

OKSANA BEREZHNOY

LUXURY REAL ESTATE · VANCOUVER, WA

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PRIVATE SELLER ADVISORY

The Clark County Luxury Seller's Guide

How distinctive homes are valued, prepared, presented, and negotiated across Vancouver, Camas, Ridgefield and greater Clark County.

AN EIGHT-PART ADVISORY

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THE SELLING FRAMEWORK

A well-prepared sale protects your position

The best outcomes are built before a home ever reaches the market. Six disciplined stages protect your price, your privacy, and your position.

01

Valuation

Price on evidence, not ego

A grounded opinion of value from comparable sales, condition, and demand — never an inflated figure to win the listing.

02

Preparation

Present the home at its best

Editorial staging, targeted improvements, and professional photography and film suited to the architecture.

03

Positioning

Introduce it to the right buyers

A coordinated launch that puts the fully prepared home in front of every qualified buyer and their agent.

04

Exposure

Marketing for maximum reach

Editorial materials across every channel serious buyers use — professional media, broad online syndication, and full MLS exposure.

05

Negotiation

Protect price and terms

Calm, precise negotiation of price, contingencies, timing, and possession — shaped around your priorities.

06

Close

A smooth, seamless finish

Inspection responses, appraisal, title, and deadlines managed to the last detail, with thoughtful touches at every milestone.

A CONSIDERED SALE, FROM FIRST DECISION TO CLOSING

The Seller Advisory

A distinctive home deserves a selling plan built around the property, the owner's priorities, and the realities of the current market. This guide outlines the decisions that shape preparation, pricing, communication, exposure, negotiation, and closing. It is a framework for a private planning conversation — not a substitute for property-specific brokerage, legal, tax, inspection, or financial advice.

01

Seller goals and representation strategy

The right plan begins with the reason for the sale and the decisions that cannot be separated from it. Timing may depend on another purchase, construction, a relocation, an estate process, school calendars, or tax and financial advice. Privacy, access to the home, preferred possession, and the level of preparation an owner is willing to undertake all influence the strategy.

A useful first meeting should establish decision-makers, communication preferences, the property's known history, potential constraints, and the seller's definition of a successful outcome. The goal is a documented roadmap: who is responsible for each task, which professionals may be needed, what must be verified, and when the home can be shown at its best.

- Define ideal and acceptable timing, including possession.
- Identify repairs, records, permits, title matters, and disclosure questions early.
- Agree on approval points for pricing, creative work, showing access, and offer responses.

- Coordinate with qualified legal, tax, estate, lending, or construction advisers where the sale intersects their work.

02

Preparation and presentation

Preparation should be selective, not theatrical. The strongest work clarifies architecture, improves condition, and removes distractions without making the home feel anonymous. A room-by-room review can separate essential repairs from optional improvements and identify items that require a specialist's opinion.

Presentation may include editing furnishings, lighting adjustments, landscape attention, window and surface care, staging, and a plan for daily showing readiness. For waterfront, acreage, custom, or older estates, presentation also includes the practical story: site plans, system records, improvement documentation, maintenance history, and clear explanations of features a buyer may not immediately understand.

Photography and film should begin only after the home is ready. Rights-cleared media, accurate captions, considered sequencing, and honest color and perspective are essential. Documentary property imagery should never add a view, room, landscape, or architectural feature that does not exist.

03

Valuation and pricing

Distinctive homes rarely have perfect comparables. A supportable pricing analysis weighs recent and relevant sales, current competition, location, land, condition, architecture, views, privacy, utility, replacement considerations, and buyer alternatives. It should clearly distinguish verified facts from professional judgment.

Price is also a positioning decision. It affects which searches include the home, how buyers compare it with alternatives, the urgency created during launch, and the leverage available after an extended market period. An aspirational number can be tested against likely buyer behavior, carrying costs, timing, and the seller's tolerance for future adjustments.

A grounded pricing conversation asks: *What evidence supports the range? Which property characteristics are difficult to quantify? Who is the likely buyer? What competing homes will that buyer see? What is the adjustment plan if early market response differs from expectations?*

04

Marketing launch

A coordinated launch concentrates attention while information is fresh and showing readiness is highest. Before publication, copy, measurements, property facts, media, disclosures, showing instructions, and distribution settings should be reviewed for accuracy. The visual and written narrative should explain why the property matters without overstating what has not been verified.

Where full-market exposure is required or chosen, the launch should use the applicable listing service and lawful syndication channels, supported by direct communication with agents whose clients may be a fit. Discreet preparation can happen before the public launch, but public and private marketing decisions must follow brokerage policy, fair-housing obligations, seller instructions, and applicable MLS and state requirements.

- Complete property verification and seller approvals before release.
- Use a consistent editorial narrative across listing, social, print, and agent materials.
- Set an early feedback cadence so positioning decisions use evidence rather than anecdotes.
- Correct material errors promptly and preserve a clear record of approved changes.

05

Privacy and discretion

Discretion is a communication and access plan — not a promise of secrecy and not a way to avoid required exposure or disclosure. Owners can decide what personal context is unnecessary, which rooms or items need special handling, how appointments are confirmed, and whether certain documents should be shared only at an appropriate stage.

Photography should exclude sensitive personal information, security details, private records, and items the seller does not want publicized. Showing instructions

can address identification, notice, occupancy, cameras and local recording rules, pets, gates, outbuildings, and areas requiring accompaniment. Any request to limit access or marketing should be documented and reviewed with the broker for lawful, fair, and practical implementation.

o6

Showing and communication strategy

Qualified buyers need enough access to understand the home, while sellers need predictable boundaries. A showing plan can define notice windows, preferred days, agent accompaniment, open-house decisions, weather considerations, and how the property will be reset after visits. Complex homes may benefit from a concise feature and systems brief so important details are not missed during a tour.

Feedback is useful when it is specific and interpreted in context. Comments about price, condition, layout, or location should be tracked for patterns alongside online engagement, repeat visits, competing inventory, and agent follow-up. The seller should receive concise reporting on activity and recommended decisions, not a stream of unfiltered opinions.

o7

Offer analysis and negotiation

The highest price is not automatically the strongest offer. A side-by-side analysis should consider financing or proof of funds, earnest money, contingencies, inspection approach, appraisal exposure, closing and possession, included items, concessions, sale-of-home provisions, document completeness, and the professionals supporting the buyer.

Negotiation begins by identifying what the seller values most and which risks are acceptable. A counteroffer may improve price, clarity, certainty, timing, or a combination of terms. Material questions should be answered through the appropriate professional, and every revision should be documented accurately. Sellers should have time to understand the complete package rather than react to a single headline number.

o8

Due diligence and closing timeline

After mutual acceptance, the work becomes deadline-driven. Earnest money, title review, disclosures, inspections, repair negotiations, financing, appraisal, insurance, lender conditions, agreed documents, and closing preparation each require follow-through. Waterfront, acreage, septic, well, private-road, easement, permit, or estate questions may add specialists and time.

A transaction calendar should identify responsibilities, decision dates, access needs, and escalation points. Changes belong in signed documents, not informal assumptions. As closing approaches, the seller can coordinate movers, utilities, keys and access devices, agreed personal property, final cleaning, possession, and any post-closing arrangements with the professionals managing the transaction.

This guide is general educational information. Property condition, agency duties, disclosures, marketing rules, contracts, and timelines vary. Confirm decisions for a specific sale with the managing broker and qualified legal, tax, lending, title, inspection, engineering, or other advisers as appropriate.



NEXT STEP

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