

Selling a Luxury Home in Hampton Roads

A distinctive waterfront home, estate or high-end property needs an individual pricing and presentation plan. With fewer comparable sales and a smaller buyer pool, details matter.

Price the property precisely

Study sold homes, active competition and listings that failed to sell. Adjust thoughtfully for lot size, water access, views, condition, architecture and upgrades. A repeated price reduction can distract from a strong property.

Present the lifestyle

Professional photography, video, a floor plan and appropriate staging help buyers understand the home. Twilight and drone photography may be useful for waterfront or acreage, subject to permissions and property conditions.

Reach qualified buyers

Coordinate MLS exposure with outreach to agents serving relocation, executive and high-end buyers, plus targeted digital marketing. Choose the showing approach that balances access with privacy and security.

Prepare a property file

Gather the survey, permits, renovation history, warranties, association documents and utility costs. For waterfront property, check dock and bulkhead records, water access, flood information and insurance costs. Review any applicable Virginia disclosure forms.

Considering a luxury sale? I can prepare a tailored pricing and marketing review. Request a private value review or call or text 757-985-2959.

Diana Hansford | Real Estate Agent | Keffer Realty

Call or text 757-985-2959 • dianasellsfast@yahoo.com
www.realpropsolution.com

General information updated September 2026. Verify legal, lending and tax matters with the appropriate professional.