

VERDIN

Exclusive Marketing Guide

*Sell your property exclusively with us and achieve
the best results with our award-winning marketing*

Marketing Your Home

As a leading real estate agency, we set very high standards when it comes to our brand image. Winning not one but two awards for our main company website at the 2023-2024 International Property Awards in London shows that these standards are not just obvious to ourselves and our clients, but experts in the marketing and real estate industry.

We implement a 7 day standard to get your property online!



Stage 1 - Preparing to sell (Days 1-2)

Once you have decided you want to sell your property it is important that everything is ready for us to start the sales process. The first step is to collect information about your property so that our agents can help you access the market value and advise an accurate asking price. Documentation you will need (or we will help you get) includes:

- Escritura (Title Deed) or Nota Simple
- Water & Electricity Contract or Bills
- Basura payment receipt
- IBI receipt
- Community Fee (if applicable)
- Energy Certificate
- Owners Passport/ID and NIE/NIF

Stage 2 - Strategy (Day 3)

Our Creative and Sales Directors will meet with you at the property to discuss a marketing strategy that will achieve the best results for your property. We always strive to ensure that each property has an achievable end-goal.

Our marketing team will discuss various content ideas and ways to enhance the exposure of your property to the right audience.

We always advise having at least some exposure in order to increase the chances of finding the ideal buyer.

Stage 3 - Content Creation (Days 4-6)

Taking professional photos and a video of your property is crucial for effective marketing. We provide valuable tips to prepare your property for the best presentation. We use only the very best photographers and videographers/drone pilots, alongside our in-house creative team, to produce daytime and night-time content that is truly immersive and will resonate with a target audience.

Stage 4 - Market Launch (Day 7)

Following the completion of the marketing material, we showcase your property on our website. Furthermore, we list your property on prominent real estate platforms such as Inmobalia, Resales, and James Edition. These platforms cater to a diverse pool of potential buyers and fellow agents, enhancing its visibility and significantly improving the likelihood of connecting with qualified buyers.

Stage 5 - Start Digital Promotion

Social Media is a big part of our marketing. From YouTube and Instagram to TikTok, our digital presence ensures your property will reach a broad audience. With the added exposure of collaborations with big brands such as C de Salamanca and social media marketing companies, we leverage every resource as and when it is required.

With our extensive agent and private client databases at our disposal, we also strategically craft a series of personalised newsletters to showcase the features of your property.

Stage 6 - Private Viewings

Once we have started on steps 4 and 5, we also move on to the next stage: Private viewings. Ideally, should there be sufficient interest from our own private clients, we like to start viewings before the property is fully on the market. This gives potential buyers a feeling of exclusivity and can sometimes lead to a higher sales price. After a few days, we open up the property to the open market.



Stage 7 - Open House Event

In order to have a property at the forefront of local agents' minds, we can organise an open house event. Invitations to these events are sent to our extensive agents database and are managed by our marketing team. All open house events are by RSVP only for security reasons.

For a more discreet event, we can also select a more curated group of local agents and market experts.

To preserve quality, we very rarely organise catering at such events, however we do provide refreshments, shoe covers and access to all property information, located at strategic points throughout the property in the form of brochures or QR codes linked to your property.

Stage 8 - Follow-Up Meeting

Should your property be on the market after 3 months, we schedule a follow-up meeting to discuss our marketing strategy, content and previous steps taken. We will advise on all previous viewings feedback to see if there are any issues that are raised multiple times, be it the price, decoration etc. Following this meeting, we will implement any new strategies that we have agreed.

Stage 9 - Property Sale

Once we start to receive genuine interest and subsequent offers, we will always present them to you, regardless of their quality (its the law, not us...) Ultimately, you have the final say.

Once a purchase price is agreed upon, a reservation fee is paid to secure the property. For properties above 1 million euros, we usually recommend a 1% deposit, however this is for you and your lawyers to decide.

After approximately 14 days and successful due diligence, both the vendor and buyer sign the purchase contract. This contract represents 10% of the property price (minus the reservation fee) and is transferred to the vendor's lawyer's account.

The completion date is agreed and included in the contract. On completion day at the notary public, you or your lawyers meet to finalise the remaining 90% of the purchase, and the keys are handed over to the new owner. We help ensure any outstanding payments or debts are settled.



“Selling or buying a property is one of the most important decisions in your life. Ensure you have a smooth, hassle-free experience by ensuring you list your property with a reputable agency with the necessary outreach.”

-- Dean Verdin

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