



NLC REALTY · DARK HORSE GROUP

BROKERED BY LPT REALTY

SANDHILLS · FAYETTEVILLE · SOUTH-CENTRAL NORTH CAROLINA

Listing Presentation

DARK HORSE GROUP — 2026

How Dark Horse Group markets and sells your home — the agent, the team, the strategy, and the results behind a listing with me.

500+

HOMES SOLD/YEAR

Top 5

TEAM IN NC



Nehemias Lugo-Cheverez

REALTOR® · Dark Horse Group · NLC Realty



YOUR AGENT

15 years in the business

I specialize in VA and military buyer representation — expertly guiding service members through VA loan purchases and relocation near Fort Liberty and throughout North Carolina — first-time homebuyers, and listing and marketing residential properties using Zillow Showcase, Ipt Realty systems, and Dark Horse Group's marketing strategies to help sellers achieve top-dollar sales quickly.

Why? I love changing lives by fulfilling real estate dreams.

The Dark Horse resume

- Founded in 2021
- Sells 500+ homes a year
- Top 5 team in North Carolina
- Top 150 team in the U.S.A.
- Backed by full-time support staff, so nothing falls through the cracks



WHO WE ARE

Core values

- **We lead from the front.** We set the pace, raise the standard, and outwork the competition — every single day.
 - **We put people first.** Our clients and agents are at the center of every decision, every interaction, and every outcome.
 - **We own the outcome.** We take extreme responsibility for results and deliver on what we promise — no excuses.
 - **We build relentlessly.** We pursue growth, innovation, and better ways to serve — never settling for “good enough.”
 - **We leave a legacy.** Every transaction is an opportunity to positively impact lives and strengthen our communities for the long term.
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The Dark Horse value

Innovative go-to-market strategies and full online exposure — marketed to 30,000+ internal contacts.

Staging

Home staging checklist

Photography

Professional photography

Strategy

Weekly listing strategy meetings



ZILLOW SHOWCASE

Sell faster and for more

- **75%** more views, saves & shares than similar non-Showcase listings*
- More likely to go pending within **14 days***
- Sells for **2% more** — over **\$7K more** on a home sold at the average U.S. sales price*

*Based on data available on the Zillow Showcase website, compared to similar nearby non-Showcase listings.

Showcase makes your home the hero

Zillow Showcase listings feature immersive and interactive media, featuring high-resolution photography, a Zillow 3D Home tour and interactive floor plan, increased exposure in Zillow search results, special map stickers, dedicated emails to interested buyers, and featured placement on Apple Vision Pro™.



DARK HORSE OFFERINGS

Two tiers of service

Comprehensive — 3.5% of the purchase price

Innovative go-to-market strategies, full online exposure, marketing to 30,000+ internal contacts, home staging checklist, professional photography, and weekly listing strategy meetings.

Elite — 4% of the purchase price

Everything in Comprehensive, plus a 3D tour online walkthrough, drone photos, virtual staging, and featured Zillow Showcase placement.

LET'S TAKE THE NEXT STEP

Let's set up a listing appointment.

We'll talk through your home, your goals, and how we get you there.

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Nehemias Lugo-Cheverez · Dark Horse Group, brokered by Ipt Realty, LLC. Equal Housing Opportunity.