

PITTSBURGH LUXURY

REAL ESTATE GUIDE

LUXURY STRATEGY / BUILDER INSIGHT / GLOBAL REACH

AUBRE J STACKNICK

GLOBAL REAL ESTATE ADVISOR • REALTOR®

PIATT SOTHEBY'S INTERNATIONAL REALTY

BUILDER. RENOVATOR. INVESTOR. REAL ESTATE ADVISOR.

KNOWLEDGE STARTS WITH KNOWING



WELCOME

LUXURY REAL ESTATE REQUIRES MORE THAN EXPOSURE

Luxury real estate is about far more than an impressive address or a particular price point. It is about understanding value, recognizing quality, protecting an investment, and making decisions that support the life you want to live.

BUILT ON EXPERIENCE

For more than two decades, I worked in custom home building, construction management, renovation, and design. That experience shapes every property decision I help my clients make.

A DIFFERENT PERSPECTIVE

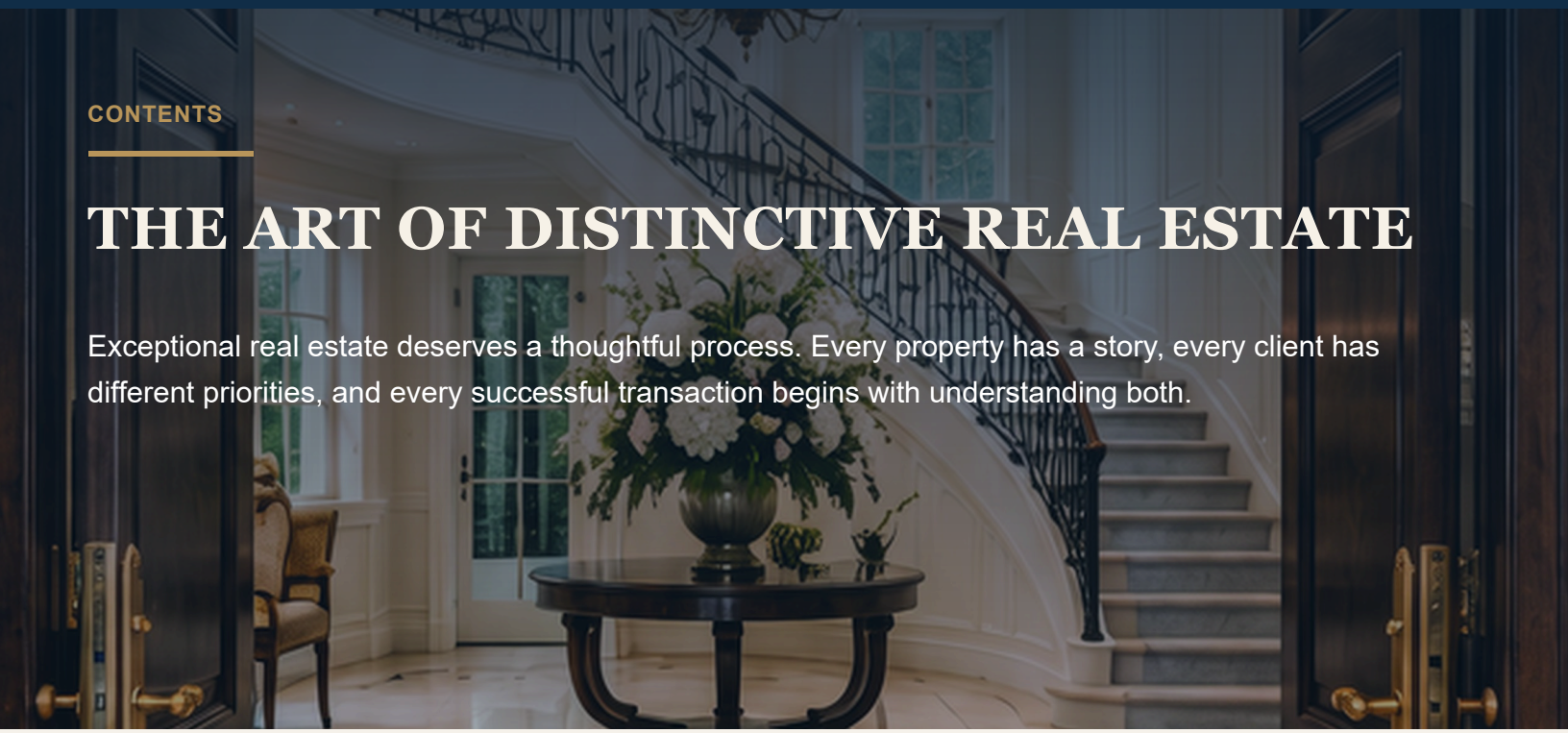
I understand how a home is built, why certain improvements matter, what buyers notice, and how construction quality, condition, location, presentation, and market positioning influence value.

PERSONAL REPRESENTATION

Today I combine that practical expertise with sophisticated property marketing, negotiation, market intelligence, and the global relationships available through Sotheby's International Realty.

"I don't simply look at a home's finishes. I look at what went into creating it, and what it can become."

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Exceptional real estate deserves a thoughtful process. Every property has a story, every client has different priorities, and every successful transaction begins with understanding both.

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"Knowledge starts with knowing."

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THE LUXURY PERSPECTIVE

LUXURY IS MORE THAN A PRICE POINT

A private estate surrounded by acreage. A beautifully restored historic residence. A custom-built home designed around everyday living. Or an elegant condominium with spectacular skyline views. Luxury is personal, and its value is influenced by the life a home makes possible.

ARCHITECTURE & CRAFTSMANSHIP

Distinctive design, thoughtful proportions, quality materials, and finishes selected for visual appeal and longevity.

LOCATION & SETTING

Privacy, views, neighborhood character, acreage, convenience, and proximity to amenities.

COMFORT & LIFESTYLE

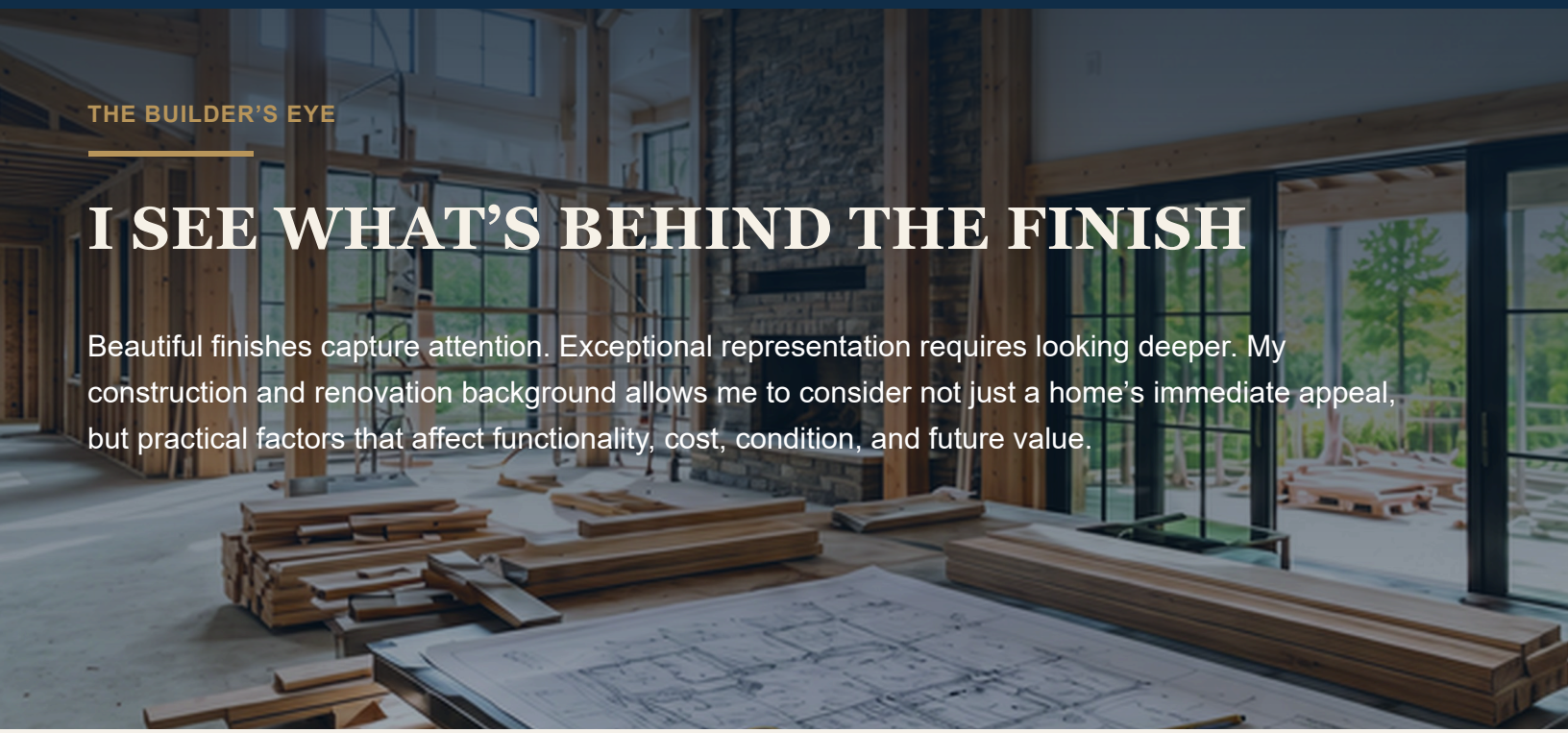
Well-designed systems, natural light, entertaining spaces, offices, wellness amenities, and indoor-outdoor living.

