The Luxury Home Seller Guide

PREPARING, PRICING, AND NEGOTIATING THE SALE OF YOUR HOME

This guide covers what to do in the weeks before your home is listed, how price is actually set, how showings and offers are qualified, what happens during the buyer's option period, and what you will net at closing. It is the same sequence I walk through with every seller I represent.

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A Note From Patricia



Selling is personal. It is your home, your equity, and often your timing is not entirely in your control. I do not use pressure and I do not guess at your price. I bring evidence, I tell you what I would fix and what I would leave alone, and I keep your reasons for selling private. You should finish reading this feeling informed, not sold to.

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Inside This Guide

- Step One: Decide What You Are Solving For
- Step Two: Prepare the Property Before It Is Seen
- Step Three: How Your Price Is Set
- Step Four: Marketing and Discretion
- Step Five: Reading Offers Properly
- Step Six: Surviving the Option Period and Repair Negotiation
- Step Seven: Appraisal, Title, and Closing
- After Closing
- How I Work: Transparency, Integrity, and Privacy

Step One: Decide What You Are Solving For

Highest price, fastest sale, and least disruption pull against each other. Naming your priority first shapes every decision that follows, including whether we market publicly or quietly.

- Set your must move date and your ideal date, and tell me which is real.
- Confirm your mortgage payoff, any second lien or HELOC, and whether a solar loan or pool loan is attached to the property.
- Discuss whether you need a leaseback after closing or a contingency on your next purchase.
- Decide how much showing access you can genuinely live with. That answer changes the marketing plan.

Step Two: Prepare the Property Before It Is Seen

Every unresolved item becomes a negotiating point later, usually at a higher cost than the repair itself. We walk the home together and I tell you honestly which work returns money and which does not.

- Fix function first: leaks, electrical faults, HVAC service, gutters, drainage, rotted wood, and door and window operation.
- Then presentation: paint in current neutral tones, deep clean, landscape refresh, replace dated light fixtures, and clear surfaces.
- Do not start large discretionary renovations before selling unless we have discussed the return. Kitchens and baths rarely repay a full remodel at sale.
- Consider a pre listing inspection. Knowing what a buyer will find lets you control the fix and the narrative.
- Gather documents now: survey, Seller's Disclosure Notice, permits, warranties, roof and HVAC invoices, HOA information, and utility history.

Step Three: How Your Price Is Set

Price comes from evidence: recent closed sales of genuinely comparable homes, what is currently active and therefore competing with you, what went under contract fastest, and what expired because it was priced above the market. I will show you the same data I use, including the sales that do not support the number you were hoping for.

- Comparables are adjusted for square footage, lot, condition, updates, location within the neighborhood, and time.
- Days on market for similar homes tells you how much patience the price requires.
- Overpricing costs more than a slow start. The first two to three weeks bring the most qualified attention and it does not come back.
- An appraisal has to support a financed buyer's price. We consider that risk when we set the number.
- We schedule a review point in advance so a price adjustment is a plan, not a panic.

Step Four: Marketing and Discretion

Good marketing is accurate, restrained, and aimed at the buyer most likely to purchase. When privacy is the priority, we can market quietly to qualified buyers and agents rather than publishing your home and your interiors to the entire internet.

- Professional photography, correct daylight, and floor plans. Interiors are never digitally altered to misrepresent condition.
- Written description that is truthful about condition, room count, and square footage source.
- Showings by appointment with confirmation and feedback requested after each one.
- Personal items, medications, valuables, mail, and family photographs put away before the first showing.
- Interior cameras and any recording devices disclosed as required, and turned off during showings when appropriate.

Step Five: Reading Offers Properly

The best offer is not always the highest number. Certainty of closing is worth real money, and I will lay out the terms side by side so the comparison is on paper rather than in conversation.

- Financing type and the strength of the buyer's approval. A full underwritten approval is stronger than a pre qualification letter.
- Amount of earnest money and length of the option period, which together indicate how serious the buyer is.
- Appraisal and financing contingency language, plus who carries a shortfall.

- Closing date, possession, and whether a leaseback is offered.
- Requested seller concessions, which reduce your net whether they are called credit, repairs, or closing costs.
- We can counter on terms, not only price. I will always give you a written net sheet before you sign anything.

Step Six: Surviving the Option Period and Repair Negotiation

Expect the buyer's inspection to produce a long report. Every home has findings. My role is to keep the negotiation proportionate and documented.

- Respond to safety and function items. Push back on cosmetic and end of life items that were priced into the sale.
- Get contractor bids rather than accepting the buyer's estimate as fact.
- Consider a credit instead of performing repairs when timing is tight, and confirm the buyer's lender permits it.
- Hold the deadlines. Extensions are granted deliberately, not by default.
- If the buyer terminates during the option period, we go back to market with what we learned already handled.

Step Seven: Appraisal, Title, and Closing

- Provide the appraiser with your improvement list and supporting sales. Facts help.
- Title will need the payoff, any lien releases, and possibly a survey affidavit. Missing paperwork is the most common closing delay.
- Review the Settlement Statement line by line before signing. I check the payoff, prorated taxes, HOA transfer fees, and every commission and fee.
- Prorated property taxes are settled at closing. Understand who is responsible for which portion of the year.
- Leave warranties, manuals, remotes, gate and alarm codes, and all keys. Cancel utilities for the day after closing, not before.

After Closing

- Update your insurance and cancel the policy only after funding, never at signing.
- Keep your closing documents. You will need them at tax time, and your CPA should discuss capital gains and any exclusion with you before year end.
- Notify the HOA and file a change of address with the appraisal district.

How I Work: Transparency, Integrity, and Privacy

You will get real numbers, including the ones you would rather not hear, and you will never be surprised by a deadline or a fee. Why you are selling stays between us. My reputation is built on clients who felt respected and informed, not on a fast signature.

Questions Worth Asking

Bring these to me, to your lender, or to your attorney. If I do not know an answer, I will tell you and get it from the right professional. Use the space to write down what you learn.

- ☐ What do comparable closed sales actually support, and which ones do not?
- ☐ What repairs return money at this price point and which do not?
- ☐ What will I net at each realistic sale price?
- ☐ How will my home be marketed, and can it be done privately?
- ☐ How do we handle a low appraisal?
- ☐ What are the total costs coming out of my proceeds?

Speak With Patricia

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