



NLC REALTY · DARK HORSE GROUP
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SANDHILLS · FAYETTEVILLE · SOUTH-CENTRAL NORTH CAROLINA

The Home Seller's Guide

NORTH CAROLINA EDITION — 2026

Hey there! I'm Nehemias Lugo-Cheverez, and I'm here to make your home-selling journey smooth and stress-free. Whether this is your first time selling or your tenth, my goal is that you feel confident every step of the way.

Local

SANDHILLS TO FAYETTEVILLE

Bilingual

ENGLISH & SPANISH



Nehemias Lugo-Cheverez

REALTOR® · Dark Horse Group · NLC Realty



WELCOME

A clear plan to get your home sold.

I provide expert market knowledge, strong negotiation, a trusted network of vendors, and powerful tools — including professional photography and drone media produced in-house through NLC Media Group. As a member of the top team in our market, my job is to position your home to sell for the strongest price today's market will support.

Meet Lexi and her team of transaction coordinators

Lexi is my trusted Transaction Coordinator, and she leads a team of TCs who make sure everything runs smoothly from contract to closing — scheduling inspections, tracking deadlines, and communicating with attorneys, lenders, and the buyer's agent. You'll likely hear from Lexi and her team throughout your transaction — they're here to make your experience even more seamless.

Who does what

You prepare the home and make the decisions on offers. I manage pricing, marketing, negotiations, paperwork, and closing coordination — and Lexi keeps every deadline on track.

The REALTOR® Code of Ethics

As a REALTOR®, I adhere to a national code promoting honesty, loyalty, fair treatment, and professional conduct. My priority is your success and peace of mind.

What your listing agent is — and isn't — required to do

Required: promote your interests, disclose material facts, maintain confidentiality, follow your instructions, and handle documents with care.

Not required: attend every inspection or repair, be present at closing, manage contractors, provide legal or tax advice, or define lot lines.

How representation works in North Carolina

North Carolina law requires all agents to disclose their representation status — you'll always know whether I represent you alone or also a buyer.

Exclusive Seller Agency

I represent you only — advocating solely for your interests from list to close.

Dual Agency

With your consent, I represent both you and the buyer, acting neutrally and fairly.

Designated Dual Agency

My firm assigns separate agents to each party, each fully representing their own client.



Steps 1–5 — Launch & Offers

1 Prepare the Home

Declutter, deep clean, and depersonalize your space. Minor repairs? We'll recommend trusted vendors to make sure your home shines. To maximize visual impact and buyer engagement, professional photography, drone footage, and a virtual tour — produced by NLC Media Group — are completed only after the home is fully market-ready.

2 Set the Price

I run a full Comparative Market Analysis (CMA) using recent local sales, and together we choose a pricing strategy that positions your home competitively in today's market.

3 Market the Listing

Professional photos, MLS exposure, social media campaigns, and targeted online ads. Your home is featured across Zillow, Realtor.com, Facebook, and more — with print flyers and open-house materials included.

4 Show the Home

We use showing software that allows flexible, secure scheduling. I coordinate showings, keep you updated with feedback from buyers and agents, and prepare you with a showing checklist.

5 Receive & Negotiate Offers

I review each offer in detail and walk you through all the terms. We compare net sheets and weigh the pros and cons of each offer — then I handle negotiations to secure the best price and terms for you.

Understanding “Coming Soon” listings in NC

The Coming Soon status lets us pre-market your home to agents and buyers before it officially hits the MLS — time to schedule photos, finalize staging, and build early interest (showings aren't permitted during this phase). After a couple of weeks fully active, if we see little interest or few showing requests, we may recommend adjusting the price to stay competitive.



Steps 6–10 — Contract to Close

6 Enter Contract

Once you accept an offer, I guide you through signing and escrow setup. Lexi makes sure contract deadlines are met and all documents are in order.

7 Navigate Due Diligence

Buyers perform inspections and may request repairs — typically a general home inspection, pest inspection, and more depending on the property. We negotiate fairly and provide access for the buyer's appraiser and inspectors, with Lexi coordinating timelines and contractor access as needed.

8 Coordinate Closing

Lexi works with the attorney, the buyer's agent, and the lender to make sure all closing documents are ready. We review the settlement statement together before closing day. Closing usually runs 30–45 days from contract.

9 Deliver Keys

In North Carolina, keys are turned over only after the deed is officially recorded — often the same or next business day. We coordinate the key handoff, garage remotes, and any manuals for the buyer.

10 Celebrate

You just sold your home! We wrap things up, remove the sign and lockbox, and thank you for letting us represent you. Referrals and reviews are always appreciated if you loved the experience.

Need to pause instead?

If now isn't the right time to sell — personal reasons, market conditions, or a change of plans — we can remove your listing from the MLS. No pressure, no penalty. I'll be here if and when you're ready to move forward again.



Market, Proof & Checklist

MARKET SNAPSHOT — WHAT IT MEANS FOR SELLERS

Current market reality

- Homes are selling at roughly 98% of list price
- Average time on market is around 60 days
- Inventory is moving toward balance, giving buyers more options

Why this still works in your favor

- Priced-right, professionally marketed homes still sell close to asking
- Longer market times reward sellers who prepare, stage, and launch strategically
- Balanced inventory keeps serious, qualified buyers active for well-presented homes

What clients say

“Nehemias made selling easy and stress-free. He explained everything clearly and guided me through each step.” — T. Harris

“Amazing communication, great marketing, and a fast sale. Highly recommend!” — R. Rivera

Seller checklist

BEFORE LISTING

- Declutter & clean
- Fix minor repairs
- Stage & schedule photography

WHILE ACTIVE

- Approve marketing materials
- Be ready for showings
- Review feedback

UNDER CONTRACT

- Coordinate repairs
- Schedule move-out
- Sign required documents

CLOSING DAY

- Turn over keys
- Provide manuals & remotes
- Celebrate your successful sale



Your Team, Timeline & Next Steps

MY PREFERRED PARTNERS & SERVICE PROVIDERS

PHOTOGRAPHY	NLC Media Group — professional photos, drone & video
HOME INSPECTION	New Leaf Home Inspections
PEST CONTROL	Canady's Pest Control
HOME INSURANCE	Neal Henry — NC Farm Bureau
CLOSING ATTORNEY	Larris Hutton — Hutton Law · (910) 302-7094 · hutton.law
LENDER	Evan Enstrom — Responsive Mortgage

Closing timeline & keys

Closing is usually 30–45 days from contract. Keys are handed over once the deed is recorded — often the same or next business day.

Fair Housing

The Fair Housing Act prohibits discrimination based on race, color, religion, sex, national origin, disability, or familial status. We uphold these standards proudly.

READY TO SELL YOUR HOME?

Let's get started.

Priced right, marketed professionally, and guided from listing to recorded deed.

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All information deemed reliable but not guaranteed.