



THE LUXURY SELLER

PREP CHECKLIST

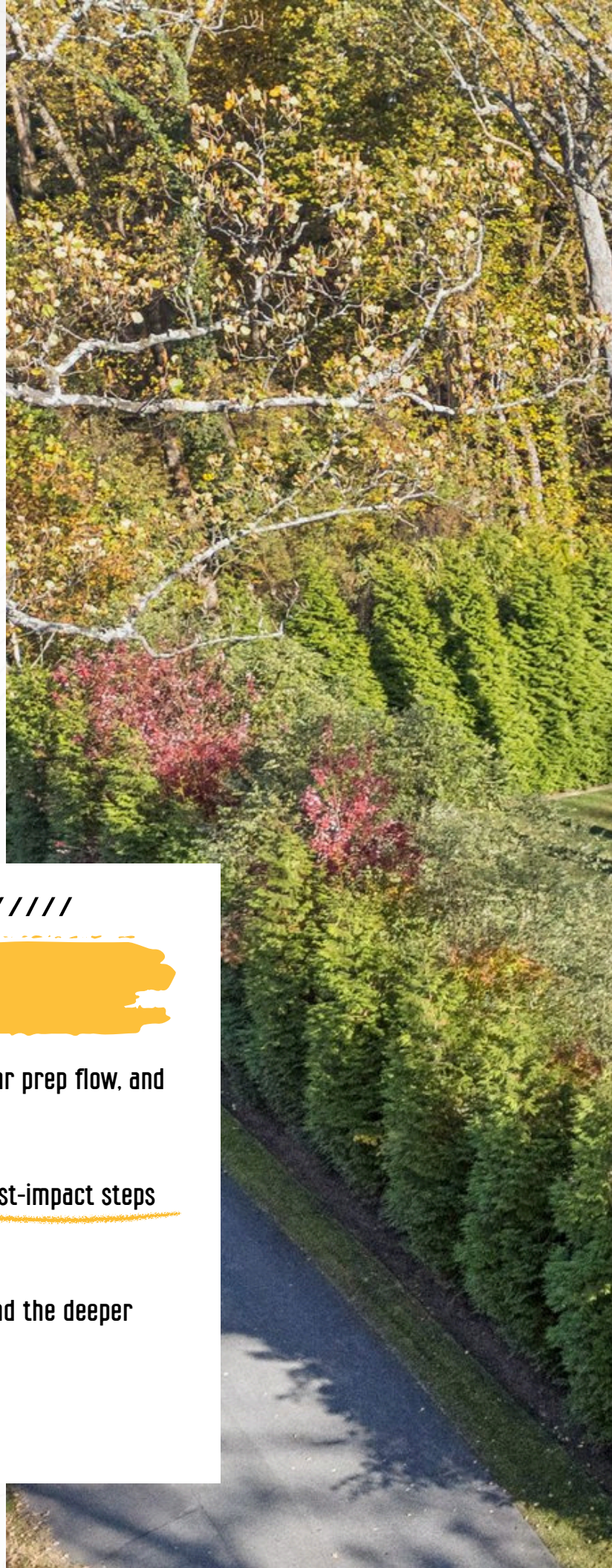
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**WHAT TO TACKLE BEFORE HITTING THE MARKET
& WHAT ACTUALLY MOVES THE NEEDLE IN
MARYLAND'S LUXURY SEGMENT**

COMPASS



TRUSTED. LOCAL. MODERN.



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Selling a luxury home isn't about luck —
it's about sequence, timing, and presentation.

The sellers who win in this market follow a clear prep flow, and the ones who don't leave \$20–\$75K on the table.

This quick guide walks you through the 14 highest-impact steps for maximizing value before you list.

We've kept it simple. We've kept it actionable. And the deeper strategies?

Those come with a personalized consultation.



The background of the image is a light gray topographic map. It features a complex pattern of thin, dark gray contour lines that swirl and loop across the entire surface, creating a sense of depth and terrain. Some lines are solid, while others are dashed, indicating different levels or features on the map.

STRATEGIC FOUNDATION



#1

DEFINE YOUR OUTCOME

There are only three: Maximize price, minimize hassle, or control timing. Everything else plugs into one of these.

#2

UNDERSTAND YOUR BUYER PROFILE

Luxury buyers differ by region:

- Greater Annapolis: Navy, D.C. commuters, boaters
- Eastern Shore: Second-home buyers, retirees, waterfront-driven
- Greater Baltimore: Executives, medical, Hopkins/UMD, high-income suburbs
- Southern Maryland: DOD, Patuxent River, family-driven suburban luxury

Identify which segment your home attracts — pricing, marketing, and sequence follow from that.



