

# SELLER'S GUIDE



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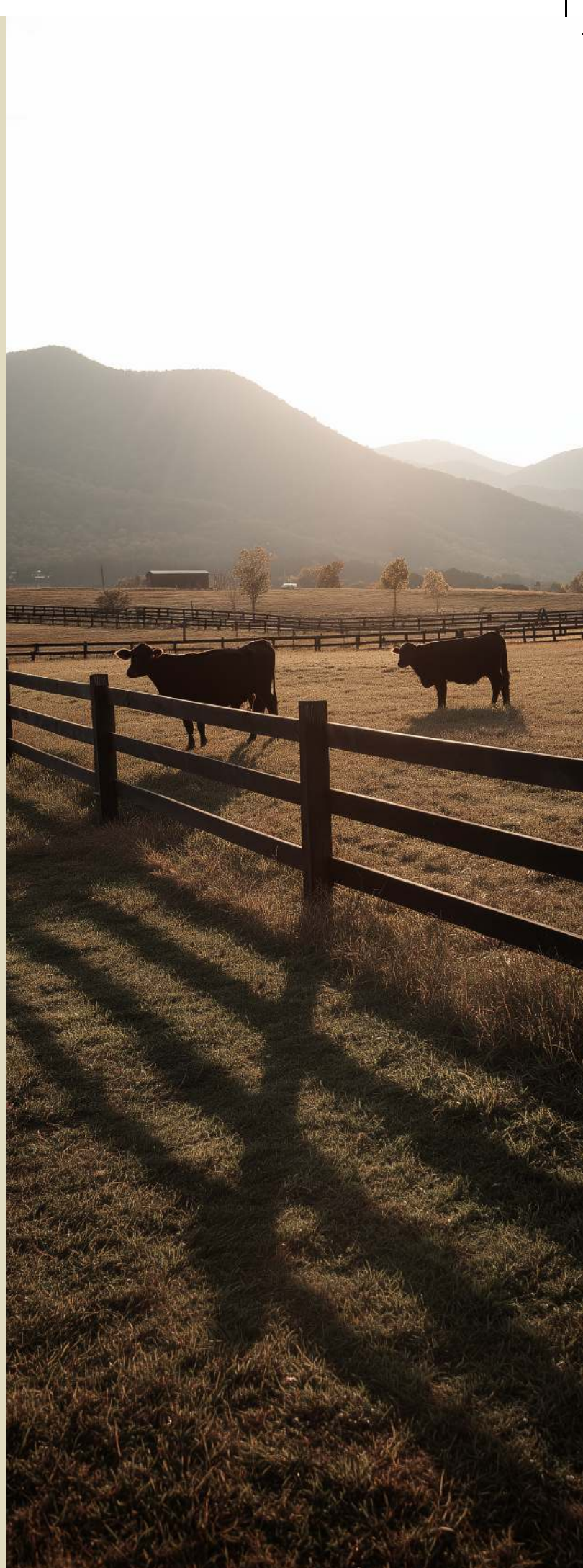
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# — THINKING OF SELLING PROPERTY?



**Welcome to your comprehensive guide on selling your property in the Charlotte Metro Area.**

At eXp Land & Ranch, we appreciate the journey on both a professional and personal level.

Whether you're thinking about listing your property in the near future or simply exploring your options, this guide will lead you through every step of the selling process. From preparing before the listing to maneuvering through the intricacies of the market while under contract, we are here to ensure you are fully prepared for the adventure that lies ahead.

In this guide, we will cover all aspects of selling a property and offer insights on how to best prepare, allowing you to create a positive and impactful listing experience.

# THE ART OF PRICING YOUR PROPERTY

## *Accuracy From The Start Is Everything!*

Pricing a property accurately is crucial, especially in a niche and varied landscape. At eXp Land & Ranch, we understand that setting the right price is not just about attracting buyers—it's about capturing the true value of a lifestyle investment. Here's why correct pricing is essential and what factors you should consider to set the optimum price for your property.



## *1. Attracts the Right Buyers*

Accurate pricing ensures that the property attracts potential buyers who are serious and financially ready. Overpricing may limit your buyer pool or extend the time your property spends on the market, while underpricing might lead to quick sales but at the expense of true value.

