

Luxury Home Sales Checklist

Use this checklist to ensure your luxury property listing receives premium attention and achieves top-tier results.

1. Market & Property Analysis

- ☐ Conduct high-end market segment review
- ☐ Analyze comparable luxury sales and price per square foot
- ☐ Identify unique property features for premium positioning

2. Pre-Listing Preparations

- ☐ Coordinate bespoke staging with designer furnishings
- ☐ Schedule professional cleaning and landscaping
- ☐ Perform comprehensive property inspection and minor repairs
- ☐ Set up ambient lighting and curb appeal enhancements

3. Premium Visuals & Media

- ☐ Book drone photography and twilight shoots
- ☐ Capture cinematic video tours with professional narration
- ☐ Create high-resolution 3D walkthroughs
- ☐ Design luxurious printed brochures and digital lookbooks

4. Exclusive Marketing Strategy

- ☐ Publish on international and niche luxury platforms
- ☐ Launch targeted social media campaigns for high-net-worth buyers
- ☐ Distribute press releases to luxury real estate publications
- ☐ Organize curated private events for select brokers and clients

5. VIP Showings & Events

- ☐ Arrange by-appointment private viewings with concierge welcome
- ☐ Host exclusive twilight open house receptions
- ☐ Provide gourmet catering and valet service
- ☐ Offer branded takeaways and property portfolios

6. Negotiation & Offer Management

- ☐ Pre-screen buyer qualifications and financial proofs
- ☐ Leverage custom negotiation strategies for luxury deals
- ☐ Review letters of intent with legal and tax advisors
- ☐ Secure favorable terms and confidentiality agreements

7. Closing & Handover

- ☐ Coordinate multimillion-dollar escrow and title processes
- ☐ Arrange bespoke moving and relocation services
- ☐ Confirm final walkthrough and property handover protocol
- ☐ Deliver luxury welcome package to new owners

Download this checklist and partner with RECN's luxury concierge support for a seamless, high-end home sale experience.