

Pre-Listing Packet

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Intracoastal
REALTY CORPORATION
Since 1976



Meet Ashley

A Winning Combination

I am a young and energetic professional who feels that my individual skills compliment my service. My business experience has given me the tools to excel in the marketing of homes and the process of matching buyers with their dream property. My clients also benefit from my business and technical background. I recognize that each client has different motives and deserves individualized service. By employing the latest hi-tech tools, I am able to offer clients incredible service.

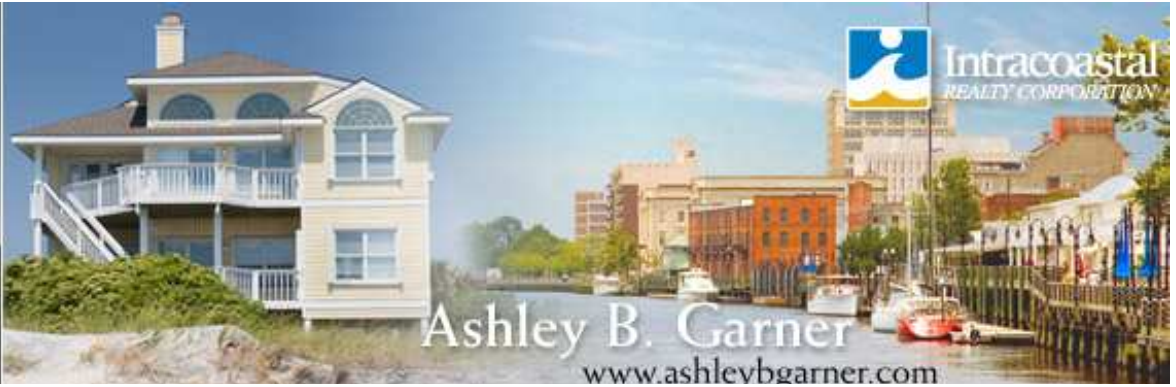
Going the Extra Mile

When it comes to your biggest investment, I feel that I can never do too much to help you sell your property or find the perfect house. When buying a home, I will take the extra time to pre-qualify you, familiarize you with the area, and educate you on financing. If you plan to sell, I will have a home inspection done at my expense to minimize any surprises, I will analyze the market to help you price your home to get you where you need to be on time, I will use the internet and target marketing to promote extensively throughout the area and I will provide a "Home Book" to give potential buyers the information they need to make a serious offer. My "marketing plan" is targeted and innovative to get the results you need!

Going the extra mile is my way of doing business. By staying in touch with you and your needs, I produce results!

Getting the Word Out

Creative marketing is the key to selling your home quickly and successfully. I aggressively employ the power of the Internet, advertising your property on at least 6 real estate websites. In addition, I will use my personal network, my network of other REALTORS®, my database of buyers, and word of mouth to gain maximum exposure of your home. When it comes to promoting your home for sale, I feel you can never market too much and my sophisticated "marketing plan" reflects this.



Professional Service and Commitment

I am a full time real estate professional who devotes all of my professional energies to meeting your home buying or selling needs. This is my career and I demand the best from myself. My clients have noticed the difference. As a client of mine, you will always have your messages returned in a timely manner, you will have my full attention when we are working together and any promotional materials I produce for your property will be professional grade. I am a professional that will give you respect, produce results, and provide impeccable service.

Dedication to Professionalism

A strong desire to grow both personally and professionally keeps me on the cutting edge. Whether in the classroom or on my own time I am always putting myself in a position to learn. Intracoastal Realty is a leader in the community in part due to our full time in-house training department. I attend a training course on current hot topics nearly every Thursday. Also, I complete the NC Real Estate Commission required continuing education and the National Association of Realtors required ethics course, every year.

In addition to my commitment to education, I take pride in being involved in the community and in the real estate industry. This involvement keeps me in touch with community changes and growth, market trends, and financing requirements. I am also an active member of the following affiliations:

National Association of Realtors

North Carolina Association of Realtors

Wilmington Regional Association of Realtors

Greater Wilmington Chamber of Commerce



The National Association of Realtors is the world's largest professional association. REALTORS® are pledged to a strict Code of Ethics and Standards of Practice.



Objectives

When Selling:

- To help you get your property sold
- To help you get where you want to go on time
- To make it easier for you

To help you sell your home, I will develop a marketing plan specific to your home; every home and situation are unique and deserves to be treated as such. Also, as part of my efforts to sell your property, I will employ my sales-service plan to ensure you are well informed throughout the process and that the transaction is as hassle-free as it can be.

