

OUR GUIDES

SELLING AND PURCHASING A **HOUSE**



SELLING GUIDE



If you have decided to sell your house by addressing the foreign and second home market, we show you step by step what we can do to help you: from the construction of the image of the property, to the real estate portals where we publish it, from the legal procedure leading to the sale to the staff who speak the languages up to the extras and tourism management services.

- SALES ASSIGNMENT
- NECESSARY DOCUMENTS
- ASSESSMENT OF PROPERTY
- MARKETING
- SALES APPOINTMENT
- FEEDBACK
- THE SALE
- EXTRAS
- PROPERTY MANAGEMENT
- COSTS

Sales assignment

We care about your property and we are very clear from the first moment on what we will do over time in order to lead you to the sale of your house. The assignment, which can be exclusive or free, contains all the conditions of the sale: price, terms and conditions for the payment of the deposit and the balance, description of the property, services used for marketing, conditions and brokerage fee.

The term of the assignment is determined together and we advise you how long it takes to lead you to the sale depending on the type of your property.

Necessary documents

- Updated cadastral plan
- Updated cadastral survey
- Map extract for houses with land
- EPC energy performance certificate also needed to advertise your property
- Deed establishing title (the notary's deed when you purchased or the declaration of succession if you inherited the property, etc.)
- Technical report

It is important to have these documents from the moment you sell the property to be precise in providing all the information that customers will ask us.

In case you don't have a cadastral plan and survey, map extract and EPC, we can help you through our technical office to find them.

Assessment of the property

Finding the right value is an essential element that will allow you to get the most out of it without wasting time and sales opportunities.

The factors that contribute to the price are countless and it is the many years of experience of our professionals that manage to arrive at a fair price: comparing properties, areas, conditions and all the useful elements.

- Location: distance from amenities
- Position: length of the gravel road, if present
- View: presence of invasive structures

- Surface of the property (Sqm)
- Interior and exterior finishings
- Number of bedrooms and bathrooms
- Balconies / terrace / garden
- Private or shared swimming pool, if present
- State of maintenance

Marketing

The starting point is the **photo shoot**: the most effective communication is given by the image and the future buyer will make his first choice from the photos or video of your property.

Before the photo session it is useful that the house is tidy and properly prepared and that the outdoor spaces appear in order.

For properties of a certain prestige will be involved a professional photographer.

After a careful editing of the photos/videos the **marketing department** will prepare the listing on our website and on the Italian and international portals with targeted and customized campaigns.

The **customer care** office responds promptly to requests that arrive mainly by email providing all the information about the property and organizing property viewings.



Sales appointment

We welcome the customer by organizing a property viewing to your property. When we get in touch with the future buyer we deepen his needs and direct him to the house that is right for him. The visits are scheduled in advance and according to the arrival in Tuscany of our customers therefore the buyer is selected before scheduling the viewing to your house.

Feedback

We keep you updated not only on actual visits but also on the performance of your property on the web and portals giving you a way to understand what is going on and whether the price at which your property is advertised is a fair price.

Extra services

Our extra services increase the number of future buyers who, speaking another language and living abroad, can count on invaluable assistance on-site delegating us to solve problems and meeting needs.

Property management

The property management service allows buyers to get a profit on their property. This service is an extra possibility to sell your home even to an investor customer.



Costs to be borne by the seller

- Drafting of the EPC energy performance certificate (cost depends on the surveyor you choose).
- Technical report (cost depends on the surveyor you choose)

Brokerage fee of the agency

90% of our business is with foreign customers: it is necessary to have continuous contacts and relationships with lawyers and attorneys who assist the customer which is extremely expensive.

The marketing we provide to the owner-seller is of maximum level taking care of the details of both photos and floor plans as well as the presentation of the area where the property is placed. Documentary research, moreover, commits our technicians to provide the potential buyer with a correct and complete legal pack.

This allows the owner-seller to fasten the timing of the sale of their property by expanding the showcase from the local to international market

with a significant flow of foreign customers that among other things have no problem of financing for the purchase.

All this imposes on our agency different commissions for the owner-seller, both as calculation and as an amount but we believe fair for the type of service that we offer and, above all, for the success that we get from our promotional campaigns that end with the sale of the property entrusted to us, in faster times than average:

- property value up to € 50,000 (€ 4,500 including VAT)
- property value from € 51,000 up to € 70,000 (€ 5,500 including VAT)
- property value from € 71,000 up to € 100,000 (€ 7,000 including VAT)
- property value from € 100,000 up to € 300,000 (6% + VAT)
- property value from € 300,000 up to € 500,000 (5% + VAT)
- property value from € 500,000 up to € 1,000,000 (4.5% + VAT)
- property value over € 1,000,000 (4% + VAT)

