





# Matt Stone

For nearly two decades, Matt Stone has transcended the role of a mere real estate broker – he has been a trusted advisor, innovator, and out-of-the-box thinker, consistently delivering exceptional results for his clients and agents. With over 18 years of experience and transactions exceeding \$1.5 billion, Matt's expertise is unmatched. In 2023, Real Producers Magazine ranked him 2nd out of 8,000 agents in Charlotte, a testament to his remarkable results.

Matt's entrepreneurial journey began at the age of 13 when he started a car detailing business from the parking lot of his father's church. By 16, his cold calling efforts had landed him an internship with a custom homebuilder. At just 18, Matt became one of the youngest licensed real estate brokers ever in the Carolinas. In 2009, he founded his own brokerage and rental management business, quickly amassing a portfolio of over \$100 million in properties under management. To expand his expertise, Matt obtained a general contractor's license in 2014 and has since remodeled and built homes across the Carolinas, Florida, and Spain.

Matt provides a breadth of knowledge that is unmatched. From insights encompassing construction, budgeting, timelines, and local regulations to having personally renovated numerous properties and guided developers on projects of varying scales, Matt brings a unique perspective and vision to the table. As an investor himself, he possesses intimate knowledge of property pro formas, landlord-tenant law, use optimization, 1031 exchanges, and tax implications.

Today, Matt leads a powerhouse team of brokers, meticulously selected and trained to meet and uphold 'The Stone Standard.' The team's success is achieved, in part, by leveraging cutting-edge technology and our bespoke property marketing program, "The Stone Selling System." With nearly 1,000 five-star client reviews across various platforms, the team is steadfast in its mission to deliver an unparalleled client experience while preserving the personal touch.



# THE STONE STANDARD: 1,000+ FIVE-STAR CLIENT REVIEWS



We could not be happier. From the first conversation, I knew we were in good hands. Abby is a true professional and was very knowledgeable with the Charlotte area which was extremely helpful for us as we moved from out of state. She was very responsive to all texts, emails and phone calls from the day we started to the day we closed. We highly recommend Abby as an agent and Matt Stone as an agency!



Alicia & Topher Ruebelman



Thank you Josh for helping us find the perfect home in the Charlotte area. Your professionalism & caring personality made this experience one of a kind. We are grateful for your time & energy running us all over the area so we could be confident in our decision. I would highly recommend Josh Stone as your Realtor whether you are buying or selling.



Kandace & Michel McCarthy



Jasmine Garcia picked up the phone when we called the agency, as recommended by a friend and since then, she became our realtor. We found 5-6 houses that we wanted to view on the same day since we are from out of state and Jasmine helped us to arrange it. She's very responsive, very helpful and she even helped keep an eye on our toddler when we were touring the houses. Thank you Jasmine!



Nuraini and Paul Adams







**BESPOKE MARKETING BY OUR  
IN-HOUSE TEAM OF EXPERTS**



Our in-house team of digital marketing experts craft an attention-grabbing visual experience uniquely tailored for your property, providing potential buyers with an immersive exploration of your home directly from their computer.



# COMPREHENSIVE. VIVID. METHODICAL.



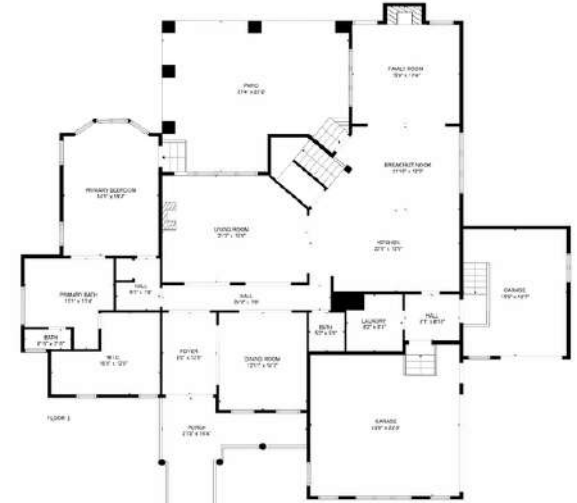
## DRONE PHOTOGRAPHY

Our Drone photography provides a captivating aerial perspective, showcasing the property's surroundings and unique features while capturing expansive landscapes and highlighting amenities. This enhances the marketing appeal, attracting increased interest and facilitating faster sales.



