



7 Keys to Sell at the Maximum Price in any Market Condition

1. Value and Pricing: It is essential that the home and property value are accurately represented by the correct list price. I will ensure you are provided clear and accurate market data, expert insight, and *guidance to help you make the correct pricing decision.*

2. Preparing Property for the Market: Like everything in life and business, the process of preparation will ultimately determine the outcome. When it comes to your home and property, *buyers will make judgements about what they cannot see, by what they can see.* The difference is always in the details. As a market preparation expert, I will assist and guide you in this essential process.

3. Marketing: Your property must be presented professionally with terrific MLS copy telling its story and history, represented by professional architectural photography and video, compelling social media, and beautiful print media, delivering a clear call-to-action. With nearly 3 decades of marketing experience, I will *ensure your home and property are marketed expertly and consistently* across all essential platforms and media, utilizing our **Exclusive Listing Concierge Platform.**

4. Cooperation With Other Agents: Almost 90% of all real estate transactions include 2 or more agents (seller(s) representative and buyer(s) representative). *I treat all people with courtesy and respect, ensure active engagement and timely follow up is completed and communicated.* World class cooperation with other agents and brokers is consistently provided on your behalf.

5. Buyer Acquisition: My obligation to you as my client, is to deliver the right buyer(s), qualified, and capable of successfully closing the real estate transaction in a timely manner. Through diligent marketing, networking, and extensive follow-up, I strive to *ensure the process is thorough*, and meets all the requirements of the California Principles of the Fair Housing Act and Equal Opportunity Act.

6. Negotiation: Representation Matters. As an Accredited Real Estate Negotiation Expert®, Certified Luxury Home Marketing Specialist™ and GUILD™ Recognition awardee, *you can be confident you're choosing an expert* with the training, resources, and proven performance in buying and selling high-end homes when we work together.

7. Systems Support and Execution: Successful transactions and experiences are achieved when the implementation of clear and timely processes across multiple platforms are expertly completed. Even in today's high technology environment, *PEOPLE sell and buy properties.*

LOCAL Expertise. GLOBAL Reach.