



ADRIENNE LAFAR
Realtor®

Marketing Plan



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Adrienne LaFar



Adrienne LaFar, Realtor, is your guide to buying and selling real estate in Lake Wylie, Belmont, and the Greater Charlotte Area. She believes every client deserves a clear plan, a smart strategy, and someone truly in their corner. That's what she brings to every transaction, without pressure, from start to finish

You'll often hear Adrienne described as dedicated, detail-oriented, and deeply committed to her clients—and those qualities define exactly how she approaches real estate. As a licensed Realtor serving both North Carolina and South Carolina, Adrienne brings a lifetime of local knowledge and a genuine appreciation for the communities she proudly represents, especially throughout the greater Charlotte region.

Based in Lake Wylie, South Carolina, Adrienne has strong roots in the Carolinas. Her familiarity with the area, combined with her professional experience, allows her to offer clients not just real estate expertise—but meaningful insight into the lifestyle, neighborhoods, and opportunities that make this region so special.

Adrienne is an avid equestrian and enjoys training and working with her Portuguese Water Dogs. She is actively involved in USPRE, USPWDCA, Movers and Shakers – PWD Club of the Carolinas, and USSPWDC. She also participates in her local church and community Bible study.



ADRIENNE LAFAR
Realtor®

Credentials

Bachelor of Science (B.S.) - Business Management (Meredith College)
Bachelor of Science (B.S.) - Textile Management (NC State University)

Licensed Realtor - North Carolina & South Carolina
Office Broker - Merrified Partners (Crosland Affiliate)
Residential Real Estate Specialist - Carolina Homes Connection
Former Textile Industry Professional - Sales & Customer Service
Former Owner - PRE Horse Breeding Farm (Lake Wylie, SC)

Certifications & Designations

CRS - Certified Residential Specialist
GRI - Graduate Realtor Institute
MCNE - Master Certified Negotiation Expert
CNE - Certified Negotiation Expert
e-PRO - (Technology Designation)
BPOR - Broker Price Opinion Resource
CHS - (HAFA Certified)
CDPE - Certified Distressed Property Expert
SFR - Short Sale & Foreclosure Resource
Luxury Home Marketing Specialist
Distressed Property Expert
Real Estate Divorce Specialist
Equator & RES.NET Certified
PSC - Pre-Foreclosure Specialist
Five Star Short Sale Certified

Affiliations & Memberships

USPRE
USPWDCA
Movers & Shakers - PWD Club of the Carolinas
USSPWDC
Good Shepherd Church - Member
Community Bible Study - Participant

Getting Your Home Prepped & Ready to Hit the Market

Creating the Marketing Hype for Your Home:

I assure you that your home is ready and presented in a manner that will create the “hype” about your home. The more I do prior to putting your home on the market will assure you receive top dollar for your property as well as ensure I know and take care of any issues that can become problematic during the escrow process. I become aware of any potential issue that could possibly affect your bottom line so that there are no “surprises” down the road.

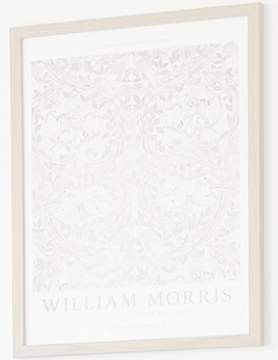
I have a comprehensive list of resource specialists, tradesmen, and subcontractors that can do anything and everything for you to help this process become as seamless as possible (any work needed or requested will be an additional cost). I provide a staging consultation to ensure your property is shown to the absolute best of its ability to help you end up with more offers, better terms, and a higher price for your home!

Just ask me for a list of anything you need! I can provide an all-inclusive service to help to organize and maintain any project you need including but not limited to: staging, window cleaning, gardener, painter, handyman, landscaper, specialized tradesmen, electrician, termite inspector, home inspector, appraiser, and much more!



ADRIENNE LAFAR

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ADRIENNE LAFAR
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I go beyond the extra mile to get the best price for your home!
My Services Set me Apart from Other Realty Companies.

ADRIENNE
LAFAR'S
COMPREHENSIVE
MARKETING PLAN

Client Care & Communication

I'll be your partner as I work together to get you the best price in a timely fashion. I am confident I can earn your trust and our policy is:

You can cancel at any time if you aren't 100% Satisfied with my work.

