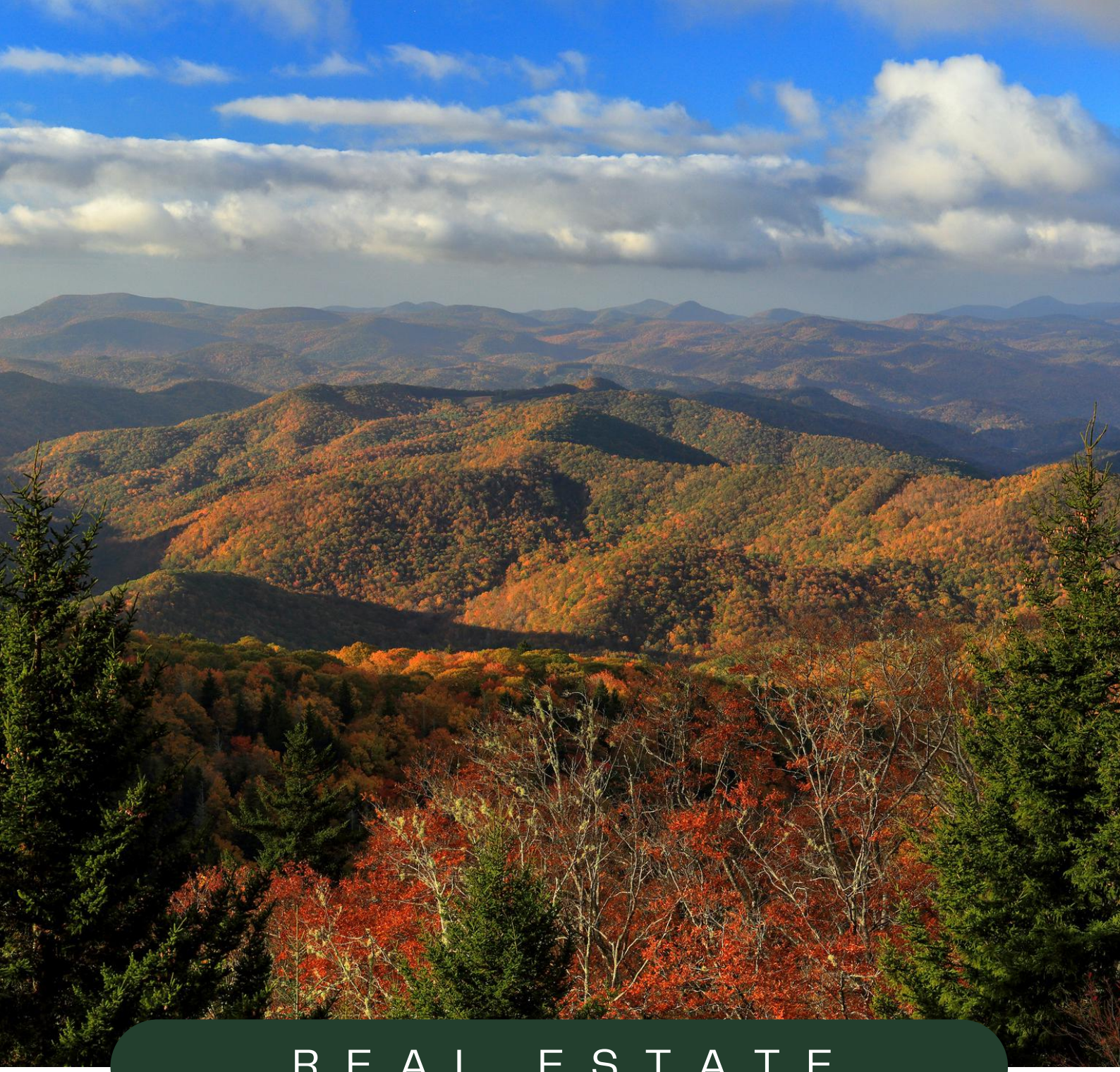


REAL ESTATE

SELLER HANDBOOK

PETIT PROPERTIES
REAL ESTATE

Seller Handbook

PETIT PROPERTIES

A thoughtful approach to preparing, pricing, marketing, and selling your property.

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PETIT PROPERTIES REAL ESTATE

Welcome From Cindy Petit

A clear path from your first conversation to closing day



Selling a home is more than putting a sign in the yard and placing a property in the Multiple Listing Service(s) – "MLS". It takes local market knowledge, strategic pricing, professional presentation, consistent marketing, communication and experienced negotiation.

I bring more than 20 years of full-time real estate experience to my clients. I was born and raised in Brevard, and I have built my family and businesses here in Western North Carolina. Petit Properties was founded in 2016 with a commitment to provide knowledgeable, personal service to the communities we call home.

Whether you are selling a primary residence, mountain retreat, waterfront property, condominium, land or investment property, our goal is to help you make informed decisions and move confidently from our first conversation through closing.

