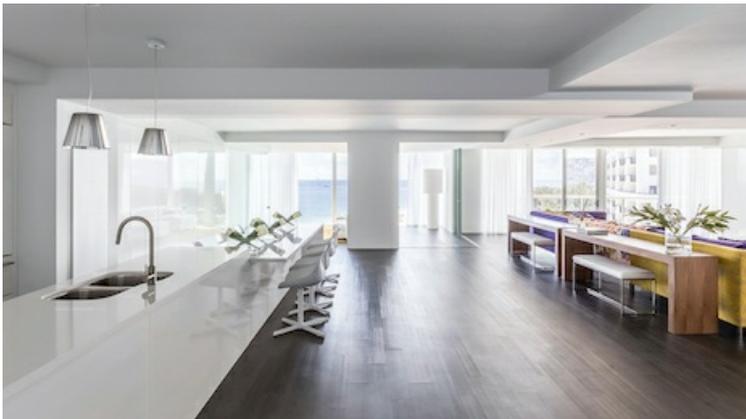


REAL ESTATE

ONE Sotheby's International Realty adds pre-listing renovation service

November 17, 2020



Elevate helps time-poor luxury homeowners streamline the renovation process and improve home value. Image credit: ONE Sotheby's International Realty

By LUXURY DAILY NEWS SERVICE

Florida's ONE Sotheby's International Realty is the latest brokerage firm to introduce the Elevate concierge service for pre-market renovations.

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Through Elevate, home sellers and agents are able to better prepare properties before hitting the market. The renovation process is streamlined for time-poor affluents, and ultimately creates better positioning and value for a home sale.

"The South Florida market is experiencing an incredible surge in demand and we want to support our sellers and agents to really harness this opportunity to sell their property," said Daniel de la Vega, president of **ONE Sotheby's International Realty**, in a statement. "Elevate will ensure properties stand out from competitive listings and attract a broad range of potential buyers to sell at a higher price and faster than ever."

Elevating value

Before a home is listed for sale, Elevate experts evaluate a property and identify cosmetic upgrades that make it more desirable for buyers and can increase the value. These renovations may include painting, flooring, resurfacing kitchens and bathrooms, deep cleaning, landscaping and other updates.

Once the seller approves the project scope, the Elevate team manages the project by assembling contractors, ordering materials, tracking invoices and ensuring the work meets building codes. Elevate also ensures vendors have the appropriate licenses and insurance.



Elevate pre-listing renovation recommendations may include landscaping services. Image credit: ONE Sotheby's International Realty

After a project is completed, photography and video services are handled by ONE Sotheby's International Realty before the listing is live.

Elevate also differentiates itself by not requiring an upfront cost from home sellers. Instead, the cost of renovations is deducted from the property's final closing price further motivation for the brokerage to list and sell a home for the best possible value.

While luxury home sales have seen growth amid the coronavirus pandemic, real estate brokers have been turning to expand services, including digital offerings, to continue building relationships with clients.

More agents are now video conferencing with sellers and offering to connect them with buyers via virtual showings ([see story](#)). However, 61 percent of buyers and 57 percent of sellers surveyed still prefer face-to-face property tours with a real estate agent who knows the COVID-19 protocols, rather than virtual tours ([see story](#)).

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