As your partner, I offer my expertise to help you make good decisions about the sale of your home and avoid costly mistakes. It starts with making sure your home is presented to its best advantages:

- 360 Degree Picture Virtual Walk Through of the home
- Floor Plans and measurements both inside and outside
- In-depth analysis and expert advice on pricing strategy for optimal results
- Free consultation with professional Home Designer / Stager
- Free basic staging with Professional Home Designer/ Stager
- Professional staging services as needed to attract buyers (optional full staging available at extra charge)
- Free Digital Marketing Specialist to maximize online presence
- Checklist of recommended changes to your home to ensure optimal pricing
- List of reputable vendors for any work required
- Meeting with Marketing Specialist to identify your home's upgrades and features that you as the homeowner find important
- Synched lockbox to track Realtor showings and elicit feedback the next business day, which is then sent to you to keep you in the loop

While I market your home, I know you want to be informed and involved. To keep communications flowing, I will:

- Send a report on my marketing efforts and results twice per week
- Inform you of any market changes, mortgage rate fluctuations, sales trends, absorption rate, or any other factors that may affect the value or marketability of your home
- Provide you marketing materials to share with your neighbors, connections, and on your personal Facebook page and other social media sources (Twitter, LinkedIn, Instagram, etc.)



A vertical photograph on the left side of the page shows a modern, two-story house with a swimming pool and a lounge chair. The house has a light-colored exterior and large windows. The pool is in the foreground, and the lounge chair is on the pool deck. The sky is clear and blue.

High-Quality Marketing Materials

The quality of marketing materials representing your home have a huge impact on how it is perceived in the marketplace. To position your home in its best light, I provide:

- Professional photographer to capture interior and exterior images
- Professional videography to create a high definition 2 to 4-minute virtual property tour with a description of your home
- A high quality, full-color four-page brochure featuring your home
- An individual property website which includes:
 - printable brochures
 - photo gallery
 - virtual tour
 - property map
 - reports for out-of-town buyers showing nearby amenities, school scores and distance, community information, city demographics, and a “contact me” button
- Luxurious lawn sign with solar lighting, our highly recognizable Homes by Krista logo, and a customized texting feature directed to your home’s website
- Search engine optimization (SEO) of all marketing materials by Digital Marketing Specialist for maximum online exposure
- All materials cell phone compatible (91% of buyers use cell phones in their home search)
- Online mortgage calculator to help buyers decide if they can afford to purchase your property (website and mobile app)

Tapping the Power of Social Media & the Internet

A recent NAR report said that real estate activity on social media has dropped. The reason is most agents do not understand how to use it effectively. Using my process, I get thousands of hits and shares per month through my digital marketing. Your home will be exposed to a broad targeted audience through:

- Pre-market information to potential buyers currently searching with Coming Soon campaign
- Virtual property tour added to our YouTube channel with description crafted to enhance search engine optimization
- Target Market paid advertisement on social media featuring the property tour video which generates over 50,000 + views, comments, likes, and shares
- Creating cookies on the backend of the marketing to capture a target audience
- Online syndication that includes Realtor.com, Zillow, Trulia, Facebook, YouTube, Twitter, Craigslist, Homes By Krista, HotPad, Backpages, Oolx with weekly posts and updates to keep your home in top spots
- Paid listing enhancements to keep your property in prime position on these sites
- Back end access to major real estate sites to create unique, attractive postings that are more accurate than MLS information
- Weekly Facebook Ad campaign targeting local and out of area buyers
- Instagram posts about your home to reach the millennial market
- Contests and giveaways on social media promoting your home's virtual tour
- Virtual tour and photos on www.KristaHomes.com with a description written to enhance search engine optimization
- Constant analysis of online traffic data to tweak your campaign to increase traffic and conversion rates
- Craigslist ads posted locally and out of the area twice per week.
- Immediate follow-up to online interest or inquiries by phone or by sending video response via text or email
- Target market potential buyers who previously interacted online on homes that are similar to our seller's properties



Know the Key Steps to Selling a Home

Offer on Home

- Evaluate and determine your needs and priorities
- Confirm that all decision-makers are on title and agreeable
- Review agency choices and select appropriate working relationships
- Discuss home improvements and recommendations (repairs/ staging)
- A detailed discussion of "What to Expect" and timelines of events
- Confirm tax roll matches the specification of your home
- Provide a copy of the key
- Register lock box on MLS

Devise and Execute Marketing Plan

- Discuss marketing plan
- Establish pricing strategy
- Place yard sign and marketing on property
- Evaluate property demographics to help determine pricing strategy
- Monitor and evaluate results of marketing actives
- Revise marketing plan and pricing strategy as necessary
- Major Digital Marketing Strategies

Communication constantly to make sure timeframes and expectations are exceeded!

