



The
**LUXURY SELLER'S
PRE-MARKET
EVALUATION**

Checklist

Preparing Your San Antonio Property
to Sell for the Price it Deserves

LIZA KING



THINKING ABOUT SELLING YOUR LUXURY PROPERTY?

Whether this is your first time selling or you're a seasoned pro, getting it right starts with knowing what today's high-end buyers expect—and where your property stands right now.

This checklist is designed specifically for San Antonio luxury homeowners like you: savvy, accomplished, and focused on making smart decisions. I'm here to help you avoid costly pitfalls and show you practical steps to prepare your home for market so that it doesn't just sell—it commands top dollar.

Let's dive in!

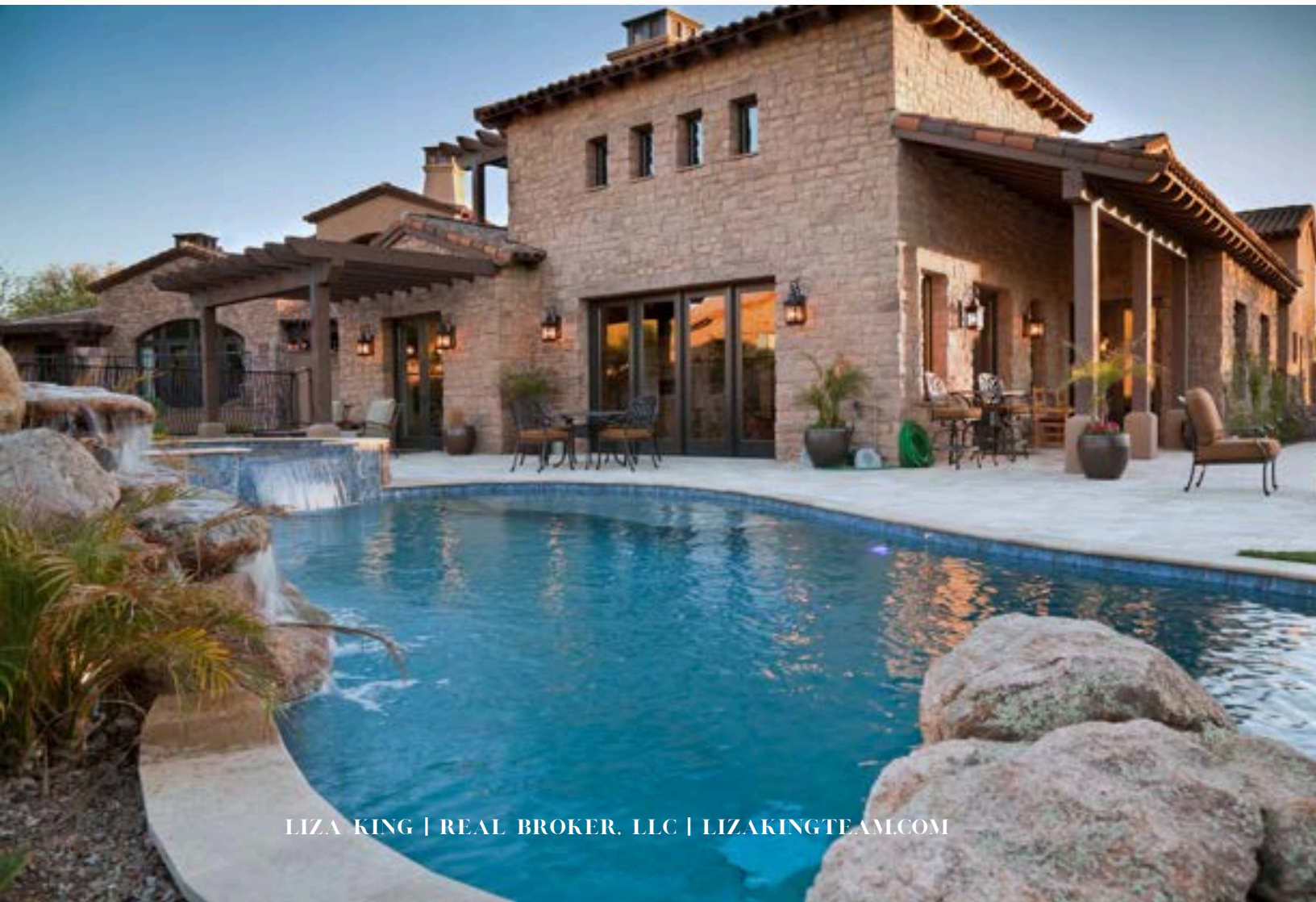
CURB APPEAL THAT *Captivates*

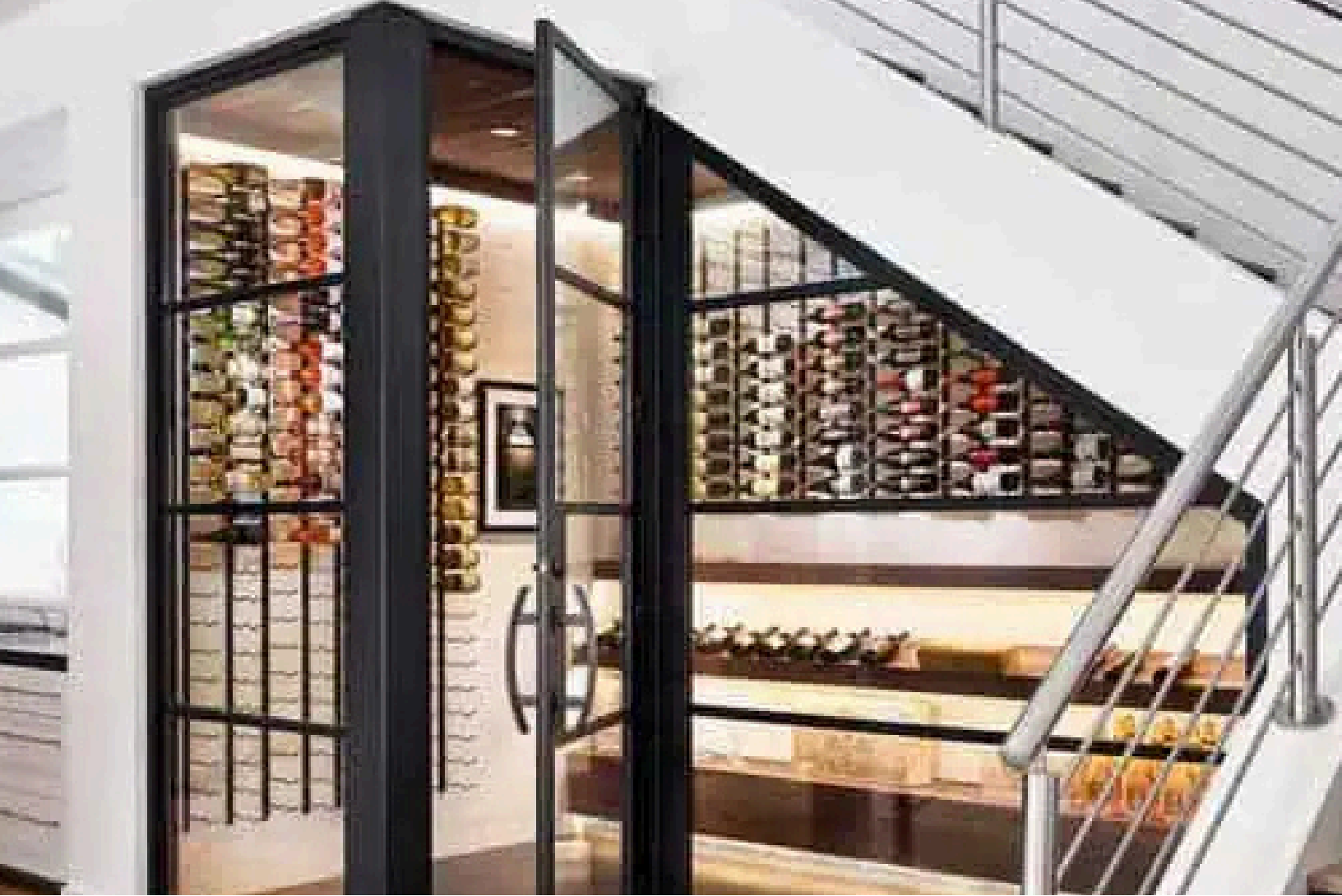
- **Question:** When's the last time you stood across the street and took a long, hard look at your property?
- **Why it Matters:** First impressions matter, especially in the luxury market. Buyers should feel a sense of exclusivity as they approach. The roof must be in impeccable condition, along with the paint.
- **Pro Tip:** Focus on landscaping. Trim, freshen, and add subtle lighting if you haven't already. High-end buyers notice details like symmetry and vibrancy in curb appeal.



