LORRIE SEWARD Realty

FREE LUXURY SELLER GUIDE | ANCHORAGE, EAGLE RIVER AND THE MAT SU

# The Alaska Luxury Seller Guide

*Pricing, presentation and negotiation for distinctive Alaska homes*




**Lorrie Seward**

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LUXURY

# Selling a distinctive Alaska home

*Luxury buyers are fewer, more discerning and often out of state. The right plan protects your price, your privacy and your timeline.*

PRICING

## Pricing distinctive homes

Luxury homes rarely have close comparable sales, and Alaska's nondisclosure rules mean prices are not in public records. I build a pricing range from the most relevant Alaska MLS sales, recent pending sales and active competition, then account for land, views, construction quality, finishes and specialty features. When the data is thin, I show you the range and the reasoning so the decision is yours.

- ☐ Custom construction quality and finish level
- ☐ Acreage, privacy and setting, including water frontage or mountain views
- ☐ Specialty features: guest quarters, shops, hangars, home theaters, wine storage
- ☐ Energy efficiency, heating systems and snow management
- ☐ Recent updates and documentation of major systems

PRESENTATION

## Presentation and photography

Luxury buyers often decide whether to tour from the photos and video alone. We plan presentation room by room so the architecture, the light and the setting lead. Professional photography is a given. For distinctive properties, I add cinematic video and aerial footage that shows the approach, the land and how the home sits in its setting.

MARKETING

## Marketing custom properties and specialty features

Specialty features get their own story: a heated shop or hangar, a guest suite, lake or inlet frontage, trail access. Your listing goes on the Alaska MLS and the major home search sites, with targeted reach across YouTube, Instagram, TikTok and Facebook, outreach to my agent and luxury networks, and positioning for relocation and national buyers. Private showings and discreet marketing are available when privacy matters.

BUYER QUALIFICATION

## Qualifying buyers and protecting privacy

- [ ] Proof of funds or a lender pre approval before private showings
- [ ] Scheduled, accompanied showings with a clear access plan
- [ ] Clear guidelines for photos and video during showings
- [ ] Discussion of any items that do not convey with the sale

NEGOTIATION

## Negotiating luxury transactions

Luxury deals carry complex inspections, appraisals and terms. I help you anticipate the questions, respond to the buyer's inspector findings with real estimates and negotiate repairs or credits when appropriate. If an appraisal is challenging, I prepare the comparable sales and documentation to support your price.

EXPERIENCE

## Real luxury experience

I am an Institute for Luxury Home Marketing member and was featured on HGTV House Hunters: Grand Alaska. I work with luxury sellers and buyers across Anchorage, Eagle River and the Mat Su, and I bring the same plan, preparation and attention to detail to every distinctive home.



LET'S TALK

# Request a private luxury consultation

Every distinctive home deserves a plan of its own. Call or text me to schedule a private consultation and pricing review.




## Lorrie Seward

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A lifelong Alaskan since age two with more than ten years in Alaska real estate. RealTrends Verified Top Agent, ranked #4 in Anchorage by transactions based on 2025 sales data. Anchorage Daily News Best of Alaska Real Estate Professional, four years. Real Broker Elite Agent, four years. Featured on HGTV House Hunters: Grand Alaska.


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MORE FREE RESOURCES

Luxury marketing | Luxury experience | Net calculator


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