



Homes
SEARCH FIND LOVE

We have the best
formula for selling
your home

CONTENT

How are we going to find a buyer for your house?	3
How are we going to work out the price of your house?	5
How do we work out the price of your house?	7
What you need to know	9
Associated selling costs	10

SELLING YOUR HOUSE, STEP BY STEP

Our method is designed to take the stress out of this process and achieve the best sales price in the shortest possible time.

1

Valuation

Study of similar houses
Competition
Market evolution
Target clients

2

Preparation

Setting a sales prices
Marketing strategy
Property presentation

3

Launch

HHomes.es
MLS
For sale sign
Networking

4

Marketing

National and international portals
SEM campaign
Email campaign
Database alerts
Calls to investors

5

Visits

Filter and qualify
Follow-up
Feedback

6

Tracking

Results report
Feedback from buyers
Action plans

7

Negotiation

Presentation of offers
Pricing advice
Achieving the highest offer

8

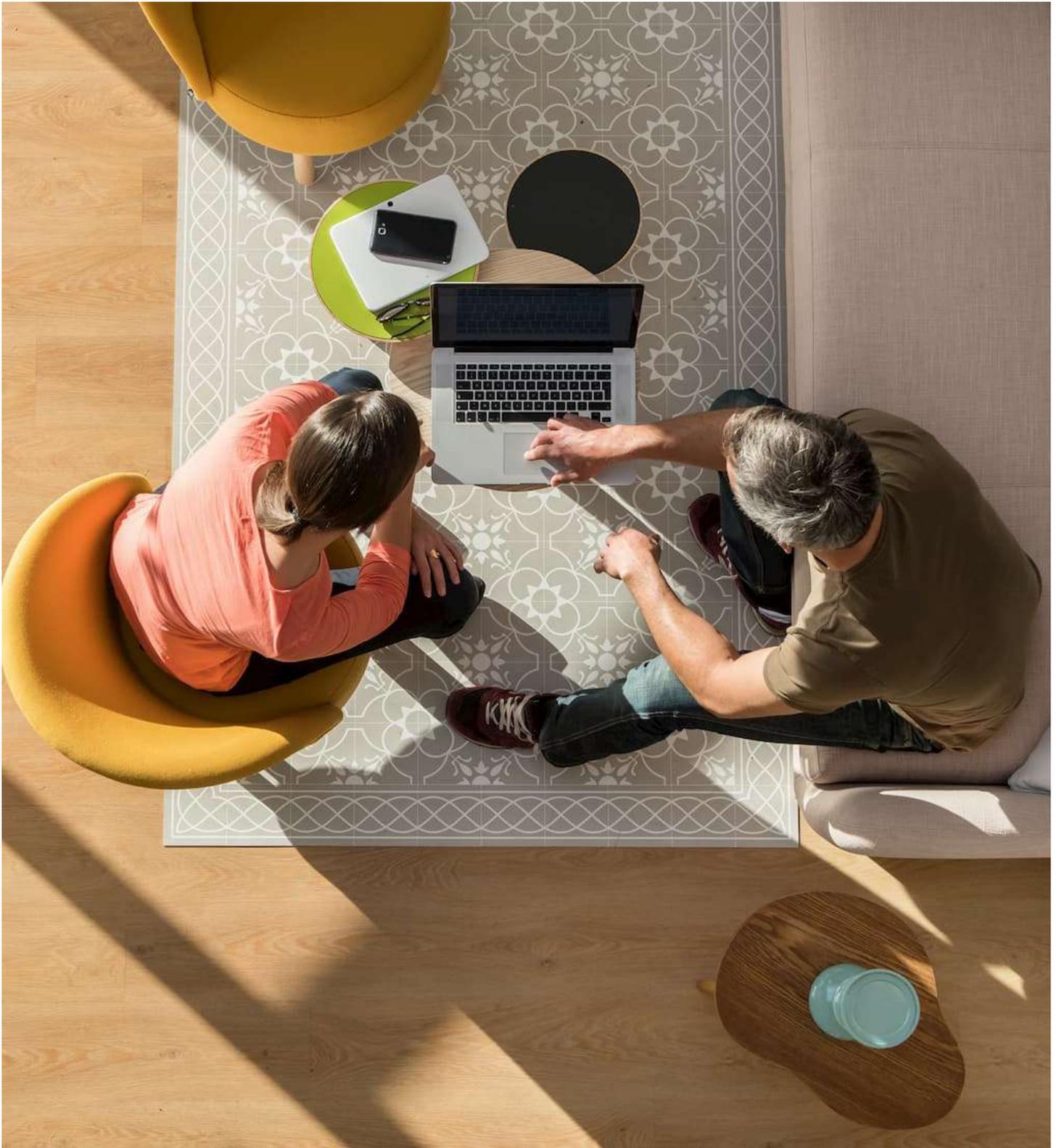
Contract

Contract proposal
Contract signing
Documentation

9

Completion

Coordination and organization of Title Deeds



Personalised marketing strategy

Representing Your Home

WHAT ARE WE GOING TO DO TO FIND A BUYER?

All our Marketing activities will be strategically designed to reach clients who would be interested in a house like yours.

