OL

REALTY **ONE** GROUP RESULTS · PRIVATE CLIENT DIVISION

ONE LUXE

CONCIERGE

Strategic Relocation
& Portfolio Management

THE TRIAD · WILKES COUNTY · THE HIGH COUNTRY

TERESA OVERCASH

CERTIFIED LUXURY HOME MARKETING SPECIALIST

BROKER-IN-CHARGE & OWNER · NCREC LICENSED INSTRUCTOR · TOP 1% NATIONALLY

2026 SERVICE DOCTRINE · PREPARED FOR PRIVATE CIRCULATION

BEFORE WE BEGIN

A Word, Plainly Said

Most luxury brochures open by telling you how exceptional the agent is. I'd rather tell you how I work, so you can decide whether it suits you.

I have spent thirty years selling North Carolina real estate — first as an agent, then as a broker, and now as the owner of a brokerage with eight offices stretched from Raleigh to Banner Elk. In that time I have learned that the clients at this price point rarely need more listings. They need fewer, better ones, delivered quietly, with someone competent standing between them and the noise.

That is what this document describes. Not a marketing package. A method.

You should also know what I will not do. I will not hand you off. The person who takes your intake call is the person who walks the property with you, reads the survey, argues the terms, and answers the phone the Sunday your inspector finds something. My name is on the license, the brokerage, and the outcome — and I have never been comfortable delegating any of the three.

If your search requires discretion, this is built for that. If it requires speed because a relocation timeline is already running, this is built for that too. And if you simply want a clear-eyed read on whether a property in Buena Vista, Bermuda Run, or Banner Elk is worth what they're asking — I can give you that in a single conversation, with no expectation attached.

> *"Quiet, credentialed, and unhurried — even when the timeline isn't."*

Read what follows at your leisure. When you're ready, there's a thirty-minute conversation at the end of it.

Teresa Overcash

BROKER-IN-CHARGE & OWNER · REALTY ONE GROUP RESULTS
CLHMS · CRS · ABR · ALHS · NCREC LICENSED INSTRUCTOR

THE SERVICE, IN FOUR MOVEMENTS

What This Model Does

Access, then insulation, then proof, then execution.

> *In luxury real estate, visibility is frequently the enemy of opportunity. Everything in this document is designed around that single, unglamorous fact.*

SECTION I

Quiet Access

The inventory that never reaches the aggregators.

For buyers who treat property as one line in a broader portfolio, the open market presents two problems at once: it rarely holds the caliber of inventory required, and it quietly broadcasts your acquisition strategy to everyone watching.

The remedy is the **firm exclusive listing** — a property formally represented by an agent but deliberately withheld from the MLS at the seller's instruction. Because these assets never syndicate to Zillow or Realtor.com, they carry no days-on-market history, no price-reduction trail, and none of the accumulated *market wear* that erodes negotiating posture on high-end homes.

> *"A property that has never been public cannot have been passed over."*

ONE Luxe surfaces these opportunities through two channels working in parallel. Internally, **280 agents across eight North Carolina offices** — Winston-Salem, Greensboro, Reidsville, Wilkesboro, Boone, Banner Elk, West Jefferson, and Raleigh — feed a private inventory conversation that runs seven days a week. Externally, the **ONE Luxe International system** extends that same reach across more than fifty countries, which matters more than it sounds: a Banner Elk estate and a buyer in London routinely find each other through the same channel.

THE FIRST LOOK MECHANISM

Your search brief is circulated inside the network before a property is prepared for market. What returns to you is short by design. The point is not volume — it is the elimination of luxury buyer fatigue, the exhaustion that comes from touring thirty homes when four were ever genuinely aligned with the brief.

Institutional access opens the door. What happens next determines whether you keep your leverage.

SECTION II

The Architecture of Discretion

Your name is a variable in the price. We remove it.

Identity insulation is not vanity; it is arithmetic. When a principal's identity surfaces early, three things follow with depressing reliability: the price finds a reason to rise, attention arrives from parties with no role in the transaction, and a permanent public record is created that cannot later be unwritten.

Representation through the **Teresa Overcash channel** routes communication and documentation through buyer entities and trusts, so the seller receives what they actually need — a qualified, funded, credible counterparty — while the individual behind the offer stays private until disclosure serves *your* purpose rather than theirs. In practical terms, it forecloses the premium sellers reach for the moment they believe they are negotiating with money rather than with a buyer.

