The Luxury Seller's Playbook

Paradise Valley & North Scottsdale · 2026 Edition

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Top 1% of Agents in Arizona · Top 1% Nationally

Selling a Luxury Home Is a Different Game

Selling at **$3M and above** is not a scaled-up version of selling a median-priced house. The buyer pool is smaller, more selective, and more suspicious of anything that looks rushed or mispriced. A single wrong move — a bad photo set, an overambitious list price, a missed pre-inspection — can cost you **six figures at closing** and weeks of lost market time.

> This playbook is built from deals actually closed in Paradise Valley, North Scottsdale, and the Camelback corridor. Every checklist, every timeline, every number reflects what's working for sellers in the 2026 market.

Use it as a self-audit before you list, a vetting tool when interviewing agents, and a roadmap to negotiate from clarity instead of emotion.

The 12-Step Pre-Listing Playbook

The **90 days before you list** are the most valuable time in the entire transaction. Expected total spend: **$15K–$45K** — at the $3M+ tier, this investment routinely returns **3–10x** in final sale price.

1	**Defensible List Price** Three comp sets: closed LTM, active competition, expired/withdrawn. Layer in view, lot, and finish-tier adjustments. **Day 1**
2	**Pre-Listing Inspection** Highest-leverage $600 you'll spend. Catch issues before a buyer's inspector does. **$500–$900 | Day 5–10**
3	**Deferred Maintenance** Roof, HVAC, pool equipment, stucco, smart-home systems, gates. **$3K–$15K | Day 10–45**
4	**Title & Survey Clean-Up** Pull a preliminary title report. Resolve liens, easements, or survey conflicts now — not during escrow. **Day 15–30**
5	**Professional Staging** At $3M+, staging is no longer optional. Focus on primary living, suite, outdoor living, and one statement space. **$8K–$25K | Day 45–60**
6	**Photography & Media** Daytime, twilight, drone, 3D Matterport, cinematic video, floor-plan render. **$3K–$8K | Day 55–65**

Launch & Close: Steps 7–12

On-Market vs. Off-Market Decision

~20–25% of PV luxury trades have an off-market component in 2026. **Day 60**

Showing Protocol

Notice window, ID/screening, lockbox vs. agent-accompanied, pool/security, pet handling. In a top-tier home, this IS part of the product. **Day 65**

Launch Week Marketing

MLS, Zillow, WSJ Mansion Global, brokerage network email, paid social boost, broker preview event. **$500–$2K | Day 75–80**

First-14-Day Diagnostics

Track showings/week, agent feedback scores, Zillow favorites, competing inventory. Strong showings with no offers = 3–5% off the right number. **Day 80–94**

Counter-Offer Playbook

Decide minimum net, allowed concessions, contingency terms, and close timeline *before* offers arrive. **Day 80**

Inspection, Appraisal & Close

Respond to inspection requests with data, not concessions. Build the appraiser packet proactively. Finish with an owner's binder. **Day 95–close**

Pricing Strategy: The Three-Price Decision Tree

Every luxury seller should know **three numbers** before listing. Your strategy is choosing which becomes your list price — and understanding the trade-offs.

Aspirational

5–10% above current comps. Tests the ceiling. Requires patience. Expect 60–120 days to offer. Best when inventory is scarce and the home is truly unique.

Competitive (Market)

Within 2% of LTM comps. Broadest buyer pool, fastest showings. 2–6 offers typical in first 21 days if priced correctly.

Below-Market / Aggressive

5–10% below comps. Designed to generate a multiple-offer scenario and push final price above asking.

Key adjustments to layer in: **Low/High/Median closed comp (LTM)** + View premium ± Lot/finish tier adjustment = Your three strategic price points.

What a Pre-Listing Inspector Checks

At $3M+, buyers hire the most meticulous inspectors in the state. Pre-inspecting puts you on the **offensive instead of the defensive**.

