

Sell a Luxury Home



Illustrative image; not an actual listing or client photograph.

A waterfront home, estate or high-end property needs an individual pricing and presentation plan. Distinctive features, fewer comparable sales and a smaller buyer pool make accurate details especially important.

Price the distinctive features carefully

Review sold homes, active competition and listings that failed to sell. Consider lot size, water access, views, condition, architecture and improvements using supportable comparisons. Set review points for buyer feedback and market changes rather than relying on repeated reductions. Document what makes the property valuable without promising a particular outcome.

Show the home's lifestyle and function

Use professional photographs, video, an accurate floor plan and appropriate staging to explain the home. Twilight or drone views may suit waterfront or acreage when permitted and appropriate. Highlight layout, outdoor spaces and useful upgrades. Prepare the property before photography so online presentation matches the experience of an actual showing.

Reach buyers while protecting privacy

Coordinate MLS exposure, targeted digital marketing and outreach to agents serving executive, relocation and high-end buyers. Agree on showing arrangements, qualification expectations and feedback. Protect valuables and personal information; establish how access will be managed. Broad exposure and a thoughtful showing plan can work together.

Your next-step action plan

Build a complete property file

Gather surveys, permits, renovation history, warranties, utility costs and association documents. For waterfront homes, verify dock and bulkhead records, access rights, flood information and insurance costs. Identify specialized systems, pools or other features that may need expert review. Provide current applicable Virginia disclosures and clarify what is included in the sale.

Negotiate the whole transaction

Compare net proceeds, financing, deposits, appraisal and inspection conditions, credits and possession dates. Distinctive features may need additional documentation for valuation or specialist inspections. Set realistic deadlines and track agreed work. Keep property records available through closing so important questions do not become last-minute obstacles.

Your planning checklist

- ☐ Document upgrades, permits and distinctive features.
- ☐ Review relevant sold, competing and unsold listings.
- ☐ Plan photography, staging and qualified outreach.
- ☐ Confirm showing privacy, access and feedback.
- ☐ Verify waterfront, association and insurance records.
- ☐ Compare offer terms, net proceeds and deadlines.

DIANA'S TIP

Before listing, let's identify the features that make your property distinctive and document them. Strong marketing needs accurate details as well as beautiful photographs.

Helpful source links

[Virginia property disclosures](#)

[Flood insurance guidance](#)

[Closing Disclosure explained](#)

Call Diana: 757-985-2959

Request a private pricing and marketing review. Share your property, distinctive features, preferred timing and questions about presentation or waterfront records. [Open this guide online](#) to use the contact form.

Diana Hansford, Real Estate Agent | Keffer Realty. Confirm property facts, agreements and financing with the appropriate professionals.