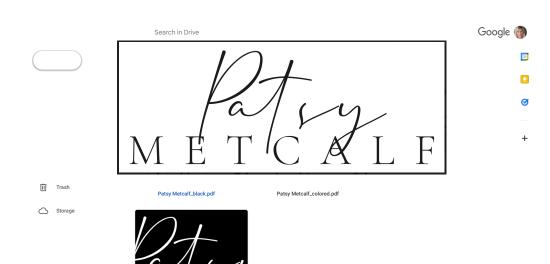


OUR PLAN

SELLING YOUR HOME

Luxury Real Estate Moves At It's Own Pace ~ I move at YOURS.

30 years of getting record-breaking prices for my clients in the shortest amount of time, often off-market!



>



PHASE ONE

DEFINING SUCCESS

Outlining Your Objectives
What is Your Motivation to Sell?
What is Your Timeline to Move?
Where are You Moving?
What is Most Important for You?

UNDERSTANDING THE MARKET

Market Dynamics: Macro v. Micro Market Forces: Supply and Demand The Numbers: Trends and Metrics

Analysis of Active, Pending, and Sold Transactions Personal Timing and Seasonal Considerations

YOUR HOME: STRATEGIC PLANNING

Outline Features and Benefits

Determine Key Differentiators Based on Active Inventory
Establish Target Market and Buyer Profile

Create Profile-Based Buyer Attraction Strategy

PHASE TWO

LISTING DETAILS

Finalize Documentation and Contractual Agreements
Complete Any Property Improvements
Engage Staging Consultant
Engage Photography and Media Professional
Organize Trusted Advisor Meeting
Define Launch Timeline

MARKETING PREPARATIONS

Property Launch Collateral
Traditional Advertising
Digital Marketing Plan
Social Media Strategy
Broker Network Exposure
Open House Strategy
Direct Mail and Community Approach
Cross Marketing
International Buyer Strategy
Events and Public Relations



PHASE THREE

INTRODUCING THE PROPERTY

Launching the Marketing Plan
Creating the Perception of Value
Attracting and Qualifying Potential Buyers
Showing the Property
Monitor Interest

Weekly Reports, Updates, and Communication Strategy Respond to Changes in the Market Place

NEGOTIATING STRATEGIES

Procure Written Offers

Qualify and Analyze the Merits of Each Offer

Strategically Respond to Offers

Negotiate to Optimize Price and Terms

Multiple Offer Process and Back Up Offer Strategies

PHASE FOUR

ESCROW PROCESS

Execute the Contracts

Complete Disclosures

Meet Deadlines and Contingency Periods

Fulfill Duties and Responsibilities

Introductions to Relocation Concierge

CLOSING

Transitioning From the Property Final Documentation Closing and Celebration

WORKING TOGETHER AGAIN

Staying in Touch and Keeping You Informed Second Homes and Investment Properties Providing Resources Feedback, Testimonials, and Referrals