After you decide to list your home with me, and once I fully understand your needs and priorities, we can work together to tailor a marketing and sales plan to accomplish your goals.

When Buying:

In helping you buy a home or investment I will interview you thoroughly to ensure I know exactly what, when and why you are planning to purchase. Once I am armed with this information my knowledge of the market and of the art of the deal will allow me to quickly and efficiently locate the property you desire.





You Get a Full-Service REALTOR ® !

I recognize that you are busy with your everyday life. I also recognize that buying and selling property isn't something you do everyday. As a REALTOR ®, I aim to make your transaction as smooth and easy as it can be for you.

As part of my services, I will:

- √ Arrange a pre-listing inspection (I will even pay for the inspection in certain circumstances– ask me for more details.)
- √ Prepare a professional “Home Book” for your property
- √ Explain any offers and their contingencies in detail
- √ Negotiate for you, representing your best interest at all times
- √ Pre-qualify buyers when we receive an offer
- √ Keep you posted on the progress at each specific stage
- √ Make sure you have the right paperwork, remind you of important dates and help you satisfy and/or track progress of all contract contingencies
- √ Finalize all documents with you at the closing table
- √ Be your source for real estate information in ANY location



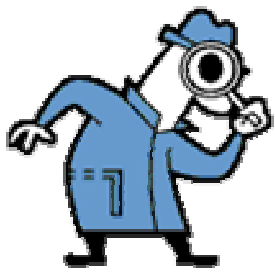


Home Inspection

What a Home Inspection Can Do for You

By having your home inspected before you sell it, you can save thousands of dollars and a lot of time in negotiation.

There are many benefits to inspecting your house in advance. The report will tell us any issues that could cause a buyer to back out or have concern. With having done the inspection in advance, you have the



opportunity to make necessary repairs before they ever become an issue. Should there be any issues reported that you do not wish to repair, we can either make allowances for the repairs in the contract or adjust your selling price appropriately. Either way, we are virtually eliminating any “surprise” that might cause a deal to fall through.

Being prepared in advance puts you at an advantage when it comes to negotiating. Also, having a home inspection available for prospective buyers who pre-view your home will give them more confidence to make a serious offer.

If you list with me, I will have a home inspection done at my expense! This is part of my exceptional service.

(I will even pay for the inspection in certain circumstances– ask me for more details.)



Guarantee

Your Satisfaction is Guaranteed.

*Your REALTOR ® is responsible for one of the largest
financial transactions you ever make.
Shouldn't you use the best?
And shouldn't that REALTOR ® guarantee his or her work?*

After you list your home with me, if you are not satisfied with my services, if you feel I made promises that were not fulfilled, or if you simply decide not to sell your home, give me a two week written notice to terminate the listing.

Your listing will be returned, no questions asked.



Technology

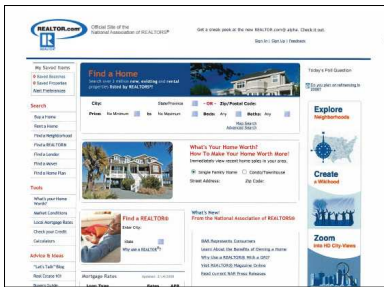


Employing the Power of Technology for You

We live in an age where you can order a pizza from your computer and have your house call the fire department when smoke is present. The real estate industry has benefited from the strides in technology as well, and I am committed to making it work for you.

Internet

Your home will be listed on the Wilmington MLS with a detailed description and multiple pictures. Buyers will have access to your property's information 24/7.



Your home will also be featured on:

REALTOR.com, the most widely used real estate website in the nation.

IntracoastalRealty.com

www.AshleyGarner.com



Facebook

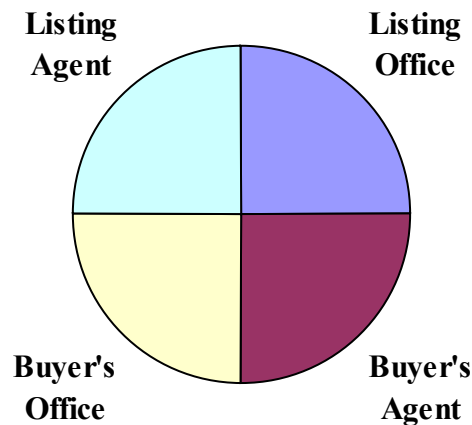
Ashley's Blog, <http://ashgarner.featuredblog.com>

Digital Lockbox

- The security of knowing who has been in your house.
- The ability to follow up with Brokers who have shown your home.
- The ability to restrict access to the key to your home.



