



# MONARCH

REALTY Co.



LIVE THE CITY



# REFINED SERVICE, RALEIGH ROOTS

Founded in 2014 and based in downtown Raleigh, Monarch Realty Co. delivers a refined yet approachable real estate experience. We specialize in urban real estate, including downtown Raleigh, Inside the Beltline (ITB), North Hills, and other core markets across the city and beyond.

We're a boutique firm of seasoned agents who live, work, and invest in the communities we serve—offering you unmatched insight into Raleigh's most sought-after neighborhoods.

## URBAN MARKET FOCUS

We know Raleigh's urban core inside and out—from historic neighborhoods like Hayes Barton to new developments in the Warehouse District, and everything in between. Whether it's a historic home or modern townhouse, we have the expertise to position your home for maximum appeal.

## PLACEMAKING PHILOSOPHY

Monarch believes in transforming spaces into places. We ensure that your home fits into the larger story of the neighborhood, enhancing its desirability and value. This strategic focus adds long-term value for you by aligning your property with community developments and buyer trends.

## STRATEGIC APPROACH

From pricing to staging, we ensure your home is market-ready and strategically positioned to sell quickly and for top dollar.

## DEEP LOCAL EXPERTISE

Over the years, we've immersed ourselves in Raleigh's urban landscape—learning every block, every trend, and every buyer profile—so you don't have to.



# TAILORED SERVICES TO MAXIMIZE YOUR SALE

We bring a high-level, results-driven approach, making sure your home gets the attention and price it deserves.

## STRATEGIC PRICING

We analyze market data and current trends to set the right price that will attract buyers without sacrificing value.

## TARGETED MARKETING

We're not the kind of firm that puts our face on a moving van going up Glenwood Ave—but we do know how to put your property in front of the right buyers. Our marketing is precise, strategic, and customized, using landing pages, email campaigns, social media, and paid ads to reach the audience that matters.

## STAGING WITH TOP PROFESSIONALS

We work with Raleigh's best staging professionals to highlight your home's unique features. From concept to execution, we ensure your home is styled to appeal to buyers, helping it sell faster and command a stronger price.

## OPEN HOUSE STRATEGY

We host thoughtfully curated open houses that showcase your home's best features and attract serious buyers, creating buzz and driving competitive interest.

## EXPERT NEGOTIATION

With years of experience, we know how to navigate offers to ensure you get the best possible terms, maximizing your sale price.



# FOCUSED EXPERTISE

We specialize in high-demand urban properties, including:

**NEW CONSTRUCTION**

**CONDOS & TOWNHOMES**

**MODERNIST HOMES**

**HISTORIC HOMES**

**URBAN INFILL DEVELOPMENT**

**RENOVATIONS**

These are just a few of the property types we focus on—our experience and passion for these spaces are key to delivering exceptional results.

W H Y   M O N A R C H   R E A L T Y   C O . ?

# PROVEN RESULTS AND UNMATCHED RELATIONSHIPS

Monarch's extensive network and reputation set us apart. Our deep-rooted relationships with developers, investors, city officials, and other key professionals give your property the exposure and edge it needs to stand out and sell.

## TRACK RECORD OF SUCCESS

With over \$300 million in transactions over the past decade, Monarch has consistently delivered fast sales and higher returns for our clients across Raleigh's competitive real estate market.

## GO-TO FOR DEVELOPERS & INVESTORS

Monarch is the go-to partner for developers and investors seeking properties in Raleigh's urban core. Our relationships ensure your home is seen by the right buyers, often before it officially hits the market.

## TRUSTED CONNECTIONS

Our strong network of architects, builders, and city contacts gives your home an advantage in exposure and access.

## SELLING ACROSS RALEIGH

From historic neighborhoods like Oakwood to new construction in West Raleigh, we have a deep understanding of Raleigh's most sought-after locations—and we use this insight to sell your home for the best possible price.

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### LET'S TALK STRATEGY

You only sell your home once—let's make it count.

CONTACT MONARCH REALTY CO

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