LONG-TERM APPEAL

Quality, adaptability, thoughtful design, and market relevance support future resale considerations.

"Luxury is the quality of what you choose and the life it allows you to live."

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THE BUILDER'S EYE

I SEE WHAT'S BEHIND THE FINISH

Beautiful finishes capture attention. Exceptional representation requires looking deeper. My construction and renovation background allows me to consider not just a home's immediate appeal, but practical factors that affect functionality, cost, condition, and future value.

CONSTRUCTION & SYSTEMS

Materials, visible workmanship, roofing, windows, heating and cooling, electrical and plumbing deserve informed questions and appropriate professional review.

SITE & FUNCTION

Grading, water movement, retaining walls, floor-plan flow, storage, and how the home works for everyday living.

RENOVATION & RESALE

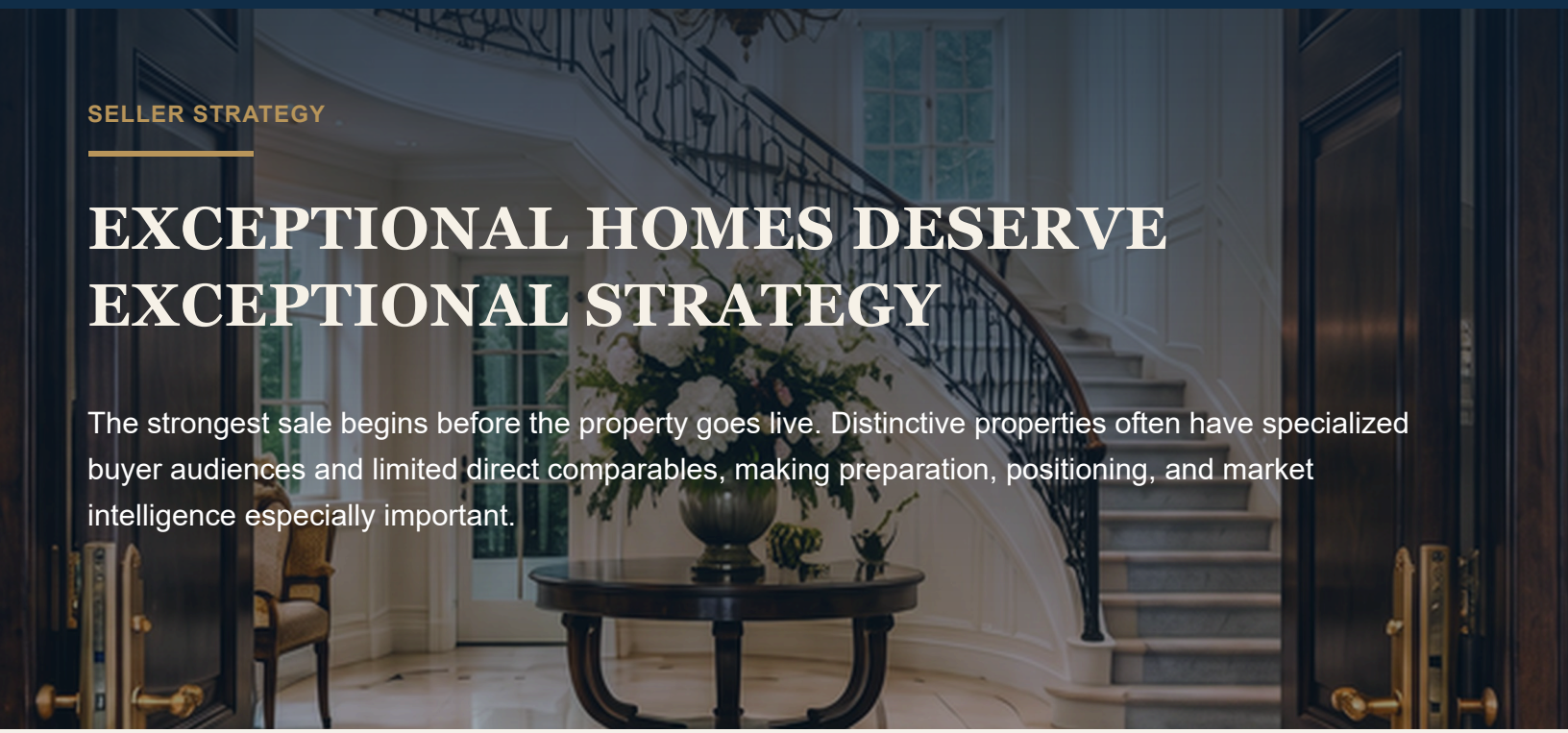
Understand which improvements may be practical, where costs can escalate, and what features future buyers may value.

FOR SELLERS AND BUYERS

I help sellers prioritize market preparation and help buyers look beyond cosmetic appeal. Specialized inspections remain the work of qualified professionals.

"Different experience. A different lens. More informed decisions."

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SELLER STRATEGY

EXCEPTIONAL HOMES DESERVE EXCEPTIONAL STRATEGY

The strongest sale begins before the property goes live. Distinctive properties often have specialized buyer audiences and limited direct comparables, making preparation, positioning, and market intelligence especially important.

01 UNDERSTAND THE PROPERTY

Identify architectural qualities, improvements, setting, history, and competitive advantages.

02 UNDERSTAND THE AUDIENCE

Know how prospective buyers may value its location, layout, setting, condition, and lifestyle.

03 UNDERSTAND THE MARKET

Review current inventory, comparable sales, market pace, and competing alternatives.

04 PREPARE WITH PURPOSE

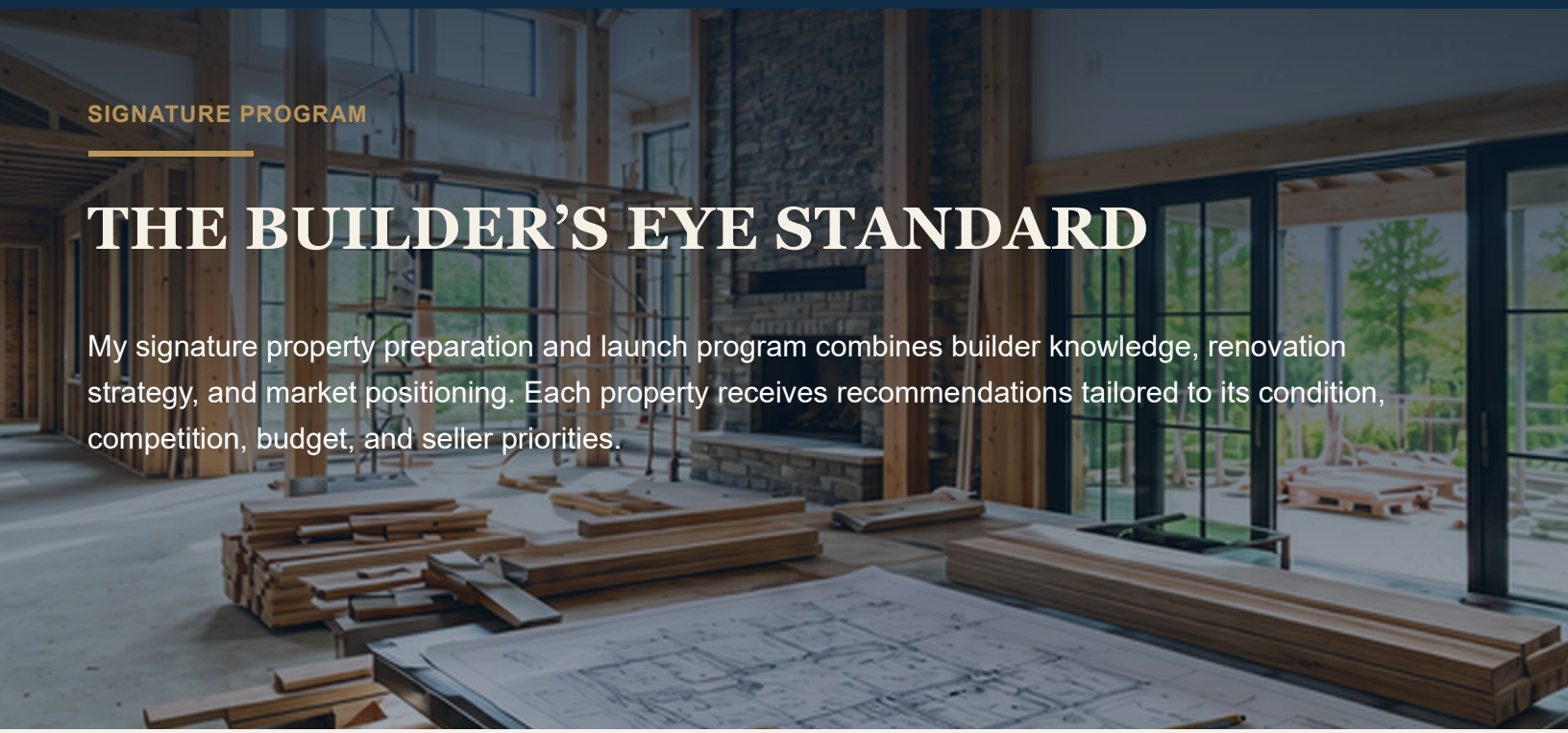
Select improvements and presentation steps that support the market position rather than over-improving.