ENTRYWAY *Experience*

- **Question:** Is your entryway setting the right tone for what's beyond?
- **Why it Matters:** A grand entrance is more than just visual—it sets an emotional stage.
- **Pro Tip:** Update or polish hardware, add custom finishes or luxe touches, and make sure it's pristine.





HIGHLIGHT UNIQUE *Features*

- **Question:** Are your property's unique selling points showcased, not hidden?
- **Why it Matters:** High-net-worth buyers look for distinctive features: a custom wine cellar, a chef's kitchen, panoramic views.
- **Pro Tip:** Make a list of these features and ensure they are professionally highlighted in staging and photography.

PRE-SALE HOME

Inspection

- **Question:** Have you had a professional inspection done recently?
- **Why it Matters:** Fixing issues beforehand protects your asking price and speeds up the sale process.
- **Pro Tip:** Pre-emptive inspections in luxury homes assure buyers of quality and reduce negotiations over small issues.





LUXURY LEVEL

Staging

- **Question:** Are you showcasing each space to its fullest potential? If you're not a designer you may not even realize how much potential your rooms have.
- **Why it Matters:** Staging isn't about furniture—it's about lifestyle. Buyers want to envision themselves living there.
- **Pro Tip:** We bring in a staging pro who knows the luxury market. A well-staged home sells faster and for a higher price.

PLAN FOR *Privacy*

- **Question:** Is privacy a top priority for you during the selling process? Do you want the world to know your home is for sale?
- **Why it Matters:** Most of my luxury clients value privacy and security.
- **Pro Tip:** We can discuss ways to keep your viewings limited and secure, while still attracting top-tier buyers. There is such a listing as Private and the public will not see it, only agents that have interested clients for your home.





SOLID PRICING

Strategy

- **Question:** Have you reviewed recent comps and local trends for luxury homes? Do you know what the market's doing now?
- **Why it Matters:** A great home won't sell for what it's worth if it's not priced right. Not every agent specializes in this price point.
- **Pro Tip:** Reviewing comparables with a luxury specialist like myself can pinpoint your home's value and ensure it's competitive and compelling to high-net-worth buyers.

ABOUT THE

Author

Liza King is a seasoned real estate expert in San Antonio that specializes in helping Luxury Home sellers sell their homes and downsize without losing their lifestyle. With over 21 years experience and a background In real estate sales, Liza King understands the intricacies of the luxury market—from valuation and staging to negotiation strategy. Known for her authentic approach and keen market insights, she is passionate about helping high-net-worth clients achieve extraordinary results.



Ready to Make the Most of Your Property's Potential?

If this checklist has sparked ideas or raised questions, let's talk. I'm here to help you navigate every step of the luxury selling process with confidence. Let's connect, book a private consultation, or discuss your goals in detail. I look forward to helping you make your next real estate move a resounding success.

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