01 **PRIVATE SHOWINGS**

Viewings are arranged without the principal's name appearing on a logbook, registration card, or showing service record. Access is scheduled around your calendar, including after hours.

02 **OFFER SUBMISSION**

Every contractual document executes in the name of a designated entity or trust. The offer arrives complete, funded, and anonymous.

03 **HIGH-STAKES NEGOTIATION**

Positioning stays fixed on the asset and the terms. Nothing about who you are enters the room, because nothing about who you are improves your position.

> *"Disclosure is a tactic, not a formality. It should happen once — and on your timing."*

SECTION III

Precision Benchmarking

Emotional resonance, validated by analytical conviction.

Local data in a vacuum is not evidence. A Winston-Salem estate, a Wilkes lakefront, and a Blowing Rock mountain property each behave differently — and none of them can be priced honestly without reference to the wider state. Our cross-market framework benchmarks every candidate against **Charlotte, Raleigh, Asheville,** and national luxury comparables, so idiosyncratic risk surfaces before closing rather than after.

01 **NORMALIZED PRICE PER SQUARE FOOT**

Measured across regional luxury corridors, adjusted for finish level and site — not the raw MLS average that flatters a seller's asking price.

02 **INTRINSIC LAND VALUE**

Separating what the dirt is worth from what the depreciating structure is worth. On acreage, view lots, and lakefront, this single line often changes the offer.

03 **TAX BURDEN ANALYSIS**

Carrying cost modeled against other North Carolina jurisdictions, county by county. Forsyth, Davie, Watauga, Avery, and Wilkes do not behave alike.

04 **APPRECIATION TRAJECTORY**

Forecast from hyper-local history and known infrastructure movement, not from statewide averages that conceal more than they reveal.

05 **LIFESTYLE AMENITY ACCESS**

Quantified proximity to elite services, terrain, medicine, and private aviation — what decides whether a second home is used or merely owned.

This discipline is underwritten by the **CLHMS designation** — the industry's benchmark for luxury practice — and it earns its keep in the contract, where due diligence periods, appraisal risk, and post-closing occupancy are negotiated at a level most agents never reach.

Concierge Coordination

The mental load is the real cost. We absorb it.

At this level, complexity scales with value. A single acquisition can involve nine vendors, four deadlines, and two states. Our function is to compress all of it into one managed stream with one point of contact — and to make sure the specialists who touch your asset were chosen for competence rather than convenience.

I

TECHNICAL DUE DILIGENCE

Licensed specialists for structural, mechanical, and roof assessment, alongside moisture mapping, sewer scope, and the testing our terrain demands: pool, well, septic, spring systems, private road and easement review, and grading on steep mountain sites.

II

STRATEGIC LOGISTICS

Full-spectrum transition management — school placement counseling, insurance procurement in flood and mountain-wind zones, closing attorney selection, and appraisal management with appraisers who actually work the corridor in question.

III

POST-CLOSING STEWARDSHIP

For mountain and lake owners: property management and vacation rental infrastructure so the asset stays maintained, insured, and productive through the months you're not in it. Freeze events, storm checks, and caretaker coordination included.

The model is engineered for compressed executive timelines. After-hours tours, weekend document turnarounds, and white-glove inspector coordination exist for one reason: so a decision of this size never has to be made badly simply because the calendar was unforgiving.

SECTION V

Strategic Profiles

Elite service is defined by who it declines to serve.

ARCHETYPE ONE

The Relocating Executive

High-stakes appointments at HanesBrands, Truist, Reynolds American, or Atrium Health Wake Forest Baptist — arriving with a start date already fixed.

COMPRESSED TIMELINE MITIGATION

Rapid neighborhood integration and peer-level community access, so the family lands well before the first quarter closes.

ARCHETYPE TWO

The Second-Home Buyer

Owners from New York, Washington, Charlotte, Atlanta, and South Florida acquiring mountain estates in Blowing Rock and Banner Elk, or Bermuda Run and Kerr Scott waterfront.

REMOTE ASSET STEWARDSHIP

Local oversight and post-closing management for owners who are three states away eight months of the year.

ARCHETYPE THREE

The Discreet Buyer

Public figures, athletes, physicians, and private business owners for whom exposure carries a cost measured in more than dollars.

RISK INSULATION

NDA-protected search and entity-level documentation as the core product of the representation — not an accommodation added on request.