- 1** **Home Staging**
Recommendations:
Tidy up
Depersonalise
Declutter
Repair
- 2** **Imagen**
Multimedia presentation
Video
Floor plan
- 3** **Materials**
Window card
Description
For sale sign
- 4** **MLS**
1,500 local, national and international estate agencies
- 5** **Portals**
HHomes.es
Top real estate portals (national and international)
- 6** **Campañas**
Segmented and location-specific digital marketing
- 7** **Database**
Sending alerts to clients via our CRM system and calls to investors
- 8** **Networking**
Agent mailings, calls and visits
- 9** **Customer service**
Client filtering and qualification
Tours 7 days a week



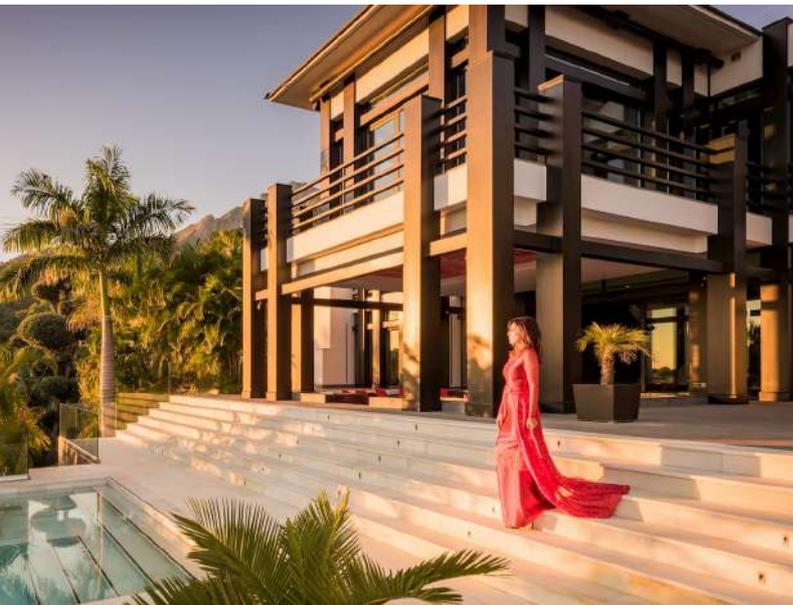
IT'S A VISUAL EXPERIENCE

Take into account the fact that buyers mentally prepare to ask for discounts based on a property's imperfections.

PRESENTATION IS KEY

—

Not all buyers have the ability to visualise the house as they would like it to be. This is why Home Staging is vital to the sale of your home, as it will help us generate more clients and achieve a better price.



THE FIRST IMPRESSION

—

The "WOW" factor when a buyer first enters your house is fundamental. Creating an atmosphere that's easy on the eye, uncluttered and tidy helps us make the client feel at home in your house and want to live in it.

