



Lake Norman Specialist

Sandy McAlpine

GRI, ABR, SFR, CDPE
Broker/REALTOR®

Cell (704) 746-7513

Fax: (866) 283-3041

Sandy@SandyIsYourAgent.com
www.SandyIsYourAgent.com

PO Box 2609
Cornelius, NC 28031



Meet Sandy McAlpine

Sandy is a well-rounded person that can understand both "big city" values and small ones. Sandy is no stranger to real estate, marketing, sales, and advertising.

- *Relocated from Miami, FL to Lake Norman NC*
- *Attended College in Raleigh, North Carolina, where she obtained a Liberal Arts Degree (St. Mary's), and finished her Bachelor's Degree in Business & Marketing at Meredith College*
- *Worked as a Paralegal at a prominent real estate closing attorney's office handling a high volume of closings per month and handled various types of litigation in real estate and construction.*
- *Worked as a Mortgage Loan Processor and Credit Signer for Bank of America on the Government FHA/VA Lending Team*
- *Worked as a Commercial Loan Processor and Funder for Wachovia*
- *Obtained Broker's License ,GRI , & ABR designations*
- *Joined the North Carolina Association of Realtors® & Carolina MLS*
- *"MULTI-MILLION DOLLAR PRODUCER" , Top Producer, 2005, 2006, 2007, 100% Club, 2006, 2007, Hustle Award 2007, Executive Club 2006,2007,2008,2010*
- *Over 14 years Real Estate Experience, including & specializing in Real Estate Law, Loan Programs, and Title Insurance*
- *Commercial Real Estate Sales Experience, including Gas Stations, Raw Land, Medical office, and Office Space.*

From The Peninsula in Cornelius, all the way to Statesville, Sandy knows the territory inside out. Sandy's faith and commitment to fair and honest business practices make her the kind of person that keeps customers coming back.



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Sandy McAlpine, Broker

Sandy moved to the Charlotte area in 2000. She now lives in the Lake Norman area with her husband who currently works in the NASCAR industry.

5 Reasons Sandy is Lake Norman's Premier REALTOR® :

- 1. Sandy's focus is on the high-end luxury home and acreage market which encompasses Lake Norman waterfront and Lake Hickory waterfront, and other custom home waterfront communities.*
- 2. Sandy's intuitive and analytical nature in combination with her sharp listening skills add up to more efficient "on target" real estate results for you.*
- 3. Sandy maintains her own specialized web sites all custom crafted to provide state of the art comprehensive real estate assistance.*
- 4. Sandy prides herself on "seamless" relocation services in addition to invaluable specialized services for those pursuing vacation and retirement homes in the greater Lake Norman North Carolina vicinity.*
- 5. Sandy is a seasoned real estate professional with full-time experience selling and listing residential real estate in the greater Lake Norman North Carolina area.*

"Because the real estate industry is becoming more sophisticated and challenging every day, you need a professional that understands the industry and is positioned to stay ahead of the game. I go the extra mile to help you achieve your goals."-Sandy



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Exceeding Your Expectations

By Aggressively Marketing Your Property:

- *Multiple Listing Service*
- *Numerous Websites*
- *1400 Email Agent Flyer program & 150 Neighbor Postcards*
- *Yard Sign (with my direct phone number)*

Service to Clients under Contract:

- *Follow up weekly on appointments, inspections, loan processing*
- *Assist you with repairs, cleaning, maintenance, movers, etc.*
- *Coordinate closing attorney, payoffs, HOA dues, deed, title info, and express mail information*
- *Directions to closing office*
- *Coordinate final walk-thru inspection*
- *Review Settlement Statement and net proceeds*
- *Personally close for you if you cannot attend closing*
- *Remove Yard sign, materials, lock box*
- *Be available to assist with any real estate matters*
- *Keep records of your property purchase for future assistance to you.*



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100% Satisfaction

When you use me as your agent, I guarantee to perform to 100%, the services that we have agreed upon stated in the Exclusive Right to Sell Agreement.

If you are not completely satisfied, you may terminate our agreement within 24 hours written notice.