"You are never just another transaction."
Cindy Petit
Owner / Broker, Petit Properties

- We Are Local
- We Know Transylvania County
- We Produce Results
- Our Clients Love Us

Why Choose Petit Properties

A hometown brokerage with professional marketing, experienced representation and a reputation built locally.

20+ Years Of Experience	Full-time local real estate experience and practical knowledge of our mountain market.
Truly Local	Born and raised in Brevard, with deep roots throughout Brevard, Lake Toxaway, Sapphire and surrounding communities.
Personal Service	A focused team of local professionals who believe communication and follow-through matter.
Professional Marketing	Photography, video, reels, drone imagery when appropriate, digital promotion and strong listing presentation.
100+ Five-Star Google Reviews	A visible record of clients who value communication, professionalism, care and results.
Two Local Offices	Convenient representation from our Brevard and Lake Toxaway offices.

Local Expertise/ Proven Results. Personal Service

What Top-Notch Service Looks Like

YOU SHOULD NEVER HAVE TO WONDER WHAT IS HAPPENING WITH YOUR LISTING.

- Clear expectations from the beginning..
- Responsive communication and timely follow-up.
- Showing feedback and buyer-response insight.
- Regular review of market conditions and competition.
- Thoughtful guidance when conditions change.
- Strong negotiation and contract-to-closing coordination.

A Reputation Built On Service



100+ FIVE-STAR GOOGLE REVIEWS

Client experience is one of the strongest measures of our work. Our reviews reflect a service standard built around responsiveness, professionalism, communication, care and follow-through.
Petit Properties is proud to combine the production and marketing expected from a leading brokerage with the personal attention of a small, local team.

"Our reputation is local, visible and important to us – because the people we serve are our neighbors, friends and community."

Why Local Expertise Matters

Mountain and lake properties require more than a generic pricing model.

Brevard, Lake Toxaway, Sapphire and the surrounding Western North Carolina communities can differ substantially in property type, access, views, amenities and buyer expectations. Even nearby properties may compete differently.

Our local knowledge comes from living and working here. We look beyond basic statistics to understand setting, condition, land, water or mountain influence, community demand and current competition – and then communicate that value story to the market.

We know these mountains because this is home.

The Selling Process

A successful sale is a series of well-managed decisions. We guide you through each stage and keep you informed along the way.

1. **Consultation**
   Tour the property, discuss your goals, timing, and priorities.
2. **Market Analysis**
   Review relevant sales, active competition and current buyer behavior.
3. **Pricing Strategy**
   Choose a launch price designed to position the property effectively.
4. **Property Preparation**
   Identify practical steps that can improve presentation before photography and showings.
5. **Marketing Launch**
   Create professional content, activate online exposure and introduce the property to the market.
6. **Showings & Feedback**
   Monitor activity, gather useful feedback and review how buyers are responding.
7. **Offer & Negotiation**
   Evaluate price, financing, due diligence, timing and other terms – then negotiate with your goals in mind.
8. **Contract to Closing**
   Coordinate the transaction through due diligence, appraisal when applicable, attorney preparation and closing.

Sellers Pre-Launch Checklist

MOUNTAIN AND LAKE PROPERTIES REQUIRE MORE THAN A GENERIC PRICING MODEL.

- [ ] **Confirm** your selling goals and preferred timing
- [ ] **Review** the comparative market analysis and pricing strategy
- [ ] **Identify** repairs or presentation improvements worth completing
- [ ] **Declutter**, clean and prepare key rooms and outdoor spaces
- [ ] **Secure** valuables, medications and sensitive documents before showings
- [ ] **Gather** useful property information such as improvements, permits, surveys, septic/well information, HOA details and service records when available
- [ ] **Review** items that will remain with the property versus personal property you plan to remove
- [ ] **Prepare** for professional photography and marketing
- [ ] **Discuss** showing instructions, access and pets
- [ ] **Keep communication open** as market feedback begins

Pricing With Purpose

THE GOAL IS NOT SIMPLY TO LIST YOUR PROPERTY. THE GOAL IS TO POSITION IT TO COMPETE.

In Western North Carolina, price per square foot alone rarely tells the whole story. Setting, condition, updates, acreage, views, water influence, access, community amenities and current competition can all affect how buyers perceive value.

Recently Sold Properties
What buyers have actually paid for comparable properties.

Current Competition
The homes and properties buyers will compare with yours today.

Pending Activity
Where current buyer interest may be converting into contracts.

Property-Specific Features
The characteristics that make your property more or less competitive.

Market Response
Showing activity, feedback and new competition after launch

The right price can encourage showings, create urgency and strengthen your negotiating position.