Commission



There are many misconceptions about what your commission pays for and how it is split amongst the parties who make a real estate transaction come together. The fee we charge will be split 4 ways; out of it the Buyer's Agent, the Buyer's Office, my office, and myself as your listing agent must be paid.

For my portion of your commission, I will pay for the following:

- Marketing your home on the internet
- Print advertisement (newspaper ads, flyers, postcards, etc.)
- A yard sign
- A portion will go towards our yearly association dues which allows us to list your property on the Wilmington MLS and REALTOR.com
- "Full-Service" conveniences such as home inspections, home staging, cleaning services, etc.

For our office's portion of your commission, you will benefit from

- Company-wide advertising
- Professional business services



The Value of a Professional

In addition, to the obvious expenses that your commission will go towards paying, there are numerous intangibles that could save you or make you thousands of dollars. Here are just a few ways I will earn my commission during the process of selling your home:

Security

There is nothing secure about advertising your home phone number and inviting perfect strangers into your home! By using a real estate professional, you gain some level of security. First of all, your home phone number is not being advertised with an open invitation. Secondly, we use lockbox technology that allows us to track showing activity and to know who has been in your home. Lastly, you are not put in the awkward position where you are alone with a stranger in your home.

Pricing

As a professional, I educate myself in current market conditions, watching for subtle changes and keep tabs on market trends. Someone who is not "in the trenches" on a daily basis is at risk for either undervaluing their property or worse yet, overpricing their property. A properly priced home will not sit on the market while you continue to make mortgage payments and maintain the property, you will not waste money on advertising or get caught in a "changing" market, and most importantly, if you are selling under a deadline a properly priced home will get you there without risking the chance of not selling.

According to the National Association of REALTORS®, 82% of real estate sales are the result not of general advertising, but of agent contacts through previous clients, referrals, friends and family, and personal contacts, including agent networking within the real estate community.



The Value of a Professional

Marketing Expertise

With a real estate professional, you benefit from their experience with marketing homes in your community. I know which websites produce results, AND I have access to them. I have connections with the real estate industry, people who have buyers possibly looking for properties like yours.

I know what features are the "hot ticket" items in our area and I know where to spend a few dollars to make the biggest impact on the salability of your home.

Negotiations

An experienced real estate professional will put you in the best negotiating position possible. Most buyers are more likely to express objections to an agent with the hopes of resolution, when otherwise they might move on to another property. As someone emotionally attached to the property, Sellers often compromise their negotiating position by 'slipping' with information that the buyer then uses against them. As a third party, I will protect your interest. Through experience I have gathered several creative negotiation techniques to help deals come together.

Monitoring and Closing

There are many details to attend to in a real estate contract. These details can become pitfalls if overlooked. As a real estate professional, I have systems in place to ensure deadlines are met and the details are attended to. Once you make it to closing, my experience of reviewing closing documents and legal contracts will benefit you.



About Intracoastal Realty

Since opening our first office in 1976, we have grown in size and services. We now have six offices to serve the Southern Coast of North Carolina; **Wilmington, Wrightsville Beach, Carolina Beach, Topsail/Surf City, and Oak Island/Southport**. Intracoastal Realty offers comprehensive real estate services, including property management, project development, and real estate brokerage services. More than half of our annual business is derived from referrals by former or current clients and personal friends. In fact, our clients become personal friends. Our clients have witnessed the results of **our commitment to exceptional marketing, world class client service and continuous follow-up** after the sale.

As the market leader along the Southern Coast of North Carolina, we have maintained a controlled rate of expansion which allows us to provide only the highest level of quality and client services. We strive to maintain our advantage in the Real Estate Industry and our hard work has brought our clients and their friends back to us year after year.

It's no accident that we've achieved our current status. Some of the key reasons why we are the market leader are:

- Our sales agents are comprised of exceptional people; we only hire the best.
- We are locally owned and neighborhood-oriented.
- Our agents are active members in the Wilmington, Brunswick and Pender Counties Association of REALTORS®.
- We maintain the highest quality advertising by offering the latest advertising technology.
- Our agents are committed to professional development through ongoing certified training opportunities.
- We are affiliated with **Leading Real Estate Companies of the World**, a massive global network of over 600 premier real estate firms, which provides hundreds of leads and referrals.