## *2. Avoids Appraisal Issues*

Properties priced within market standards are less likely to encounter issues during the appraisal process. Overpriced homes might not appraise at the high asking price, which can cause deals to falter if buyers are obtaining financing.

## *3. Enhances Marketing Effectiveness*

A well-priced property aligns with marketing efforts, ensuring that the listings reach the appropriate audience with a compelling value proposition that is difficult to overlook.

## *4. Speeds Up the Selling Process*

Competitively priced homes tend to sell faster. They strike a balance between fair market value and what buyers perceive as a good deal, diminishing the likelihood of a drawn-out selling period.

## *5. Reflects Market Dynamics*

A price that accurately reflects the current market conditions demonstrates to buyers that you are serious and knowledgeable. It instills confidence and encourages serious offers.





# SET THE RIGHT PRICE

## *Key Factors Impacting the Pricing of Properties*

### *1. Location*

The value of a property is heavily influenced by its proximity to amenities such as town centers, services, and recreational opportunities. Properties near trails, parks, agricultural support services, or desirable natural features tend to command higher prices.

### *2. Land Size and Usability*

Acreage and the versatility of the land are critical pricing factors. Larger, usable parcels—especially those with quality pasture, good drainage, water access, and minimal zoning restrictions—typically increase property value.

### *3. Property Features and Improvements*

Specialized amenities such as barns, workshops, guest houses, arenas, or upgraded infrastructure (e.g., fencing, water systems, road access) can significantly boost a property's value. Equestrian facilities, if present, are a prime example of this, offering high appeal to niche buyers.



#### *4. Residential Features*

The size, condition, and unique amenities of the residence all impact pricing. A modern, well-appointed home can significantly enhance property value. Additionally, having features like expansive pastures, water sources such as ponds or streams, and access to riding trails can attract more buyers. Appealing to the broader buyer pool looking for a unique rural lifestyle and “space to breathe” is often the key to seeing the best return on your sale.

#### *5. Water Rights and Irrigation*

Water rights play a vital role in determining the value of rural or agricultural properties. Properties that possess established water rights are generally more valuable, as they offer increased usability for livestock and farming activities.

#### *6. Market Conditions*

The existing condition of the real estate market plays a significant role in determining property prices. In a seller's market, you may want to price your property strategically to attract multiple offers. Conversely, in a buyer's market, employing more competitive and creative pricing strategies becomes essential.

An aerial photograph of a large, white, multi-story estate house with a dark roof and a prominent chimney. The house is situated on a lush green lawn, surrounded by several large, mature trees. In the background, a large, calm lake reflects the sky, and rolling green hills with scattered trees extend to the horizon under a clear sky. A white picket fence runs across the foreground and middle ground, enclosing the property.

# BRINGING IT ALL TOGETHER

## *Comparative Market Analysis (CMA)*

A Comparative Market Analysis (CMA) consists of evaluating your property against similar properties that have recently sold in the vicinity, making adjustments for variations in features, size, and condition. This assessment is crucial for determining a price that accurately represents both the intrinsic and market-driven value of your property. Collaborating with professionals who comprehend the unique characteristics of property features and their related value is essential for facilitating a seamless and successful sale.



THE IMPORTANCE OF  
A FIRST IMPRESSION

# FOCUSING ON PROPERTY FEATURES & EXTERIORS

## *1. Outbuilding & Exterior Maintenance*

Outbuildings such as barns, sheds, equipment storage, or guest cabins are key focal points for potential buyers. Repair broken fixtures, replace loose boards, apply a fresh coat of paint, and make sure roofs and entryways are in good condition. A well-maintained exterior creates strong curb appeal and signals overall care.



## *2. Land Use Areas*

Whether it's a riding arena, open pasture, animal enclosures, or garden plots, these land-use areas should be well-kept. Mow, trim, and remove debris. Maintain fencing, clear drainage, and ensure surfaces are safe and functional. These zones highlight the property's utility and enhance buyer confidence in its upkeep.



### *3. Outbuildings and Additional Structures*

Keep all outbuildings such as sheds, workshops, or guest cabins in good repair, matching the quality of the main house. Address structural issues, paint, and roofing to boost both function and value.

