



NLC REALTY · DARK HORSE GROUP
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FOR HOME SELLERS

9 Critical Questions

TO ASK BEFORE YOU HIRE AN AGENT TO SELL — 2026

There are over 3 million active real estate licensees in the U.S. Finding the one who will actually sell your home for what it's worth comes down to asking the right questions. Here are nine that separate an average agent from a true local expert — and how I answer each one.



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REALTOR® · Dark Horse Group · NLC Realty



The Questions & My Answers

1. Can you walk me through your multi-touch marketing plan?

I use print, digital, and direct mail together — not just a yard sign and the MLS — because the best buyer leads aren't always the ones already looking.

2. How much of your marketing promotes my home versus you as an agent?

Your home is the center of every campaign — not my face. This is called geo-targeting: content and ads focused on your specific location and the buyers around it.

3. Do you use text-capture technology or interior photos on your yard sign?

Yes. My signs include interior photos and a dedicated text code so a passerby can text for price, details, or to request a viewing — instantly.

4. What do you do to highlight my neighborhood to buyers?

I build a Neighborhood Report — a map of nearby restaurants, grocery stores, schools, and services, plus a satellite view and photos of your home — a great open-house takeaway that keeps your home top-of-mind.

5. Do you include custom print marketing?

Yes — door hangers, postcards, and business cards featuring professional photos of your home, placed strategically throughout your neighborhood.



The Questions & My Answers

6. How many postcards will you mail, and can I see a sample?

I send full-color, geo-targeted “Just Listed” postcards to buyers in your immediate area, each with a unique text code linking straight to your home’s dedicated website.

7. What’s your online marketing strategy?

Beyond standard MLS-fed sites, I run digital ads on social platforms and high-traffic sites using geo-targeting and retargeting — reaching buyers where they actually spend their time online.

8. What’s your strategy for pricing my home?

A personalized Comparative Market Analysis (CMA) that accounts for every factor affecting your home’s value — priced right from day one, so you don’t leave money on the table and don’t sit on the market either.

9. How successful are you at getting multiple offers?

Getting your home in front of the most buyers, repeatedly, across every channel is the whole point of my marketing plan. With one offer, a buyer negotiates down. With multiple offers, each one drives the next higher — that’s the goal of everything I do.

CHOOSING THE RIGHT AGENT MATTERS

Let’s talk about your home.

Ask me any of these nine questions — I’m happy to walk you through exactly how I’d market your home to sell for top dollar.

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