HOW DO WE WORK OUT THE PRICE OF YOUR HOUSE?

Since all houses are different, it is important that an expert agent visits yours.

- o We study the area, the **surroundings and the position** of your house: amenities, accesses, neighbourhood, views, orientation, natural light, privacy, etc.
- o We consider **every feature**: indoor / outdoor space, garden, swimming pool, basement, garage, storage room, etc.
- o **Building specifications** are another fundamental factor: windows, carpentry, floors, kitchen, bathrooms, fixtures and fittings, furniture, etc.
- o Lastly, we study the asking price, **demand and the most recently closed sales in the areas, as well as the profile of the potential buyer.**

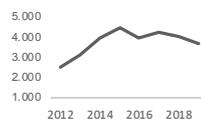
Overview Real Estate Market

Similar properties For Sale

318

*similar area and type

Number of closed sales in Marbella



¿where are the buyers coming from?



Market study by comparatives

We have reviewed most of the properties that are for sale through our internal platform and we have selected some to put them in this study

Location	Status	Type	Price	sqm	€/m2
Nueva Andalucía	For sale	Townhouse	460.000 €	135	3.407 €
Nueva Andalucía	For sale	Penthouse	425.000 €	128	3.320 €
Nueva Andalucía	Sold	Townhouse	530.000 €	145	3.655 €
Nueva Andalucía	Sold	Townhouse	399.000 €	160	2.494 €
Nueva Andalucía	For sale	Townhouse	545.000 €	150	3.633 €
La Quinta	Sold	Penthouse	399.000 €	135	2.956 €
La Quinta	For sale	Townhouse	425.000 €	160	2.656 €

Price recommendation by HHomes

The recommended price is the professional opinion of HHomes of the most probable closing price for the sale of the property, based on market research and market knowledge.

Minimum Price
↓ 425.000 €

Price recommendation
490.000
€

Maximum Price ↑
560.000 €

PRICING STRATEGY

Your pricing strategy is crucial to a successful sale. This is why, at HHomes, we always take price and time into account before valuing your home in order to make the biggest impact.

Aspirational

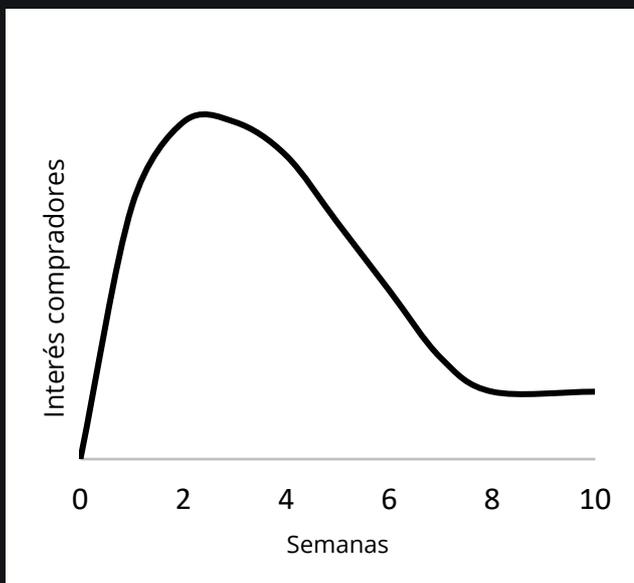
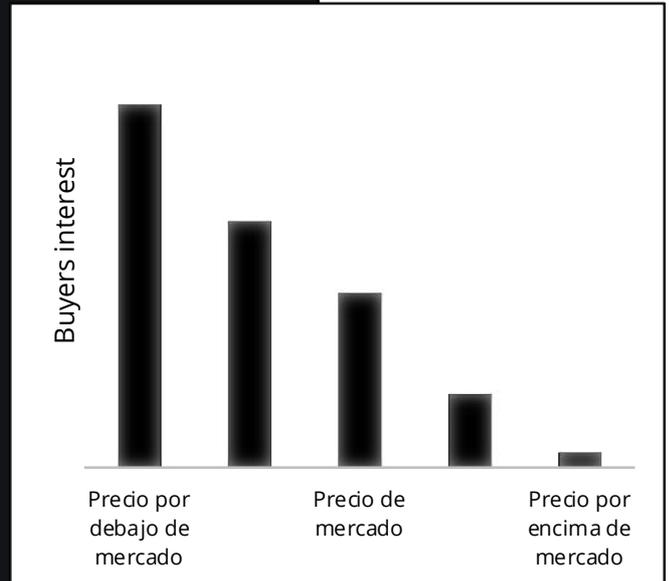
When the price is high, your property competes with others that are worth much more. This strategy tends to take a long time to result in a sale, there are usually several price reductions before the final sale and it depends highly on the market evolution.

