SELLER · GUIDE

NC HIGH COUNTRY

Pricing & Marketing Your Home

How great pricing and presentation win in the High Country

THE RIDGE REALTY · BUYER & SELLER RESOURCES

The two biggest levers on your sale are price and presentation. Get these right and the market responds.

STEP 01

Understand your true comps

Value comes from recent, genuinely comparable sales — similar town, size, condition, and view. Active listings show competition; solds show reality.

STEP 02

Price to the market

The first two weeks draw the most attention. An accurate price creates competition; an inflated one leads to price cuts and a stale listing that sells for less.

STEP 03

Lead with editorial imagery

Professional photos, drone/video for views and acreage, and a strong first image drive the clicks that drive showings.

STEP 04

Write for the buyer — and for search

A compelling, keyword-aware description — town, features, lifestyle — helps your listing surface and connect with the right buyer.

STEP 05

Distribute widely

MLS, major portals, social, and our own audience of investors and second-home buyers put your home in front of the widest qualified pool.

STEP 06

Time it thoughtfully

The High Country has seasonal rhythms. Your agent will advise whether to list now or align with peak buyer demand for your property type.

STEP 07

Track, adjust, and communicate

Watch showing activity and feedback in the first weeks and adjust strategy quickly. You should always know where you stand.

Every home and town prices differently. Your Ridge Realty agent builds a pricing and marketing plan tailored to your property.