







ENGEL & VÖLKERS



evrealestate.com

Equal Housing Opportunity logo and symbol





## Here's to New Beginnings

---

**W**hether it's your first time selling a house, or this is another move within your property journey, the key to an optimal experience is partnering with the best.

With Trish Luzzi, you'll engage a trusted real estate advisor whose expertise is backed by a reputable local brokerage and leading global real estate brand. Trish is truly passionate about helping you navigate the real estate market and find the right buyer for your property. Trish maintains consistent high levels of service throughout Western North Carolina and Southwest Florida to ensure the satisfaction of her valued clients.





Imagine what your property  
would look like as part of this  
global brand.





## Why Trish Luzzi & the Engel & Völkers Brand

With approximately 1000 locations across 5 continents, Engel & Völkers has access to a powerful global network of potential buyers. We not only reach millions of consumers through our sophisticated multi-channel marketing efforts, but we have the added benefit of collaborating with fellow Engel & Völkers advisors across the globe to strategically refer buyers to the properties they seek.

When you decide to work with Trish Luzzi, you are working with a dedicated real estate professional that dedicates her time to monitor & understand the real estate market, collaborate with local professionals, and make sure all of this serves your needs and goals. Trish Luzzi's goal is to deliver your desired outcome, not only meet, but exceed your expectations, and to provide you with peace of mind as your trusted partner guides you through every step of the selling journey.



## Preparing to Sell

---

Preparing to list your property is one of the most important parts of the selling process, considering that your actions during this period can impact the time it may take for your property to sell and its sales price. Make the most of your sale by:

- Scaling Back and Organizing
- Deep Cleaning
- Painting Walls & Details
- Removing Personal Items
- Upgrading Lighting
- Updating Appliances
- Refinishing Wood Flooring & Updating Carpets
- Conducting Maintenance Checks

## The Power of Staging

---

When visiting your property, the goal is to strengthen a potential buyer's ability to envision your house as their own. In fact, 81% of buyers say property staging makes it easier to visualize the property as their future home.\* This can be as simple as rearranging furniture and making a few decor adjustments to highlight your property's best features and prompt potential purchasers to make an offer.

\*[professionalhomestaging.com](http://professionalhomestaging.com)





Property staging will help present your property at its best, as well as allow you to capture the emotion of the buyer, who will be making one of the biggest purchases of their lifetime.

## Establish a Listing Strategy

---

Your property is Trish's focus. Working with Trish Luzzi means having access to her knowledge as well as that of her entire team - plus up-to-date market statistics balanced with your goals and timeline to determine the optimal asking price for your property. By conducting a market analysis with a local expert as well as understanding potential buyer objections and the key advantages of your property, Trish will recommend the ideal pricing strategy to sell your property.

## Establish a Marketing Strategy

---

Working with Trish provides you with access to an extensive suite of marketing capabilities, inclusive of local expertise and global reach.



## YOUR PROPERTY BY DESIGN

Capturing the most desirable and distinctive aspects of your property is an important foundation of any marketing strategy. With professional photography, virtual tours, and videography, paired the iconic Engel & Völkers branding, your property, from its broader attributes to its finest details, will captivate potential buyers.



## DATA DRIVEN INSIGHTS

Monitoring Key Performance Indicators (KPIs) will allow Trish Luzzi to best serve you as she can adjust marketing efforts to follow where consumers are viewing your property the most. Insights and data are how we make decisions, and Trish will plan to engage with the buyers that are most likely to purchase your property.



## GIVING YOU THE EDGE

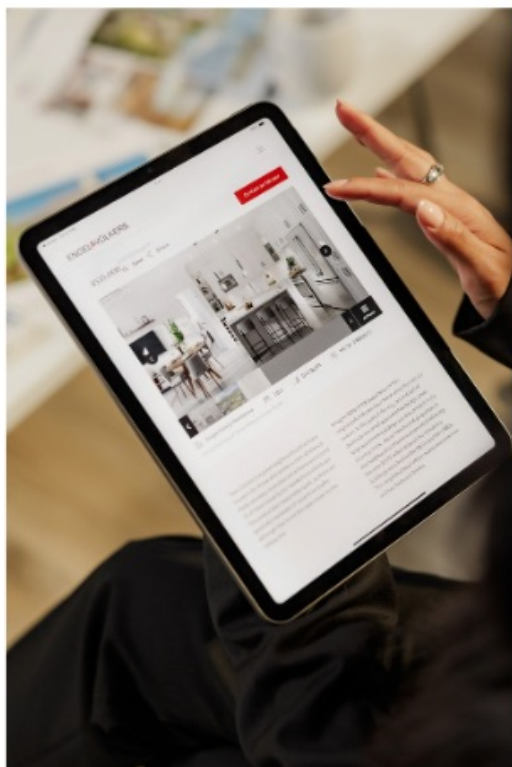
Online exposure provides your property the greatest reach. Your listing's journey begins on evrealestate.com and continues through our exclusive Extensive Domestic & Global Exposure (EDGE) platform. EDGE provides unprecedented reach, placing your property in front of qualified consumers whether they're next door, in the Americas, or abroad.