#3

PICK THE RIGHT TARGET WINDOW

Timing is leverage. But the optimal listing week varies by neighborhood, price band, and buyer profile.

→ We'll run this for you — it's market-specific and changes quarterly.

The background is a dark gray topographic map. It features numerous white contour lines of varying thicknesses, some solid and some dashed, representing different elevations. Several numerical values are scattered across the map, including 850, 1480, 422, and 308, indicating specific elevation points.

HIGH-IMPACT PREP ITEMS



#4

COMPLETE A PRE-INSPECTION REVIEW

Not a full inspection — just enough to identify deal-killers early.



#5

KNOCK OUT THE “ROI TRIO”

Three improvements almost always provide outsized return:

- Light paint updates
- Hardware/lighting refresh
- Landscaping polish

These set the tone in photography.

PREPARE.
PREPARE.
PREPARE.



#6

CONDUCT A “DIGITAL FIRST IMPRESSION AUDIT”

Stand at the curb → pull up your home on Google Street View →
check Zillow, Realtor.com, Compass, and Apple Maps.

If anything looks outdated, distorted, or unflattering, fix it before listing.

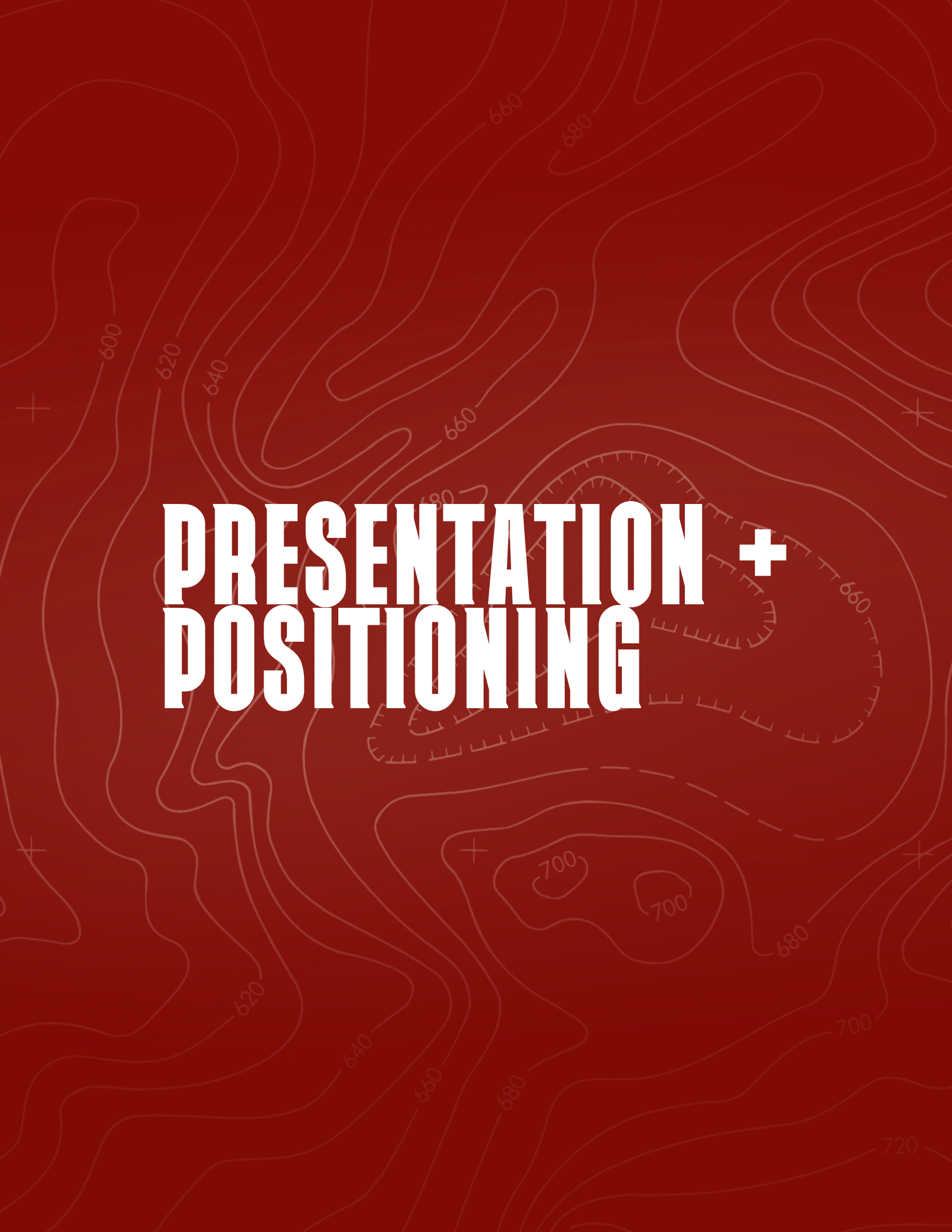




#7

MODERNIZE DECOR FOR PHOTOS

High-end buyers connect emotionally with clean lines, open sightlines, and warmth. If it feels cluttered or overly personal in person, it will look busy online.

The background is a dark red color with a white topographic map pattern. The map features numerous contour lines of varying thicknesses, some solid and some dashed. Elevation markers are placed along these lines, including values such as 600, 620, 640, 660, 680, 700, and 720. There are also several small white crosshair symbols scattered across the map. The title text is centered and overlaid on the map.

PRESENTATION + POSITIONING



#8

ESTABLISH THE VISUAL NARRATIVE

Luxury homes need a storyline: "Modern sanctuary," "Waterfront retreat," "Architectural stunner," etc. This is the difference between photos and branding.



#9

STAGE THE “CROWN JEWEL” SPACES

You only need 3–4 professionally staged areas:

- Kitchen
- Living/Great Room
- Primary Suite
- Outdoor living