05 LAUNCH WITH INTENTION

Coordinate pricing, photography, copy, marketing, and outreach for a cohesive introduction.

"Your first impression should be the result of a thoughtful plan."

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SIGNATURE PROGRAM

THE BUILDER'S EYE STANDARD

My signature property preparation and launch program combines builder knowledge, renovation strategy, and market positioning. Each property receives recommendations tailored to its condition, competition, budget, and seller priorities.

01 EVALUATE

Walk the property and identify visible condition, presentation, maintenance, and differentiating features.

02 PRIORITIZE

Rank appropriate improvements by likely impact, cost, timing, and buyer expectations.

03 PRESENT

Coordinate agreed repairs, styling, landscape refinements, and photography readiness.

04 POSITION

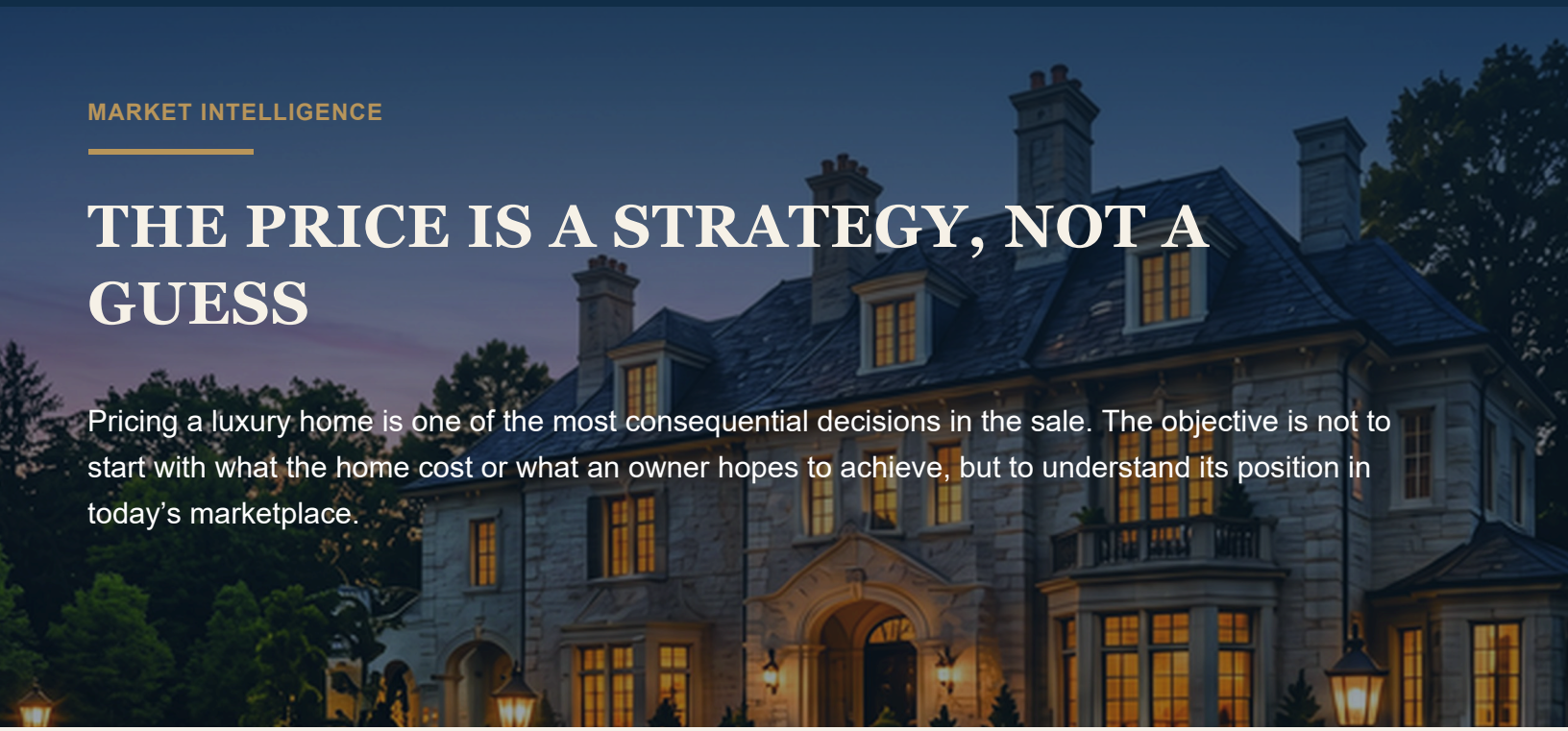
Define the property story, strongest advantages, appropriate buyer audience, and price strategy.

05 LAUNCH

Complete agreed preparation and coordinate a deliberate market introduction.

"Preparation Complete means the agreed preparation steps are finished. It is not an inspection, certification, or warranty."

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MARKET INTELLIGENCE

THE PRICE IS A STRATEGY, NOT A GUESS

Pricing a luxury home is one of the most consequential decisions in the sale. The objective is not to start with what the home cost or what an owner hopes to achieve, but to understand its position in today's marketplace.

RECENT SALES

Study what buyers paid, then adjust for differences in quality, location, condition, site, and scale.

CURRENT COMPETITION

Evaluate what alternatives buyers have today and why your property will stand apart.

BUYER BEHAVIOR

Consider current inventory, showing patterns, marketing time, search brackets, and financing conditions.

CUSTOM CHARACTERISTICS

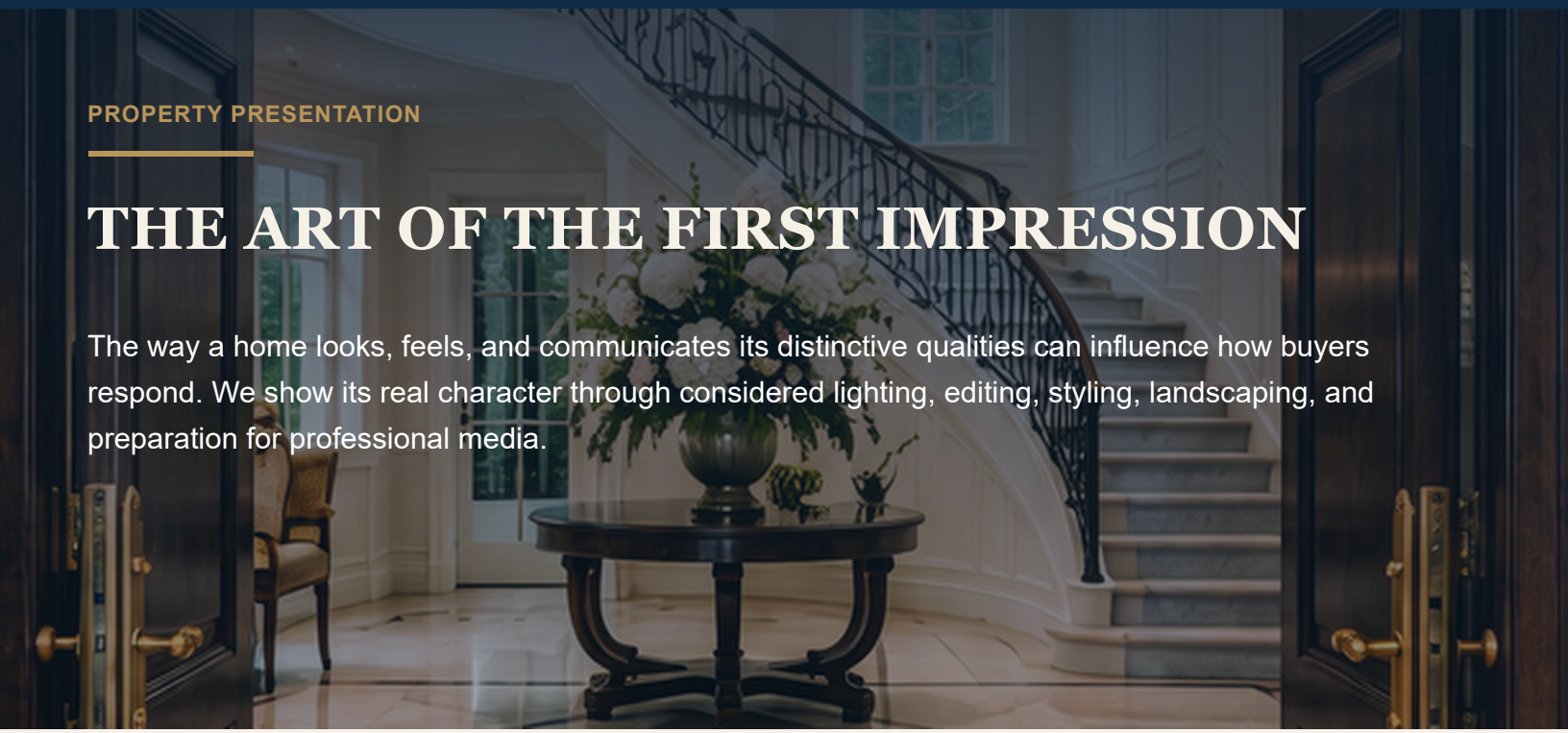
Acreage, privacy, significant improvements, architectural quality, and specialized amenities demand careful interpretation.