Preparing Your Property

FIRST IMPRESSIONS BEGIN BEFORE A BUYER WALKS THROUGH THE DOOR. OUR PREPARATION CONVERSATION FOCUSES ON THE IMPROVEMENTS MOST LIKELY TO HELP PRESENTATION WITHOUT ENCOURAGING UNNECESSARY SPENDING.

Curb Appeal

Freshen the entry, landscaping and exterior areas buyers see first.

Declutter & Simplify

Create visual space and allow buyers to focus on the home rather than personal belongings.

Clean & Brighten

Clean surfaces, windows and fixtures; maximize natural light where possible.

Minor Repairs

Address visible maintenance items that could distract buyers or raise questions.

Outdoor Living

Prepare decks, porches, patios, lakefront areas and views so buyers can picture the lifestyle.

Showing Ready

Develop a simple routine for lights, temperature, pets, valuables and last-minute showings.

Not every home needs a renovation before selling. Sometimes the smallest improvements create the strongest first impression.

Marketing That Helps Your Property Stand Out

TODAY'S BUYERS OFTEN MEET YOUR PROPERTY ONLINE FIRST. WE COMBINE STRONG PRESENTATION, BROAD EXPOSURE AND LOCAL STORYTELLING.

Professional Photography

High-quality imagery designed to create a polished first impression.

Video + Reels

Property-focused and short-form video for today's digital audiences.

Drone / Aerial

When appropriate, aerial imagery helps communicate setting, acreage, views and proximity.

SEO + AI-Optimized Copy

Listing and marketing language designed around the questions buyers search for online.

Social Media Promotion

Strategic exposure through brokerage and agent channels.

Major Real Estate Portals

MLS syndication helps place the property in front of buyers using leading real estate sites.

Local Network

Community relationships and local knowledge help us communicate the property's story.

Ongoing Campaign

Marketing does not stop after launch; we review activity and adjust as the market responds.

When An Offer Arrives

PRICE MATTERS, BUT IT IS ONLY ONE PART OF AN OFFER. WE HELP YOU UNDERSTAND THE COMPLETE PROPOSAL BEFORE YOU DECIDE HOW TO RESPOND.

We explain the offer, identify strengths and concerns, discuss your options and negotiate on your behalf. The final decision is always yours.

Purchase Price	**Financing / Proof of Funds**
Due Diligence Terms	**Earnest Money**
Closing Date	**Requested Personal Property**
Contingencies & Special Terms	**Strength of the Overall Offer**

Our job is to help you make that decision with clear information and experienced guidance.

From Contract to Closing

GOING UNDER CONTRACT IS AN IMPORTANT MILESTONE, BUT THERE IS STILL WORK TO DO. PETIT PROPERTIES STAYS INVOLVED THROUGHOUT THE TRANSACTION AND HELPS COORDINATE THE MOVING PIECES.

Due Diligence

The buyer may conduct inspections, investigations and other due diligence permitted by the contract.

Repairs & Requests

If issues arise, we help you evaluate requests and negotiate based on the contract, property and circumstances.

Appraisal & Financing

When financing is involved, the lender may require an appraisal and additional documentation.

Closing Preparation

North Carolina closings typically involve a closing attorney. We help keep communication moving among the parties and professionals involved.

Final Details

We help you prepare for final walkthrough, transfer of keys and other agreed closing arrangements.

Real estate contracts create legal obligations. We provide real estate guidance within our role and encourage clients to consult the appropriate attorney, tax professional or other specialist for legal, tax or technical advice.

Seller's FAQ

Frequently Asked Questions

QUESTIONS OUR SELLERS ASK MOST OFTEN

How long will it take to sell?

Timing depends on price, property type, condition, location, competition, buyer demand and market conditions. We will discuss realistic expectations based on your property and the current market.

Should I make improvements before listing?

Sometimes, but not always. We help prioritize presentation and repairs so you can focus on changes that may matter most to buyers.

Should I price high so I have room to negotiate?

A price that is too far above the market can reduce early activity. We focus on positioning the property to attract qualified attention while protecting your negotiating goals.

What happens after showings?

We monitor activity and seek useful feedback when available. Patterns in buyer response can help us evaluate whether presentation, price or marketing should be adjusted.

Do I have to accept an offer?

No. We explain the terms and your options. You decide whether to accept, reject or counter, subject to your existing contractual obligations.

Ready to Talk About Your Property?

Whether you are ready to list now or simply want to understand what your property may be worth, I would be honored to learn more about your goals and discuss a strategy for today's market.



Serving

• Brevard • Lake Toxaway • Sapphire

• Surrounding Western North Carolina Communities

20+ Years Full-Time Real Estate Experience



Lake Toxaway

Cindy Petit founded Petit Properties in 2016 with a commitment to providing clients with experienced, professional representation and exceptional hometown customer service.

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Our Offices

Brevard

Our second office was opened in Brevard with a dedicated team of approximately 12 local agents, Petit Properties consistently performs among the area's top-producing real estate agencies.

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