The Selling Process

- Review, compare, and contrast the terms of all offers
- Explain the pros and cons of all offers
- Call lender and buyer's agent to verify qualification and motivation of a buyer
- Confirm lender qualification is accurate and is fully Desktop Underwritten
- Confirm financing type will work for property
- Make sure the CEO date is realistic and works with the seller's needs
- Counter all offers to "Highest & Best"
- Verify Proof of Funds are sufficient for the buyer's down payment and closing costs
- Verify funds to pay the difference of appraised value if needed

Contract Accepted

- Open escrow, verify buyers earnest money
- Escrow instructions, order title report
- Review inspections and buyers "Wish List"
- Complete any needed repairs
- Confirm receipt of contingency removals, inform seller of receipt
- Send bi-weekly updates on the progress to closing to the seller
- Meet weekly to review the progress of closing
- Confirm docs have been drawn 10 days before COE
- Schedule a final walk through after docs have been signed by all parties
- Send notification of funding to all parties
- Send notification of recording
- Mark property sold in MLS
- Closeout file and send seller copy of all documents signed
- Confirm marketing materials, signs, and lockboxes are removed,

Traditional Marketing on Steroids

Though I am experts at online and social media marketing, I don't ignore traditional methods that are still effective. In my campaign, I also:

- Send direct mail and email flyers about your home to my database of clients
- Contact Homes By Krista leads, centers of influence, i.e. family, friends, community leaders, and past clients for potential buyers
- Mass mail an 8 ½ by 11 colored glossy “Just Sold” postcard to approximately 500 to 1,000 people in your specific neighborhood
- Hand deliver high-quality, 4-page colored brochures to 100 immediate neighbors with a “Pick Your Neighbor” letter attached and text feature.
- 4-page colored brochures featuring your home’s highlights
- Send mass mailers brochures with your home and other available properties to local neighborhoods, approximately 30,000 sent once per month



Behind the Scenes

While all this activity is happening, I'm also working behind the scenes to make sure your home gets the most exposure so it sells at the best price in a timely manner. I also gather all information necessary to ensure a smooth transaction. To that end, I:

- Immediately send video responses to buyer leads via e-mail and text
- Improve the marketing of any under-performing marketing campaigns by analyzing & viewing results of campaigns
- Meet weekly with the team to keep on top of each step in the marketing campaign of your home
- Price the property correctly the first time to widen the window of buyer showings
- Reassess pricing if online traffic is not converting into offline tours
- Answer any questions that arise throughout the transaction via our full staff of specialists
- Use infra-red technology of Supra Lockbox to monitor agent showings to get fast feedback
- Research ownership and deed type from Title Company
- Research property's current land use, zoning, deed restrictions, and easements
- Research tax records to verify full and complete legal information is available to prospective buyers and buyer's agents on MLS printout
- Verify that your property is free of all liens

Once the sale of your home is pending, we stay proactive, not reactive, to make sure the process goes smoothly and efficiently by:

- Verification with agent and lender to ensure the buyer is properly qualified, ready, and able to purchase (verified employment, reviewed taxes, bank statements, credit report, 1003, etc.) before accepting the offer
- Bi-weekly communication via e-mail about status and progress of the sale
- Text message and e-mail reminders to you about appointments and deadlines of escrow, seller disclosures, buyer inspections, appraisal report, buyer final walkthrough, signing loan documents, and final closing documents
- Constant communication with cooperating side agent and Lender to give accurate feedback to seller about status of loan, and escrow

MY METHOD IS SIMPLE

Clarity . Strategy . Confidence

Clear Path

Identify concerns,
goals, and timelines
tailored to your needs

Smart Strategy

I build a custom strategy
based on your situation
and the market

In Your Corner

I advocate for you every
step of the way



ADRIENNE LAFAR
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Client Testimonials

"I went to Homes by Krista after I tried to sell my house with another realtor. My home is very new and I was puzzled that we had no interest from buyers in the first 30 days. It was on the market with my previous realtor. With Homes by Krista, they took their time preparing my home with thoughtful staging, professional photo and video, and beautiful advertising. Once back on the market, my house sold in 6 days! We had such a wonderful experience and we made lifelong friends with Cathy and Josh, realtors at Homes by Krista!"

- **Jake & Leean**

"We used the Mashore group to sell our Antioch home. I must say that Krista's entire team was always responsive and very professional. Our direct agent was Josh Vitale who went above and beyond to help us finish the transaction. He made a very difficult close with some very opinionated buyers somehow seem easy. Could not say enough of him negotiating on our behalf."