Our exclusive affiliation with **Luxury Portfolio** -- the luxury property division of **Leading Real Estate Companies of The World** -- ensures that our clients of extraordinary homes in Wilmington, Brunswick and Pender Counties receive local, regional, national, and international exposure.



More About Ashley.....

I have been a Broker in North Carolina and West Virginia for over a decade. I worked in real estate Appraisals while earning a BA in Accounting from West Virginia. Since, I have owned and operated several businesses such as retail, hospitality, real estate development, construction & renovation. I have an extensive experience in all aspects of real estate including residential, vacation, investments, commercial and new construction. I am a proud member of the Wilmington Regional Association of Realtors (WRAR), the North Carolina Association of Realtors and the National Association of Realtors. It's my pleasure to be voted President Elect for 2010 WRAR. You might expect all of this experience and knowledge from someone who is nearing the end of their career while in fact I'm is just getting started!



I graduated from WVU in 1994. My wife Allycen is from Valdese, NC and attended Appalachian State University where she earned her BS and MA in Speech Language Pathology. She now works in the public school system and thoroughly enjoys working with the children. Family is an important part of my life. I am lucky to have two wonderful sisters; one teaches English in Berlin, Germany and one is a Doctor of Physical Therapy. Both my mom and dad graduated from Elon College and have been great role models for me through out life and in business. My uncle and grandfather are Presbyterian ministers who attended Union Seminary. My grandmother, mother, aunt and sister are all teachers. My dad, who is also heavily involved in real estate, was a banking executive for 25 years in North Carolina and West Virginia. I also have a strong drive to see, do and be as much as possible in my life.



Some exciting things Ashley has done so far are:

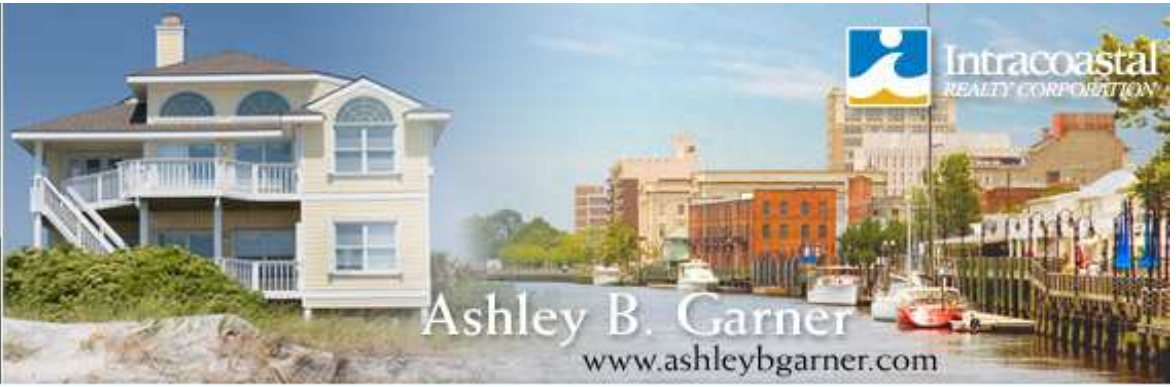
1. The RAGBRI (annual bicycle ride across the state of Iowa)
2. Cycle NC's bicycle ride across the state of North Carolina
3. A sprint distance triathlon
4. Played college ice hockey (as a goalie)
5. Was president of his class in high school and junior high. And I just organized the 20 year reunion in 2009
6. A long time volunteer with Special Olympics
7. Was a paper boy growing up

I also love to snow ski (downhill and cross country) and fish. Some of the exciting things that are on my "To Do" list are: obtain his captain's license, travel the entire Intracoastal Waterway from Maine to Florida, meet the President of the United States and start a charitable foundation.

As you can see I have done a lot so far and have even more yet to do, including add you to my list of super satisfied clients. I feel I have a real gift for putting you at ease, knowing you can trust my experience, knowledge, integrity and persistence to guide you successfully through the many steps of a real estate transaction. To me, achieving the goal is the most important thing; if YOU are happy, I am happy!

Awards and Honors Achieved

Sally Noffsinger Scholdarship Award from WRAR in 2008
Cathy Clark Memorial Award from WRAR in 2009
Elected Vice President of WRAR for 2010-



Notes: