

THE INSIDER'S GUIDE TO  
**ASHEVILLE**  
**REAL ESTATE**



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ASHEVILLE LISTINGS



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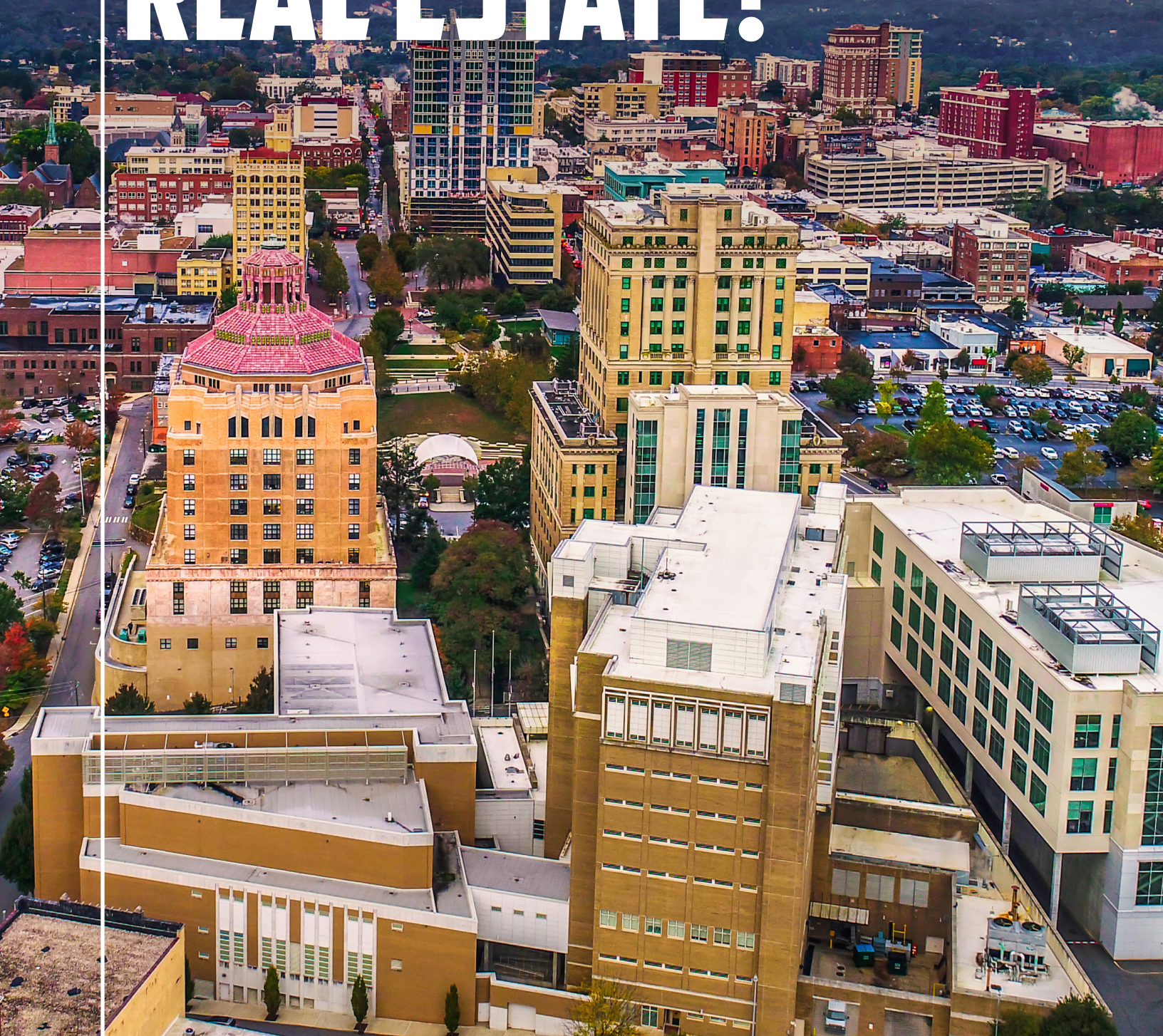
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# WHY INVEST IN ASHEVILLE REAL ESTATE?





# WHY LIVE IN ASHEVILLE?

Asheville, North Carolina, is a true gem of a mountain city. With a population of about 90,000, Asheville retains a small-town feel in many ways, but the steady influx of tourists makes the actual population significantly higher. Known as “America’s Happiest City,” Asheville’s incredible restaurants, amazing music, vibrant art scene, and wide variety of outdoor activities all contribute to its high quality of life. If you read any “Top Ten” list today, Asheville is very likely to be on it.

Here’s why:

## OUTDOOR ADVENTURE

The Blue Ridge Mountains that cover Western NC provide a lifetime of outdoor adventure! The countless rivers and streams offer [world-class whitewater](#) for paddlers, as well as tranquil trout streams for both fly fishing and conventional fishing tackle.

There are also literally thousands of miles of hiking and [mountain biking trails](#), and many are also suitable for equestrian use. At the end of some of these trails are rock climbing and bouldering sites. The possibilities for adventure are endless.

## THE ASHEVILLE FOOD SCENE

Asheville serves up some of the best of North Carolina cuisine, from pork barbecue to fried green tomatoes. But along with these regional favorites, Asheville is known for its [award-winning restaurants](#) and chefs who serve dishes from around the world. With over 100 full-service restaurants, along with a growing number of food trucks, Asheville provides cuisine for every palette.