- **Erik Kirk**

"The Team at Krista Mashore was very organized and knowledgeable with the market in our area. The communication from start to end was very efficient, and the house sold very quickly. The marketing strategy was well thought out and the exposure that the house received to get sellers in paid off. Both Krista and her brother provided a step by step guideline to insure we prepared our house for sale and addressed all areas to maximize our return. The staging was well thought out, calls were organized to have realtors view the house quickly and once multiple offers were received it enabled us to select the best offer. Electronic disclosures were sent timely and reviewed with us to insure we understood all disclosures. I highly recommend this firm."

- **Scharder Family**

"My husband and I had never sold a house before and we were a bit nervous about finding the right realtor to help us out. We also moved 2.5 hours away before the whole process started, so we needed someone who could help us out with being far away. We decided upon Krista Mashore because she already had such strong reviews and was recommended to be the best in the area. We couldn't have chosen any better!! Krista and Cathy (and the rest of the team) were amazing! They took care of everything for us and we didn't have to do a thing. We had tenants in the house, so they dealt directly with the tenants, then kept us informed of everything that was happening. They were always responsive whenever we had questions or requests. They were well informed of the area and we could tell that they really truly knew what they were doing and talking about. We let them run the show, and they did a brilliant job. The whole process was smooth and seamless. They took great care of us and made the whole process very easy. Outstanding agents, and great team! Thank you for making this as simple as possible. We had a great experience!"

- **Andrew & Cassie**

“Unbelievably amazing....words can not describe how Krista and her team performed. Our home sold in one day for \$50k over ask, and Krista was able to counter in a way that assured we got it even when the home didn't appraise..... What!?! It was a true pleasure to work with Krista, but let me throw a shout out to one of Krista's biggest assets...Josh! Such a great addition, a real down to earth open, honest and fun individual. Thank you Krista and Josh we wont ever forget you!”

- Board Family

“The Krista Mashore team were awesome! My husband and I felt at ease and comfortable on our first meeting with Krista Mashore and Josh Vitale. We were so impressed with their marketing techniques! They sure know how to sell a home in this age of social media. Their team were very professional from staging to marketing to closing. Josh kept us updated and made sure we had a successful and timely closing.”

- Yolanda Douglas

“When you sign up with Krista Mashore's agency you sign up with a fantastic team of people who are professional, enthusiastic, honest and skillful negotiators. Krista's many years of real estate experience is reflected in her team and we always felt we had the best of the best in our corner. Not once but twice our houses have sold quickly and over asking. Choose Krista and her team, you won't be sorry, no one else compares!”

- Eric & Tina

“We chose Mashore because we could see their aggressive marketing of homes around us. If we could see them listing other houses, then we figured others would see ours listed... It worked. Their prep and presentation were really, really good. As the market is slowing in our area, I know other homes were getting no traffic and dropping off. We did not get a lot of traffic, but Mashore got us sold. They told us in advance what price to expect (only a little below what we would have wanted...) and then hit it on the nose. Bottom line... other properties were dropping in price and still not selling. Mashore told us what we would sell for and delivered... and their people were really nice to us...”

- Cameron & Karen

About Adrienne:

Adrienne LaFar

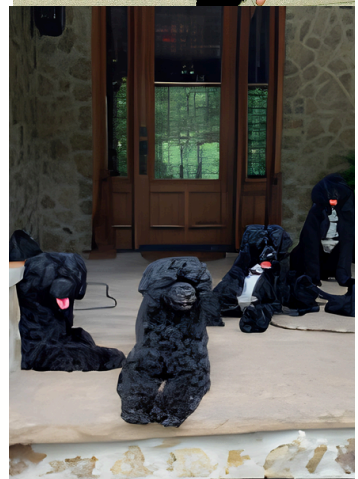
Adrienne LaFar is a dedicated Realtor serving Lake Wylie, Belmont, and the Greater Charlotte Area in both North Carolina and South Carolina. She helps buyers and sellers navigate real estate with clarity, strategy, and confidence—providing a clear plan and steady guidance from start to finish, without pressure.

She is known for being detail-oriented, deeply committed, and truly invested in her clients.

Adrienne believes every client deserves strong advocacy and someone in their corner throughout the entire process. She combines professional real estate experience with a genuine understanding of each client's goals, timeline, and needs.

Based in Lake Wylie, Adrienne has strong local roots in the Carolinas and offers valuable insight into the communities she serves. Her knowledge goes beyond real estate, giving clients a deeper understanding of lifestyle, neighborhoods, and long-term opportunities.

Outside of real estate, Adrienne is an avid equestrian and enjoys training and working with her Portuguese Water Dogs. She is actively involved in USPRE, USPWDCA, Movers and Shakers – PWD Club of the Carolinas, and USSPWDC, and she also participates in her local church and Bible study.





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