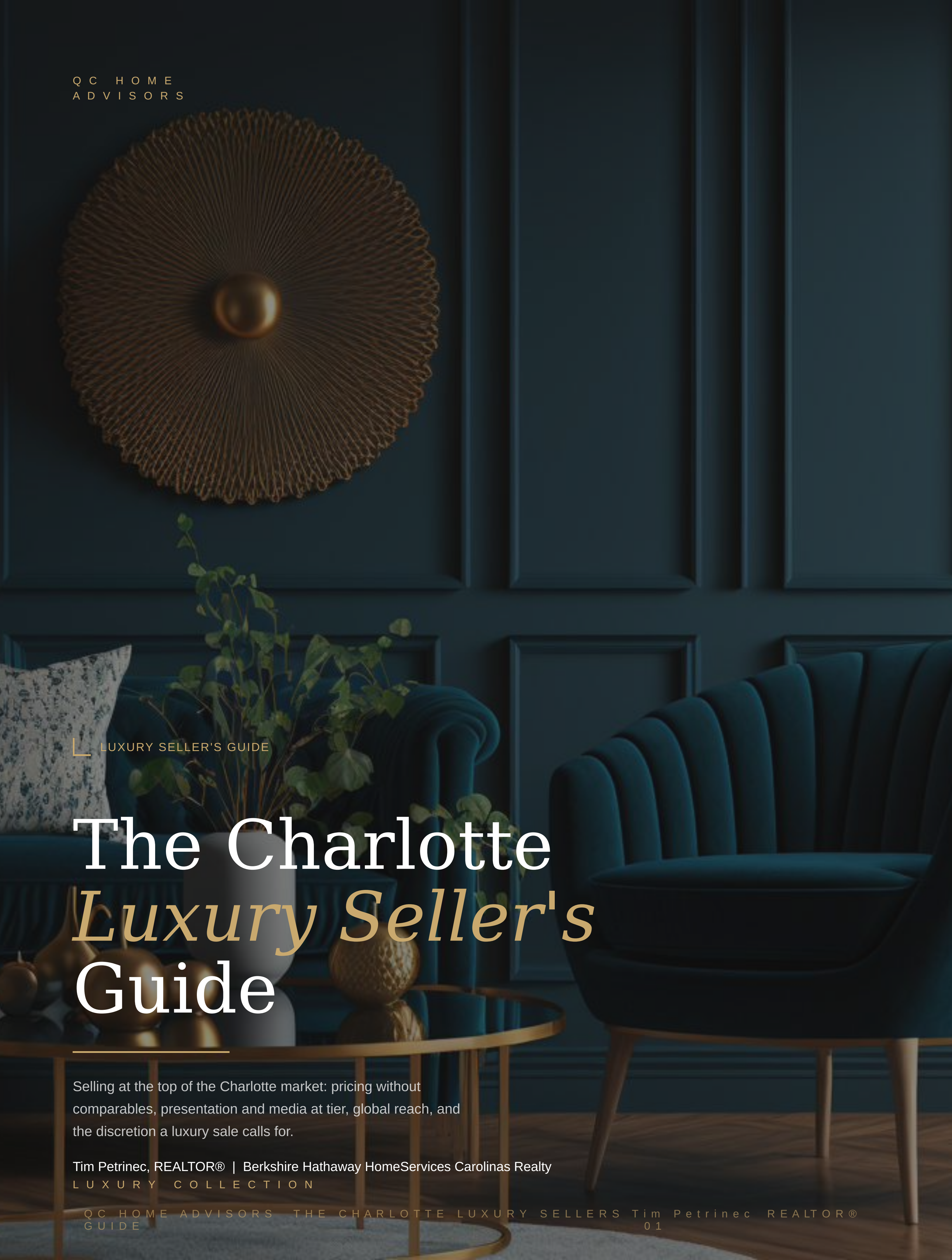

LUXURY SELLER'S GUIDE

The Charlotte *Luxury Seller's* Guide

Selling at the top of the Charlotte market: pricing without comparables, presentation and media at tier, global reach, and the discretion a luxury sale calls for.

