



# PRE-LISTING GUIDE

SMART MOVES START HERE: SELL CONFIDENTLY, MOVE BOLDLY

**BONUS: RELOCATION EDITON**

ANDREA M. SMITH

QUALIFYING BROKER/REALTOR®  
FL | GA | NC

AMS  
PRIME REALTY

# ABOUT US

At AMS Prime Realty, we've built a strong record of helping homeowners sell and transition throughout the Southeast, including Atlanta, Miami and Charlotte. Our boutique approach ensures every listing receives a luxury level of marketing, personalized strategy and the focused attention it deserves. With trusted relationships among top builders and relocation partners, we guide clients smoothly into their next chapter, whether they are moving nearby or moving to a new state.



# OUR MARKETS

Flagship Office:  
GA | Metro Atlanta

FL | South Florida

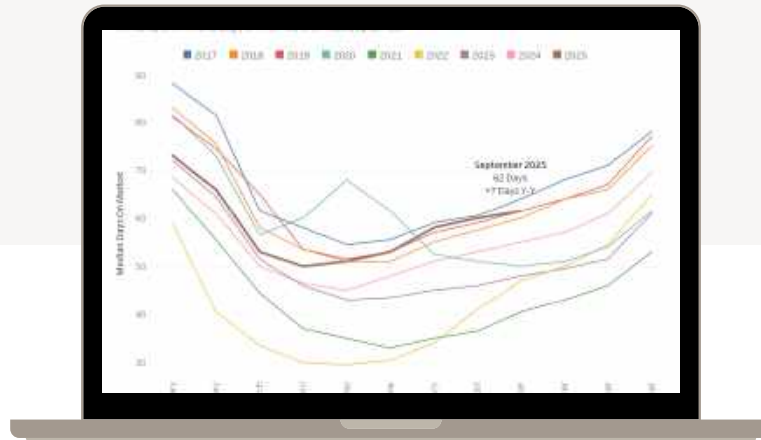


NC | Metro Charlotte



# THE MARKET REALITY

PLANNING AND STRATEGY IS REQUIRED IN TODAY'S MARKET



Real estate conditions can change quickly, shifting from a seller-leaning market to a buyer-leaning market in a matter of weeks. Understanding these shifts and positioning your home accordingly is critical to achieving a strong outcome. At AMS Prime Realty, we closely track these changes in real time and help our clients determine the best timing, pricing approach and marketing strategy to stay ahead of the curve.

**Whether the market shifts toward buyers or sellers, smart planning is essential.** By market shifts across the US southeast, we show you where the market is heading, how fast similar homes are moving and what it means for your bottom line.

**Many of our clients are selling and buying simultaneously, which makes timing crucial.** With smart planning and available options like builder incentives or relocation support, the transition becomes far smoother.

**Even as the market shifts, homes that stand out consistently sell faster and for more.** By pairing data-driven pricing with luxury marketing and a strong rollout, we position your home to attract motivated buyers and perform well in any market condition.



# Our Selling Approach

- **STRATEGIC PRICING & PREP:**

We evaluate market data and your home's condition to set the right price and ensure it's fully ready for a strong launch.

- **HIGH-IMPACT MARKETING**

We showcase your home with modern & luxury visuals and targeted exposure to capture attention quickly.

- **BUYER TARGETING**

We tap into our relocation networks and builder connections to reach highly motivated buyers.

- **SMOOTH TRANSITION PLANNING**

We guide you through timing, logistics and next steps to make your move as seamless as possible.



# MARKETING THAT *MOVES*



## Professional Photos & Videography

We use high-end photography and cinematic video to showcase your home's best features and capture buyer attention instantly.



## Ads Neighborhood Spotlights

Your property is promoted alongside a curated neighborhood spotlight that highlights lifestyle, amenities, and what makes your area desirable.



## Feature Internet & Social Media

We maximize your home's online reach through targeted social media campaigns and high-traffic internet placements that attract qualified buyers quickly.



## Network Buyers, Agents & Investors

Your listing is immediately shared within our broad network of agents, qualified buyers, and active investors to accelerate exposure and interest.

# OUR CONCIERGE PRE-LISTING PREP

Our Concierge Prep Program is designed to elevate your home's first impression while removing the stress of getting it market-ready. We coordinate the details, connect you with trusted vendors and guide you on the improvements that matter most so your home shows beautifully from day one.

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## HOW DO WE HELP?

