



Five Techniques for Selling Luxury Real Estate

In the luxury market, every detail counts!

These ideas can yield a higher sales price and make the transaction pleasant for all involved...

Prepare the property for showing. Clean and organize the space. Closets should look like a Nordstrom's department store, bookshelves should be as neat as those at the public library, toys should be put away, the floors should be spotless, and the windows should sparkle. Also, staging of luxury properties can really help. High-end buyers are visual, so a clean, well-organized, staged home will attract them in droves and help them to envision themselves living in the space.

Photograph and film the property. It's an absolute must to have the property photographed and filmed by a professional. The photos should be an accurate depiction of what the space looks like, but they should also accentuate the positive. A video takes the buyer on a short tour of the property. It should provide a feel for what the property is really like. Finally, post a floor plan so people can see the size and layout of the rooms.

Advertise the property. The ad needs to not only convey the facts of your home, but also describe the luxurious features, amenities, and unique aspects of the property. The property should be advertised on the local MLS, in real estate magazines, and online sites that specialize in luxury properties. In addition, the property should also be advertised in international publications and on international websites.

Engage other brokers. The agent should hold a "Brokers Open House" at the property to get the word out to influential people who can help promote it. Invite as many top-level, high-end brokers as possible. The intent is that they will come, see the property, and tell their clients and friends about it.

Show the property. To a large degree it is numbers game. The more the agent shows it, the better the odds are of selling it. Every time a prospective broker or buyer calls, the agent should try to accommodate their schedule.

Have questions about any of these powerful strategies? Want more ideas to ensure the sales success of your home? Call me today to schedule a complimentary consultation to see how we can apply them to your home. I'm here to help!