

REALTY **ONE** GROUP RESULTS

A SELLER SERVICE · NORTH CAROLINA

The Buyer *Match* MethodTM

*Most agents list your home and wait for buyers to find it.
We do everything they do —
and then we go find your buyer ourselves.*

TERESA OVERCASH

BROKER-IN-CHARGE · 30 YEARS · TOP 1% NATIONALLY RANKED

336-262-3111 · HOMESINTRIADNC.COM · TRIAD · WILKES · HIGH COUNTRY

List it. Sign it. Wait. *Hope.*

Here's what happens at most brokerages when you list your home: the agent puts it in the MLS, sticks a sign in the yard, holds an open house or two, and waits.

That's it. That's the whole plan. They're hoping the right buyer happens to scroll past your home on Zillow on a Tuesday night.

I won't do that to your home. Your home deserves a buyer who has been actively looked for — not one who got lucky and stumbled across the listing.

The Buyer Match Method™ has two halves. The first is the floor: every standard channel a top-tier brokerage delivers, done properly and without shortcuts. The second is the part almost nobody does — four things that take your home out into the world and put it in front of the specific person most likely to want it.

Most agents list and wait. We go find your buyer.

What follows is exactly how that works, in the order it happens: we learn your home deeply enough to know who falls in love with it, we find those people, we go where they are, and we tell the story in a way that makes them stop scrolling.

WHAT YOUR LISTING GETS

4

MLS SYSTEMS
NOT ONE

100+

SYNDICATION SITES
NATIONAL &
INTERNATIONAL

75

POINT PROPERTY
ANALYSIS

4

ABOVE-AND-BEYOND
PARTS, EVERY LISTING

Every standard channel — *done right.*

Before we talk about what makes us different, let's be clear about what's covered. Your listing gets every channel a top-tier brokerage delivers, and we don't cut corners on any of it.

- **Four MLS systems, not one.** Most Triad agents place a listing in one MLS, or maybe two. Realty ONE Group Results holds direct membership in four — Triad, Canopy, High Country, and Triangle — and your home goes into all of them.
- **Syndication to 100+ real estate websites**, nationally and internationally.
- **Featured placement** on Zillow, Realtor.com, Homes.com, and Redfin.
- **Professional signage, lockbox, and showing coordination** — handled, not improvised.
- **Open houses**, both broker and public, when they genuinely make sense for your home.
- **Social media exposure** across our brokerage channels and Teresa's own audience.
- **Email marketing** to our buyer database and our agent network.
- **Print and digital advertising** where it earns its keep.

That's the floor

Every Realty ONE Group Results listing gets all of that. Not as an upgrade, not as a premium package — as the baseline. What follows is what we do above and beyond, and it's the part most agents never touch.

EVERY LISTING WE TAKE GETS ALL FOUR PARTS · NO TIERS · NO ADD-ONS

OI

PART ONE

The 75-Point *Property Analysis*

Before we ever talk to a buyer, we have to know your home the way a buyer would *feel* it. So we run a 75-point analysis that goes far past bedrooms and bathrooms.

Location. Architectural style. Size, age, and square footage. How the layout actually flows when you walk it. School district. The local economy. Lot size. Dozens of other factors that quietly decide who falls in love with a property and who walks right past it.

Where the AI earns its place

This is where the work changes character. Our Trifecta system — ChatGPT, Claude, and Perplexity working together — compares patterns across millions of property data points and buyer behaviors. It surfaces the connections a human agent would need hundreds and hundreds of hours to find by hand, and it does it while your listing is being prepped rather than months later.

What comes out the other side is the thing we're really after: **the untold story of your home.** Not the facts box. The parts that make it exactly right for a very specific buyer instead of vaguely appealing to any buyer.

Every home has a person it's perfect for. The job is to figure out who that is before we start marketing — not after.

Because here's what the analysis is actually for: everything downstream depends on it. Who we go looking for, where we go looking, which photos lead, what the description says. Get this part wrong and the rest is just noise aimed at the wrong people.

Finding them. Then *going* to them.

02

PART TWO

Buyer Reconnaissance

Once we know your home's untold story, we go find the people who are looking for exactly that story — **even if they don't know they're looking yet.** We identify where these buyers live, where they work, where they get their information, and where they search.

