

Case Study: How Salt & Light Helped a Family Upgrade Homes on Their Own Timeline

Property Overview

Property:	265 Old Hwy 11, Lumberton
Property Type:	Single-family home
Situation:	Major repairs / quick relocation
Purchase Date:	July 2, 2026
Purchase Price Range:	\$50,000 to \$100,000
Seller Source:	Direct mail / postcard
Response Time:	Within the hour
Time to Close:	Roughly 30 days
Exit Strategy:	Fix and flip
Location Use:	City/neighborhood only
Seller Permission:	Seller name fully anonymous

The Challenge

The sellers were a family with kids who had an opportunity to upgrade into a better home and a better location. The move made sense for their family, but the timing was important. They needed a buyer who could work with them, pay cash, and close on a timeline that allowed them to move forward smoothly.

The property also needed major repairs, including a significant drainage issue. Because of the repairs and the sellers' timeline, listing with an agent was not the best option. They needed a simpler solution that would not require them to wait on a traditional buyer, prepare the property for the market, or manage the repair process before selling.

The sellers had not tried selling another way before reaching out. They had been talking about selling the house, and just two days later, they received a postcard from Salt & Light Property Solutions. The timing felt like a perfect coincidence, so they called, and the process began from there.

The Solution

Salt & Light Property Solutions responded within the hour and provided a solution that matched what the sellers needed: a cash offer, an as-is purchase, no commissions or fees, and a flexible timeline.

The offer appealed to the seller because Salt & Light could provide:

- An as-is purchase
- A cash offer
- No commissions or fees
- A flexible closing timeline
- A buyer who could work around their move

One obstacle was the property's drainage issue. Salt & Light was able to work through that because of the team's contractor network and experience handling properties with repair needs.

Instead of asking the sellers to fix the issue themselves, Salt & Light was able to take on the property as-is and handle the repair planning after purchase.

The Results

By selling the property to Salt & Light, the sellers were able to move forward with their next chapter without having to repair the property first or wait on a traditional sale.

The sale allowed the sellers to:

- Upgrade to a better house
- Move to a better location
- Improve their family's standard of living
- Avoid preparing the property for a traditional sale
- Avoid dealing with major repair work before closing
- Close in roughly 30 days on a timeline that worked for them

The seller was very happy after closing and left two five-star reviews: one on Google and one on the Better Business Bureau. According to Erica, the sellers were over the moon excited because they were able to move on to the next stage of their life.

Client Review

The seller left a five-star review on both Google and the Better Business Bureau. The exact written BBB review can be added here once pulled from the review page.

Key Takeaway

This case shows how Salt & Light Property Solutions helps sellers who need more than just a cash offer. By offering an as-is purchase, no commissions, and a flexible timeline, the team helped a family sell their property, avoid repair stress, and move into a better home that fit their next stage of life.

Suggested Pull Quote

"They were over the moon excited that they were able to move on to the next stage in their life."

Suggested Social Caption

Sometimes selling a house is not just about the property. It is about what comes next.

For the sellers of 265 Old Hwy 11, their family had an opportunity to upgrade into a better home and better location. The only challenge was that they needed a buyer who could work with their timeline and purchase the property as-is.

Salt & Light Property Solutions stepped in with a cash offer, no commissions or fees, and a flexible timeline that allowed the sellers to move forward smoothly.

The result? The family was able to upgrade their home, improve their standard of living, and move into the next chapter with confidence.