

LEGACY REALTY
PARTNERS

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A SMARTER, MORE STRATEGIC WAY

YOUR HOME, OUR PRIORITY.

919.473.6113
RALEIGH + SURROUNDING AREAS

Website Us
www.LRPNC.com

BEFORE STRATEGY, WE LISTEN

Listening First

At Legacy Realty Partners, we recognize that selling a home is an emotional journey.We start by understanding your unique needs, addressing your concerns, and establishing what success looks like for you.Together, we create a clear path forward rooted in strategy and clarity.
Selling a home is never just a transaction. It's a financial decision layered with timing, emotion, and risk.
Before we talk about pricing, marketing, or timelines, we take the time to understand what matters most to you. So every recommendation we make is grounded in your priorities, not a generic playbook.

- What prompted this move, and why now?
- What does success look like for you at the end of this sale?
- What concerns or uncertainties are on your mind?

OUR ROLE IS TO BRING CLARITY, STRATEGY, AND STEADY LEADERSHIP, SO YOU CAN MOVE FORWARD WITH CONFIDENCE.



CLEAR INSIGHTS INTO SELLING

Markets shift, buyer behavior changes, and headlines can be distracting. Our role is to filter out the noise and focus on what actually drives results for sellers right now. Today's buyers are informed, cautious, and value-driven. Homes that are positioned thoughtfully and priced with intention are still selling well. Homes that miss the mark tend to sit, invite negotiation, and ultimately sell for less.

What matters most in this market:

- First impressions happen online and quickly
- Buyers compare value more carefully than ever
- The first weeks on the market carry the most leverage

Our strategy is built around these realities, allowing us to protect your leverage and position your home to attract serious, qualified buyers from the start.



Online Presence

First impressions are made online; effective home marketing starts with captivating digital visuals.



Value Comparison

Buyers today meticulously compare homes, assessing features and prices to determine true value.



Timeliness Matters

Early weeks of listings generate the most interest and leverage in negotiations and offers.



Strategic Positioning

Properly positioning your home in the market can enhance visibility and attract potential buyers.

A HOME HAS TWO PRICES AND UNDERSTANDING BOTH MATTERS



EVERY HOME ENTERS THE MARKET WITH TWO PRICES.

The first is the market-based price— determined by comparable sales, recent activity, and current conditions. This is the analytical starting point, grounded in data.

The second price is shaped in real time— by buyer demand, location, timing, condition, and emotional response. This is the price buyers are actually willing to pay once your home is exposed to the market.

OUR ROLE IS TO UNDERSTAND AND ALIGN BOTH

HOW THIS WORKS IN PRACTICE:

- *Data helps us establish a smart, defensible starting range.*
- *Buyer behavior reveals where true value settles.*
- *Early activity provides the clearest feedback.*

When these two prices are aligned, momentum builds.When they drift apart, leverage shifts to the buyer.

WE PRICE WITH INTENTION, MONITOR DEMAND CLOSELY, AND ADJUST STRATEGICALLY. ALWAYS WITH THE GOAL OF PROTECTING YOUR NEGOTIATING POWER AND YOUR BOTTOM LINE.

BUYERS DECIDE EMOTIONALLY AND JUSTIFY LOGICALLY

Most buyers believe they make decisions based on facts and numbers. In reality, the decision happens emotionally within moments of seeing a home, often online, and is justified later with logic and data.

OUR ROLE IS TO POSITION YOUR HOME SO IT CONNECTS WITH THE RIGHT BUYER IMMEDIATELY, BEFORE COMPARISONS DILUTE INTEREST.

WHAT INFLUENCES BUYER PSYCHOLOGY:

- *First impressions formed in seconds*
- *How a home feels compared to competing options*
- *Perceived effort, care, and livability*

Small, strategic adjustments can dramatically change how a home is perceived without unnecessary expense or disruption.

OUR APPROACH: WE GUIDE PREPARATION DECISIONS WITH RESTRAINT AND INTENTION, FOCUSING ONLY ON WHAT ENHANCES VALUE, REDUCES HESITATION, AND SUPPORTS THE PRICING STRATEGY. THE GOAL IS NOT PERFECTION, IT'S PREFERENCE.

VISIBILITY IS EASY. DEMAND IS INTENTIONAL

Most homes receive exposure. Fewer are positioned to generate true demand. Exposure puts a home in front of buyers. Demand compels buyers to act.

OUR APPROACH FOCUSES ON CREATING THE CONDITIONS THAT ENCOURAGE URGENCY—THROUGH THOUGHTFUL TIMING, POSITIONING, AND PROFESSIONAL INFLUENCE RATHER THAN RELYING ON VOLUME ALONE.