## BEER CITY USA

Asheville earns its title as “Beer City USA” with more breweries per capita than any other city in the country. We’ve got a [curated list](#) of our local favorites. While Asheville is SmartAsset.com’s [Top City for Beer Drinkers](#), many nearby towns also have their own quality breweries. Morganton’s Fonta Flora, Brevard’s Oskar Blues, and Fairview’s Whistle Hop are some of our favorite WNC breweries.

With so many brewery options to choose from, it’s hard to decide where to start. So go on a [brewery tour!](#) Asheville has many types of tours to offer: self-guided brewery crawls, single-site guided brewery tours, and multi-site guided brewery tours. And, if you’re ready to pedal your way around downtown Asheville’s best breweries, then the Amazing Pubcycle is the tour for you.







## FUN THINGS TO DO

The mountains of Western North Carolina are full of fun experiences. Are you an art lover? Nature enthusiast? Beer aficionado? Music geek? Fan of all things Appalachian? No matter your interests, the Blue Ridge Mountains have plenty of activities you'll love.

Here's a list of some of our favorite go-to activities:

- **Visit the Biltmore Estate:** As locals, we're annual passholders so we can visit regularly to ride bikes with our kids, visit the petting farm, and have picnics on the beautifully manicured grounds, not to mention taking tours of the 175,000 square-foot mansion.
- **Drive the Blue Ridge Parkway:** The historic, 469-mile Blue Ridge Parkway is a haven for nature lovers as many hiking trails, overlooks, and waterfalls are easily accessible from the road. And you can easily hop on the Parkway at a few locations in Asheville.
- **Get on the water:** Go tubing, whitewater rafting, and canoeing on the area's many beautiful rivers. While some rapids are quite intense, there are plenty of calm currents to float on as well.
- **Hit the slopes:** In the winter, the mountains are a perfect getaway for skiers, snowboarders, and even just those who love sipping hot chocolate in the lodge. Visit Wolf Ridge Ski Resort or Cataloochee Ski Area, both an easy drive from Asheville.
- **Go waterfall hunting:** There are [hundreds of waterfalls](#) throughout the Blue Ridge Mountains, from small streams to towering cascades hidden deep in national forests.
- **Attend a festival:** The Asheville area offers festivals throughout the year, including the LEAF Festival, NC Apple Festival, Grandfather Mountain Highland Games, Folkmoot, and White Squirrel Festival.

## ASHEVILLE WEATHER: A FOUR-SEASON EXPERIENCE

The [four seasons](#) are what Asheville is known for! Asheville temperature averages highs of 84 degrees and average lows of 25 between summer and winter months, hitting pretty close to the nation's average. The seasons vary with warm summers, mild winters, and incredible blue skies most of the time. There are perks to every season! The seasons here are distinct, and each one is enjoyable.

Spring brings countless rhododendron and mountain laurel blooms, as well as cool nights to complement days in the '60s and '70s. Summer offers ideal weather for outdoor recreation, with highs rarely exceeding 90 degrees. The nights could still be cool enough to warrant a light jacket while walking around a downtown area like Asheville, Black Mountain, or Brevard.

Fall is what Western North Carolina is famous for, with some of the most spectacular fall colors anywhere in North America, and the days are still warm enough for outside activities and dining alfresco. There may even be light snow in late fall, but usually just enough to remind us that winter is not far away.

Winters are mostly mild, except in the higher elevations. Opportunities for skiing and snowboarding are abundant at WNC's local ski resorts. Ski season usually runs from December to March.

Visiting Asheville [during different seasons](#) is also a great way to get to know this area to experience it for yourself year-round.





# ASHEVILLE REAL ESTATE TRENDS

With home offices and Zoom classrooms as the new norm, many people are less bound to a location for work. Because the beauty and small-town feel of the Asheville region makes for an ideal place to live, many are relocating here now that they have more work flexibility.

Also, we're also being told by buyers from areas like California and New York that they're moving to Asheville to avoid exorbitant tax rates. And buyers in hurricane-prone areas like Florida are looking for four seasons and reasonable property insurance rates.

Add in historically low mortgage rates, and many buyers have more than enough reasons to make Asheville their new home.

## **RIISING INTEREST RATES ARE STILL AT HISTORIC LOWS**

While interest rates are rising, they're still relatively low. 30-year mortgages are currently right around 6%, a rate we last saw before the Great Recession. If you're looking for a local lender to get pre-qualified for a mortgage, reach out to us for some recommendations.

## **LAND SALES HAVE STEADILY INCREASED**

Pending land sales across Asheville, Black Mountain, and Buncombe County have continued to rise. Much of this demand is certainly due to buyers being unable to find a suitable existing home due to low home inventory levels. We can help find a builder if you are interested in buying land and building your dream home.

## **SUMMARY: BUY A HOME HERE SOON!**

All of these factors have led to low inventory of homes and rising home costs, and we don't see that changing any time soon. With the increased flexibility technology provides for working professionals, the family-friendly environment for families with children, and the many perks for those who are retired, many are flocking here to make the Asheville area their home.







**JULY 2022**

# MARKET OVERVIEW

## ASHEVILLE REGION

The Asheville Region Includes: Buncombe, Burke, Haywood, Henderson, Jackson, Madison, McDowell, Mitchell, Polk, Rutherford, Swain, Transylvania and Yancey Counties.