These anchor your marketing.



#10

PREP OUTDOOR LIVING LIKE A RESORT

In Maryland luxury markets, buyers decide outside.

Refresh the deck, power wash, style the patio, clean the pool lines, green up the lawn

#11

CAPTURE TWILIGHT PHOTOGRAPHY

Twilight sells emotion and elevates the perceived value. Every luxury home needs it.



The background of the image is a dark gray topographic map. It features numerous white contour lines of varying thicknesses, creating a complex, wavy pattern. Some of the contour lines are labeled with numbers: '850' is visible in the upper left, '1480' in the upper right, '422' in the lower left, and '300' in the lower right. The overall effect is one of depth and texture, reminiscent of a mountain range or a detailed terrain map.

THE MARKET ADVANTAGE SEQUENCE

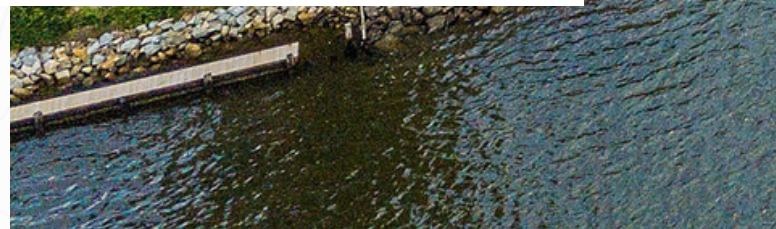
LOCAL. LUXURY. LIFESTYLE.



#12

CONDUCT A QUIET PRE-MARKET RUN

Soft-launch to our private network builds demand before the listing hits public MLS.
This is how bidding momentum starts — offline.







#13

BUILD THE “LAUNCH PAD” WEEK

Listing preparation is a sequence, not an event:

- Monday: Compass Coming Soon
- Tuesday–Wednesday: Photo/Video/B-Roll
- Thursday: Final QC
- Friday: Hit Active
- Saturday–Sunday: High-traffic showings

This is the cadence that maximizes days 1–5.

#14

PREPARE YOUR OFFER STRATEGY BEFORE YOU LIST

Most sellers wait until the first offer arrives — and lose leverage.

Have your offer-response plan ready before launch.

TRUSTED. LOCAL. MODERN.



You now have the prep framework the top 10% of sellers in the Chesapeake Region use.

**But your home is unique.
Your buyer is unique.**

And your best sequence depends on your location, price band, and property type.

Want the full version?

We build a personalized “Luxury Listing Prep Plan” for homeowners — complimentary.





READY WHEN YOU ARE



WHETHER YOU'RE SELLING NOW OR PLANNING AHEAD, THE RIGHT SEQUENCE CAN BE
THE DIFFERENCE BETWEEN "GOOD" AND "RECORD-SETTING."

WE'LL MAP IT OUT — TAILORED TO YOUR PROPERTY, NEIGHBORHOOD, AND GOALS.

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COMPASS