Tim Petrinec, REALTOR® | Berkshire Hathaway HomeServices Carolinas Realty
LUXURY COLLECTION

WELCOME

Before we *begin.*

Selling a home above roughly a million dollars in Charlotte is a different exercise from selling at the median. Not harder, exactly, but different. There are fewer buyers, fewer true comparables, and more weight on how the home is presented and on who actually sees it. The fundamentals still apply. What changes is the strategy.

This guide builds on the Charlotte Home Seller's Guide rather than repeating it. It assumes you know how a sale works, and focuses only on what shifts at the top: pricing without a clean comp set, presentation and media at tier, the reach a luxury listing calls for, discretion, the longer cycle, and how negotiation and closing play out at higher prices. Read it start to finish, or go to the part you are weighing. When you are ready to talk specifics, that is a conversation, and I am glad to have it.

Tim Petrinec

REALTOR® | BERKSHIRE HATHAWAY HOMESERVICES CAROLINAS REALTY

THE SIX CHAPTERS

This guide assumes the fundamentals from the Charlotte Home Seller's Guide. It covers only what changes when you sell at the top of the market.

01

CHAPTER ONE

Pricing without a *comp set*

Pricing a luxury home is less about finding the right comparable and more about building a case. At the median, three recent sales down the street tell you most of what you need. Above a million dollars, those sales may be a year old, a mile away, or attached to a home that is nothing like yours. The number has to be reasoned, not just matched.

> *"At the top of the market, the price is an argument you make, not a number you match.*

WHEN THE COMPS RUN THIN

The higher you go, the fewer true comparables exist, and the less alike they are. Two homes at the same price can be entirely different propositions: one a renovated estate on acreage, the other a modern build in a walkable pocket. So we widen the lens. We look at what has sold, what is active, what failed to sell and why, and what is happening one tier down, because that is the market your buyer is moving up from. The goal is a defensible range, with a clear reason for where inside it we land.

PRICING THE THINGS THAT HAVE NO COMP

One-of-a-kind features are where luxury pricing gets decided: a view, a lot, a primary suite, a finish level that nothing else nearby can match. These do not carry a line-item value, and the temptation is to price them at what they cost to build. Buyers do not pay for cost; they pay for what the feature is worth to them. The work is figuring out which features a buyer in this segment actually pays a premium for, and which ones they simply expect.

THE APPRAISAL REALITY AT THE TOP

Above a certain price, financed deals carry appraisal risk, and the higher the price, the thinner the data an appraiser has to work with. A strong offer can still meet a number that does not support it. We plan for that before it happens: documenting the home's case, knowing where the comparable support is, and weighing how the buyer is paying. Cash removes the issue. Financing means the appraisal is part of the strategy, not an afterthought.

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CHAPTER TWO

Presentation and media at *this level*

At this level, presentation is not staging in the ordinary sense. The buyer pool is small and discerning, and many of them will form an opinion from the media long before they walk through the door. The home has to look like what it costs, in person and on a screen.

OCCUPIED OR VACANT

The first decision is whether to sell the home occupied, arranged around how you live, or to vacate and stage it fully. There is no single right answer. An occupied luxury home can feel warm and lived in, which suits some properties. A vacant, professionally staged home reads cleaner and lets a buyer project their own life onto the space, which suits others, especially at the very top. The choice depends on the home, the timeline, and how you live in it now. It is worth deciding deliberately rather than by default.

THE MEDIA STANDARD BUYERS EXPECT

Luxury buyers expect a complete picture before they invest a showing: architectural photography, video, aerial where the lot or setting warrants it, and a 3D walkthrough so out-of-town buyers can move through the home on their own time. This is not a longer version of a standard photo shoot. It is a different production, and it sets the tone for everything that follows. A home presented at tier signals a seller who is serious, and it filters for buyers who are.

03

CHAPTER THREE

Reach, and the *global picture*

A luxury buyer in Charlotte may already live here, or may be moving from New York, California, or abroad. The buyer for your home is often not in your zip code, which means reach matters more than it does at the median, where the buyer is usually already searching nearby.

WHERE LUXURY BUYERS ACTUALLY LOOK

Beyond the local MLS and the major portals, luxury listings live on a different set of channels: dedicated luxury marketplaces, international syndication, and the referral networks that move high-end buyers between markets. The point is not to be everywhere. It is to be in the specific places a qualified buyer at this price is paying attention.

Charlotte draws buyers from well beyond the region.