**▲ 17% \$496,092**

**AVERAGE SALES PRICE | YEAR OVER YEAR | \$425,909 (2021)**

**▼ -36% 21**

**DAYS ON MARKET | YEAR OVER YEAR | 33 (2021)**

**▲ 21% \$561,331**

**AVERAGE LIST PRICE | YEAR OVER YEAR | \$465,063(2021)**

MEDIAN SALES PRICE	NEW LISTINGS	CLOSED SALES	PENDING SALES
<b>\$399,000</b> +14.7% Year Over Year	<b>7,617</b> -4.8% Year Over Year	<b>6,153</b> -8% Year Over Year	<b>6,418</b> -11.3% Year Over Year

**▼ -19% INVENTORY OF HOMES FOR SALE YEAR OVER YEAR**

**1,960**  
2404 (2021)

**▼ -15% MONTHS OF SUPPLY YEAR OVER YEAR**

**1.7**  
2.0 (2021)

Six months of inventory is considered a balanced market that equally benefits buyers and sellers.





# BUYING A HOME IN ASHEVILLE





# CHOOSING A NEIGHBORHOOD

So, you want to live in a quaint cabin in the woods with a babbling brook as your permanent soundtrack? Done. Maybe you're looking for a high-rise condo in the city center's trendy downtown neighborhood. Check! Perhaps you have your heart set on building that dream home on the perfect parcel of land near a mountain ridge and overlooking the valley. You're covered. Here's the thing, you can live in and around Asheville with access to one (or all) of these real estate options.

For the real estate buyer who is just getting their feet wet and learning our market, here are some of [our favorite neighborhoods](#). These areas are worth checking out to get an overall feel for Asheville real estate.

## AN OVERVIEW OF ASHEVILLE

### Downtown Asheville

[Downtown Asheville](#) is in a central area and has a variety of renovated and newly designed lofts and condos. Positioned among the Art Deco architecture, breweries, local eateries, and upscale shops, the city's bohemian culture infiltrates the streets, parks, and rooftop restaurants, creating a contagious liveliness everywhere you go.

### North Asheville

In [North Asheville](#), you can find storybook [homes in Lakeview Park](#) with tree-lined streets, beautiful mountain views, and lakeside properties. There are also pockets of town such as [Grove Park](#) and [Fitzgerald](#) that feature carefully curated and maintained historic homes, as well as swanky condos and townhouses.

### South and East

The South and East parts of Asheville are made up of neighborhoods that range from upscale gated communities like [Ramble Biltmore Forest](#), [Southcliff](#), and [Sovereign Oaks](#) to more affordable neighborhoods such as [Beverly Hills](#) and [Haw Creek](#).

### West Asheville

[West Asheville](#) is known for its trendy and hip Haywood Road urban area. This side of town is full of old bungalows and newer [green-built homes](#) within easy walking distance to dining and pubs. But just a little further out, the planned development of [Biltmore Lake](#) offers hiking trails, non-motorized boating and fishing amenities, tennis courts and playgrounds, and miles of sidewalks and greenways.

### Neighboring Towns

Surrounding the above-mentioned concentric circles of Asheville are the neighboring towns just a short drive away – [Arden](#), [Black Mountain](#), [Fairview](#), [Montreat](#), [Swannanoa](#), and [Weaverville](#). These towns are all within Buncombe County. They offer a full suite of small-town mountain living that can be independent of what Asheville offers. Residents here enjoy newly developed subdivisions just off the main roads as well as homes with private drives set deep in heavily wooded lots. And each of these Asheville “suburbs” has their own personalities and traditions with just as much variety of real estate.







## NEIGHBORHOODS WITHIN WALKING DISTANCE OF A TOWN CENTER

For real estate buyers looking for a downtown feel but on a smaller scale, Western North Carolina is full of quaint, small-town options. Here are some of our favorites in the Asheville area.

### Downtown Black Mountain

If you enjoy walking from your house to a coffee shop, restaurant, or park, be sure to check out TripAdvisor's "[Prettiest Small Town in America](#)." Black Mountain is a small town about 15 minutes east of Asheville with a very Mayberry feel. [Homes near Black Mountain's Lake Tomahawk Park](#) are still close enough to downtown to make it an easy walk.

Black Mountain is a popular choice for retirees and young families. With lots of community events, live music, and parades, Black Mountain always offers a lot to do. And with easy proximity to Asheville, this is a great choice for those that commute into Asheville for work.

### Biltmore Park

Situated conveniently on Asheville's south side, [Biltmore Park](#) is a well-planned community complete with condos, single-family homes, and grand estates. Biltmore Park's commercial district is what really sets it apart, with tons of amenities available to residents as well as the general public. Some of the main attractions in Biltmore Park are the Reuters YMCA, REI, the Asheville Orvis Store, a cinema, as well as many other shops, restaurants, and businesses.

The residential part of the community also has sidewalks throughout and a community swimming pool. Biltmore Park's location near some of the [Asheville area's most desirable schools](#) makes it a popular neighborhood for working professionals with families.

### Downtown Weaverville

Another quaint town just north of Asheville is Weaverville. [Downtown Weaverville](#) has a similar feel to downtown Black Mountain, with several popular restaurants and shops to check out. Some of our favorite spots in Weaverville are Well-Bred Bakery and Blue Mountain Pizza. Homes near downtown Weaverville offer an easy walk to these and other restaurants, and the City of Asheville is just a few minutes away.







## COMMUNITIES WITH AMENITIES

### Biltmore Lake

**Biltmore Lake** is one of the larger planned communities in the Asheville area, yet we find that many buyers we meet have never heard of it until we mention it to them. Biltmore Lake is distinct because it has a 62-acre lake that is available to residents for swimming, fishing, kayaking, and canoeing. It also has miles of trails and sidewalks, tennis courts, and a community center. New construction is still available from the developer in Biltmore Lake, as well as numerous resales.