Market price

This gives us a good outlook on many buyers. Furthermore, it mobilises partner agents, since we are realistic and competitive within the market and take the sale of your house very seriously. And if we set the price at the extreme lower end of the bracket, your house appears to be "good business" compared to the others, which can, in turn, generate interest from investors.

Quick sale

Priced at 15% below the market value and with adequate staging and marketing, it is obvious that this property is the "best deal" on the market and cannot be missed, which will generate a high level of interest and facilitate a quick sale.



30 days

The time your house receives maximum attention on the market

45 days

The time your house receives the highest number of visits

20 visits

The average number of visits it takes for a house to sell

Need to Know...

what should i do to make my house more attractive to buyers?

A well-presented home normally sells faster and for a higher price. Less is more, so get rid of anything you don't need, depersonalise your house and say goodbye to your old life. Make small improvements and harmonise the spaces. Lastly, do a deep clean.

How long will it take me to sell my house?

This will depend heavily on the area, type of property and pricing strategy. On average, it takes between 5 and 8 months to sell a house.

what is the best time of year to put my house on the market?

We can find buyers for a quality property at any time of the year. Notwithstanding, the best months to sell tend to be March, April, May and June.

what documentation do i need in order to put my house on the market?

Royal Decree 218/2005 dated 11th October, approving the Consumer Information regulation for property sales and rentals in Andalucía, obliges all estate agents to have a document with clear and precise information about the features of the property and the financial terms of the offer made available to the public:

- DNI (National ID Number) of the homeowner(s)
- Legal person, deed of constitution and powers
- Copy of the deed of sale
- Copy of the non-certified extract from the Land Registry
- Proof of payment of latest Council Tax (IBI) bill
- Proof of payment of latest rubbish collection tax
- Proof of payment of last Community Fee
- Energy Efficiency Certificate
- First Occupancy Licence

COSTS ASSOCIATED WITH SELLING

Capital Gains Tax and IRPF (Personal Income Tax)	19% (up to a maximum of €1,140) payable on profits up to €6,000 21% (up to a maximum of €10,500) payable on profits between €6,000 and €50,000 23% (minimum of €11,500) payable on profits in excess of €50,000
Non-resident vendor	3% deduction (refundable)
Municipal Capital Gains Tax.	To be calculated in each case
Mortgage cancellation fee.	Approximately between 0 to 1% of the outstanding debt (depending on the bank/mortgage conditions)
Cancellation of registration	700 - 900€ aprox
Consultancy fees	300 - 400 € aprox
Deed of sale	In most cases, the buyer pays them in full. However, the law states that this deed be paid for by the vendor and that the buyer covers the cost of the first copy and those following the sale.
Energy efficiency certificate	100 - 150 €
Residents' Association certificate	30 - 50 €
Council Tax (IBI)	This year's IBI payments
Lawyer	1% + IVA
Real Estate	5% + IVA

** The amounts are merely indicative and non-binding, given that all information relating to each sale must be submitted to the relevant entities and administration departments for their precise calculation.*



We are elevating the real estate experience

in Marbella and top Costa del Sol locations

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