



NLC REALTY · DARK HORSE GROUP

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SANDHILLS · FAYETTEVILLE · SOUTH-CENTRAL NORTH CAROLINA

Zillow Showcase

PREMIUM LISTING GUIDE — 2026

In today's market, your home needs more than a sign in the yard. As a Zillow Showcase agent, I give your listing a premium, immersive experience designed to grab attention, maximize exposure, and attract serious buyers.

2% More

AVERAGE SALE PRICE

20% Faster

TO PENDING



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WHY SHOWCASE

The Zillow Showcase advantage

Showcase listings rise to the top of Zillow with immersive, interactive media and premium placement in buyers' personalized search results.

The results speak for themselves

Showcase listings sell for about **2% more** — roughly **\$9,000** more on an average-priced U.S. home — and are nearly **20% more likely** to go pending within the first 14 days than similar nearby non-Showcase listings.

Claims current as of April 20, 2025, per showingtimeplus.com/solutions/listing-showcase-facts.

What a Showcase listing includes

- High-resolution professional photography
- An interactive virtual tour and floor plan
- Aerial photography and drone video
- Virtual staging to help buyers picture the space
- Dedicated email outreach to prospective buyers
- Featured placement in Zillow's personalized search results



CHOOSING YOUR AGENT

5 characteristics to look for

You deserve to know your agent measures up before you list. Here's where I stand:

- **Do they specialize in buyers, sellers, or both?** I work with both, but on listings I'm laser-focused on your goals.
- **Do they respond quickly?** I respond in minutes, not hours, with systems that keep communication fast and consistent.
- **Are they honest and trustworthy?** You'll always get direct answers from me — on pricing, negotiation, and which contractors and lenders to trust.
- **Do they know the local neighborhood?** I live and work here, so I understand the subtle market shifts.
- **Do they have a standout marketing plan?** Every listing gets a custom strategy — not a sign and a prayer.

Documents to gather before you sell

Getting a head start on paperwork keeps your sale smooth. Start collecting:

- Appliance receipts, manuals, and warranties
- HOA rules, regulations, and dues, if applicable
- Recent utility bills so buyers understand operating costs
- Any pre-listing inspection report
- Your latest mortgage statement and payoff
- The seller's disclosure, a required legal document
- A home appraisal report to help assess fair market value
- A preliminary title report — shows deed restrictions and flags issues like liens for unpaid property taxes or child support



STRATEGY

Pricing & marketing

A smarter pricing strategy

Pricing drives how fast and for how much your home sells. I factor in recent neighborhood sales, market trends, and your home's condition — plus your mortgage balance, transfer/excise taxes, prorated property taxes, and closing costs.

Free Comparative Market Analysis

Ask me for a free CMA to pin down your home's true market value.

A standout marketing plan

I use professional photography, virtual tours, interactive floor plans, aerial drone video, and social reels to make your home stand out. Staging — even virtual — helps buyers form an emotional connection that leads to stronger offers. Every listing is backed by targeted email and social campaigns plus prioritized Zillow placement.



ABOUT NEHEMIAS

Introduction

Over the years, I've had the privilege of helping many families across North Carolina buy and sell homes with confidence. My specialty lies in working with first-time homebuyers, military families, and sellers who want expert marketing and a smooth transaction from start to finish.

- **Experience:** 10+ years in real estate (4 as a licensed NC Broker)
- **Average volume:** Over \$3 million in annual sales
- **Tools I use:** Zillow Showcase, professional photography, virtual staging, and cutting-edge digital tools
- **Recognition:** Trusted partner in the #1 real estate team in our MLS

What people are saying

★★★★★ Ruby Rossi

"The process was smooth and easy. Thanks to Neo, selling my house was a great experience for everyone involved."

★★★★★ Tatiana Schlien

"Nehemias is an excellent communicator, works hard for his clients, and remains optimistic and positive throughout. He treats everyone like family."



TRACK RECORD

Recent sales

\$1,415,000

2,890 sq ft • 3 bed • 4 bath

\$235,000

3,200 sq ft • 3 bed • 3 bath • 2-car
garage • pool

\$205,000

1,102 sq ft • 3 bed • 2 bath • 1-car
garage

READY TO SELL YOUR HOME?

Let's get started.

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

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