### Cliffs at Walnut Cove

**The Cliffs at Walnut Cove** is an exclusive gated development in Arden, on the south side of Asheville. Part of the renowned Cliffs Communities family of high-end subdivisions, Walnut Cove is the only such neighborhood in Buncombe County. Amenities here include a world-class wellness center, tennis courts, miles of hiking trails, and a Jack Nicklaus Signature golf course.

### Southcliff

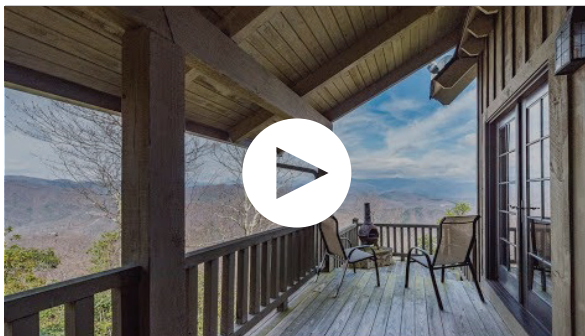
**Southcliff** has become a popular community due to its long list of things to do and its proximity to Asheville. This neighborhood is designed to help its residents take advantage of the outdoors. The amenities here include trails for hiking and biking, multiple playgrounds, several firepits and gazebos, and campsites scattered throughout Southcliff's green space.

## NEIGHBORHOODS IN A PRISTINE MOUNTAIN ENVIRONMENT

For some, living in the Blue Ridge Mountains means just that - living in the mountains! There are communities around Asheville that offer larger wooded lots, mountain views, protected land, and even hiking trails. Here are a couple to check out.

### Ciel

One of our favorite things about **Ciel** is the drive to get there. Ciel is located off of Elk Mountain Scenic Highway north of Asheville. The views along the way are incredible, and the views within the neighborhood are just as nice. Ciel also encourages green building, and several of the homes are modern in architecture. The views are about as amazing as you can find this close to Asheville.



### Creston

**Creston Community** outside of Black Mountain is one of our favorite mountain communities. What makes Creston distinct is how much of its land is in green space or conservation. The neighborhood is 1,100 acres total, but there are only 135 homesites.

More than 55% of the land within Creston's gate is preserved, with hiking trails available for residents to explore the natural beauty without ever leaving the neighborhood. Creston is bordered by Pisgah National Forest and Foothills Land Conservancy, so the number of contiguous protected acres is well into the thousands.







# WHAT TYPES OF HOMES ARE AVAILABLE IN ASHEVILLE?

One of the best things about getting a home in Asheville is the wide variety of communities to choose from. Within most price ranges, there are [many types of property available](#). But inventory can be tight at times. So when buyers ask us what are some good locations to buy property in Asheville. The short answer is there are so many desirable areas, so it really depends on what you want.

## FINDING YOUR BEST FIT HOME

Will you be living here seasonally or year-round? Many seasonal residents spend time in Asheville in retirement, so they have a lot of free time. For these buyers, it makes sense to pick a location that is close to activities that you plan to do frequently. If you like hiking, buy a home near the Blue Ridge Parkway or within a short drive to Pisgah National Forest. Or consider a home in [Montreat](#), which offers easy access to the Montreat hiking trails. Another consideration is access to [healthcare](#), including Mission Hospital and the VA Medical Center in Asheville.

Year-round residents usually choose a home close to work or to the [best schools in the area](#). And for those who telecommute, it's important to consider your internet provider. Urban and suburban locations typically have several [options for high-speed internet](#), while rural locations usually have fewer service providers.

For seasonal residency, it's also a good idea to choose a location where neighbors are nearby and you can be sure that someone is keeping an eye on your property. There's not a lot of crime in the Asheville and Black Mountain areas, but your seasonal home is still susceptible to fallen tree branches, power outages, and other weather-related hazards. For this reason, many part-time residents choose [townhomes](#) or [condos](#) with an owner's association that covers exterior maintenance. Conversely, buying a home for year-round residency means the owner can be more hands-on in keeping up the property, so buying a home with more land might be a good fit.







**Arts and Crafts Homes**

The Asheville area is known for [craftsman homes](#) and [cottages](#). This architectural style has been around since the late 19th century, and it is still popular among homebuyers and homebuilders today. The arts and crafts homes for sale in Asheville include single-family homes and townhomes, and are often referred to as cottages and bungalows. Some come with coffered ceilings and cozy rooms that are typical of true craftsman homes. These properties are frequently found in historic districts such as [Montford](#) or [Grove Park](#), further adding to the charm of the properties.



**Homes with Views**

When you think of living in the mountains, a [spectacular display of mountain ranges](#) often comes to mind. Properties available range from relatively affordable to very expensive, and the best views typically command a premium price, especially if the home is close to town (or inside the town or city limits). Homes in more remote locations with views are more affordable. Most of these homes are single-family homes and are available in many different styles and sizes for all types of buyers to choose from.



**Gated Communities**

Buyers looking for a little bit more of a sanctuary will find solace in the [gated communities](#) around Asheville. Often coupled with beautiful, lush greenery and exquisite mountain views, prospective buyers have a lot of perks to look forward to! Gated communities often feature amenities such as hiking trails, clubhouses, and playgrounds. Moreover, there are several properties to choose from, as Asheville is home to many gated communities, including several ultra high-end [neighborhoods](#) such as [Southcliff](#) and the Cliffs at [Walnut Cove](#). But there are also several gated communities in the area within more affordable price ranges.