ARCHETYPE FOUR

The Portfolio Buyer

Investors who regard real estate as a financial instrument and expect to be argued with in numbers rather than adjectives.

QUANTITATIVE VALIDATION

Cap rate math, tax basis strategy, and appreciation modeling delivered before the emotional case is ever made.

If your situation sits outside these four, say so at intake. It is better to be told plainly that another advisor is the right fit than to discover it in week six.

2026 Market Entry Points

Where "luxury" actually begins in each corridor.

The word is used loosely. These are the thresholds we work from — the point at which inventory, buyer profile, and negotiation behavior measurably change in each of our markets.

SUB-MARKET	ENTRY LEVEL	PREMIUM TIER
The Triad WINSTON-SALEM · GREENSBORO · HIGH POINT	$750,000	$1,500,000+
The High Country BLOWING ROCK · BANNER ELK · BOONE	$850,000	$3,500,000+
Wilkesboro W. KERR SCOTT LAKE & SURROUNDS	$650,000	Lakefront Premium

High Country premium tier reflects ski-in and long-view positioning; in Wilkes, frontage rather than square footage sets the ceiling.

THE CORRIDORS WE KNOW BEST

Buena Vista, Reynolda, and Old Town in Winston-Salem. Irving Park in Greensboro. Bermuda Run and the Yadkin Valley estates in Davie County. The Kerr Scott lakefront in Wilkes. And in the mountains — Blowing Rock, Banner Elk, Linville Ridge, and the gated view communities above Boone.

Thirty years in these specific corridors produces something no data subscription replaces: knowing which houses have quietly changed hands twice, which private roads have unresolved maintenance agreements, and which views are one timber sale away from disappearing.

SECTION VII

The Record

Institutional memory, quantified.

30 YEARS IN THE NC MARKET	10,000+ SUCCESSFUL CLOSINGS	Top 1% NATIONALLY RANKED
280 AGENTS IN THE PRIVATE NETWORK	8 NORTH CAROLINA OFFICES	50+ COUNTRIES VIA ONE LUXE INTERNATIONAL

Teresa Overcash is a Certified Luxury Home Marketing Specialist, an NCREC Licensed Instructor who trains other brokers in this state's contract law and pricing discipline, and the Broker-in-Charge and owner of Realty ONE Group Results. She additionally holds the CRS, ABR, and ALHS designations and remains an actively producing agent — not a retired principal whose name sits on the letterhead.

That combination matters at closing more than it does at introduction. Credentials shorten the distance between a listing price and a true value, and they open contract terms — occupancy, due diligence structure, appraisal contingency, personal property — that most agents will tell you are not negotiable because they have never successfully negotiated them.

> *“You are not buying an agent's time. You are buying thirty years of knowing which questions to ask before the money moves.”*

SECTION VIII

The 30-Minute Confidential Intake

Private, unhurried, and without obligation.

Engagement begins with one conversation. It is not a listing presentation, and there is nothing to sign at the end of it. Its purpose is to establish geography, timeline, and privacy requirements precisely enough to build your brief and activate the network.

Step 01

The Private Conversation

Thirty minutes, by phone or in person, at an hour that suits you. Nothing is recorded and nothing is entered into a public system.

Step 02

The Search Brief

Your criteria become a working brief — geography, architecture, acreage, view, privacy tolerance, timeline, and the terms that matter beyond price.

Step 03

Network Activation

The brief circulates through 280 agents across eight offices and, where relevant, the international system. Firm exclusives are surfaced first.

Step 04

Curated Presentation

A short list arrives with the benchmarking already done — price per foot, land value, tax burden, trajectory, access — so your first showing is a decision, not a survey.

TERESA OVERCASH

BROKER-IN-CHARGE & OWNER · CLHMS · CRS · ABR · ALHS

REALTY ONE GROUP RESULTS · PRIVATE CLIENT DIVISION

DIRECT	336.262.3111
EMAIL	TeresaTedder@gmail.com
PRIVATE	TriadToHighCountryHomes.com
BROKERAGE	ROGResults.com

Inquiries may be made through counsel, a family office, or a designated entity. We are equally comfortable beginning without ever knowing the principal's name.

OL

ONE LUXE

CONCIERGE

Quiet access. Absolute discretion.
Thirty years of North Carolina.

WINSTON-SALEM · GREENSBORO · REIDSVILLE · WILKESBORO
BOONE · BANNER ELK · WEST JEFFERSON · RALEIGH