



## *Luxury Home Seller Prep Checklist*

- Identify what you love most about your home (architecture, features, location)*
- Determine key selling points a luxury buyer would value*
- Set your ideal and minimum acceptable sale price*
- List all recent upgrades and renovations (e.g., smart tech, design finishes)*
- Clarify your timeline and motivation for selling*
- Note any concerns about the selling process (privacy, market timing, etc.)*
- Decide on preferred marketing approach (off-market vs full exposure)*
- Gather important documents (title, permits, upgrade receipts, etc.)*
- Schedule a pre-listing consultation with your real estate advisor*
- Prepare the property for a luxury-level photo/video shoot*
- Coordinate home staging and professional cleaning*
- Review recent comps and market trends in your area*

# *What Makes Us Different?*

- ***Property Positioning:*** We will elevate the home's perceived value through high-end staging, photography, lifestyle branding, and storytelling.
- ***Curated Vendor Access:*** We offer a comprehensive list of elite, pre-vetted vendors—from staging and design professionals to contractors and concierge services.
- ***Strategic Pricing:*** Data-driven pricing using comps and luxury market psychology.
- ***AI-Powered Value Analysis:*** Our AI-driven valuation tool provides a precise, data-informed analysis of your home's current market value.
- ***Marketing Reach:*** Syndication to high-net-worth buyer platforms (WSJ, Mansion Global, etc.), & overall high-impact exposure across elite channels.
  - Our weekly reach: 700,000+ Online Property Views; 25,000+ Retargeting Ad Views; 53,000 recipients of our weekly E-Blast, 77,000 audience on social media
- ***Privacy & Discretion:*** Off-market strategy or NDA-controlled showings for ultra-high-end properties.
- ***Showing Protocol:*** Qualified buyer screenings, private appointment coordination, and maintaining seller privacy during the process.
- ***Property-Specific Insights:*** Each week, our sellers receive a tailored Seller Report, detailing all local market activity relevant to their property, as well as Visibility Performance analytics —showcasing engagement across luxury buyer platforms.
- ***Time-on-Market Expectations:*** Why luxury homes may take longer to sell and how your marketing mitigates that risk.
- ***Local Market Shifts:*** How changes in interest rates, political climate, or international demand are impacting luxury property values.
- ***Pre-Sale Prep:*** Concierge services to handle pre-inspections, minor upgrades, and vendor coordination to maximize ROI before hitting the market.