**Golf Communities**

Asheville is a golfer's dream, offering incredible weather and a [wide variety of golf courses](#). The golf courses around Asheville include public and municipal courses, private and semi-private country clubs, and a plethora of golf resorts that offer tee times to the public. With so many golf resorts and public courses, it's easy to get a tee time without having to become a member of each club. Asheville offers a number of [gated golf communities](#) that have a private golf club, including the Cliffs at Walnut Cove.





### Green Homes

Asheville is a hotspot of green homes. This primarily means that construction is done with green materials and utilizing green building practices. We have many local builders and subcontractors who specialize in green building techniques. It has become the norm, rather than the exception, in our local construction industry.

The green-built homes we have in Asheville are Energy Star Qualified, LEED Certified, North Carolina Green Built, and NAHB (National Association of Home Builders) Green Building Standard homes. North Carolina Green Built is a statewide program that is part of the Green Built Alliance.



### Log Cabins & Timber Frame Homes

Ready to escape into the mountains, tucked away from the city? Nothing says mountain living like a log home! This location is well known for its construction of storybook log cabins. From small, rustic log cabins to spectacular log home estates, the Asheville area has plenty to offer to anyone looking for a true mountain retreat. These properties are also great options for vacation rentals or second homes.

Timber frame and post and beam homes available around Asheville include luxury offerings and beautiful cabins. Quality wood and excellent insulation keep the property maintainable and the utility bills under control. Styles vary, with some homes including open floor plans and cathedral ceilings. Buyers will love the updated finishings, complete with a wooden cabin feel that matches the nature surrounding the homes.



### Luxury Homes

For the buyer that values detail and craftsmanship, Asheville luxury homes have a lot to offer. These high-end homes are located not only in Asheville but also in surrounding towns and counties, so buyers will have several options on location. Take your pick from homes in gated communities, grand estates, luxury log cabins and gorgeous condos that all come with ultra high-quality finishes and upgrades.



### Condos and Townhomes

Condos and townhomes for sale are in high demand. These properties usually are low maintenance and some come with amenities. There are several townhome and condo neighborhoods that offer affordable price points. For those with a higher budget, there are plenty of higher-end options.

The low-maintenance benefit is helpful for many year-round residents and second homeowners alike who prefer to avoid spending time taking care of a house and yard when they can be hiking, mountain biking, shopping, or enjoying one of the Asheville area's many great restaurants.





# THE HOME-BUYING PROCESS IN ASHEVILLE

Because there are many second homes in the Asheville area, several of our clients are from out of state, and may be used to different procedures for buying and selling real estate. For [first-time homebuyers](#), the entire home buying process in Asheville is new.

Here we outline the [Asheville home-buying process](#) in simple steps:







## STEPS TO TAKE BEFORE LOOKING FOR A HOME: THE PRE-APPROVAL PROCESS

The first step to the home buying process in Asheville is having a realistic expectation of what you can borrow from a lender. While you may be comfortable with a higher monthly payment, a lender is bound by certain requirements to keep your monthly payment within a certain range (relative to your income and other debts). So before spending a lot of time and gas looking at homes, it makes sense to get pre-approved or pre-qualified by your lender. There is a difference between [pre-approved](#) and [pre-qualified](#) -- we can talk you through what makes sense for your situation.

You can use any lender you like – it does not have to be where you currently bank, although that isn't a bad place to start. We have lender recommendations as well. [Drop us a line](#) and we'll send you some contacts that we have worked with frequently and with great results. It's also a good idea to check out mortgage lenders and mortgage brokers who might not be affiliated with a bank (we have those contacts as well). And we always recommend local lenders over online mortgage lenders.

## HOME SHOPPING

Now for the fun part – [looking at properties](#)! If you haven't done so already, this is the time to hire a realtor. Some buyers like to call the listing agent to show them a particular listing, and that's perfectly fine. Just remember that in North Carolina, a buyer's agent is required to obtain a written buyer's agency agreement at the point that an offer is made on a property.

There are many websites available that show all the listings available in the Multiple Listing System (MLS). But not all do. So, to be sure you are seeing every property available that meets your criteria, be sure the site you are using shows all the listings. Freestone Properties shows all the listings in the MLS on our [search page](#). A great way to stay on top of the latest inventory is with Automatic Email Alerts, which you can [sign up for on our website](#).

When new properties come on the market, you may choose to drive by the property if you aren't sure of the area, or call your realtor to schedule a showing. If you're located out of the area, we can "preview" the property for you. We can take videos and additional photos to help you visualize a property. It's not uncommon in our market for buyers to make offers on properties sight unseen, especially when the inventory is low.







## OFFER AND NEGOTIATION

Once you've found a property you want to buy, it's time to work with your agent to put your offer terms in writing. In North Carolina, we use a standard form called the "Offer to Purchase and Contract." Your offer will be presented by your agent to the seller's agent (or to the seller directly in some cases).

At this point, the seller may accept your offer and form a contract with you. Or, the seller may reject your offer or make a counteroffer. If the seller makes a counteroffer, you are now negotiating. Once you and the seller have agreed on all terms and put them in writing (including signatures by both parties), a contract is formed.

## DUE DILIGENCE

The North Carolina Offer to Purchase and Contract includes a provision for a "Due Diligence Period." This is an amount of time (negotiated during the previous step) that gives the buyer the right to get out of the deal for any or no reason. The contract may include a non-refundable Due Diligence Fee, which is paid to the seller upon formation of a contract and credited at closing to the buyer. However, the Due Diligence Fee is not required in a contract, and we sometimes see contracts without this fee.

