



YOUR ULTIMATE GUIDE TO

# SELLING YOUR HOME



# TABLE OF CONTENTS

## 01 CHOOSE YOUR AGENT

- ✓ Meet for Listing Appointment
- ✓ Review Credentials

## 02 PREPARE YOUR HOME FOR THE MARKET

- ✓ Consider repairs
- ✓ Home Prep Checklist

## 03 STRATEGICALLY MARKET YOUR HOME

- ✓ Determine the price
- ✓ Professional photo & video
- ✓ Staging to sell
- ✓ Execute marketing plan

## 04 SHOW YOUR HOME

- ✓ Staging your Home
- ✓ Showing Prep Checklist

## 05 THE CLOSING PROCESS

- ✓ Go under contract
- ✓ Pre-closing checklist

# 01

## CHOOSE YOUR AGENT



Choosing the real estate agent that you'll be working alongside to sell your home is not a decision to take lightly.

Your agent should have a deep understanding of your goals, your market, and overall be a great match for you and your home.

Credentials, of course, are a plus- but what you can't see behind the numbers are the intangibles of going the extra mile and genuinely caring deeply for clients.

I look forward to the opportunity of earning your business and sharing this life milestone with you and your family.

*-Dante Pinto*



#### NC REALTOR®

NC LICENCE: 349833

Prodly Brokered by: DASH Carolina

6115 Park S Dr #370, Charlotte, NC 28210

# DANTE PINTO

## REAL ESTATE AGENT

(980) 326-4720

dante.pinto@dashnc.com

dantepinto.com

@dantepintorealtor

### ABOUT ME

With hands-on experience in the Charlotte, North Carolina real estate market, I bring a clear understanding of local trends and what buyers and sellers actually need to make confident decisions. Whether you're buying, selling, or exploring your next move, my focus is on clarity, strategy, and protecting your best interests throughout the process.

I have a background in business and tech and am a licensed Realtor® in North Carolina. That foundation, combined with deep local market knowledge, allows me to deliver a straightforward, informed, and client-first real estate experience.

## WHAT YOU CAN EXPECT WORKING WITH ME

### I'M CURIOUS

I want to have a clear understanding of your goals, who you are, and what your home means to you.

### I'M COMMITTED

I bring my A-game to every transaction, and I'm committed to achieving the best possible outcome for my clients.

### I'M PROACTIVE

I'm always one step ahead, anticipating potential roadblocks and finding creative solutions to overcome them.

### I'M PERSONAL

I believe in building relationships with my clients and treating them like family, because in the end, that's what leads to the best possible results.

# WHAT CLIENTS ARE SAYING



This was my first time selling a home and Dante was such a huge help. I had a million questions along the way and Dante was always super fast to respond to them and to put me in touch with the right people if needed. I was selling my home while living overseas which made things more complicated but Dante knew exactly what to do and made the whole process very simple. I will definitely work with Dante again when I go to purchase my next home!

**ELANOR JUDD**

Dante made the process of selling my home and purchasing my new home as effortless as it could be. As someone who has little free time, Dante took the lead in ensuring that all details were covered, and helped me stay on top of things. He gave great advice, priced my home correctly and ushered me through both processes with very little stress. He truly looks out for his clients. Thank you Dante!

**DARLA REPPER**



Dante was an excellent agent and representative during the selling process of my home. He stayed in constant communication, and always made himself available to answer any questions I had. Dante made selling my first house stress free and easier than I had anticipated.

**CHRISTAIN SPENCE**

# 02

## PREPARE FOR THE MARKET



### CONSIDER HOME REPAIRS

Buyers gravitate towards a turnkey home that's ready for them to move in. Overlooking necessary repairs and maintenance can be a major turn-off and potentially stall your sale.

Consider high level repairs and upgrades like decluttering and depersonalizing, adding a fresh coat of paint, pressure washing, or sprucing up the curb appeal.

Putting in the leg work now will not only boost the sale price of your home, it will keep the sales process moving quickly once a buyer shows interest.

Use the checklist provided on the next page and walk through your home, room by room, as if you are a buyer. Keep their perspective in mind as you make decisions on repairs.