## MATTERPORT 3D RENDERING

Our tour offers an immersive virtual experience, allowing potential buyers to explore every corner of the home from the comfort of their own device. By providing an interactive and detailed view of the property, it enhances buyer engagement and accelerates the decision-making process, leading to quicker sales.



## DETAILED FLOORPLAN

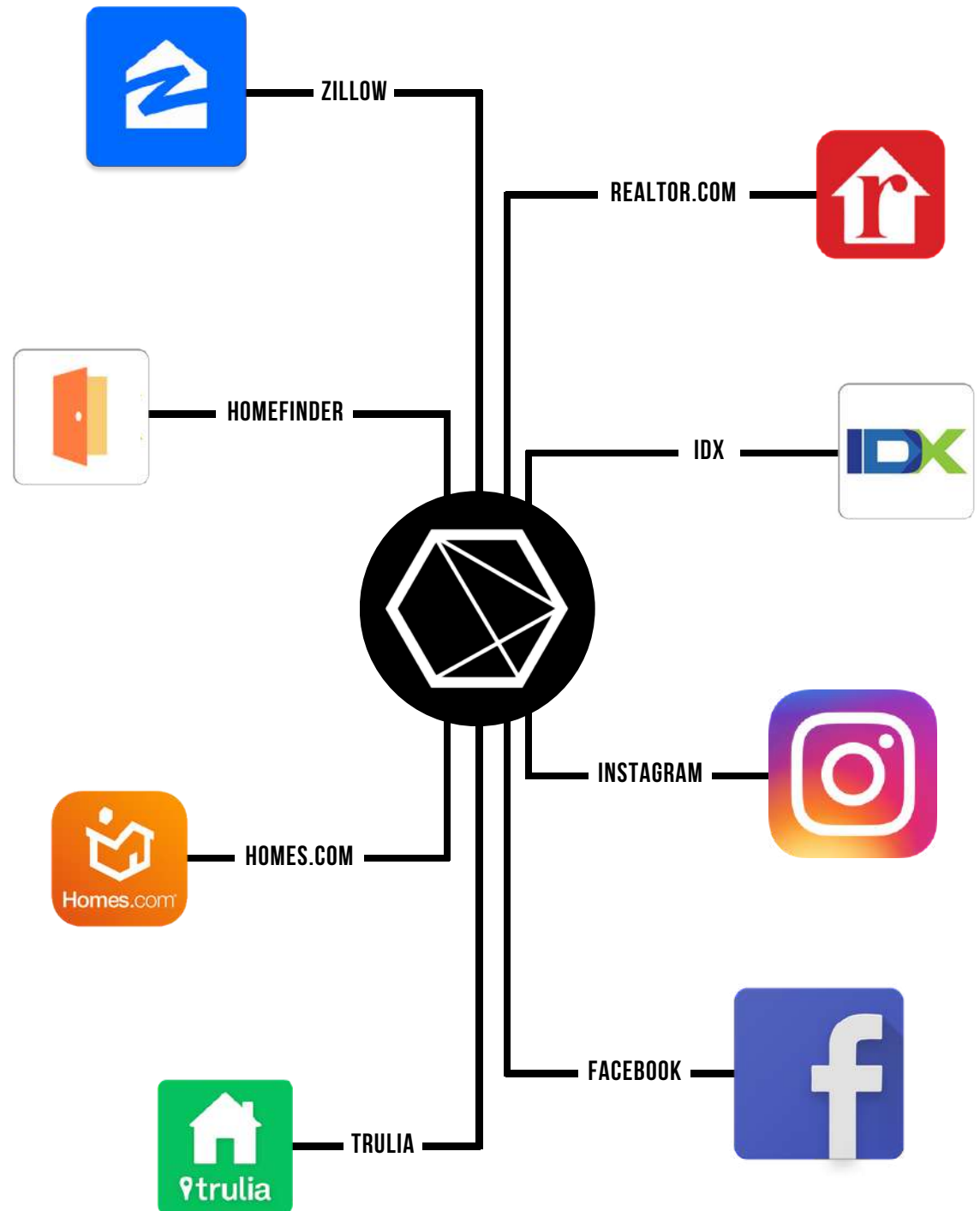
Our detailed floorplans provides buyers with a clear picture of the home's layout and spatial organization, helping them envision their future living arrangements more accurately. By offering precise measurements and room dimensions, it facilitates informed decision-making, instilling confidence in potential buyers.