Here's the big deal about Due Diligence. The buyer should prudently use this time to conduct home inspections, appraisals, surveys, and other due diligence that would be needed to close the sale (and to make the buyer feel comfortable in doing so). If the buyer wants to get out of the deal because the septic system failed an inspection, the buyer would need to do so prior to the end of Due Diligence. Any cancellation of the contract after the end of Due Diligence would result in the forfeiture of the buyer's Earnest Money Deposit. Earnest Money is refundable during Due Diligence, but it "goes hard" after Due Diligence ends.

It's also a good idea to check with your lender prior to submitting an offer to be sure the time frame in the contract is enough time for your lender to approve your loan.







## PRE-CLOSING AND TITLE

According to the Offer to Purchase and Contract, the seller is obligated to provide marketable and insurable title to the buyer. However, it is the buyer's responsibility to conduct a title exam. In North Carolina, we use real estate attorneys to conduct the title exam. This is a key difference between North Carolina and many other states that use title companies. The buyer's attorney will also obtain a title insurance policy for the buyer.

In most cases, the real estate attorney (or "closing" attorney) will be engaged during the Due Diligence period. If not, now is the time to engage an attorney and prepare for closing. In the case of a financed sale, your lender will prepare the Closing Disclosure (the type of closing statement used for sales that involve a mortgage). In the case of a cash sale, a HUD-1 closing statement is used. The closing statement will specify [where every dollar goes](#) in the transaction, and how much money a buyer needs to bring to closing. In some cases, a buyer will not need to bring any money to closing.

The day of closing, or a day or so before, a buyer may wish to do a pre-closing walk-through of the property. In the Asheville and Black Mountain real estate markets, "mail-away" closings with out-of-town buyers are common. If the buyer is out of town, the buyer's agent can do the walk-through on behalf of the buyer.

## CLOSING

A "sit-down" signing is the norm for purchases involving a mortgage because financed sales involve a lot more paperwork than cash sales. This is also when the keys are delivered to the buyer. Traditionally, this is called closing, and that's the custom in the Asheville area as well. However, this is really called "Settlement." After Settlement, the closing attorney still needs to update the title and record the deed (and deed of trust in the case of a mortgage) at the county courthouse. This is called Closing. So settlement takes place first and is part of the Closing.





# SELLING A HOME IN ASHEVILLE





# LISTING YOUR HOME



Selling a home in the Asheville, NC, real estate market is often quite different than in other parts of the country. There are several key features of our real estate market that significantly affect the selling process. We'll walk you through the process here.

## WHEN IS THE BEST TIME TO LIST MY HOME?

Sellers frequently ask us what the top months are to sell a house in Asheville, NC. Most people think spring and summer are the best months to sell, and to some extent they are correct. But there are opportunities to sell throughout the year, including fall and winter. Fall brings leaf season, which means lots of tourists and real estate buyers are in town. And winter means much less competition, as many competing homes have been sold or withdrawn from the market.

The Asheville real estate market has long been known as a market that has seasonal highs and lows. But over the years, we've seen our market's peaks and valleys become less pronounced. We still see busier times of the year, but what used to be the slow seasons are still pretty active. We still consider the summer to be the hot selling time, but we now see a good amount of sales volume all year round. However, many homeowners still assume they can only sell their homes in the summer.

The truth is there is demand in Asheville, Black Mountain, and really all of Western North Carolina for most of the year. But, certain property types and price ranges do sell better in the summer and fall.







## HOW DO I PREPARE MY HOME FOR THE MARKET?

Let's start with the preliminary steps. In order to sell your house for full market value, it's imperative to have your home ready for the market. This includes addressing necessary repairs and deferred maintenance, adding curb appeal, and even staging.

### Repairs and Maintenance

Buyers are always looking for flaws in any house, so it's important that sellers address these before putting the house on the market. Whenever possible, a seller should remove any barrier that might prevent a buyer from making an offer. If the buyer does make an offer, unaddressed repairs will lead the buyer to make a lower offer in order to have the money available to address the repairs after closing.

It's a good idea to have your home inspected by a professional home inspector before listing it for sale. This will give you time to address any issues. The home inspector can even come back to the house for a follow-up inspection and update the inspection report. Then, the report can be shared with potential buyers. Now the inspection report is an asset that will show buyers that this is a home in good repair that will not become a headache for the new owners.

### Improving Curb Appeal

Other than price, there may be no more important factor in preparing your home for sale than maximizing curb appeal. The first thing buyers see is the outside of your home, and if it doesn't grab them immediately, they'll likely just move on. This goes for photography of your house as well, as buyers (and their agents) usually find the home they eventually buy online (or in MLS).

Cleaning up the front yard, trimming shrubs, putting out mulch and sod, and even planting a few flowers can be done quickly and inexpensively, but can completely transform the curb appeal of a home. You could also re-paint the front door or the exterior of the home. This gets a little more expensive, but a freshly painted home can make the entire home seem like it has been well-maintained.

### Home Staging

Staging is one of those marketing tools that isn't used nearly as much as it should be. This is because it can be expensive, but it can also work wonders. Staging helps a buyer get a great idea for how the house will feel when it's being lived in, and also creates a sense of the size and function of each room.







## HOW MUCH IS MY HOUSE WORTH? HOW TO PRICE YOUR HOME.

This is the most important step to get right. When homes are priced right (and already prepared for the market), they often sell quickly and sometimes even receive multiple offers. To help you price your home, your listing agent should provide a Comparative Market Analysis (CMA) that will show you the sale prices of similar homes, the ratio of sale prices to listing prices, and other factors that will help you price your home correctly.

## WHAT WILL IT TAKE TO SELL IT? HOW TO MARKET YOUR HOME.

Now that your home is ready for the market, you have chosen an agent, and the house is priced correctly, it's time to begin marketing. Almost every marketing effort that agents do requires photography, so that's the first step.