# REGULAR UPKEEP & REPAIRS

Maintaining your property is essential before and during the listing period. Key practices include:

- Regular cleanings and inspections
- Ensuring all mechanical systems function properly
- Keeping the landscape well-groomed

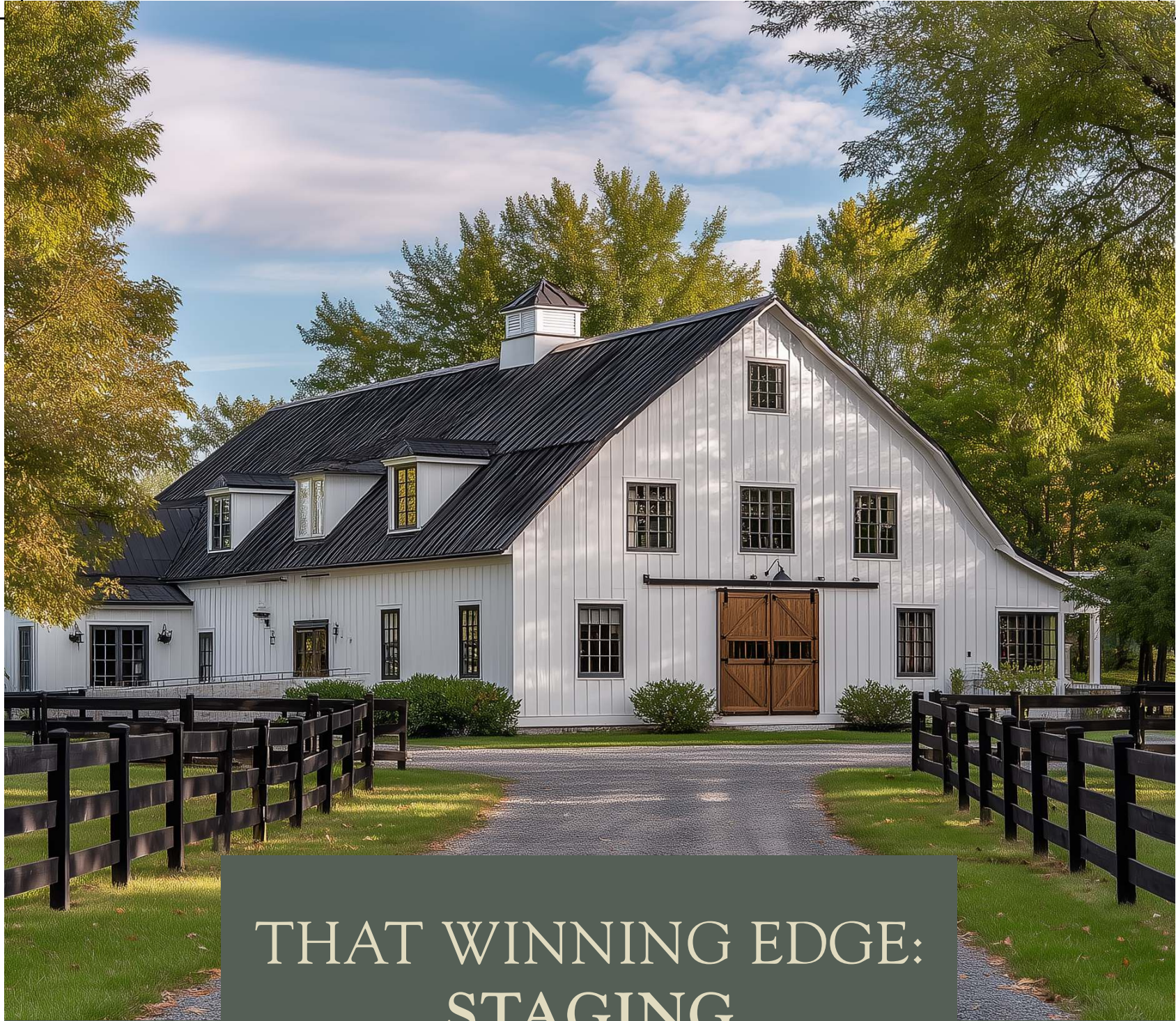
A well-maintained exterior signals care and boosts buyer confidence, enhancing curb appeal and aligning offers with your property's value. Investing in repairs prior to listing can ease inspection pressure and prevent buyer withdrawal due to a lengthy “honey-do” list.