By presenting a comprehensive and vivid picture, we ignite a sense of urgency in potential buyers. Our approach not only empowers local purchasers but also attracts those comfortable with buying sight unseen, instilling confidence and prompting decisive action.

# WE SPEND OVER \$2,000,000 EACH YEAR ON MARKETING

Empowering your home sale with cutting-edge technology, we harness the vast reach of online platforms to capture 95% of potential buyers who initiate their search on the internet. Leveraging paid placement, targeted email campaigns, and strategic social media outreach, we connect with motivated buyers. Moreover, our global reach extends through the Multiple Listing Service and prominent real estate portals like Zillow and Trulia, ensuring your property receives unparalleled exposure to a worldwide audience.





YouTube



Search Engine  
Optimization



Electronic Flyers



Strategic Timing

SEO & Internet

Broker : Broker



Facebook &  
Instagram



Syndication



Reverse Prospecting



Controlled Access  
(Supra Key)



Matterport Tour



Print Literature



QR Search

Digital

Physical



Drone



Property Website



ISA Team



Floor Plan

# The power of **PRECISION PRICING**

Unlocking the full potential of our marketing requires precise pricing. When your property is strategically positioned in the market, you assume control, enabling us to secure the optimal sale price and potentially multiple offers. With this commanding advantage, we excel in negotiations, ensuring you attain the best possible price and contract terms that perfectly align with your objectives.