## MARKETING MEASURES

From niche mailings and digital campaigns, to print advertising and inclusion in exclusive Engel & Völkers publications and platforms, there is nothing ordinary about the way your property is positioned and presented to the market, locally, regionally, and globally.





## SHOW TIME

Scheduling time for potential buyers to visit your house can be overwhelming. Trish will help you determine the right approach based on your goals, situation and schedule, whether that be through open houses, private showings, or a combination of both. Through it all, Trish ensures that you are prepared throughout the process.



## OFFERS & NEGOTIATIONS

Trish Luzzi is dedicated to acting in the best interest of each client. When it comes to negotiating the ideal terms and prices, Trish represents her clients with skill, poise, and transparency.



## CONTRACT TO CLOSE

Once an offer is accepted, Trish will guide you through the final stages of the selling journey, including managing your transaction with utmost care, closing preparations and after-sale services to support you. This is more than a transaction. This is a relationship that Trish will continue to foster long after the deal closes.



# Moving Checklist

## Packing Tips

1. Separate your valuables and important documents, and keep them with you during the move.
2. Prepare a 'Start-Up Kit' of items that travel with you. This way, if your belongings arrive late, or you are delayed in unpacking, you will have what you need immediately on hand.
3. Label boxes by items and rooms to make unpacking an easier process.



### DECLUTTER AND DONATE

Before you begin packing up boxes, take inventory of your furniture and other belongings to decide what to keep and what to purge. If items are not worth the effort of packing, moving, and unpacking, considering donating, selling, or discarding.



### STRATEGIZE

A smooth and successful move is only possible with a plan. Select a moving day to work toward. Identify and engage a moving company as soon as possible - Trish is happy to make a recommendation.



### PACK

Purchase your moving supplies including boxes, moving labels, bubble wrap, etc. and begin packing items that won't be needed between now and your move date. These may include decorations, photos, and off season clothing. From there you can pack in level of priority.





## CHANGE YOUR ADDRESS

Make sure to not only update your address with friends, family, and service providers, but also any mailing clubs, subscriptions and utility companies for both ending services and activating them at your new address.



## MOVING DAY

The time has finally come and your hard work has paid off! Now you can focus on saying your goodbyes and entering this new chapter. If possible, leave appliance manuals and warranty info for the new owners and leave keys, garage door openers, etc with your advisor.



## FINAL PREPERATIONS

If you've followed the steps above, you should have just a few remaining tasks like minor patches and paint jobs, emptying the pantry and cleaning, alongside packing up final items.



A photograph of a modern living room. The focal point is a large fireplace wall made of stacked, light-colored stone blocks. A long, low wooden mantel runs across the base of the fireplace, with a fire burning in the hearth. Above the mantel, a wooden shelf holds two bronze elephant figurines. A large flat-screen TV is mounted on the wall to the right of the fireplace. In the foreground, there is a white leather sofa, a dark leather armchair, and a wooden coffee table with a large, light-colored, textured vase on it. A patterned rug is on the floor. The room has a high ceiling and a balcony with a glass railing is visible in the background.

# Live Your Luxury

I look forward to the opportunity to demonstrate the Engel & Völkers process, precision, and passion for service, so that you can focus on living your luxury.



## Guiding You Toward Your Dream

After spending many years in the media industry both in Canada and the United States and working with real estate companies on how to market their homes, I have honed my skills to successfully help clients navigate the complexities of buying, selling, and relocating in Western North Carolina and Southwest Florida.

Having previously lived in the Greater Toronto area, Southwest Florida, and Connecticut and now residing in both WNC and SWFL, I understand the stress homeowners experience when relocating or purchasing a second home.

As a Real Estate Agent & Advisor, “Estate Sales” are also a passion of mine as families need the assistance of a local expert for auctions, staging and an Advisor with compassion, experience, guidance, and patience to successfully handle these type of home sales. I enjoy both sides of a real estate transaction, whether that be selling someone’s home or finding them their next dream home. Should life take you away from either of these beautiful States, I can also assist with that process as well by connecting you to an excellent Advisor within our amazing network across the world in your new community. My partner, Jim, who is also licensed in Florida, and I are both outdoor enthusiasts and love to ride motorcycles and hike throughout all four seasons in the Carolinas and enjoy time on the beach, golfing and exploring all of Florida’s hidden treasures. Contact me today to discuss your real estate needs and let us find your dream home together.

Phone: (828) 423-0248

Email: [Trish.Luzzi@evrealestate.com](mailto:Trish.Luzzi@evrealestate.com)

Website: [trishluzzirealtor.com](http://trishluzzirealtor.com)

**ENGEL & VÖLKERS**  
TRISH LUZZI