At eXp Land & Ranch, we assist with repairs and maintenance, offering a network of trusted contractors for larger projects. We're dedicated to supporting your property's successful sale

Additionally, consider refreshing the interior spaces with a fresh coat of paint and addressing any minor cosmetic issues. Small upgrades, like updating fixtures or enhancing lighting, can make a significant difference in the perception of your home's value.

Staying proactive with maintenance ensures that your property remains competitive in the market. Our team at eXp Land & Ranch is here to provide guidance every step of the way, ensuring your property not only meets but exceeds buyer expectations. With our expertise and resources, you can confidently navigate the selling process and achieve the best possible outcome for your investment.





## THAT WINNING EDGE: STAGING

Staging your property goes beyond being a mere luxury—it is an essential component of your sales strategy. At eXp Land & Ranch, we recognize that well-staged homes and facilities can profoundly influence a buyer's perception, ultimately affecting both the sale price and the speed of the transaction.

Here's why staging is vital and how it can significantly change the results of your property sale.

# WHY STAGE YOUR PROPERTY?

## *1. Enhanced Visual Appeal*

Staging helps potential buyers visualize themselves in the space, both as homeowners and as active participants in the lifestyle. Professionally staged homes can turn the ordinary into the extraordinary, helping to highlight the property's best features.

## *2. Increased Sale Price*

Statistics indicate that staged homes can sell for **6% to 20%** more than those that are not staged. In the land and ranch market, where properties frequently exceed six or even seven figures, this percentage can lead to substantially higher profits.





### *3. Faster Sale Times*

A staged home not only appears more attractive in photographs but also captivates visitors in person, resulting in faster sales. According to the Real Estate Staging Association, homes that are staged spend **73% less time** on the market. This is especially beneficial for land and ranch properties, which can often take longer to sell due to their specialized market.

### *4. Competitive Edge*

In a competitive market filled with listings, a staged property captures attention in both listing photos and during showings. This is essential for attracting online shoppers, who frequently decide which homes to visit based on the property images they see online.

# STAGING RESIDENTIAL AREAS



## **1. Declutter and Depersonalize:**

Remove personal items and clutter. This includes family photos, collections, and personal keepsakes which can distract buyers from envisioning the house as their own.

## **2. Optimize Layout and Decor:**

Arrange furniture to best utilize the space. This might mean removing or adding pieces to demonstrate the property's potential. Use neutral tones with occasional accents to appeal to a broader audience.



### **3. The Drama in the Details**

Touch up paint, fix minor repairs, and consider updating fixtures, lighting, and hardware. These small changes can make a big difference in perception and are often worth the investment.

### **4. Highlight Key Features:**

Emphasize features like fireplaces, natural light sources, spacious kitchens, and any unique architecture. These selling points should be the focal points during staging.

# STAGING LAND & RANCH PROPERTIES

## 1. Showcase Functionality and Maintenance:

Demonstrate that the property is well-maintained and ready for use. Clean and organize utility areas, outbuildings, garages, and fences. Highlight well-kept equipment zones, storage areas, and clear, usable pathways throughout the property.

## 2. Highlight Unique Features:

Does the property include amenities like workshops, guest cabins, irrigation systems, or hunting blinds? Showcase them in their best condition. Emphasize their functionality and the lifestyle or operational benefits they offer.

## 3. Present the Land at Its Best:

Maintain open fields, pastures, and wooded areas. Mow, trim, and clear away brush or debris. If applicable, mark property boundaries or trails to help potential buyers appreciate the full scale and layout of the land.

## 4. Create an Inviting Atmosphere:

Enhance indoor and outdoor living spaces with thoughtful details; add cozy seating to porches or patios, include fresh flowers or seasonal accents, and incorporate warm décor to create an inviting, comfortable atmosphere buyers can envision enjoying.



# THE IMPACT OF STAGING & ROI

According to the National Association of Realtors, staged homes saw an increase of up to 20% in dollar value offers from buyers compared to non-staged homes. For properties, where investments and upkeep are significant, these percentages can mean substantial increases in final sale prices.

Moreover, staged properties can create a powerful emotional response in potential buyers. The investment in staging can be quickly recovered by the higher sale price and reduced time on the market, providing a return on investment that is hard to overlook.

