

Desiree Loughlin

On Luxury Listings

Luxury homes require a unique touch. The fundamentals of these listings don't change (pricing, staging, marketing, etc.). What differs is skill and execution. The luxury market demands high-end execution because buyers demand it. The buyers tend to be less rushed and impulsive. Less skilled agents in this market leave money on the table. Four strengths define my high-end service:

1. Command of the market.

I know this market. I have a wealth of experience selling high-end properties and the place where most competing agents get sloppy is pricing. What is special about the property? How rare is it? What is it worth? What comparable properties are on the market? I take great pride (and invest great energy) in my ability to gauge value and price strategically.

2. Meticulous Presentation & Staging.

Luxury buyers expect quality. Every upgrade is not cost-effective, but experience has taught me which fixes pay. I also provide stellar staging designed to inspire buyers to imagine living in the home. Most luxury homes appeal to a smaller slice of buyers and benefit from custom presentation and staging.

3. Superior Marketing.

Great marketing tells the "story of the house." I start with what is special and how it "lives." I use the best professional photography to construct a suite of materials (flyer, website, social media, signage, print ads, etc.). The strategy is breadcrumbs—give buyers a taste to draw them into the home. (Once inside, the staging and presentation are part of the story.) I forge personal connections with interested buyers and agents, which helps me refine the house story based on their needs and desires.

Finally, Windermere's credibility and reach are indispensable assets. As the dominant Seattle firm, I have access to specialized tools to reach luxury buyers both near and far, such as partnerships with luxury publications, resources in China, etc.

4. Strategic Negotiation.

Confidence and command of the market is the key. Evidence-based pricing grounds a property's value and significantly clarifies negotiation strategies. I have a background in legal mediation so part of my process is to analyze and leverage the entire range of needs (and resources) that can be used to navigate challenges and constructively (and creatively) find middle ground.