ONGOING REVIEW

Watch buyer feedback and meaningful changes in the market, and adjust only when evidence supports it.

"The market determines what buyers will pay. Strategy determines how effectively we compete."

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PROPERTY PRESENTATION

THE ART OF THE FIRST IMPRESSION

The way a home looks, feels, and communicates its distinctive qualities can influence how buyers respond. We show its real character through considered lighting, editing, styling, landscaping, and preparation for professional media.

ARCHITECTURAL DETAILS

Reveal ceiling heights, millwork, windows, stonework, fireplaces, and craftsmanship.

LIGHT & ATMOSPHERE

Clear sightlines, balanced lighting, and careful furnishings emphasize proportion.

OUTDOOR LIVING

Prepare terraces, patios, gardens, and entertaining areas to illustrate lifestyle.

CONDITION & CARE

Address visible concerns that can create hesitation or distract from major assets.

PHOTOGRAPHY READINESS

Prepare each space intentionally so images are accurate, evocative, and compelling.

"The right presentation reveals why a home's story matters."

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GLOBAL MARKETING

EXTRAORDINARY PROPERTIES DESERVE EXTRAORDINARY EXPOSURE

The buyer for an exceptional Pittsburgh property may live down the road or across the world. I pair local market expertise with relationships and referral opportunities through Piatt Sotheby's International Realty and the Sotheby's International Realty network.

GLOBAL CONNECTIONS

Referral relationships extend potential introductions beyond our immediate region.

PREMIUM PRESENTATION

Strong photography, tailored property narratives, and distinctive print and digital materials.

TARGETED OUTREACH

Communication with agents, professional contacts, relocation partners, and appropriate buyer audiences.

COORDINATED CAMPAIGNS

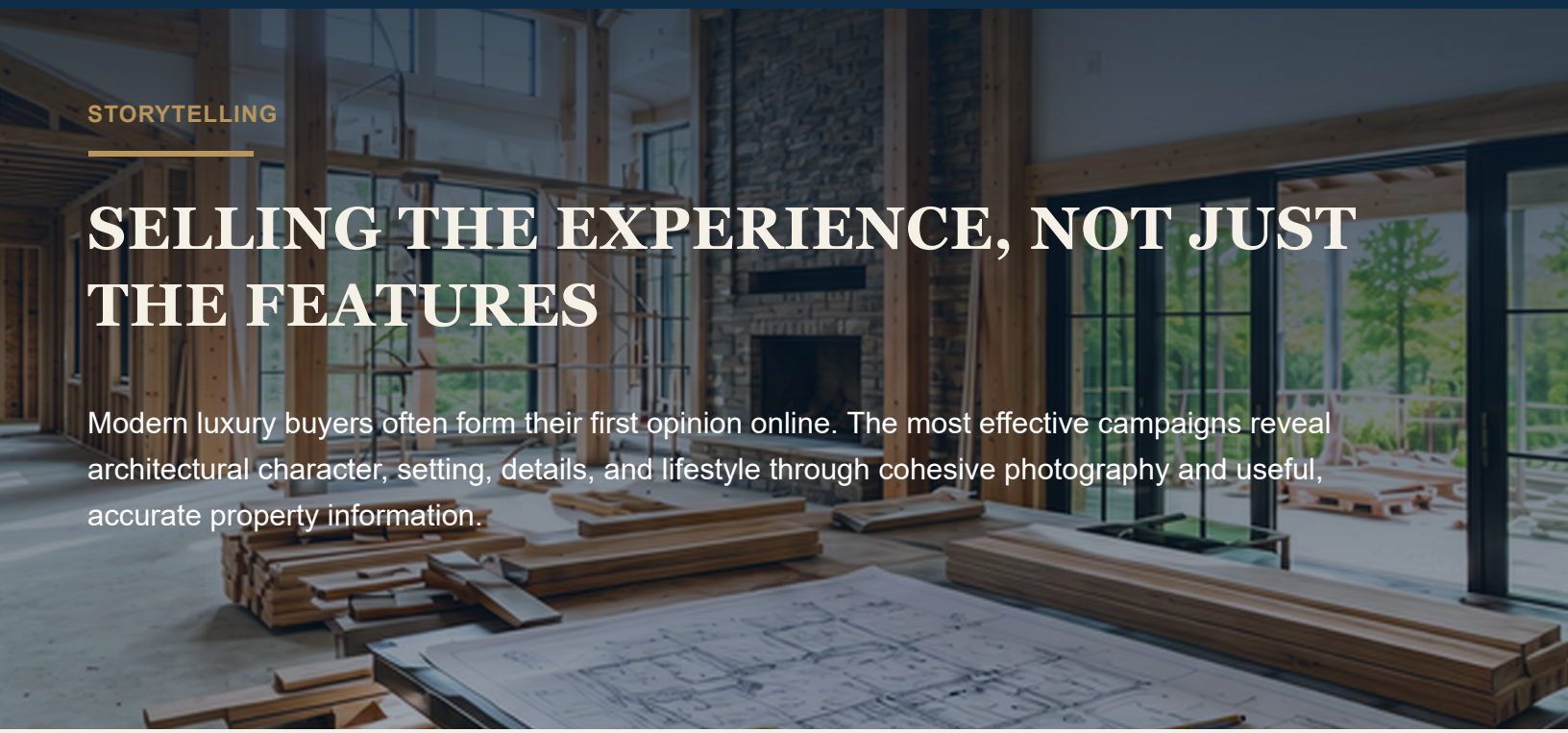
A property-specific mix of listing distribution, social content, email, direct outreach, and print as appropriate.

MEASURABLE FEEDBACK

Evaluate inquiries, showings, relevant buyer reactions, and local activity to guide recommendations.

"Exposure creates opportunity. Strategy creates direction."

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STORYTELLING

SELLING THE EXPERIENCE, NOT JUST THE FEATURES

Modern luxury buyers often form their first opinion online. The most effective campaigns reveal architectural character, setting, details, and lifestyle through cohesive photography and useful, accurate property information.

EDITORIAL PHOTOGRAPHY

Photography captures composition, scale, materials, natural light, and distinctive architectural elements.

CINEMATIC VIDEO & AERIALS

When appropriate, video communicates flow and aerial imagery gives context for land and setting.

COMPELLING PROPERTY COPY

Language moves beyond room counts to explain meaningful features, amenities, and design.

SEARCH DISCOVERABILITY

Clear, accurate descriptions of neighborhood, property type, architecture, and amenities support search and AI-assisted discovery.

CUSTOM CHANNELS

Social, digital, print, and agent-based promotion are tailored to each listing and agreed marketing plan.

"Great marketing helps buyers understand what makes a home worth experiencing."

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DISCRETION

EXPOSURE MATTERS. SO DOES PRIVACY.

Luxury sellers may have valuable collections, unique security considerations, or schedules that require extra coordination. A thoughtful showing strategy respects privacy while maintaining fair and meaningful access to the market.

SHOWING COORDINATION

Plan appointments and access procedures around the property requirements and seller preferences.

PROFESSIONAL BUYER READINESS

Use appropriate, consistent transaction-related screening, always in compliance with fair housing requirements.

SECURITY & CONFIDENTIALITY

Protect personal information, valuables, and seller schedules with sensible showing practices.

