



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