### Real Estate Photography

With the exception of homes in rough shape, such as fixer-uppers and foreclosures, [high-quality photography](#) is a must! Many realtors still use their cell phones to take listing photos, and they lack the skill to use correct lighting and depth of field. It has been proven that hiring a professional real estate photographer can result in a higher sale price, so why not use one?

In addition to still photography, some homes can benefit from drone photography. Drone photos are especially helpful in the mountains of Western NC, where it can be difficult to get a good shot of a house due to the terrain.

### 3D Tours

One of our favorite technologies is a virtual floor plan, also known as a 3D walk-through. These tours are especially useful for larger homes. Just as with home staging, 3D tours are best used with homes that are clean, updated, and in good repair.







# WHEN YOUR HOUSE IS ON THE MARKET

## SHOWING YOUR HOME AND RESPONDING TO FEEDBACK

Once your home is on the market, it's time to prepare for showings and evaluate feedback from buyers and buyers' agents. A good listing agent will ensure that you receive feedback from each and every showing. If the same criticism comes up repeatedly, your agent should help figure out a way to overcome it. It could be a simple price reduction or minor repair. But some objections, such as concerns about location, are not as easy to overcome. This usually means continuing to market the home for the right buyer, and it could be a matter of timing more than anything else.

Buyers' agents will also ask lots of questions when showing homes to their clients. Prompt and thorough follow-up by the listing agent is critical to moving the buyer from a showing to making an offer.

## OFFER NEGOTIATION

So now after your home has been effectively marketed and shown to buyers, an offer has come in. Negotiating an offer can take anywhere from just a few minutes to several days. In the case of multiple offers, sellers often set a deadline and call for "highest and best" offers from all buyers. In any case, there are several key terms to address, including price, dates, and other terms. A good listing agent will help you sell for the most favorable terms possible, while also strategically working to find common ground with the buyer to ensure the offer becomes a contract.

## THE CONTRACT (ESCROW) PERIOD

### How long is the Due Diligence process?

This is always negotiable, but 30 days or so is a common amount of time for Due Diligence. If financing is involved, it may take every bit of 30 days to get full loan approval, which includes [getting an appraisal](#). For cash deals, the Due Diligence Period could be significantly shorter, since no appraisal is required. For land deals, Due Diligence can be longer, especially if a new survey is needed.

### What happens during the Due Diligence process?

During the buyer's [Due Diligence Period](#), a buyer can order inspections and an appraisal, request that the seller make repairs, and even try to renegotiate the terms of the contract. The seller is under no obligation to renegotiate, but new information or material facts discovered by a home inspection or a survey can certainly make this necessary.

The buyer's attorney usually performs a title examination during this time. The seller is obligated by the contract to provide "fee simple marketable and insurable title." If title defects are discovered, the seller's attorney typically steps in to assist in clearing up the title.







After the end of Due Diligence, the parties prepare to close the sale. For sellers, this typically means signing a few documents and moving out of the house. For buyers, they'll need to move their closing funds to their closing attorney's office. Depending on the law firm's policies, this can be done by wire transfer or a certified check. If a mortgage is involved, the lender will use this time to send loan documents to the buyer's closing attorney. Also, the closing statement is prepared for both parties to review prior to closing.

### How much will my closing costs be?

The typical closing costs paid by the seller are as follows:

- Seller's closing attorney fee. This is the fee to prepare a deed and other documents. This expense is much less than the buyer's attorney fees.
- Excise tax paid to the State of North Carolina (\$2 per \$1000 of sale price)
- Real estate commissions
- Prorated taxes if the tax bill for the year hasn't been paid. If it has been paid, the seller will receive a prorated refund.
- Owners' Association Dues (if applicable) if the association bill hasn't been paid. If it has been paid, the seller will receive a prorated refund.
- Miscellaneous fees, such as wire fees to pay off the seller's mortgage or to wire the seller's proceeds.

# CLOSING COSTS EXPLAINED

## TYPICAL REAL ESTATE CLOSING COSTS IN NORTH CAROLINA

BUYER'S COST	SELLER'S COST
<div data-bbox="219 1444 354 1556"> </div> <p><b>Lender Fees</b></p> <ul style="list-style-type: none"> <li>Origination Fee</li> <li>Application Fee</li> <li>Appraisal Fee</li> <li>Flood Certification Fee</li> <li>Discount Points*</li> </ul> <div data-bbox="230 1587 344 1690"> </div> <p><b>Escrow Charges</b></p> <ul style="list-style-type: none"> <li>Homeowner's Insurance Escrows</li> <li>Property Tax Escrows</li> </ul> <div data-bbox="245 1753 334 1873"> </div> <p><b>Title &amp; Closing Fees</b></p> <ul style="list-style-type: none"> <li>Title Exam/Closing Fee</li> <li>Title Insurance Premium</li> <li>Recording Fees</li> <li>Prorated Property Taxes</li> <li>Prorated HOA Dues*</li> </ul>	<div data-bbox="889 1436 1000 1535"> </div> <p><b>Real Estate Fees</b></p> <ul style="list-style-type: none"> <li>Real Estate Commissions</li> <li>Repair Costs*</li> </ul> <div data-bbox="899 1568 992 1688"> </div> <p><b>Title &amp; Closing Fees</b></p> <ul style="list-style-type: none"> <li>Excise Tax (Revenue Stamps)</li> <li>Attorney Fees (Deed &amp; Doc Prep)</li> <li>Prorated Property Taxes</li> <li>Prorated HOA Dues*</li> </ul> <div data-bbox="889 1719 1000 1833"> </div> <p><b>Miscellaneous Fees</b></p> <ul style="list-style-type: none"> <li>Wire Fees</li> <li>Home Warranty*</li> <li>Buyer's Closing Costs*</li> </ul>

\*if applicable





# HOW TO CHOOSE THE RIGHT REALTOR







Most people only sell a home a few times in their lifetime, so [choosing a listing agent](#) is not something they do regularly. But considering your home is probably your biggest asset, it's vitally important to choose a realtor who is competent, trustworthy, and experienced.