# LISTING PREPARATION CHECKLIST

Use this checklist to perform a walk through of your home, room by room as if you are a buyer. Check off what needs to be addressed, and then check off once you've completed the task. Consider hiring a home inspector to assess if anything needs to be repaired.

## GENERAL

TO DO	DONE	TO DO	DONE
<input type="checkbox"/>	<input type="checkbox"/>	Light fixtures	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	Light bulbs	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	Carpets	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	Windows	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	Cabinets	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	Sinks and faucets	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	Paint	<input type="checkbox"/>
		HVAC	
		Flooring	
		Doors and trim	
		Wallpaper	
		Hardware	
		Carbon monoxide detector	
		Smoke detector	

## KITCHEN

TO DO	DONE	TO DO	DONE
<input type="checkbox"/>	<input type="checkbox"/>	Clean counters and declutter	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	Clean backsplash	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	Clean appliances (Inside & out)	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	Organize drawers, cabinets and pantries	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	Clean floors	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	Clean sink and disposal	<input type="checkbox"/>
		Dust and clean all surfaces	
		Declutter countertops and drawers	
		Fold towels	
		Tidy cabinets and remove unnecessary toiletries	
		Clean or replace shower curtains	
		Clean moldy areas	

## BATHROOMS

## LIVING & DINING

TO DO      DONE

- Remove clutter & personal items
- Stage with pillows and throws
- Dust and clean all surfaces and fixtures
- Keep all tables clear and decluttered

## BEDROOMS

TO DO      DONE

- Remove clutter & personal items
- Clean out and organize closets
- Repair any damage in walls
- Keep closets closed during showings
- Make beds before any showings

## EXTERIOR

TO DO      DONE

- Pressure wash concrete or driveway
- Clean or repaint doors
- Repaint trim
- Wash windows
- Sweep walkways & patios
- Trim hedges
- Mow lawn
- Weed & mulch
- Arrange outdoor furniture
- Repair fence
- Replace any rotten wood
- Pool/spa is clean and in working condition

"Buyers decide in the first 8 seconds of seeing a home if they're interested in buying it. Get out of your car, walk in their shoes and see *what they see within the first 8 seconds*."

# 03

# STRATEGIC MARKETING



## PRICING YOUR HOME

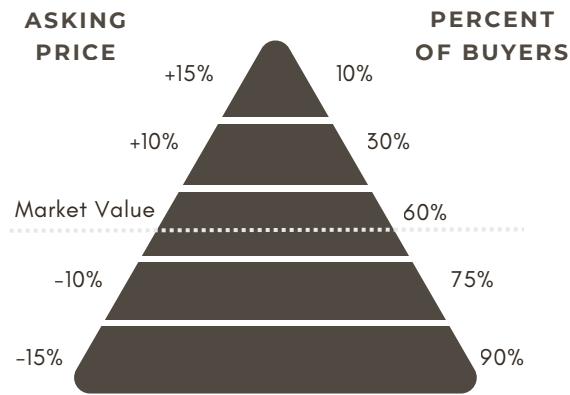
*Here's something that may surprise you...*

Properties that are priced right from the beginning *typically sell for more in the end.*

If you price your home too high, the home will stay on the market longer. The longer a home stays on the market, the less it will be shown.

A property attracts the most interest when it is first listed, so it is crucial to price it correctly initially.

It's important to thoroughly evaluate the market to determine the market value of your home.





## AT MARKET VALUE

- + Buyers and agents will recognize a fair price
- + No appraisal issues
- + Home will appear on more relevant buyer searches