That means the specific corners of the internet they actually occupy: the subreddits, the Facebook groups, the YouTube channels, the podcasts, the niche magazines, the professional networks, the relocation forums. We map out their world before we ever step into it.

03

PART THREE

Active Outbound Marketing

This is where most agents stop. We're just getting started.

We take your home into your buyer's world and tell its story there — on the channels they actually use, in the language they actually speak, with the details they actually care about. Not a generic listing blast. The right story, told in the right room.

We're not waiting. We're hunting. Respectfully, strategically, and on your behalf.

How we do this lawfully

We follow this approach carefully and within the law. We target by **interest and behavior** — what people are researching, where they're relocating from, what kind of life they're building — and **never by protected characteristics.** Fair housing isn't a disclaimer at the bottom of our marketing. It's a constraint we design inside of, and it makes the targeting sharper, not weaker.

The First *Eight*

There's a rule in this business that almost nobody talks about: a buyer decides whether to keep scrolling or schedule a showing inside the first eight photos. Not the listing description. Not the price. The first eight photos.

So we don't just take photos. We build a story with them. Every photo has a purpose, a chosen angle, deliberate lighting, and a place in the sequence — and the order matters as much as the shots themselves.

THE SEQUENCE

Photo one earns the click. Photos two through eight pull the buyer into the experience of living there. We do not bury the hero shot at slide fourteen — which is exactly where most listings put it.

And then there's the write-up

Our description does not repeat what's already in the listing facts box. You already know the home has three bedrooms, two baths, and 1,500 square feet — the MLS told you that thirty seconds ago. Repeating it wastes the only paragraph a buyer will actually read.

So ours does what a facts box can't. It tells you what your Saturday morning coffee feels like on that back porch. What dinner with friends looks like in that kitchen. What it's like to come home to that street on a Thursday in October.

Buyers don't buy specs. They buy the life they're about to live. That's what our copy sells.

PHOTOGRAPHY · SEQUENCING · STORY · ON EVERY LISTING WE TAKE

What this does to your *bottom line*.

When the buyer who walks through your door is someone we found *for* your home — and the photos and story they saw first were built to pull them in — three things happen.

They show up emotionally invested

They already see why this home fits their life. They're not comparison-shopping against four other listings that afternoon. They're imagining where the couch goes.

They're qualified before they tour

We've already vetted that this home matches their needs, their budget, and their lifestyle. Fewer showings, better showings. No tire-kickers walking through your Saturday.

Offers come in stronger

The right buyer pays the right price — because to them it isn't one of several options, it's the one. That is how our team maintains a 98% list-to-sale floor in buyer's markets and exceeds 100% when the market favors sellers.

98%

LIST-TO-SALE FLOOR
OVER 100% SELLER'S MKT

\$3B+

TEAM SALES
LAST 8 YEARS

10,000+

NC CLOSINGS
OUR TEAM

30 yrs

TERESA'S TENURE
TOP 1% PRODUCER

280+

AGENTS
8 NC OFFICES

4.99★

568 VERIFIED
REVIEWS

TRIAD · WILKES COUNTY · NC HIGH COUNTRY · CHARLOTTE & TRIANGLE COVERAGE

REALTY **ONE** GROUP RESULTS

Ready to find *your* buyer?

If you're thinking about selling — or you're tired of a listing that's sitting — let's talk. I'll personally walk you through what the Buyer Match Method would look like for your home. No pressure, no pitch. Just a real conversation about what your home is actually worth to the right buyer, and how we go find that person.

— **TERESA OVERCASH**, BROKER-IN-CHARGE
REALTY ONE GROUP RESULTS

CALL OR TEXT

336-262-3111

EMAIL

teresatedder@gmail.com

ONLINE

homesintriadnc.com

TERESA OVERCASH · BROKER-IN-CHARGE · REALTY ONE GROUP RESULTS

302 S STRATFORD RD, SUITE C · WINSTON-SALEM, NC 27103

© 2026 TERESA OVERCASH · THE BUYER MATCH METHOD™ · EQUAL HOUSING OPPORTUNITY