### Expert Walkthrough & Action Plan

We begin with a detailed walkthrough and provide a clear, prioritized prep list focused on high-impact improvements that maximize value.

### Vendor Coordination

From painters and cleaners to landscapers and handymen, we connect you with vetted professionals and help schedule services so everything runs smoothly.

### Photo-Ready Touches

We ensure your home is polished for photography and showings by advising on decluttering, layout adjustments and finishing touches that make a big difference.

### Cost-Conscious Suggestions

Your goals are our priority. We're committed to providing exceptional service and a seamless experience from start to finish.

### Timeline Management

We help you stay on schedule so your home launches with momentum and enters the market at the most strategic time.

Preparing your home for the market shouldn't be overwhelming, and with AMS Prime Realty, it isn't.



# YOUR NEXT CHAPTER

THE POWER OF RELOCATION & NEW CONSTRUCTION CONNECTIONS

Your next chapter might be across the street, or across the state. At AMS Prime Realty, we help sellers move seamlessly by pairing your home sale with strategic relocation options and exclusive new-construction partnerships.

## ONE OF MANY SPECIALITIES...**BUILDING!**

Thanks to our strong relationships with top mass production and private builders, our clients gain access to incentives, preferred-lender savings, inventory opportunities, and property previews not always available to the general public. This creates smoother timing, stronger affordability, and a far less stressful move.

## COMMON REASONS OUR CLIENTS MOVE...

### •Simply, More Space....or Less

Moving from a starter home to a larger floor plan with an extra bedroom, flex space, or dedicated home office. We also assist with downsizing.

### •Trading High-Cost Markets for Affordability

Some choose to downsize to reduce maintenance, lower monthly expenses, or enjoy a simpler, more manageable lifestyle.

### •Changes in Work or Commute

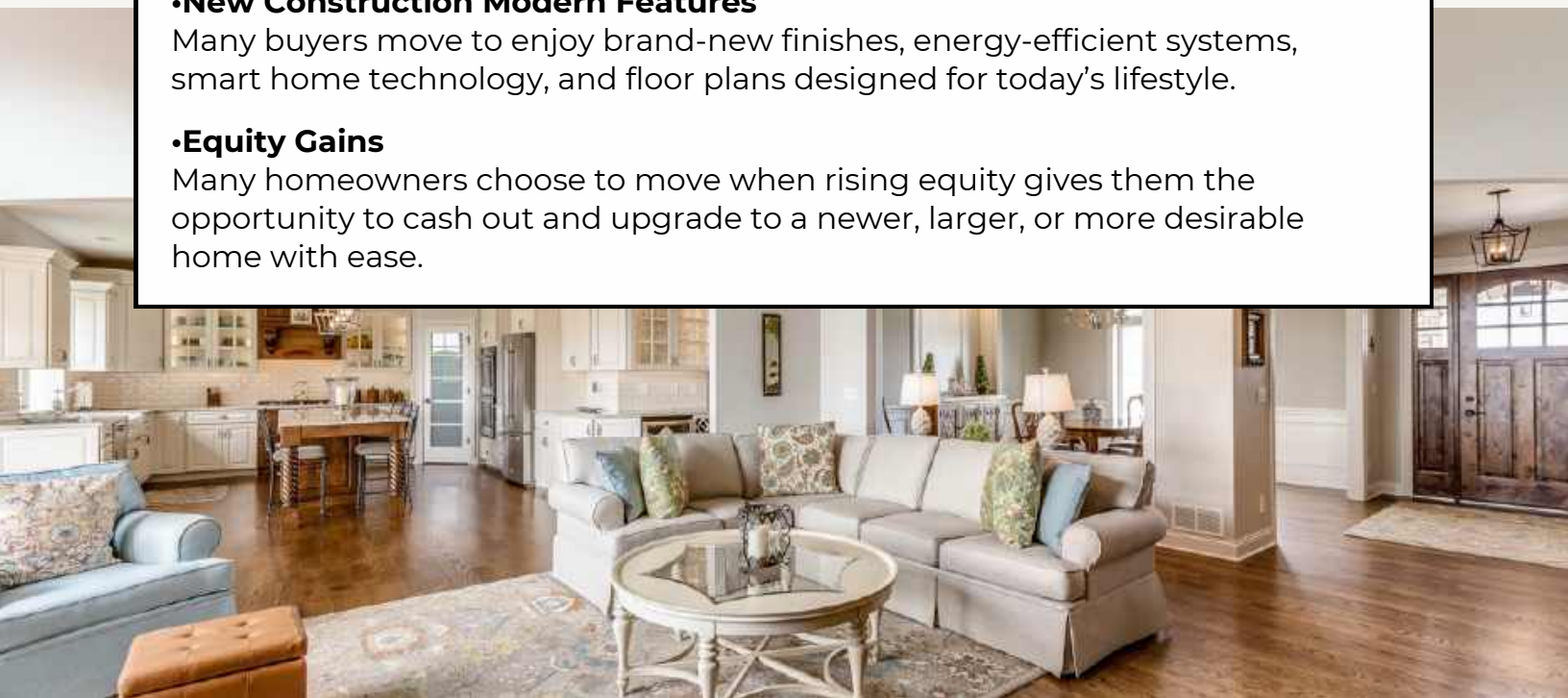
A new job, hybrid schedule, or long commute often prompts a move closer to work or into a more convenient location.

