The Luxury Home Seller's Checklist

A Thoughtful Guide to Preparing and Positioning Your Property

Selling a luxury property requires thoughtful preparation, strategic positioning, and a clear understanding of the market. From presentation and pricing to marketing and negotiation, each decision can influence how your property is perceived and the results you achieve.

Use this checklist to help organize the important steps toward a well-prepared and confident sale.

1. Define Your Selling Goals

- Clarify your reasons and preferred timeline for selling.
- Consider where you plan to go next and any timing requirements.
- Identify the features and qualities that make your property distinctive.
- Gather information about improvements, renovations, and major updates.
- Determine your priorities for price, timing, privacy, and convenience.

2. Understand Your Market Position

- Review recent comparable sales in your area.
- Evaluate competing properties currently on the market.
- Consider local market conditions, buyer demand, and seasonal trends.
- Discuss a realistic pricing strategy with a knowledgeable local professional.
- Understand how pricing, presentation, and exposure work together.

3. Select the Right Representation

- Seek a real estate professional with experience in your property's market and price range.
- Review relevant experience, reputation, marketing approach, and negotiation skills.
- Discuss the professional's network and reach among qualified buyers.
- Ask how your property will be presented and promoted.
- Clarify communication, reporting, fees, and the terms of representation.

4. Prepare and Present Your Property

- Declutter and edit personal belongings to create a welcoming environment.
- Address visible repairs and deferred maintenance.
- Refresh paint, lighting, landscaping, and other high-impact details as appropriate.
- Consider professional staging or a tailored presentation plan.
- Highlight architectural details, premium finishes, and distinctive amenities.
- Prepare outdoor living areas, entrances, and first-impression spaces.

5. Organize Important Documents

- Gather property records, surveys, and available floor plans.
- Compile information about renovations, permits, and warranties.
- Collect utility costs, service records, and maintenance information.
- Review property tax information and any association documents.
- Identify known issues and required disclosures with appropriate professional guidance.
- Confirm title and ownership details with the relevant professionals.

6. Create a Strategic Marketing Plan

- Arrange professional photography and, where appropriate, video or aerial imagery.
- Prepare compelling property descriptions that accurately reflect its features.
- Determine the appropriate marketing channels and audience.
- Consider private or discreet marketing options if privacy is a priority.
- Plan showing arrangements and access for prospective buyers.
- Keep the property presentation consistent across marketing materials.

7. Review Offers and Negotiate

- Evaluate the full terms of each offer, not just the purchase price.
- Review financing, contingencies, deposits, and proposed timelines.
- Consider the buyer's ability to perform and the certainty of closing.
- Discuss negotiation options and potential counteroffers.
- Review contractual terms with the appropriate real estate and legal professionals.

8. Prepare for Closing and the Transition

- Coordinate inspections, appraisals, and agreed-upon repairs.
- Work through title, legal, and closing requirements.
- Review the settlement statement and anticipated proceeds.
- Arrange moving plans, utilities, and property handover.
- Complete agreed-upon property condition and possession requirements.
- Keep copies of closing documents for your records.

Exceptional Homes Deserve Exceptional Representation

The right strategy begins well before a property reaches the market.

Our approach is personal, our connections are global, and our standards are exceptional. We help property owners connect with accomplished luxury real estate professionals who understand their market, recognize the value of thoughtful presentation, and know how to position exceptional properties.

GLOBAL REAL ESTATE ADVISORY

Connecting exceptional properties with exceptional representation.