Selling Your Home
The Elevated Seller Strategy





Aubre stacknick
REAL ESTATE PROFESSIONAL

The proof is in the results. With over 20 years of experience in real estate, construction, design, marketing, client relations, and project management, I bring a unique perspective to helping sellers maximize their home's value and navigate the process with confidence. Born and raised in Pennsylvania, I've built my business on relationships, referrals, and delivering a level of service that consistently exceeds expectations.

I've had the privilege of helping clients from all walks of life — from first-time sellers to luxury homeowners, executives, physicians, athletes, and relocating families. When I'm not helping clients, you'll find me spending time with my daughters, granddaughter Lorelai, family, friends, cooking, being outdoors, traveling abroad, or staying active through Pilates and wellness.

My promise is simple:
Under-promise. Over-deliver. Always put your goals first.

Your Winning Seller Strategy

Selling a home isn't luck. It's a process.

Pricing: Strategic pricing attracts attention, drives showings, and creates competition.

Timing: Understanding seasonality, inventory levels, and buyer demand helps maximize results.

Preparation: Small improvements often create significant returns.

Marketing: Professional photography, video, social media, global exposure, and targeted advertising create momentum.

Negotiation: The highest offer isn't always the best offer. Terms matter.

Disclosures: Transparency protects everyone and helps transactions move smoothly.

Showings: Creating a welcoming experience allows buyers to emotionally connect with your home.

Goal: Generate maximum exposure, attract qualified buyers, negotiate favorable terms, and achieve the strongest possible outcome.

The 4 Stages of Selling Your Home

Stage 1: Prepare & Position

We begin by:

- Evaluating market conditions
- Reviewing comparable sales
- Establishing pricing strategy
- Identifying improvements worth making
- Creating a custom marketing plan

This stage lays the foundation for success.



Stage 2: Launch & Market

Your home enters the market with:

- Professional photography
- Video content
- Social media campaigns
- MLS exposure
- Sotheby's International Realty network
- Broker outreach
- Open house strategy

First impressions matter.



The 4 Stages of Selling Your Home

Stage 3: Showings & Negotiations



As buyers tour the property:

- Feedback is collected
- Market activity is monitored
- Offers are reviewed
- Terms are negotiated
- Inspection strategy is discussed
- Contingencies are evaluated

Every decision should support your bottom line.

Stage 4: Under Contract to Closing



Once an offer is accepted:

- Inspections
- Appraisal
- Mortgage approval
- Title work
- Final walkthrough
- Settlement

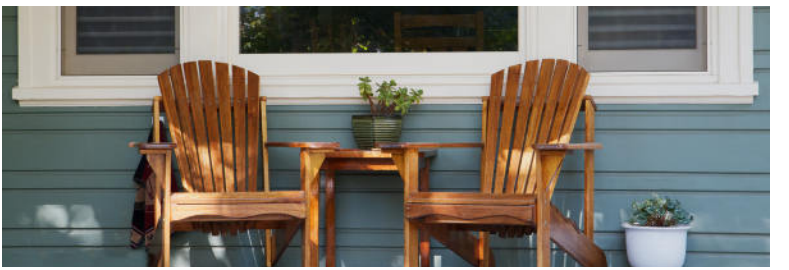
I guide you through every step until the keys change hands.

Before You List

Quick Wins That Matter

- Declutter every room
- Remove personal items
- Deep clean the home
- Touch up paint
- Replace burnt-out light bulbs
- Repair minor maintenance items
- Organize closets and storage spaces
- Freshen landscaping
- Clean windows
- Neutralize odors

Remember: Buyers often decide how they feel about a home within the first few minutes. Preparation creates value.



Enhance Your Home

Interior Improvements

- Fresh neutral paint
- Updated lighting
- Clean grout and caulk
- Minimize furniture
- Add fresh towels and bedding
- Highlight natural light
- Create inviting spaces



Exterior Improvements

- Fresh mulch
- Trim shrubs
- Power wash surfaces
- Clean gutters
- Paint front door if needed
- Add seasonal flowers
- Maintain lawn

Curb appeal starts before buyers ever enter the home.



Preparing for Photography & Video

Before Photo Day

- Open blinds and curtains
- Turn on all lights
- Hide cords and remotes
- Remove countertop clutter
- Clear refrigerators of magnets
- Make beds perfectly
- Store trash cans
- Remove pet items
- Clean mirrors and glass
- Stage outdoor furniture

Every image should help buyers envision themselves living there.



Media Day Checklist

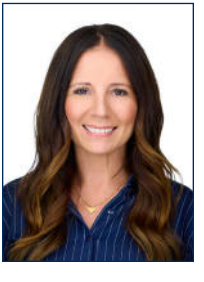
The Final Touches

- Vehicles removed from driveway
- Garbage bins out of sight
- Toilets closed
- Ceiling fans off
- TVs turned off
- Personal photos minimized
- Fresh flowers if available
- Pillows fluffed
- Towels folded neatly
- Pets secured during shoots



Ready to Sell?

Your home deserves more than a sign in the yard. It deserves a strategic plan, exceptional marketing, skilled negotiation, and an advisor who treats your goals as her own. Knowledge is power. Let's put it to work for your next move.



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