### •New Construction Modern Features

Many buyers move to enjoy brand-new finishes, energy-efficient systems, smart home technology, and floor plans designed for today's lifestyle.

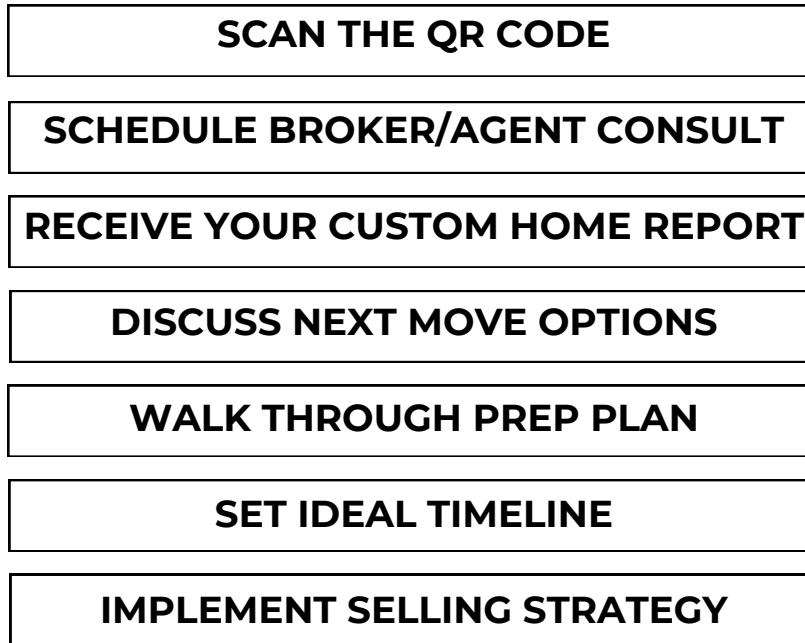
### •Equity Gains

Many homeowners choose to move when rising equity gives them the opportunity to cash out and upgrade to a newer, larger, or more desirable home with ease.



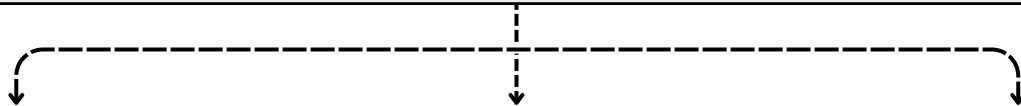
# YOUR JOURNEY STARTS

# Here!



Click "I'm Ready to Sell My Home"

FROM THERE, WE HAVE A FEW PATHS WE CAN TAKE:



**WE'RE A GREAT FIT:**  
We decide to partner up, sign the agreement, and then we'll create a plan to sell your home fast and for the best price.

**TIMELINE MAY NEED CHANGES:**  
During this process, you may decide to wait or to move the sell up a little faster. We'll be sure to keep your priorities at the forefront.

**I MAY CHOOSE NOT TO LIST:**  
We may recommend a different option that better suits your needs. Your success is our priority, even if it means suggesting another path.

We're here to be a resource for you!



# Thank You!

Thank you for the opportunity to present our services in your home-selling journey!

Our mission is simple:

We aim to help you sell your home at the best possible price, within your desired timeframe, and with as little stress as possible.

Your successful sale is within reach, and we're here to ensure the process is smooth and rewarding. Let's embark on this exciting journey together! By getting started today, we can tailor the selling strategy to your needs and soon transform that 'For Sale' sign into a 'Sold' one, marking the next chapter in your life.

*Scan Here!*



-THE BROKERS, AGENTS AND VENDORS AT  
AMS PRIME REALTY

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