't always the ones actively searching. My goal is to increase *demand* for your home — through exposure, repetition, and emotional connection — while supply stays the same. When demand rises, your final price follows.

In-Home Activation

Full-color sign rider with
interior photos + Neighborhood
Report

Neighborhood Canvass

Door hangers, flyers, postcards
& business cards

Direct Mail

Geo-targeted "Just Listed"
postcards

Digital Marketing

Social & display ads, geo-
targeted and retargeted



How I Drive Demand

- 1 Win the Battle at the Sign**
Your yard sign features interior photos and a dedicated text-enabled phone line with a unique code — buyers text it for price, details, or to request a showing, instantly. About 9% of buyers find their home through a yard sign; this makes yours count.
- 2 You're Selling More Than a Home**
Neighborhood Reports map nearby restaurants, grocery stores, hospitals, and schools, with a satellite view and photos of your home — a great open-house takeaway buyers hold onto after they leave.
- 3 Recognition Through Repetition**
High-quality door hangers, postcards, and business cards featuring your home's photos, placed throughout the neighborhood. Physical print is held longer and builds a stronger emotional connection than a scroll-past ad.
- 4 Target Buyers in Their Mailbox**
Full-color, geo-targeted "Just Listed" postcards go straight to buyers near you, each with a unique text code linking to your home's dedicated website.



How I Drive Demand

5

Find the Right People at the Right Time

Digital ads on social platforms and high-traffic sites — using geo-targeting and retargeting — reach buyers where they actually spend time online, not just on real estate sites.

6

Price Your Home to Sell

A personalized CMA accounts for every factor affecting value. Price too high and you sit; price too low and you leave money on the table. The right price catches attention and can bring in multiple offers fast.

7

Get Multiple Offers

With a single offer on the table, a buyer negotiates the price down. With multiple offers, each one drives the next higher. Print, digital, and direct mail work together to put you in control of the negotiation — and start a bidding war over your home.

HAVE A HOME TO SELL?

Let's put this plan to work.

I can walk you through exactly how I'd market your home for top dollar — free, no obligation.

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