Structural & Mechanical

- Roof tile, flashing, foam & warranty transferability
- Foundation, slab, stucco, hardscape, drainage
- HVAC age, service records, refrigerant type
- Smart-home systems (Control4, Crestron, Lutron)
- Generator, solar, battery backup, EV chargers

Interior & Safety

- Windows, doors, flooring, stone sealing, grout
- Kitchen appliances, primary & guest bath plumbing
- Smoke/CO detectors in every bedroom & hallway
- Pool safety barriers & latches (AZ statute compliance)
- GFCI outlets, gas/water shut-off accessibility

> "The sellers who renegotiate worst are the ones surprised by their own home. Pre-inspection removes every surprise."

On-Market vs. Off-Market: The Decision Framework

About **1 in 4** Paradise Valley luxury homes transacts with an off-market or pre-market component in 2026. Neither approach is universally better.

Factor	On-Market (Public MLS)	Off-Market / Pre-Market
Buyer Pool	Maximum — every active buyer & agent	Agent-vetted network only
Expected Price	Higher in most scenarios	Usually 2–5% lower unless inventory is scarce
Days on Market	Visible — counts against you if slow	Zero — no public record
Privacy	Public listing, photos, price history	Confidential; no public price reset risk
Best For	Most standard PV estates	High-profile owners, untested pricing, pre-decision sellers

Choose Off-Market if you answer "Yes" to 2+ of these: Unsure you want to sell · Privacy is a necessity · Want to test a premium number first · Home is hyper-unique · A slow on-market campaign would damage the property's brand

A Day-by-Day Luxury Launch Timeline

1

Day −90

Agent consult, pricing workshop, pre-inspection ordered

2

Day −45

Staging installed; deep-clean; landscape refreshed; photography day

3

Day −7

Private agent preview invitations sent; showing protocol distributed

4

Day 0

Listing goes LIVE on MLS + Zillow + Realtor.com + luxury syndication

5

Day +3

Broker-only preview event; social carousel, reel & paid boost launch

6

Day +14

Decision point: price correction, marketing adjustment, or stay course

7

Day +30

Under contract; escrow and inspection process begins

8

Day +60

Close of escrow; owner's binder handoff

14 Questions to Ask Before You Sign

The strategy, network, and marketing lift at $3M+ are fundamentally different from $800K resale. These questions separate **luxury specialists from general practitioners**.

→ Luxury Track Record

How many homes at or above my price point in the last 24 months, and in which neighborhoods?

→ Off-Market Access

What % of your transactions are off-market or pre-market?

→ Pricing Methodology

Walk me through comps, premiums, and adjustments for my list price.

→ Marketing Budget & Media

Total dollar investment committed to my listing — not a range, a number. Who is your photographer and videographer?

→ Syndication & Broker Network

Beyond MLS — WSJ, Mansion Global, international? How do you reach The Agency, Russ Lyon, Engel & Völkers, Compass?

→ Negotiation Philosophy

Tell me about a recent negotiation where you added at least $100K to your seller's final price.

→ Inspection & Appraisal

How do you prepare the buyer's inspector and appraiser before they arrive?

→ Showings & Feedback

How do you capture, score, and report showing feedback weekly?

→ Diagnostic Cadence

At what point and with what criteria do you recommend a price correction?

→ Privacy Controls

How will you protect my privacy during showings, marketing, and escrow?

→ Your Team

Who exactly will I work with — you personally, a junior agent, a team? What's the division of labor?

→ Commission & Costs

Provide a full fee breakdown — commission, brokerage fee, marketing fee, and anything else. In writing.

Let's Talk About Your Home

You've read the playbook. The next step is a **confidential, no-obligation conversation** about your specific property and goals.

Complimentary Home Valuation

Current-market comps, view-premium analysis, and a pricing recommendation for your property.

Custom Prep & Launch Plan

Day-by-day prep schedule, staging budget, and marketing plan tailored to your property.

Off-Market Test Option

Test buyer interest privately before any public listing — without a public price reset risk.

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This guide is intended as a PDF resource for qualified buyers. All pricing reflects 2026 market conditions and is subject to change. Contact Debbie Sinani directly for the most current listings, off-market opportunities, and personalized guidance.