At eXp Land & Ranch, our goal is to help you realize the highest possible return on your property asset. We provide tailored staging advice or full staging services, depending on the chosen service tier, that spans both the living spaces and other facilities, ensuring that every aspect of your property is presented at its very best. This holistic approach not only enhances the appeal of your property but also positions it as a premium offering in the marketplace, ready to attract and engage discerning buyers. Let's work together to stage your property effectively, making it a standout listing that sells both quickly and profitably.



# MARKETING MATTERS

While nearly any Realtor can place a sign on the property and list it on the MLS, attracting a wide range of niche buyers for your land and ranch property requires years of experience and specialized knowledge. It's crucial that your Realtor is deeply passionate about land, homes, and properties suited for ranch living to optimize your investment return. Here are five fundamental marketing strategies to get you started.





## 1 Online

In today's world, it is crucial for your property to reach a wide audience of potential buyers, both nationally and internationally. With a comprehensive approach that encompasses traditional and niche websites, numerous social media platforms, and tailored property-specific advertisements throughout the internet, eXp Land & Ranch understands how to connect your property with the right buyers.

## 2 Offline

Effective print marketing can significantly enhance properties when executed properly. Key strategies to consider include professional print marketing materials and listing books, "just-listed" mailers, and targeted property-specific advertisements in relevant publications. These methods are tailored to meet the needs of the specific target market.

## 3 Organic

Just like many industries, the property market thrives on word-of-mouth networking. We are connected not only with fellow property specialists but also with industry professionals from coast to coast and across various disciplines. Our extensive network continuously enhances our clients' bottom line, and we look forward to leveraging it for your benefit!

## 4 On Us

As independent contractors, Realtors® provide varying levels of service and differing offerings. At H&H, we consistently deliver professional photography, videography, and media packages, in addition to online listings and property advertisements. Our services also include social media promotion and open houses, when suitable. Depending on the chosen service package, we additionally offer full staging options, TV marketing opportunities, curated showcasing events, and co-branding partnerships.

## 5 Hands-On

As your professional partner, we frequently have a deeper understanding of your listing than other agents who may present it. The true value often lies in the unique features, details, and characteristics that differentiate your home and barn from other properties. Therefore, we attend every showing to make sure that this value is effectively communicated to each potential buyer. This also helps us gather valuable insights about prospective buyers, which can significantly assist you during negotiations.

# OFFERS & NEGOTIATIONS

At eXp Land & Ranch, we recognize that the negotiation stage is essential for maximizing both the value and terms of your property sale. We utilize a powerful combination of market insights, vast experience, and a deep understanding of potential buyers' motivations and limitations. Our strategy focuses not only on achieving a higher sale price but also on refining the contract terms and conditions, facilitating a seamless transition.



# CLOSING PROCESS & TIMELINE

Once an offer is accepted, we work with title and escrow companies, lenders, contractors, and others to ensure a smooth closing process. Our goal is to make this as hassle-free as possible for you, often putting in significant effort behind the scenes. When done right, our work often goes unnoticed by those unfamiliar with the process.

- We ensure all parties meet contract deadlines and contingencies.
- We skillfully navigate obstacles and negotiate objections.

Negotiating an offer is just the beginning. We oversee the entire transaction until funds are transferred and the property is officially yours. If issues arise post-closing, rest assured we remain your certified property specialists for life.

At eXp Land & Ranch, we combine expert real estate marketing and negotiation skills, making us ideal partners for selling your property. Let us manage the process from pre-listing to post-closing, so you can enjoy more time doing what you love and less on the sale.





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# LET'S WORK TOGETHER

Successfully maneuvering through the intricacies of the land and ranch property market requires a specialist who not only understands the nuances of these transactions but also passionately advocates for your interests.

At eXp Land & Ranch, we offer expert guidance, a wealth of experience, and a strong commitment to understanding and meeting your unique property goals. We are passionate about rural lifestyles and dedicated to helping you maximize the value and potential of your land.

I'm excited to help you wrap up this chapter and embark on your next adventure. Let's get in touch to discuss how to showcase your property to the right buyers for the best possible outcome, ensuring a seamless transition. This guide serves as a brief overview of the tools and resources I utilize to sell your property effectively, focusing on thorough preparation and a positive listing experience.

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