

ALR VIDEO SCRIPTS

ELEVATOR PITCH

First draft - say aloud, timed, tweak to personal stories and delivery

- Hi, My name is _____, and I'm a real estate agent with Asheville Lifestyle Realty. We're a team of asheville natives curating a boutique buying and selling experience for our clients in and around Asheville. We create each interaction from the customers point of view and focus on nailing down the lifestyle they want to create here in the blue ridge. After all, people are drawn to Asheville for what it offers, the escape, the adventure, the social interaction, the breweries. We find what is important to our clients first, and worry about ourselves last.
- If you know someone who is considering selling their home or looking at buying - send them my way for a one to one cup of joe, no obligation or pressure. We are happy to hear their home story.

VIDEO 1

For main page of website:

Explaining - who we are, what we do, who we serve, how to work with us

SCRIPT

Hello and welcome to Asheville Lifestyle Realty where we help you to create the lifestyle you want in Western North Carolina.

We are a full service brokerage, helping asheville home owners sell their properties and helping buyers to find that home of their dreams in and around Asheville.

We love to work with all types of people - Asheville home owners, First time home buyers, retirees, second home owners, people moving into North Carolina for the very first time - even if you are renting, we can help you too. (30 seconds ish)

At ALR, we do things differently, curating a boutique buying and selling experience for our clients. We create each interaction from the customers point of view and focus on nailing down the lifestyle they want to create here in the blue ridge. [After all, people are drawn to asheville for

what it offers, the escape, the adventure, the social interaction, the breweries. We listen and find what is important to our clients first, and worry about ourselves last.] *cut for 1 min*

To work with us, simply fill out a contact form below and one of our lifestyle agents will be in touch soon. We look forward to meeting you and hearing your home story - Thanks so much for visiting (1min 10 sec)

VIDEO 2

The Buyers Journey - outline of steps

- steps of the process
 - Getting Pre qualified
 - See how much you qualify for prompt (ihomebot link)
 - Selecting your realtor
 - Link to about us page
 - Touring around asheville, getting to know the city
 - Link to neighborhood page
 - Viewing listings
 - Link to search page
 - Negotiating your purchase
 - Moving into your home
 - Link to area information

SCRIPT

Hey Ya'll, it's callie with Asheville Lifestyle Realty - and today we are talking about the home buying journey. How do you go about buying a home in Asheville, North Carolina ? I'm going to talk about the steps of the process - You will also find this information, helpful links and more details in the page below you so just scroll down.

First, if you are going to buy your home with conventional financing (aka getting a loan) you are going to need to get pre-qualified first. This looks like talking with a mortgage broker to see how much home you can actually afford. Doing this step first ensures a smooth (and potentially quick) home buying process.

Next, you want to select a realtor to work with you in finding your dream home. No matter the company or brokerage, big or small - there are a few things that are really important to keep in mind. 1 - they should make you feel comfortable, be easy to talk to and available for meetings or phone calls. 2 - they need to know Asheville, or the city you want to live in, if you are new to the area this is even more important. 3 - they MUST do what they say they will do, when they say

they will do it. (if they say they will follow up with you and don't - that's not great and a tell-tale sign of the relationship to come)

The next step is getting to know your city. Your realtor can provide you with area information, answer questions, and together - you'll tour the city, finding the areas you are drawn to and seeing which neighborhoods have access to parks, city life or the lifestyle features that are important to you.

Keeping those areas in mind, Next, you and your realtor will look for homes or listings within these target areas. Homes that fit your specific needs and are within your budget - Your realtor will coordinate showings for you to go and take a look at these homes.

Let's say, you found it! The home of your dreams and it's in your budget! - now what do you do? The next step is making an offer to the seller. Don't worry, your realtor takes care of the paperwork. Together you and your realtor will make offers and counter offers to the home owners to the listings you like.

You've submitted an offer and it's accepted, Next you have a period of time to do due diligence. You have the home, water, sewer and anything else attached to the property inspected so you dig up any and all possible issues. Your realtor and attorney will make sure that the legal side of the transaction is free and clear of encumbrances (aka any faux pas the current home owner has that you don't know about). With this information, you will negotiate terms for closing that work for you. Don't forget your realtor is on your side and is a resource for you during this whole process.

The last step is the most exciting one! Closing day, signing paperwork that makes you a new home owner. You'll move into your new Asheville space, connect all your utilities (don't fret, we have a list for those too) and start living your best life in the Blue Ridge

Do you have more questions about the home buying process or want to get started today? Send us a message, drop us a line, or stop by our Asheville Lifestyle Realty office to tell us your home story. We would be happy to help.

VIDEO 3

The Sellers Journey - Outline of Steps

- Selecting a broker/agent to represent your home
 - [Link to about us page](#)
- Preparing your home for a sale
 - [Link to area info page for vendor information](#)
- Marketing your asheville home

- Social media, Open houses, advertising online and in print locally, word of mouth, leverage our teams networks around WNC
- Negotiating the sale & Closing Day
 - Link to vendor information on area page
- Moving to your Next Adventure
 - View Listings for your next home

SCRIPT

Hey Ya'll, it's callie with Asheville Lifestyle Realty - and today we are talking about Selling your House. How do you go about selling a home or property around Asheville North Carolina ? I'm going to walk you through the general steps of the process - You will also find this information, helpful links and more details in the page below you so just scroll down.

OK, you own a beautiful home in western North Carolina, but now you are looking to downsize, move across town, build a new home or move out of state - what do you do? You either sell your home or convert it to a rental property and we can help you with both. Today, we are diving into selling.

First you need to select a realtor to represent your home. No matter the company or brokerage, big or small - there are a few things that are really important to keep in mind. 1 - They should make you feel comfortable, be easy to talk to and available for meetings or phone calls. 2 - they need to know the real estate market for the city your home is located in. 3 - They need to have some marketing knowledge, in today's digital world representing your home online is a must and your realtor is the curator of that online representation 4 - lastly - they MUST do what they say they will do, when they say they will do it. While this seems common sense, it is the first and greatest yardstick to base a working relationship off of.

Next, with the help of your realtor, you will audit your home to see if there are any changes you can make to your home to help attract the right buyer or shorten the listing time. These can be as small as cleaning up landscaping or as large as repainting. This is individual to your property.

Next you'll give your space a good cleaning, maybe even staging, and your realtor will take pictures and videos of the space and use those to market your home online. Your realtor will field calls, questions, set-up open houses and showings to attract that perfect buyer to the table.

The next step is negotiation. When offers start coming in, you and your realtor will work together to talk over your options, terms and conditions and present counter offers that work for your situation. Ultimately you want the contract on closing day to be fair and the situation to work for both you and the buyer. Don't forget your realtor is on your side and is a resource for you during this whole process.

The last step is bittersweet for many, Moving day, out of a home with memories and off to a new adventure. Feel Happy you're passing off a home to fresh new owners who will create and treasure their own memories in that space.

Do you still have questions about the selling process or want to get more information about selling your home with Avl Lifestyle Realty? Send us a message, drop us a line, or stop by our Asheville Lifestyle Realty office to tell us your home story. Whether you are moving out of state and need realtor recommendations or want assistance buying your next home, we would be happy to help.