One of the best ways to learn about real estate agents is to read online reviews. Google and Facebook are great resources for this, as well as [reviews posted](#) on the Realtor's website. You could also ask trusted friends and colleagues who have recently sold a home for feedback about their experience with their agent. Would they hire that same agent again? What did they like about their agent? Did their agent help them overcome specific challenges to getting their home sold?

So now that you've done a little homework, you're ready to start interviewing agents to put your home on the market. But how do you choose the right listing agent? It makes sense to hire an agent who not only has experience and a proven track record, but also one that you relate well to on a personal level.

## EXPERIENCE IS IMPORTANT

Experience in real estate means the listing broker is familiar with the market and the type of property being marketed. This experience will prove invaluable if a hurdle comes up, and one likely will at some point. A home inspection may reveal a significant defect, an appraisal might come in below the selling price, or a buyer might threaten to back out of the sale. Even the most experienced agents will run into things on occasion that they have never encountered before. These agents need to be creative in finding ways to overcome such obstacles.

## RELATIONSHIPS ARE MORE IMPORTANT

Listing and selling a home takes a lot of effort, and it should be collaborative between the homeowners and the agent. Over the years, we've had the pleasure of working with some amazing sellers. These relationships made it a lot of fun to put together a strategy to sell their properties, and when we had to figure out a solution to problems that arose, we were able to work through them effectively. So it's important that the sellers and the agent are able to work together as a team.

We also maintain close relationships with lenders, appraisers, contractors, other agents, real estate attorneys, structural engineers, and home inspectors. These relationships are invaluable when it comes to solving a problem that might arise during a transaction.







# ABOUT FREESTONE PROPERTIES





Freestone Properties was founded in 2016 by Scott and Lisa Russell. After working for other real estate companies (both small and large) since 2005, Scott and Lisa decided it was time to start their own company. Named for the freestone mountain streams for which the Asheville area is famous, Freestone Properties is a small and innovative real estate firm that takes a modern and adaptable approach to real estate marketing.

## WHY WE'RE DIFFERENT

Whether you are a buyer or a seller, [hiring a realtor](#) is an important decision.

Buying a home or investment property has its challenges. Our experience has made us experts at planning a course of action to inspect and evaluate a property's condition as well as its potential future value. Nothing is more rewarding than helping a client make a good buying decision.

If you are selling a home, lot, or commercial building, we understand that you're not just hiring an agent to get your property in MLS. You need an advocate to present your property in the best possible light, to market it aggressively to a targeted audience, to attract qualified buyers, and ultimately to [sell your home fast](#).

Once your property is under contract, there are still many potential obstacles to overcome to get your contract to closing. Knowing how to deal with appraisals, inspection issues, and title problems are just a few. This is why you need an experienced local agent with the knowledge and contacts to overcome these issues.

With over 30 years of combined experience and hundreds of sales around Asheville and Black Mountain, we've learned a lot about what works, as well as what doesn't. You can rely on our experience to address obstacles to closing. This means a more efficient, results-driven process for our clients.

## FLEXIBILITY MEANS INNOVATION

Sure, there are larger firms, and there are older firms. But one of the great things about a small firm is flexibility. We don't practice business as usual, and we don't do something just because that's "the way we've always done it." We believe in doing something because it works. When we identify a new marketing medium that could help give your property maximum exposure, you can bet we'll try it and evaluate the results.







## WHAT OUR CLIENTS SAY ABOUT US

We pride ourselves on customer service over everything else, but don't take our word for it. See what our clients have to say. Here is a snapshot. Read dozens more on our website.

*"I found Scott Russell to be at the top of the real estate field in the WNC market. Over the years we have bought and sold over a dozen homes, and he is one of the best agents with the highest character and integrity we have worked with. We recommend him without reservations and with the highest marks for all aspects of buying and selling homes."*

– Larry K., Kula, HI

*"Rusty Miller was awesome to work with. We are from out of town, and Rusty did all the leg work. You won't find anyone better. He was easily reachable, addressed everything with professionalism and it was the easiest house we ever bought. You will enjoy working with Rusty!"*

– Kim T., Wake Forest, NC

*"It was a pleasure working with Bob! He was extremely responsive, thorough and great to work with!"*

– Val and Paul C., Asheville, NC

*"Shannon was absolutely pivotal in us finding the home of our dreams. She took the time to really get to know our family and understand what we were looking for in a home. She was always quick to respond to calls/texts/emails and no amount of questions went unanswered."*

– Ryan and Kelsey, Black Mountain, NC

*"Kristin is the best! She thoughtfully guided us through selling a home quickly and drama-free! She happily answered our loads of questions, making the whole process cheerful and informative. She's an excellent communicator and hard worker. 10 out of 10!"*

– Jeanette and Michael, Black Mountain, NC

## LET'S PARTNER TOGETHER!

If you've fallen in love with the Asheville area, let us know and we'll help you find your dream home in the mountains.



Learn more about Freestone Properties.

See property listings.

