

## **Tips for Selling a Luxury Home - What is the Fastest way to Sell an Expensive House?**

Selling a luxury home creates a unique situation. You don't have the same large target audience you'd have selling an 'average home.' You must tailor your marketing strategies to attract the right buyer while knowing how to showcase the home's features to get the price you want.

Today's market is a seller's market, but luxury homeowners are in a different boat. Your home may not sell as fast as less expensive homes, but here are a few tricks to sell your expensive house faster.

### **Work with a Luxury Real Estate Agent**

Finding the right real estate agent is important. While any real estate agent can sell a home, it takes an experienced and carefully trained agent to sell a luxury home. Work with someone who sells expensive homes regularly, so they understand the marketing and pricing differences selling a luxury home creates.

### **Hire a Professional Stager**

Staging your luxury home is important so buyers can visualize their belongings in your home. Since most luxury homes are custom-built, chances are it was built to your taste. The more neutral a professional stager can make the home, the faster it will sell.

A professional stager will have an 'outsiders' view of the home and its prominent features and can help you highlight them to sell the home faster. He/she may add certain pieces of furniture or other accessories to highlight these areas.

### **Market it Right**

Marketing your luxury home doesn't mean throwing the listing up on Facebook and letting the MLS listing do its thing.

Luxury homebuyers look for listings in distinct places, which a reputable real estate agent would know. Word of mouth marketing is great, but it usually doesn't sell more expensive homes. Proper marketing includes taking great photos, and publishing the listing on the right sites including Instagram as it's a more picture-worthy social media site.

### **Figure out What Stands out About your Home**

Your home's listing is what will sell the home. It's a buyer's first look at your home, and if it doesn't speak to them, they won't look at your home.

Think about what made the home special to you and use it in the description. Using as many descriptive and attractive words as you can in the listing. Help the buyer envision what you're talking about, making them want to see it in person.

### **Selling your Luxury Home Fast**

Luxury homes may not sell as fast as the average homes in the area, but when marketed and priced right, it can.

The pictures, staging, and highlights all help sell a home fast. Tell a story with your listing and make buyers want to see the home in person to see what it offers. Most of the selling is done before buyers even walk through your home.

If you need help selling your luxury home or you want an agent with experience selling expensive homes fast, call or email me today and let's talk!