THE MOVE METHOD™

Navigating Luxury Real Estate

Strategy. Discretion. Grace.

PETER & VICKY ROYSTER

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Letter From Us

If you're holding this guide, you already know luxury real estate doesn't work like the rest of the market.

The stakes are higher. The pool of buyers and sellers is smaller. And the process, done wrong, can feel exposed, rushed, or handled by someone who's never actually done this before at this level.

We've seen it happen. Agents who call themselves luxury specialists because they sold one expensive house. Buyers who get shown listings that don't match what they asked for. Sellers whose homes sit online for anyone to scroll past, alongside everyone else's.

That's not how we work.

Our role is to bring strategy, privacy, and a steady hand to a process that should never feel chaotic. Whether you're buying or selling, you shouldn't have to educate your agent, repeat yourself twice, or wonder what's happening behind the scenes.

This guide walks through how we approach luxury real estate, what to expect on either side of the transaction, and what to have ready before we talk.

-Peter & Vicky

The Rules Change At This Level

A few things change once you're operating at this level, and they're worth naming upfront.

Fewer buyers, fewer sellers. The pool is smaller, which means pricing mistakes and marketing mistakes cost more. There's less room to “test the market” and adjust later.

Privacy matters as much as price.
Many luxury clients don't want their home, their finances, or their timeline visible to the public. That changes how we market, how we communicate, and who sees what.



Off-market activity is real. Some of the best opportunities, on both sides, never hit the MLS. Having access to that network matters.

Generic marketing doesn't work. A home in this range needs positioning, not just a listing. And a buyer at this level needs a search that's targeted, not a scroll through Zillow.

None of this needs to feel complicated. It
just needs to be handled by someone who's actually built for it.

When You're The One Buying

You're likely a decision-maker in the rest of your life, and you expect the same competence here. You don't want to be sold to. You don't want to be rushed. You want someone who can move at your pace, protect your privacy, and bring you options that actually fit.

Here's what that looks like with us:



A real conversation first. Before we show you anything, we talk through what you actually want, not just bedrooms and square footage. Lifestyle, timeline, privacy expectations, and what "right" looks like for this stage of your life.

Curated access, not a flood of listings. You'll see homes that match what you told us, including off-market opportunities when they exist. We're not sending you twenty links a day.

Strategic offers. In competitive or high-value situations, how an offer is structured matters as much as the number. We help you position it to win, without overpaying to get there.

Discretion throughout. Showings, communication, and negotiations are handled quietly. You won't feel exposed.

When You're The One Buying

How This Actually Works

- **We talk first, no showings yet.** A real conversation about what you want, your timeline, and what privacy looks like for you specifically.

- **We build a target list.** Public listings that fit, plus a check against off-market opportunities in our network.

- **You see homes on your schedule.** Private showings, no open houses, no crowds.

- **We build the offer strategy together.** Price, terms, timing, and how to structure it to win without overpaying.

- **We manage the close.** Inspections, negotiations, and paperwork handled so you're informed, not buried in it.

In practice: we've matched buyers with homes that were never publicly listed, simply because we knew the seller was quietly open to the right offer before it ever went to market.

When You're The One Selling

Selling a luxury home isn't about listing it and hoping the right person scrolls by. It's about positioning the home, protecting your privacy, and reaching the buyers who are actually capable of purchasing at this level.

Here's what that looks like with us:

Real pricing strategy. Priced right from the start, based on comparable luxury sales and current buyer behavior, not guesswork or wishful thinking.



Marketing built for the property. Professional photography, a marketing narrative that fits the home, and exposure to serious, qualified buyers, not just foot traffic.

Privacy where you need it. Whether that means limited showings, private previews, or keeping certain details off public platforms, we structure the process around what you're comfortable with.

Qualified buyers only. We don't waste your time with showings that go nowhere. Every buyer we bring through has been vetted for seriousness and financial capability.

When You're The One Selling

How This Actually Works

- **We walk the property together.** Not a quick once-over. A real assessment of what positions the home best.

- **We build the pricing and marketing strategy.** Based on comparable luxury sales and current buyer behavior, not a number pulled from an app.

- **We decide together how public this needs to be.** Full MLS exposure, a private network launch, or something in between.

- **We qualify every buyer before they walk through the door.** Proof of funds or pre-approval, every time.

- **We manage the process to closing.** Offers, negotiations, and logistics, kept calm and kept moving.

In practice: some homes in this range sell faster and more discreetly through a quiet, targeted release to qualified buyers first, rather than a full public launch on day one. We'll help you decide which approach fits your situation.

How We Actually Operate

We're not here to impress you with hype. We're here to be the advisor you actually trust.

Strategy over hype. Every decision, pricing, marketing, negotiation, is based on data and experience, not trends or pressure.

Clarity over pressure. You'll always know what's happening and why. No rush, no vague timelines, no surprises.

Privacy as a priority. Your information, your process, and your decisions stay protected.

Calm execution. From the first conversation to closing, the goal is for this to feel handled, not stressful.

This is what "Strategy. Discretion. Grace." actually looks like in practice.

What Discretion Actually Looks Like

"Discreet" gets used a lot in luxury marketing. Here's what it actually means when you work with us:

- Showings by appointment only, never a visible lockbox or open house (unless you want one)
- No property details shared publicly until you approve them
- Buyers and sellers vetted before any address or financial detail is shared
- One point of contact, so you're never fielding calls from multiple people on our end
- Marketing materials and photography kept private until you're ready to release them

What To Gather Before Our First Conversation

A little preparation makes our first conversation more useful for both of us.

If you're buying:

- Pre-approval or proof of funds
- A general sense of timeline and must-haves
- Any specific areas or communities you're focused on

If you're selling:

- Any recent updates, renovations, or improvements made to the home
- Mortgage payoff information, if applicable
- Your ideal timeline and any flexibility around it

You don't need to have every detail figured out. We'll walk through the rest together.

What You Should Be Asking Us

How is luxury real estate actually different from a standard transaction?
Fewer comparable sales, more privacy, and more reliance on strategic marketing and off-market access than public listings alone.

Will my information stay private?
Yes. We structure showings, marketing, and communication around your comfort level, sharing only what moves the transaction forward.

Do you have access to off-market properties?
In many cases, yes. We maintain relationships that give you access to opportunities that never hit the open market.

What if I'm not ready to move yet, just exploring?
That's a completely normal place to start. We'll share what the market looks like and let you decide your timeline. No pressure.

Do you work with both buyers and sellers at this level?
Yes. Whether you're buying, selling, or both, we bring the same strategy and discretion to each.

Moving Forward With Clarity and Confidence

Luxury real estate should feel handled, not chaotic. Whether you're buying, selling, or just starting to think it through, we're here to bring the strategy and discretion this level of transaction actually requires.



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