HOW THE LUXURY COLLECTION DEPLOYS

As part of Berkshire Hathaway HomeServices, a qualifying Charlotte home (generally a million dollars and up) can be marketed through the Luxury Collection program. In practice that means placement across the global BHHS network and exposure through channels built for this segment, including Mansion Global, The Wall Street Journal, and Prestige Magazine. The value is not the logo. It is the syndication and the audience those channels reach: the buyers, and the agents who represent them, in the markets Charlotte draws from.

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CHAPTER FOUR

Privacy and *discretion*

Not every seller at this level wants a sign in the yard and an open house on Sunday. For some, privacy is a preference. For others, it is a requirement. A luxury sale gives you more control over who knows, and when, than most sellers realize.

PRE-MARKET AND PRIVATE LISTINGS

A home can be introduced quietly before it goes fully public, shown to a curated set of agents and qualified buyers first, which tests the price and the interest without starting the public clock. There are real tradeoffs. A private or delayed approach trades some reach for control, and it is not right for every home. But when discretion matters, it is a legitimate strategy, not a compromise.

CONTROLLING WHO WALKS THROUGH

At this level, showings are vetted, not open. Buyers are pre-qualified before they see the home, showings are by appointment and often accompanied, and access can be limited to protect both your privacy and your belongings. Where identity needs protecting, a listing can be marketed without naming the owner, and serious parties can be asked to sign a non-disclosure agreement before they receive sensitive detail. None of this is unusual at the top of the market. It is simply how it is done.

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CHAPTER FIVE

The *longer* cycle

At the median, the first two weeks decide most sales. At the top, that math changes. The buyer pool is smaller, so it can take longer for the right one to surface, and a longer time on market does not mean what it means lower down. The risk is reacting to a normal luxury timeline as if something were wrong.

> *"A longer time on market is the nature of a thin market, not a verdict on your home.*

PATIENCE AS A STRATEGY

A luxury home priced correctly can still sit for weeks or months simply because the specific buyer for it has not appeared yet. That is not a failure of the listing; it is the nature of a thin market. The sellers who do well are the ones who set the price right at the start and then hold their position, rather than chasing the market down with a series of nervous reductions.

AVOIDING THE STALE-LISTING TRAP

The trap is the opposite of patience: a home that lingers because it was priced on hope, then drops in small increments while buyers wait to see how low it will go. Days on market accumulate, the listing loses its freshness, and the eventual sale often lands below where a correct initial price would have. The way out is not panic. It is a clear read at the start, and a plan for what we do, and when, if the market tells us something we did not expect.

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CHAPTER SIX

Negotiation and closing at *the top*

Negotiating a luxury sale is less about the headline price and more about the terms underneath it. At higher prices, the dollars attached to contingencies, timelines, and due diligence are large enough that they become the real negotiation.

READING A HIGH-END OFFER

A strong offer at this level is not simply the highest number. It is the number paired with terms you can rely on: how the buyer is paying, how solid their financing is, how much they are putting at risk, and how their timeline fits yours. A slightly lower offer with cash and few contingencies can be worth more than a higher one that depends on an appraisal and a sale elsewhere. We weigh the whole offer, not just the top line.

DUE DILIGENCE IN NORTH CAROLINA

North Carolina runs on a due diligence period and a due diligence fee: a sum the buyer pays you, up front and generally non-refundable, for the right to investigate the home and to walk away during that window. At higher prices, that fee carries real weight, and how it is negotiated, the amount, the length of the period, and what happens at the end of it, tells you how committed a buyer is. A meaningful due diligence fee is one of the clearest signals of a serious buyer.

THE ATTORNEY CLOSING

Closings in North Carolina are handled by attorneys, not title companies, and at this level a closing has more moving parts: larger figures, sometimes entities rather than individuals, occasionally financing structures that need coordinating. Bringing the right attorney in early keeps a complex closing on schedule. This guide is general information, not legal advice, and an attorney should review the specifics of your transaction.

LET'S TALK

Every luxury sale is *its own case.*

No guide can price your specific home, weigh your timeline, or tell you whether to go to market quietly or fully. That is a conversation, and it is the most useful first step. If you are weighing a sale at the top of the Charlotte market, I am glad to look at your home, your situation, and what the market is doing right now. No pressure, no obligation.

BOOK A PRIVATE CONSULTATION

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