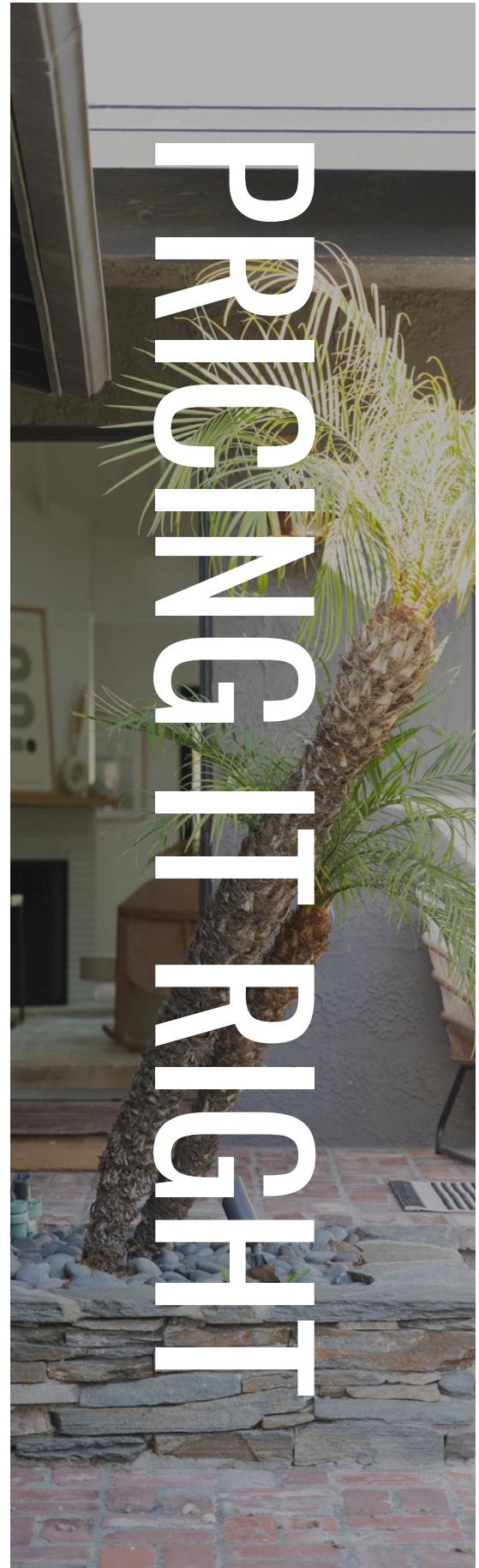
## BELOW MARKET VALUE

- + The home will receive high interest and a quick sale
- + Multiple offer scenario, which may include offers higher than asking price
- Risk of having to sell at a lower price



## OVER MARKET VALUE

- It could take longer to sell
- The longer it's on the market, the less favorable it appears to prospects
- The home may not appraise by the buyer's lender. Back to negotiations!





## WHAT'S THE BIG DEAL ABOUT LISTING PHOTOS & VIDEOS?

The photos of your home directly influence whether or not a potential buyer will schedule a showing of your home or not. It is crucial that we take high-quality, attractive photos and videos showcasing the best qualities and features of your home.

Because of this, we work with the top real estate photographers and videographers in the area to capture your home in the very best light at no cost to you.

## WHAT'S INCLUDED IN MY MARKETING PLAN

- Displayed on brokerage website
- Displayed on personal website
- Social media marketing campaigns
- Virtual tours
- Exclusive sneak peeks
- Open houses
- Broker previews
- Digital and Print Flyers
- Postcards
- Professional photography  
(Drone + day & night photos)
- Professional videography
- Yard sign captures
- Notify surrounding neighbors

# MODERN AGENT MARKETING STRATEGY

## INSTA-SHOWCASES

Your home's story deserves to be told. Through captivating Instagram posts, I highlight unique features and offer behind-the-scenes tours, creating a personal connection with potential buyers.

## HOLLYWOOD-LEVEL HOME TOURS

Think of this as your home's movie debut. I produce high-quality, cinematic videos that tell the unique story of your property, engaging potential buyers emotionally and visually.

## SEO DRIVEN STRATEGIES

Behind the scenes, I employ SEO strategies to boost your listing's online presence, ensuring it ranks highly on search engines and reaches potential buyers before they even know they're looking.

## VIRAL VISUALS & ENGAGING COPY

Every post, video, and listing is crafted with the aim to go viral. From stunning visuals to storytelling copy that captures the heart and imagination, I make your home the main character in its own story.

## MINE AND MY FIRMS REACH

5k+

SUBSCRIBERS +  
FOLLOWERS

8K+

HOMES  
SOLD

\$3.3B

TOTAL  
SALES

10k+

MONTHLY  
ENGAGEMENTS

# STAGED TO SELL

Staging goes beyond mere aesthetics. It's about creating an experience that allows buyers to envision their lives unfolding within the walls of your home.

In a market where first impressions are everything, a well-staged home stands out, inviting and compelling.

