



# Luxury Home Specialist

## SHARON G. AUBUCHON

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Sharon G. Aubuchon, is a top agent with RE/MAX Premier Realty, and a leading specialist in the Luxury Home Market having sold over 100 million dollars in homes, and over 600 homes in 7 years. She is GUILD certified after completing the luxury home sales and marketing training, and an Institute Member, earning the Certified Luxury Home Marketing Specialist™ title.

Aubuchon has the knowledge and expertise to provide optimal service and achieve unparalleled results to get sellers top dollar and buyers the best deal in the high-end marketplace. Luxury homes are unique and require a one-of-a-kind strategy to engage potential buyers by preparing the home to effortlessly transition from initial marketing measures to “sold.”

Remaining highly competitive and in tune with what is trending to appeal to buyers is key to maintaining a competitive edge in selling your home.

Aubuchon knows precisely how to convey that image and surrounds herself with the best of the best. She works with a select group of professionals with high-end reputations and talent

necessary to meet and exceed expectations for today’s million dollar and above residential market. She attends home inspections, meets appraisers, and works with contractors, and is there for all of your real estate needs.

Aubuchon suggests to begin by decluttering, downsizing, and cleaning everything until it sparkles. Staging is very critical! Add color, as there is nothing like a fresh coat of new paint in the latest colors. Consider new countertops, flooring and new lighting which will not only add a new look, but will bring your home top dollar. The objective is to make it picture perfect so the buyers can visualize living in your home. You are now on your way to getting the house ready for the new homeowners.

“I have sold many luxury homes, and there are not a lot of \$1 million buyers, therefore, you have one shot to do it right to make sure the seller

gets a strong return on their investment through the sale of the home,” remarked Aubuchon.

Aubuchon holds a degree in Business and Marketing at Park



University and has combined her technology skills to ensure the marketing of a luxury home is successful and prepared to meet and exceed expectations achieving top dollar for sellers and the best deal for buyers.

“Marketing is key,” remarked Aubuchon, “and I capitalize on various components to ensure the sale of a luxury home is successful.” Aubuchon covers all bases to generate the greatest interest for her client to make the home picture perfect. She has professional photos taken as well as drone photos to generate interest and suggests taking interior and exterior photos to show the beauty of the home in both day and night shoots.



Aubuchon markets the home by reaching out to other agents, running ads in select magazines, boosting promotion on all social media, including adding a 3-D Walk Through Tour and Virtual Tour on Zillow. 3-D tours are especially compelling for large homes with complex floor plans to showcase the new listing. She hosts agent tours and open houses and provides her turnkey services which includes getting the house live, selecting paint or planting flowers. Her objective is to do whatever it takes to guarantee the seller gets a strong return on their investment through the sale of the home.

Aubuchon credits her 20 years in the corporate world as an executive of a Fortune 500 company and 10 years owning her own business to her success. She transitions the skills needed to assist her sellers in receiving top dollar and buyers the best possible deal on the sale of their home.

Aubuchon’s reputation as a multi-million-dollar producer in the real estate industry has included working with buyers and sellers in both Missouri and Kansas, garnering numerous industry honors, including the #1 RE/MAX Agent in Kansas 2016 and 2017, 5 Star Professional Award Winner, Voted Best of Kansas City (2012, 2013, 2015, 2016, and 2017) and one of the top three agents in Kansas City as verified by KCRAR.

Known for her results is why buyers seek Aubuchon’s expertise in assisting them with making one of the biggest decisions of their life. “It’s an educational process, and it is my job to make it comfortable for the clients from beginning to closing. It

is not just a transaction, I am building relationships,” remarked Sharon G. Aubuchon, REALTOR. ■



FOR MORE INFORMATION

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