FEEDBACK & COMMUNICATION

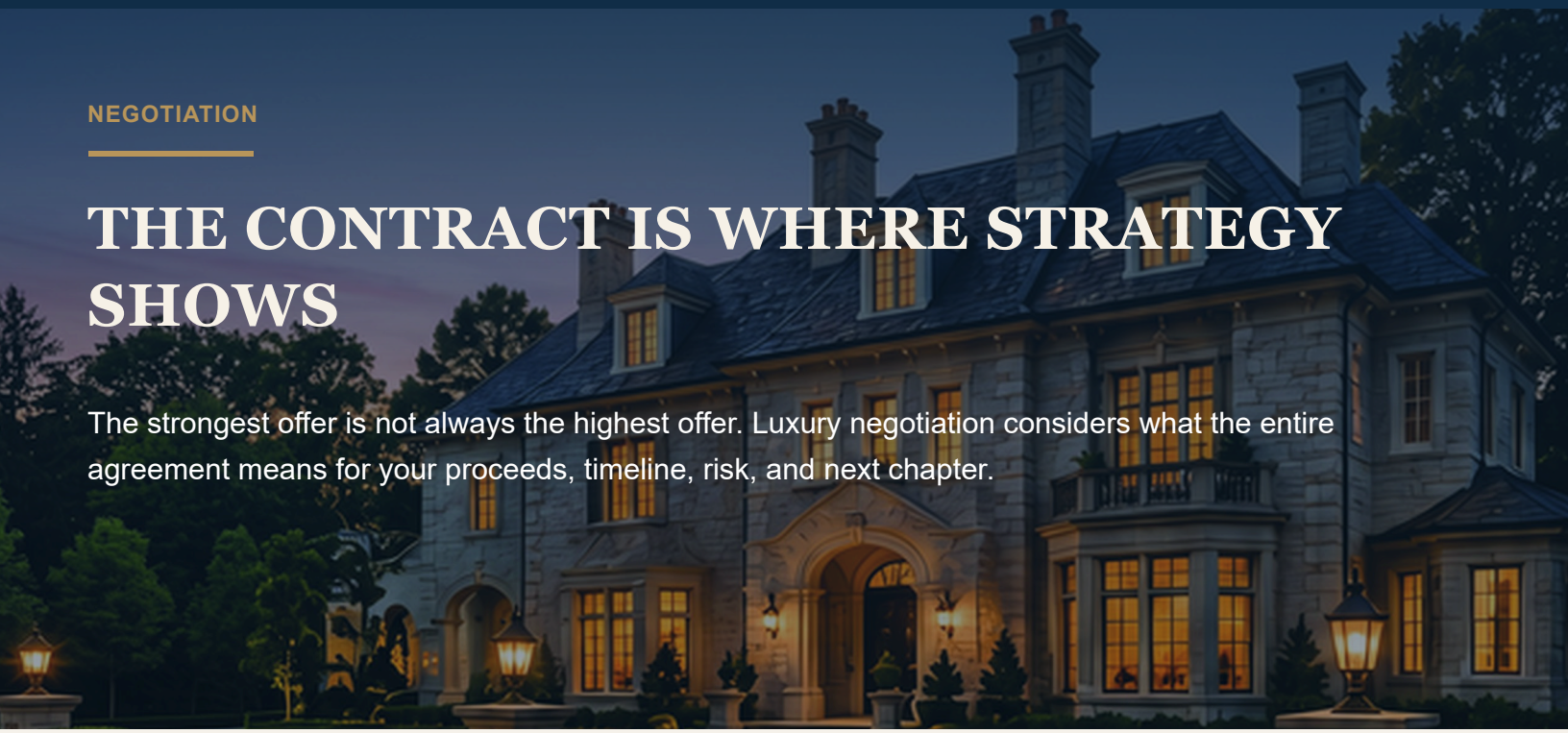
Share meaningful observations, explain buyer questions, and track market response.

LIMITED EXPOSURE OPTIONS

Discuss trade-offs carefully; private marketing can narrow buyer reach and remains subject to brokerage and MLS policies.

"Sophisticated service protects your priorities, privacy, and property."

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NEGOTIATION

THE CONTRACT IS WHERE STRATEGY SHOWS

The strongest offer is not always the highest offer. Luxury negotiation considers what the entire agreement means for your proceeds, timeline, risk, and next chapter.

PRICE & NET PROCEEDS

Evaluate the purchase price after relevant expenses, credits, and concessions.

FINANCING STRENGTH

Assess documented financial readiness and the reliability of financing provisions.

CONTINGENCIES

Understand inspection, appraisal, loan, home-sale, and other conditions.

TIMING & POSSESSION

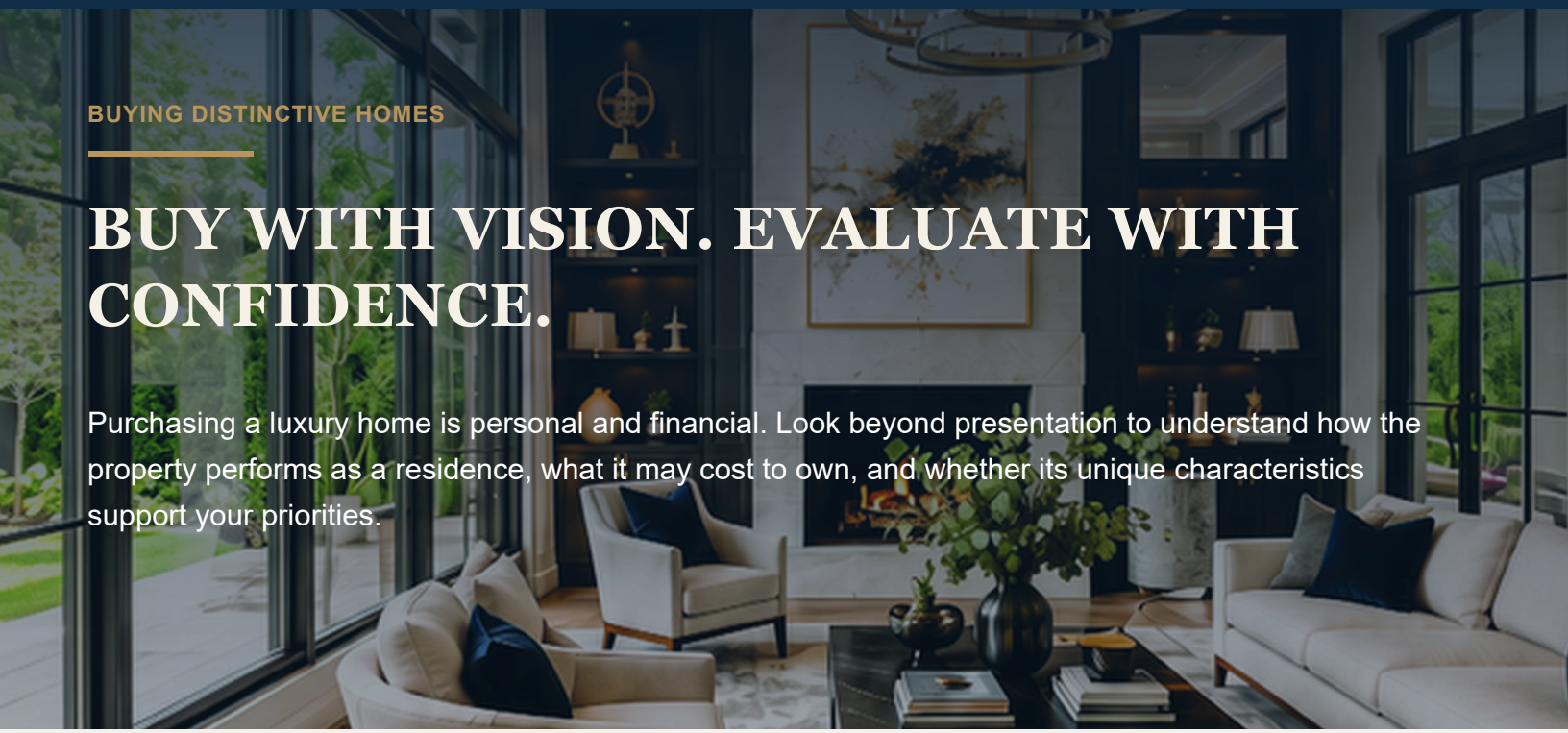
Coordinate closings, moving arrangements, belongings, and negotiated occupancy.

ISSUE RESOLUTION

When inspection or appraisal issues arise, evaluate options calmly and advocate purposefully.

"The best deal is the one whose complete terms serve your goals."

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BUYING DISTINCTIVE HOMES

BUY WITH VISION. EVALUATE WITH CONFIDENCE.

Purchasing a luxury home is personal and financial. Look beyond presentation to understand how the property performs as a residence, what it may cost to own, and whether its unique characteristics support your priorities.

LIFESTYLE & LOCATION

Does the setting support your routines, travel, privacy, and long-term plans?

LAYOUT & PERFORMANCE

Study the relationship between entertaining spaces, guest accommodations, accessibility, and everyday function.

CONSTRUCTION & MAINTENANCE

Research systems, materials, service history, repair needs, and professional inspections.

