

Seller's Guide

OUR PROCESS

Marketing Strategy

Essential to great residential design is timeless livability and usefulness, the ability for a home to serve its occupants in an enduring way by, leveraging its innate qualities of light, air, views and other aspects of the properties site.

- Anchor the story of this home to its architecture and highly developed sense of style
- Use art and furnishings as texture to add depth to this story
- Employ a professional architectural photographer and videographer to create a compelling presentation of every aspect of this house
- Present the home pre-marketing to the brokerage community and neighborhood to generate potential early interest
- Tap into Sotheby's International Realty's rich network of discerning buyers who desire properties with aesthetic qualities in special locations



OUR PROCESS

Presentation of Your Home

The goal of the preparation plan is to create desire. We achieve this by reaching as many buyers as possible with a vision of an interesting life lived in your home with highly curated staging and meticulously detailed preparation. Establish a standard of luxury with the presence of artwork and relevant books and objects in staging. The digital presentation featuring our best & highest quality photography is the first and most important impression a prospective buyer will receive. The home should create a compelling, unique impression, attractive to a youthful, modern buyer, showing the vintage beauty of the home's armature as well as the substantial updating that makes this a modern home. Move-in-ready, and showing the style and sophistication to which buyers aspire.



OUR PROCESS

Client Services

A TEAM APPROACH

Kasteena is a hands-on real estate professional handling all aspects of the preparation, marketing and sale of your home. To deliver the highest level of client services, Kasteena has assembled a team consisting of in-house staff as well as trusted partners. The following staff provides clients with a full range of services to ensure the seamless execution of the property preparation and marketing plan.



OUR PROCESS

Project Management & Services

Property Preparation Consultation: Kasteena and team provide consultation services to determine the level of property preparation needed to optimize the sale of your home – from painting and landscaping to repairs and staging. Our trusted partners or your preferred vendors are utilized to show your home in the best possible light consistent with your timing, budget and financial goals.

Vendor Management: Painters, Stagers, Designers, Cleaners, Haulers, Gardeners, Contractors

- Bid Preparation and Summary
- Creation and Management of Project Calendars
- Vendor Coordination & Management
- On-Site Access and Supervision

Expense Tracking: The team provides a detailed accounting of expenses throughout the process.





OUR

Process

Step-by-step excellence leads to the sale.

Prep your property for sale

Photography—Carefully orchestrated images show the property at its absolute best.

Implement integrated marketing plan

We execute a detailed and proven marketing plan for your property.

Show your property in the best light

We present your property with the highest level of service.

Provide accountability

Our Client Marketing Reports provide a holistic view of what we've done for your property, including print and digital advertising, online views, open houses and showings, and press mentions.

Assist you through closing

We share our expertise with you every step of the way from contract to close.

Presenting
your home
in all its
glory.

14 Cowdray Park Drive
Greenwich, Connecticut

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