By shaping how your home enters the market and how it is perceived by both buyers and their agents, we increase the likelihood of strong interest, cleaner offers, and smoother negotiations.

HOW DEMAND IS CREATED:

- Strategic timing and launch
- Clear value positioning against competing homes
- Agent-to-agent communication that reinforces confidence

THE RESULT IS NOT JUST ATTENTION—BUT ACTION.

STRATEGIC TIMING

Timing your listing correctly can maximize exposure and create a sense of urgency among buyers.

VALUE POSITIONING

Presenting your home in a way that highlights its unique value attracts discerning buyers who appreciate quality.

MARKET AWARENESS

An understanding of current market trends enables us to position your property optimally for maximum interest.

URGENCY GENERATION

Creating urgency through marketing strategies can prompt quicker decisions and potentially higher offers from buyers.

AGENT

Proactive communication from your agent fosters confidence and keeps potential buyers engaged throughout the process.

THE STRONGEST OUTCOMES ARE SHAPED AFTER THE OFFER IS WRITTEN

An accepted offer is only the beginning.The most critical moments in a transaction often occur during inspections, appraisal, and financing, when uncertainty can shift leverage quickly.

Once stability is established, we shift focus to offer strategy and leverage, evaluating terms, timing, and strength beyond price alone to protect your bottom line.

The goal is not to create tension, but to manage it. So your interests remain protected through every phase of the process.

OUR ROLE IS TO ANTICIPATE PRESSURE POINTS BEFORE THEY ARISE AND NAVIGATE THEM CALMLY WHEN THEY DO, SO DECISIONS ARE MADE STRATEGICALLY RATHER THAN REACTIVELY.



WHERE EXPERIENCE MATTERS MOST:

- *Guiding inspection negotiations with perspective and restraint*
- *Managing appraisal risk and lender communication*
- *Keeping transactions moving when emotions or surprises surface*

YOU'RE SUPPORTED EVERY STEP OF THE WAY

Selling a home requires many moving parts. **Our team structure is designed so nothing is rushed, overlooked, or left to chance.** Rather than one person trying to do everything, each stage of the process is supported by professionals whose sole focus is to guide your home from preparation to closing with care and precision. Every role exists for one reason: to give you clarity, consistency, and peace of mind throughout the sale.

HOW OUR TEAM SUPPORTS YOU:

MAYA GALLETTA - TEAM LEAD & LISTING ADVISOR
Oversees strategy, pricing guidance, negotiations, and serves as your primary advocate throughout the process.

JANICE ROSENBERG - LISTING CONSULTANT
Provides additional market insight, perspective, and experience to support pricing and positioning decisions.

SUSIE LAMB-TONNEMACHER - BUYER SPECIALIST
Brings buyer-side insight to help anticipate questions, objections, and buyer behavior.

LESLIE BADILLO MENDOZA - BILINGUAL BUYER SPECIALIST (SPANISH)
Brings a fresh, bilingual perspective to the team, connecting with diverse buyers and helping create a welcoming, client-focused experience.

GINA MANDELBLOOM - DIRECTOR OF OPERATIONS
Manages contracts, timelines, and communication once under contract to ensure a smooth path to closing.

MARY JEAN RYAN - LISTING MANAGER
Coordinates preparation, timelines, and details to ensure your home is show-ready and launches smoothly.

MYRKA MATEO-FLORES - MARKETING & TEAM SUCCESS
Oversees marketing execution, presentation, and communication so your home is positioned consistently and professionally.

BONUS -
Professional Photographer + Professional Staging Services



TRUSTED BY CLIENTS PROVENTHROUGH EXPERIENCE

Choosing who represents you matters especially during meaningful transitions. The words of past clients often say it best.

"Maya goes above and beyond to accommodate each situation and schedule. She was candid about what works and the markets we were looking in, making sure we were making the best decision. "

J. ROMERO

"The best of the best. Maya has the knowledge, style, and eye for detail—but what stood out most was her patience and transparency. We couldn't imagine a better experience. "

J. GRIM

"Selling my home was one of the most emotional decisions I've ever made. The team approached everything with compassion, professionalism, and genuine care. They relieved my stress and helped me move forward with peace. "

M. DAVIS

"Best realtor highly recommend her, she's amazing her and the team they go above and beyond. They know what they are doing. Janice always communicates with me tells me everything she knows and truly cares about her clients and even after she has done her job she still cares. Thank you Janice and team for all you have done. "

G. NURRITO

Susie was our agent for the past several months as we searched all over the Triangle for our home...The knowledge, skills, and professional and personal integrity she demonstrated at all times were outstanding and we couldn't have asked for a better realtor and general all-around outstanding person to work with in our search...At no point did our trust and confidence in Susie waver in the least and we always strongly felt that she had our best interest at heart and was doing everything she could to help us find and get into that special house that we were seeking.