Data from the International Association of Home Staging Professionals reveals that staged homes not only sell three to 30 times faster than non-staged ones,

but they also fetch higher prices – often 20% more than expected.

And the best part? The investment in staging usually costs less than the first price drop you might have to make if your home lingers on the market.

It's a smart, strategic move with proven results.

# 83%

83% of buyers' agents said that staging a home made it easier for buyers to visualize the property as their future home.

NATIONAL ASSOCIATION OF REALTORS

# 73%

Professionally staged homes spend 73% less time on the market compared to homes that haven't been staged.

REAL ESTATE STAGING ASSOCIATION

# 04



## SHOWING YOUR HOME

It's showing time! Together we'll set parameters on the hours and days we plan to host showings.

Homes show best when the homeowner is not present. If this is not possible, we will work together to create the best experience for the buyer that also fits your lifestyle.

I will provide you with an electronic lockbox to store a set of house keys. Any time this lockbox is opened, I am notified. That means no one is accessing your home without my knowledge.

After each showing I will share any feedback I received from the potential buyers.

Before each showing, follow the checklist on the next page to create the best atmosphere possible for potential buyers.

# SHOWING PREP CHECKLIST



- Create a welcoming entrance by sweeping the porch, cleaning the door, and adding a mat or wreath.
- Remove personal items, documents, excess furniture, and clutter to create an inviting atmosphere.
- Ensure there are no unpleasant odors; however don't overdo it with air fresheners. Open the windows for fresh air ahead of time.
- Turn on lights and open curtains to invite natural light.
- Close toilet seats and shower curtains. Put out fresh, crisp linens.
- Arrange furniture to create a sense of space and flow in each room.
- Arrange for pets to be taken out of the house during showings, and tidy up any pet-related messes.
- Add fresh flowers or a bowl of fruit to add a welcoming touch.
- Use staging strategies to showcase your home's best features.
- Set the thermostat to a comfortable temperature well before guests arrive.

# 05

## THE CLOSING PROCESS



This process begins once we accept an offer on the home. Here are the major milestones to expect:

**Escrow:** The buyer typically places an earnest money deposit into an escrow account as a sign of good faith. Escrow is a neutral third-party account that holds funds until the transaction is completed.

**Buyer's Due Diligence:** The buyer conducts inspections, appraisals, and any other necessary investigations to ensure the property's condition and value align with their expectations.

**Loan Approval and Appraisal:** The buyer's lender evaluates the property's value to determine if the buyer qualifies for a mortgage. An appraisal ensures the property's value matches or exceeds the agreed-upon purchase price. Depending on the contract, meeting these approvals may be contingencies of the sale.

**Final Walkthrough:** Just before closing, the buyer usually conducts a final walkthrough to ensure the property is in the agreed-upon condition.

**Closing Day:** The buyer signs the mortgage documents, pays closing costs, receives keys and takes possession of the property. You receive the proceeds from the sale.

# WHY OFFERING BUYER AGENT COMPENSATION IS A SMART MOVE



## EXPANDS YOUR PROPERTY'S VISIBILITY

Offering a commission makes your listing more appealing to real estate agents, leading to increased showings and opportunities for offers.

## ENCOURAGES SMOOTH TRANSACTIONS

Offering compensation fosters cooperation between agents, leading to smoother negotiations and a more efficient sale process.

## POSITIVELY IMPACTS SALE OUTCOMES

Properties offering agent compensation often sell quicker and at better prices due to heightened exposure and agent motivation.

## SIGNALS A PROFESSIONAL APPROACH

This strategy demonstrates a commitment to a fair and efficient selling process, setting a positive tone for the transaction.



# NEXT STEPS

Getting started is simple. Once we have agreed on a price and have some documents signed I can get your listing on the market in as little as 48 hours.

Getting your home sold is a huge deal and I am honored to be considered to get the job done.

*-Dante Pinto*

(980) 326-4720 | [dantepinto.com](http://dantepinto.com) | [dante.pinto@dashnc.com](mailto:dante.pinto@dashnc.com)



© 2026 Dante Pinto Realtor®. All rights reserved.  
Unauthorized use, reproduction, or distribution of this Seller's  
Guide, in whole or in part, is strictly prohibited without prior  
written consent.