SITE & LAND

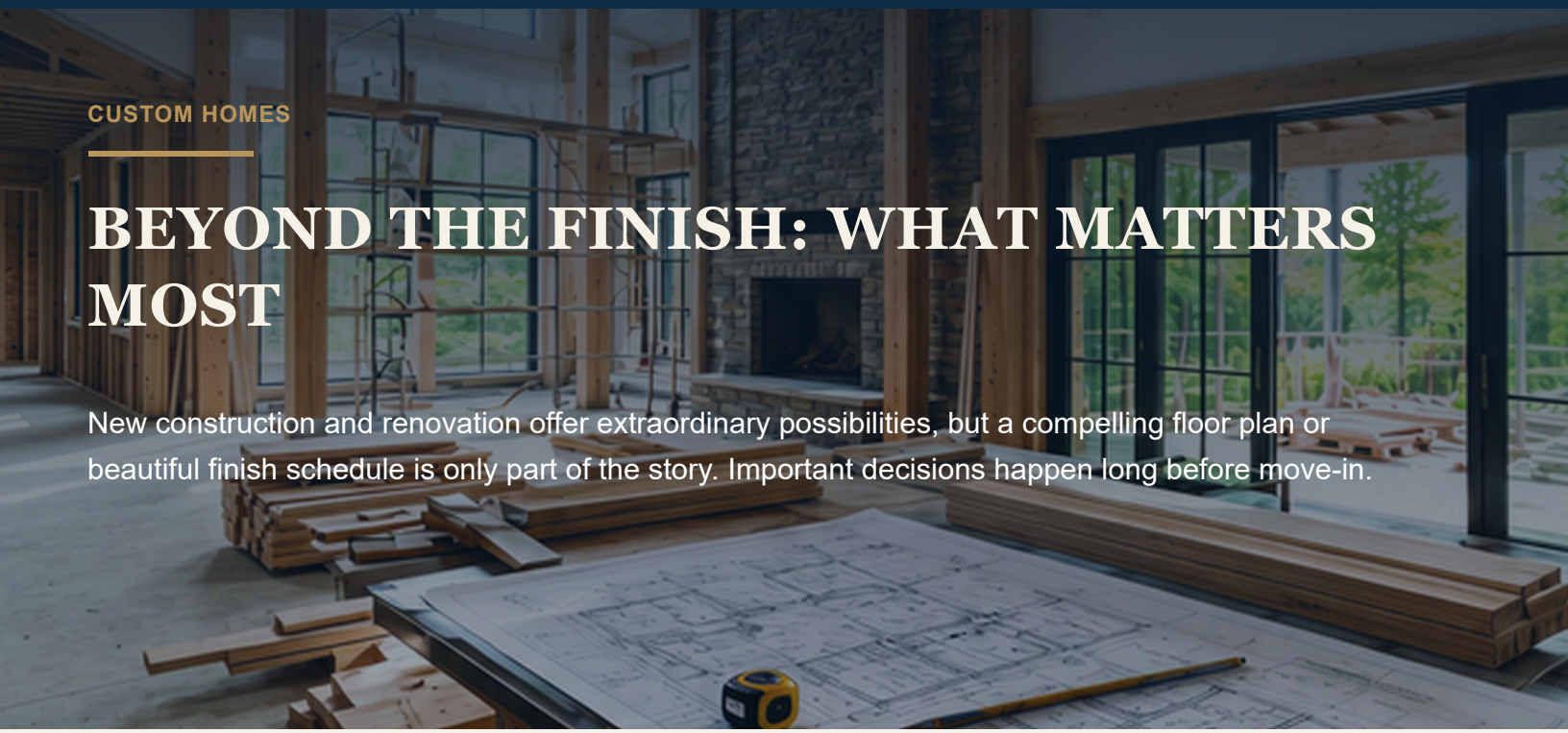
Review access, drainage, utilities, easements, boundaries, and land-use concerns as relevant.

TOTAL COST OF OWNERSHIP

Consider taxes, insurance, utilities, maintenance, association fees, and future improvements.

"Buy the home you love. Understand the property you own."

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CUSTOM HOMES

BEYOND THE FINISH: WHAT MATTERS MOST

New construction and renovation offer extraordinary possibilities, but a compelling floor plan or beautiful finish schedule is only part of the story. Important decisions happen long before move-in.

START WITH THE LOT

Slope, drainage, orientation, utilities, permitting, and access can change project feasibility and cost.

EVALUATE THE PLAN

A strong layout fits both the site and the way you live, with flexibility for years to come.

KNOW THE CONTRACT

Understand specifications, allowances, exclusions, deadlines, change orders, and warranties.

ASSESS THE BUILDER

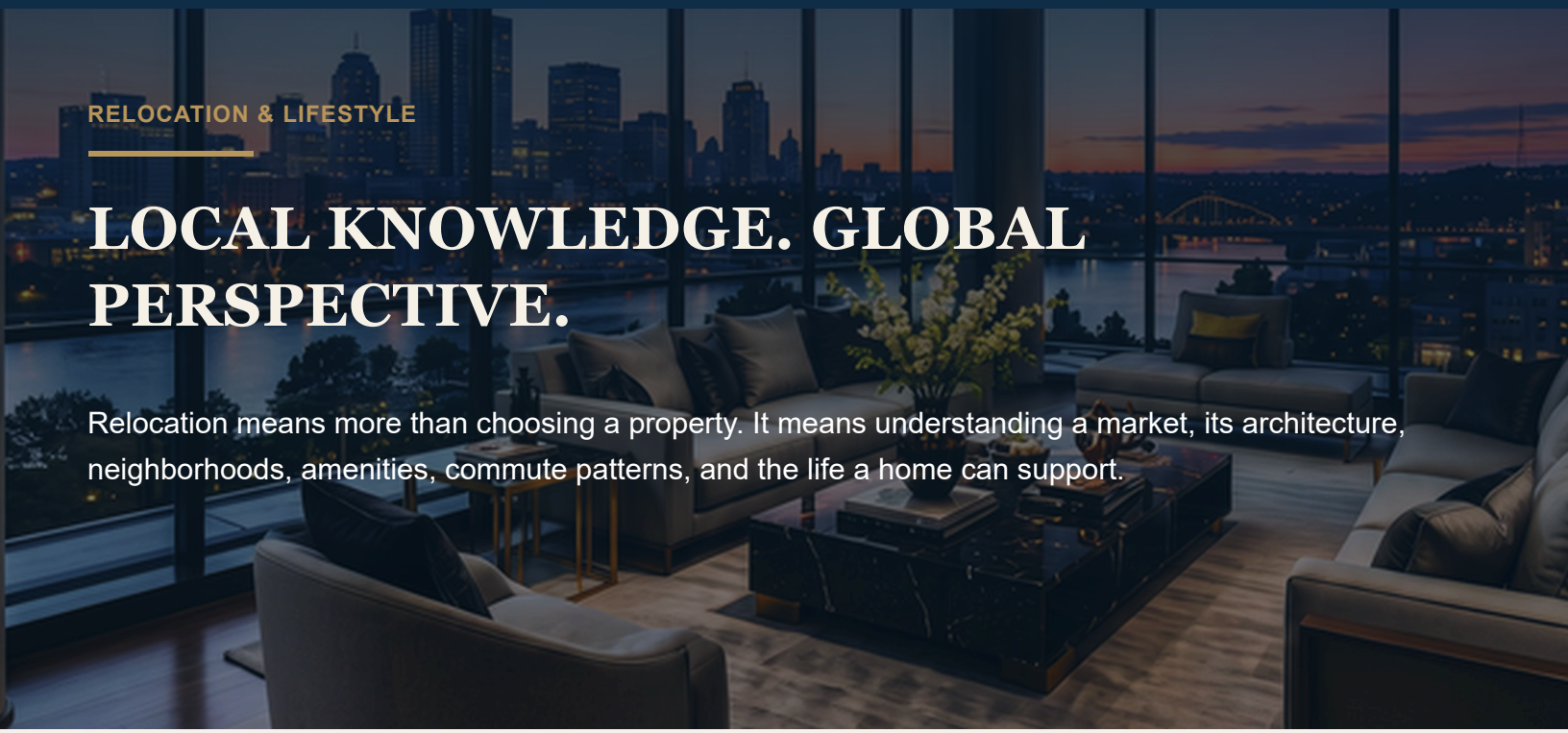
Study references, past work, project management practices, and communication.

RENOVATE INTENTIONALLY

Qualified contractors and designers can clarify scope, feasibility, budget, and hidden conditions.

"Beautiful finishes are the beginning of the conversation, not the end."

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RELOCATION & LIFESTYLE

LOCAL KNOWLEDGE. GLOBAL PERSPECTIVE.

Relocation means more than choosing a property. It means understanding a market, its architecture, neighborhoods, amenities, commute patterns, and the life a home can support.

SEWICKLEY & FOX CHAPEL

Established communities with historic character, distinctive residences, and varied settings.

WEXFORD, PINE & FRANKLIN PARK

Custom homes, established neighborhoods, newer construction, and regional access.

MCCANDLESS & THE NORTH HILLS

Established neighborhoods with convenient regional access.

CRANBERRY TOWNSHIP & MARS

Suburban amenities, newer residences, and acreage opportunities.