TOM AND CARA

Susie is a gem, full of heart and so much expertise in the local market. We so enjoyed working with her and her great team! Everything was handled with professionalism and friendliness and such a strong knowledge base for all the intricacies of the real estate market.

ELAINE AND DAVE

★★★★★ | **GOOGLE REVIEWS**

SCAN QR CODE FOR MORE REVIEWS!

PRESENT, RESPONSIVE, AND EASY TO REACH

Selling a home comes with questions, sometimes expected, sometimes urgent. Our communication approach is designed to ensure you are never left wondering what's happening or whom to contact.
We believe responsiveness builds trust.You will have clear points of contact, timely updates, and straightforward answers throughout the process.

YOU WON'T NEED TO CHASE INFORMATION OR MANAGE DETAILS; WE HANDLE THAT FOR YOU, SO YOU CAN MOVE THROUGH THE PROCESS FEELING INFORMED, SUPPORTED, AND CONFIDENT.

WHAT YOU CAN EXPECT:

- *Prompt responses to calls, texts, and emails*
- *Proactive updates at key milestones*
- *Clear explanations without jargon or pressure*
- *Ongoing availability when questions arise*



A CLEAR PLAN, WITH ROOM FOR THOUGHTFUL REFINEMENT

The first two weeks of a listing set the tone for the entire sale. Our process is intentionally structured to create clarity while allowing space for informed decisions.

Early on, we establish a pricing range based on market data, buyer behavior, and comparable sales. As preparation comes together, staging, photography, and final presentation, we refine that range into a precise launch price just days before going live.
This approach ensures pricing reflects not only the market, but how your home actually presents at its best.

You will always know where we are in the process and why decisions are being made. This balance of structure and flexibility allows us to launch confidently and protect your leverage from the start.

WHAT HAPPENS FIRST:

- *Establish a strategic pricing range*
- *Coordinate staging guidance, photography, and preparation*
- *Confirm timelines and launch details*
- *Prepare marketing and listing materials*

ONCE LIVE:

- *Monitor buyer activity and feedback closely*
- *Communicate with agents showing your home*
- *Provide updates on interest, showings, and next steps*

PRINCIPLED REPRESENTATION STEADY LEADERSHIP

When you choose Legacy Realty Partners, you are choosing a team that leads with integrity, clarity, and accountability.

OUR COMMITMENT IS TO REPRESENT YOUR INTERESTS THOUGHTFULLY AND PROFESSIONALLY AT EVERY STAGE OF THE SALE. WE PROVIDE HONEST GUIDANCE EVEN WHEN IT REQUIRES DIFFICULT CONVERSATIONS BECAUSE INFORMED DECISIONS PROTECT BOTH OUTCOMES AND PEACE OF MIND.

WHAT YOU CAN EXPECT:

- *Advocate for your best interests at all times*
- *Communicate openly and transparently*
- *Guide decisions with experience and sound judgment*
- *Remain steady and solutions-focused under pressure*

WE APPROACH EVERY LISTING WITH CARE, DISCRETION, AND RESPECT FOR THE SIGNIFICANCE OF THE DECISION YOU ARE MAKING. OUR ROLE IS TO LEAD WITH INTENTION SO YOU CAN MOVE FORWARD WITH CONFIDENCE.



MOVING FORWARD TOGETHER

If this approach feels aligned with what you're looking for, the next steps are simple and unhurried.
We'll take time to answer any remaining questions, review details together, and confirm that you feel comfortable and confident moving forward. Once everything feels clear, we'll outline the timeline, preparation plan, and immediate priorities so you know exactly what to expect.

OUR GOAL IS NOT TO RUSH A DECISION, BUT TO ENSURE THAT WHEN YOU DO MOVE FORWARD, IT FEELS THOUGHTFUL, SUPPORTED, AND RIGHT FOR YOU.



WHEN YOU'RE READY, WE'RE HERE TO GUIDE THE NEXT STEP.

EVERY HOME HAS THE POWER TO CHANGE A LIFE

RE/MAX agents help Children's Miracle Network support millions of kids each year treated at member hospitals in the U.S. and Canada. All donations stay local and add up to make a big impact towards changing kids' heath in your community. It's easy for RE/MAX to remain competitive in the marketplace while supporting children's hospitals and families in your home communities.

OUR LOCAL HOSPITAL IS DUKE CHILDREN'S HOSPITAL

At the 2025 RE/MAX R4 convention, it was announced that total donations to CMN Hospitals had ***surpassed $218 million since the partnership began in 1992.***



Children's Miracle Network | RE/MAX

NOTES:



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