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HOUSE IN ORDER

- . *Be Customer Driven*
- . *Have High Trust*
 - . *Face All Issues*
 - . *Take Ownership*
 - . *No Surprises*
- . *Provide Solutions*
 - . *Have a Plan*
 - . *Seek Help*
- . *Help Others Succeed*
- . *Take Pride in Everything*
- . *Demonstrate Total Integrity*
 - . *Focus on All Objectives*



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10 Steps To Sell Your Property

1. *Help Educate the Seller on the Market*
2. *Assess the Property Value*
3. *Help Seller Set Listing Price*
4. *Provide a Seller Net Report*
5. *Help Prepare Property for Sale (Staging, Repairs, Market)*
6. *Entry into MLS database and Website*
7. *Aggressively Send out Flyers, Postcards, Newsletters, and other Marketing tools promoting it*
8. *Qualify buyers, field sign calls, negotiate contracts, meet inspectors, coordinate appraisals, follow up with lenders, etc.*
9. *Close at Settlement Office*
10. *Help you find a new Property!*



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Sandy's Marketing Plan

1. Spend time with Client to understand their needs and objectives.
2. Discuss market conditions and strategies for selling property at highest price in least amount of time.
3. Walk through your property and make suggestions for improvements, staging, etc.
4. Install a For Sale Sign and lockbox (my signs have my DIRECT phone line on them).
5. Mail out JUST LISTED postcards to neighborhoods in surrounding areas.
6. Immediately email 1400-3000 agents a property flyer.
7. Place on numerous websites with color digital photos and descriptions:
 - Realtor.com, google.com, googlebase.com, trulia.com, zillow.com
 - Mooresvillehomesearch.com , SandyIsYourAgent.com
 - Homes.com, postlets.com
 - CarolinaHome.com
 - CharlotteProperty.com
 - YourPropertyAddress.com
 - www.google.realestate.com, Craigslist.org
 - Homepages.com, homesseeker.com
 - yahoo realestate.com
5. Check personal database of buyers to match with your property
6. Provide you with Promotional Materials created for your property



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Pricing

Price is the MOST important factor when selling your property

I will not be “guessing” what your property is worth. I use the most advanced technology available today to determine the market value of your property. Failure to properly price your property could cost you time and thousands of dollars.

No one wants a property to sit for months on the market

- *What you paid for your property does not affect its value*
- *The amount you need from closing does not affect its value*
- *What you think it should be worth does not affect its value*
- *What another agent says your property is worth does not affect its value*
- *An appraisal does not always indicate current “Sales” market value*
- *Buyers determine price and value*

Don't automatically list with the Agent that gives you the highest price or you might be sorry! That agent might come back with a pitch to lower the price ,later, when your property doesn't sell.



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Common Myths

1. *A "Discount" agent can do just as well and save me money*

Not, necessarily! You get what you pay for. Discount agents usually provide less services than a full service agent and that may leave your property "un-marketed". Do they have a proven record of success? Often times discount brokers don't spend the money advertising your property and in turn, take the listing longer to sell.

2. *I should select the agent that suggests the highest listing price*

NO! This is the oldest trick in the book! Tell the seller what they want to hear and then come back later and try to lower the price after the listing agreement is signed.

Select an agent based on their Credentials, Reputation, and Marketing Plan -and then decide on a price together!



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Successful Sale of Your Property

Choosing a REALTOR

Interviewing agents is a very sensible idea. Each agent will have their own ideas and marketing strategies for your property. They might have prepared a comparative market analysis and recommend a sales price. But not all agents are experts in the market!

But which agent do you choose?

Choose the agent that you know you will feel completely satisfied with and the agent that you know will leave you with no worries. Select an agent that is the "market expert" and knows the successful formula to get property sold quickly and for the highest price in your area.

Formula for Successful Sales

1. Condition
2. Location
3. Market
4. Terms
5. Price

When combined successfully, your property will sell for the highest profit in the quickest amount of time.

Sandy takes pride in being the "market expert" in real estate consulting for the Greater Lake Norman Area and she is committed to excellence and giving the highest quality service.



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