DOWNTOWN & URBAN PITTSBURGH

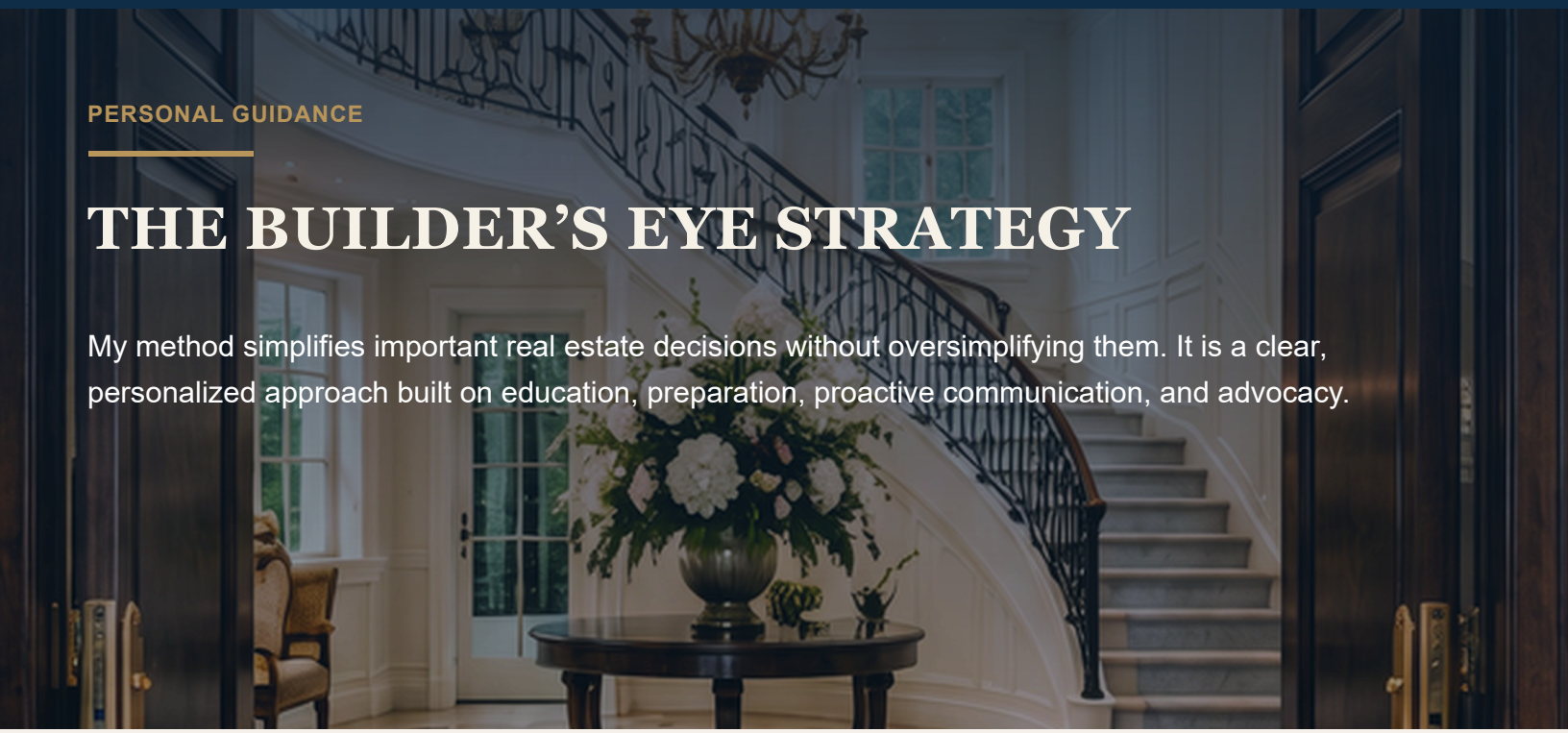
Luxury condominiums, cultural destinations, architectural character, and lower-maintenance living.

BEYOND WESTERN PENNSYLVANIA

Sotheby's International Realty connections can help clients find trusted representation in other markets.

"The right home begins with the right understanding of your life."

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PERSONAL GUIDANCE

THE BUILDER'S EYE STRATEGY

My method simplifies important real estate decisions without oversimplifying them. It is a clear, personalized approach built on education, preparation, proactive communication, and advocacy.

01 DISCOVER

Understand your goals, priorities, motivations, timing, and what success means to you.

02 EVALUATE

Study the property, the market, construction considerations, options, and risks.

03 STRATEGIZE

Develop a realistic plan for buying, selling, preparation, positioning, and negotiation.

04 PREPARE

Get the home launch-ready or the buyer financially and strategically ready. Sellers: see the Builder's Eye Standard, page 7.

05 EXECUTE

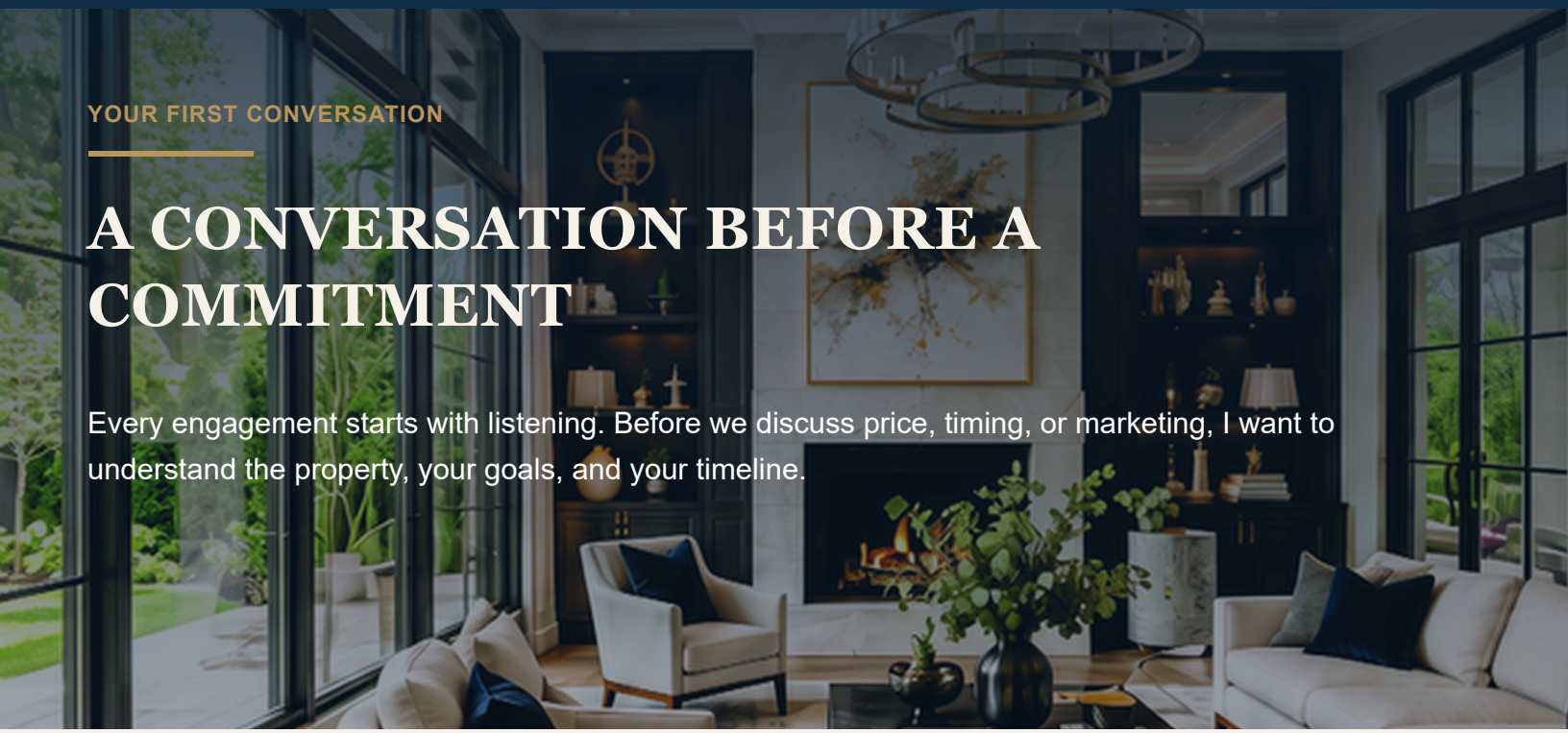
Coordinate marketing or the search, manage offers, negotiate, and oversee key details.

06 CLOSE & CONTINUE

Navigate due diligence and settlement while remaining a resource long after closing.

"My job is to give you the knowledge and perspective to make the decision that is right for you."

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YOUR FIRST CONVERSATION

A CONVERSATION BEFORE A COMMITMENT

Every engagement starts with listening. Before we discuss price, timing, or marketing, I want to understand the property, your goals, and your timeline.

01 SHARE YOUR GOALS

Tell me what you want to achieve, your timeline, and what matters most about your next chapter.

02 LOOK AT THE PROPERTY

Sellers: we walk the home together and discuss condition, preparation, and market position. Buyers: we discuss your priorities, search area, and how I evaluate a property.