## **ACTION PRICED**

High traffic, strong offers



## **MARKET PRICED**

Steady traffic, possible offers



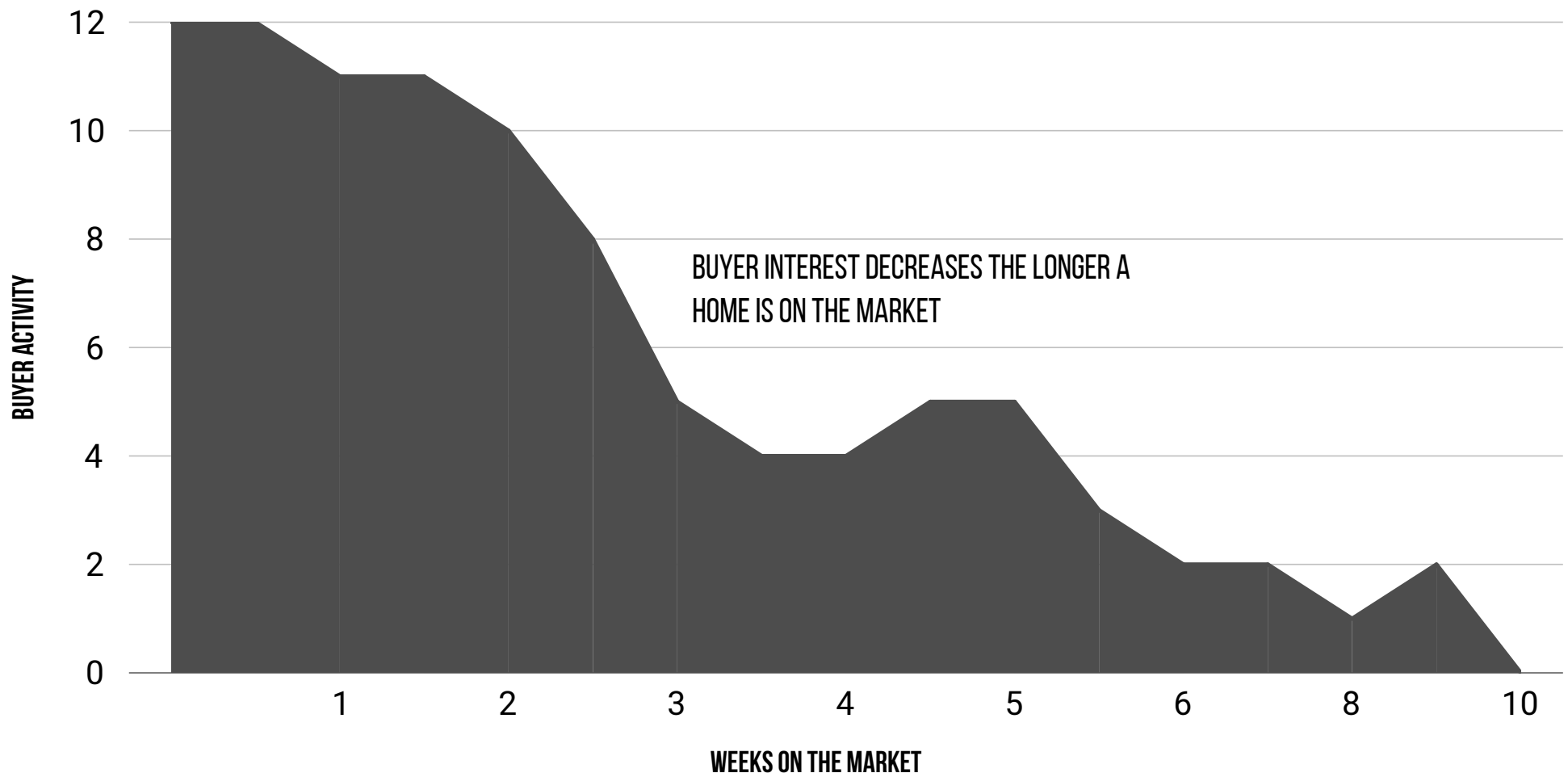
## **OVER PRICED**

Little traffic, no offers



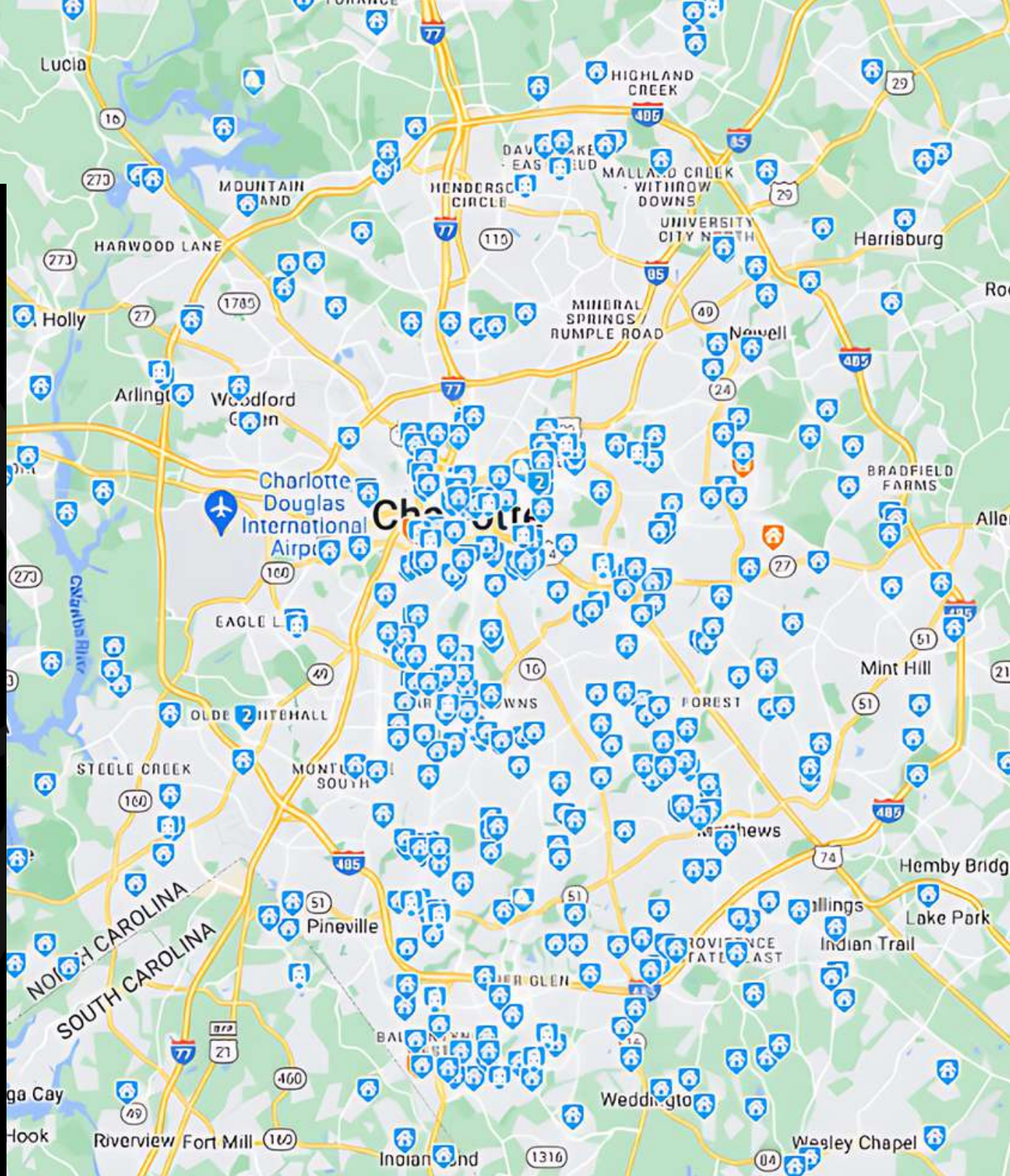
# The power of TIME ON MARKET

To sell your house quickly, it's crucial to attract qualified buyers within the first days on the market, as prolonged listing periods can diminish perceived value. Pricing your home strategically to appeal to motivated buyers can incite competitive bidding, often resulting in higher offers and swift sales—a concept known as Price Positioning.



# EXPANSIVE COVERAGE. EXTENSIVE EXPERTISE.

From Lake Norman to Lake Wylie and everywhere in between, Stone Realty Group has a deep understanding of the market. When relocation buyers arrive, they expect a brokerage that not only specializes in your specific neighborhood but also comprehensively grasps the broader market dynamics and can articulate the pros and cons, features, and benefits of the entire area. We deliver on that.





# REACHING THE LARGEST POSSIBLE AUDIENCE

At Stone Realty Group, we've assisted clients from all walks of life and backgrounds, including corporate relocations, first-time buyers, retirees, professional athletes, and executives. With our extensive connections, we leave no stone unturned in finding your perfect buyer.





The decision before you carries immense weight, as it directly influences one of your most valuable assets. Entrusting its sale to the right partner is not just important; it's crucial. At Stone Realty Group, we understand the gravity of this decision, and we don't take it lightly.

Through our proprietary Stone Selling System, we leverage every available resource to ensure your property reaches its maximum potential value and gains unparalleled exposure. When you choose Stone Realty Group, you're not just hiring a real estate agency; you're selecting a dedicated team wholly committed to securing the best possible price and terms for you.

With nearly two decades of proven experience, boasting a closed volume exceeding \$1.5 billion and backed by over 1,000 five-star reviews, our track record speaks volumes. We understand that you deserve nothing but the best, and we're here to deliver—The Stone Standard.

A stylized, handwritten signature in white ink that reads "Matt Stone". The signature is fluid and cursive, with a long horizontal line extending from the end of the name.

704-755-5095  
MattStoneTeam.com