03 REVIEW THE MARKET

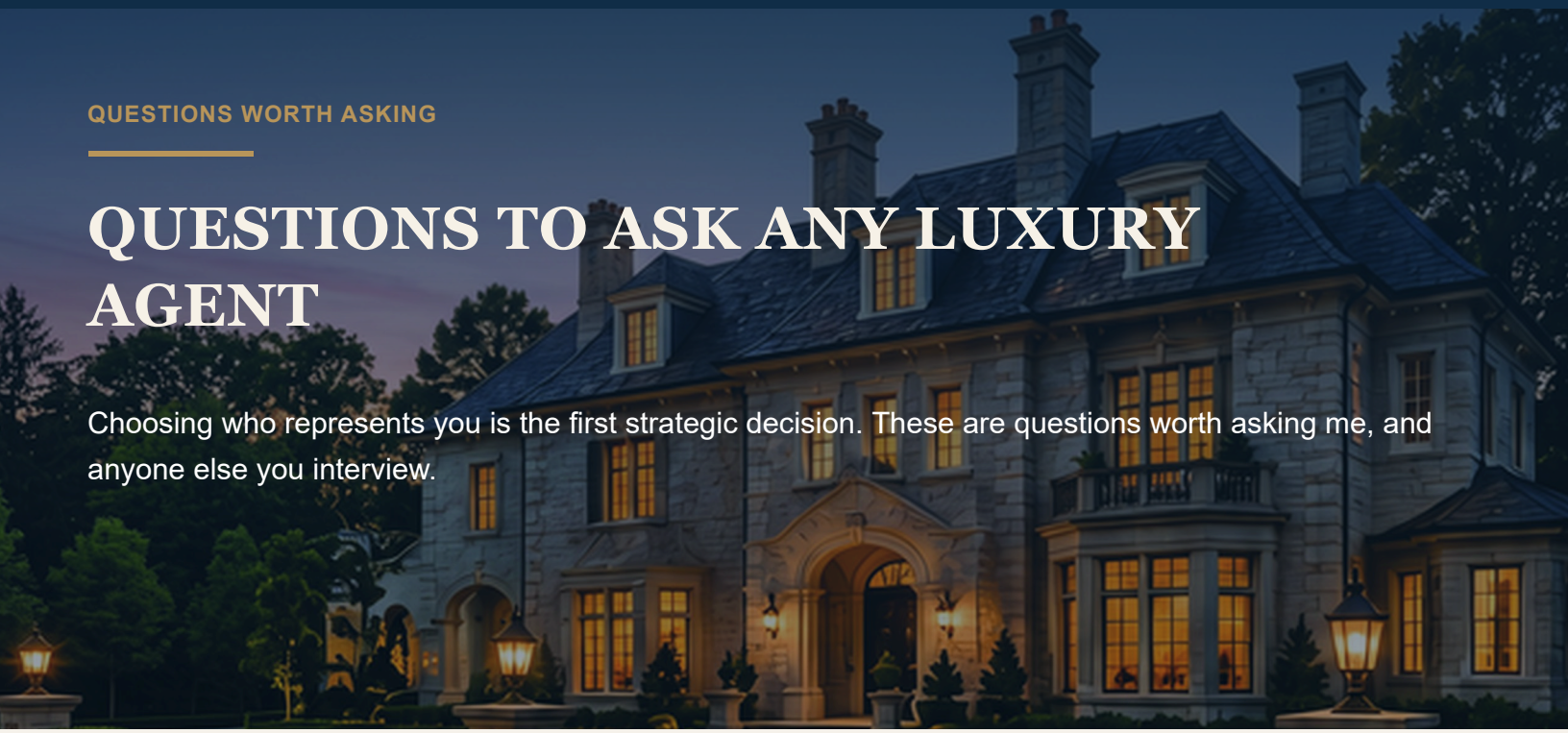
We look at current comparable sales, competing properties, and what they mean for your decision.

04 LEAVE WITH A PLAN

You leave with clear recommendations and next steps, so your decision is based on information.

"A good plan starts with a good conversation."

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QUESTIONS WORTH ASKING

QUESTIONS TO ASK ANY LUXURY AGENT

Choosing who represents you is the first strategic decision. These are questions worth asking me, and anyone else you interview.

HOW WILL YOU PRICE MY HOME?

Listen for recent comparable sales adjusted for differences in quality, location, and condition, not a single number without evidence.

WHAT PREPARATION DO YOU RECOMMEND?

Ask which improvements matter, what each may cost, and which ones the market is unlikely to reward.

HOW WILL YOU REACH BUYERS OUTSIDE OUR REGION?

Ask about referral networks, outreach, and how listings are shared with agents and relocation partners.

HOW WILL YOU PROTECT MY PRIVACY?

Ask about showing procedures, access, and how personal information and valuables are handled.

WHO WILL I WORK WITH, AND HOW OFTEN WILL WE TALK?

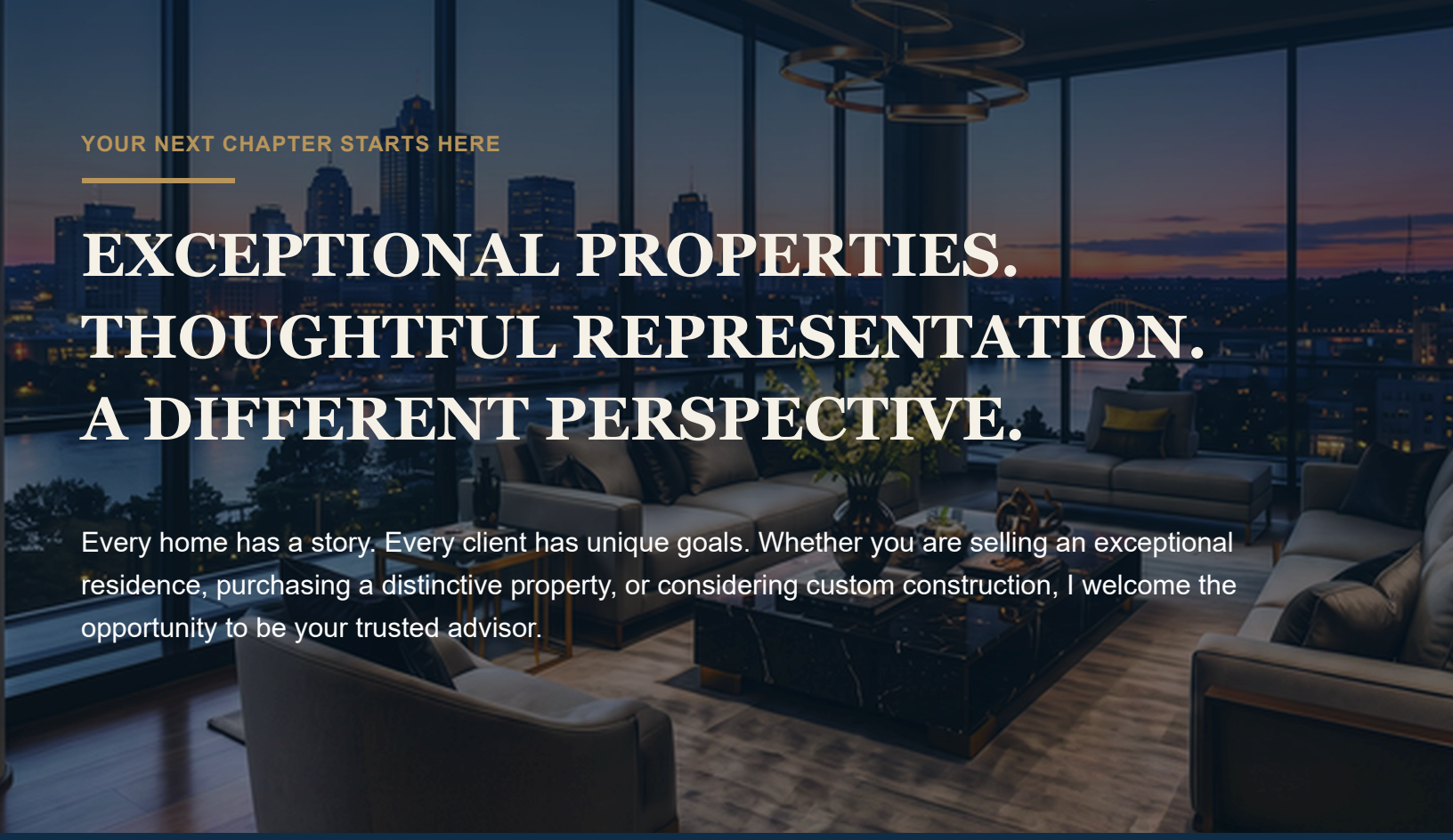
Ask who handles day-to-day communication, and how often you will receive updates.

WHAT IF THE MARKET DOES NOT RESPOND?

Ask how feedback is tracked, and what evidence would lead to a change in strategy.

"A good advisor welcomes every one of these questions."

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YOUR NEXT CHAPTER STARTS HERE

EXCEPTIONAL PROPERTIES. THOUGHTFUL REPRESENTATION. A DIFFERENT PERSPECTIVE.

Every home has a story. Every client has unique goals. Whether you are selling an exceptional residence, purchasing a distinctive property, or considering custom construction, I welcome the opportunity to be your trusted advisor.

AUBRE J STACKNICK

Global Real Estate Advisor | REALTOR®

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Author of four books on buying and selling homes: The Home Buyer's Guide, Home Sales Made Easy, Best Selling Options in a Divorce, and Selling the Unsellable Home.

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