



Sellers Success Guide



Thinking of selling
your home?
Let us help you.

“Sellers Success”
5 Simple Steps

Marbella LVS



The important thing to remember is that no matter what property we are selling, we all want to make the process as easy and as uncomplicated as possible while securing the highest possible sales price.

To help the homeowners to sell their homes in the most efficient way we use a method called “Sellers Success”

5 simple steps to help you prepare your property for sale by maximising your chances of a quick sale at the desired price.

Step 1. Home staging

Step 2. The Sales price strategy

Step 3. Marketing

Step 4. Viewings

Step 5. Price negotiation

Step 1 – Home Staging

The better maintained and more **attractive** your home is to the buyer, the closer you will be to the **desired price** offer. This is where the home staging comes into play.

The first thing you need to remember is that while you are trying to cater to your needs to **achieve a quick sale** and the right price, you can't forget about the needs and desires of the buyers, at the end of the day they are the ones that we need to “please” and attract to **spend the money**.



“The next thing you need to think about is that there are two types of buyers; - the ones that want to move in and start enjoying their new home straightway, and - those looking for a renovation project. These buyers will offer a much lower price than the one you as a seller desire. **Please be aware** that there are many more of the first kind!”



Those are the **buyers** that prefer homes that are **tidy, clutter-free** and well maintained. There are **three improvements** that will make impression on the buyers the most:



Refurbishing/Renovation

Renovate “market smart” to make your home more attractive without overinvesting and try and keep it simple and neutral.

Reparations

Small improvements make a big difference. Make sure you repair and fix anything that is damaged. Remove any old/broken furniture and replace it with new items or rather leave the space open working with the furniture you have available.



Maintenance

Keep the outdoors (cut the lawn, weed the garden, clean the pool,...) and indoors (clear out any clutter, vacuum, tidy and clean all floors and surfaces, add room fragrances and fresh flowers,...) clean, tidy and well maintained.

We know what buyers are looking for, hence we can give you recommendations suitable for your home and your budget and determine what you can do to improve the saleability of your home by making it more attractive to the buyers. If you prefer we can put you in contact with a home company that can help you stage your home.

Step 2 – The Sales Price Strategy

Keep in mind that, as strange as that might sound, it is not you who determines the final price. In reality, your home's worth is decided by the buyer, i.e what is the **buyer willing to pay** at a given time.

The price makes an impact on how many buyers, viewings and offers it will attract. It also dictates how fast your home sells.





There are a few things to think about and to do when setting up price for your home:

Be unbiased

You have to go about it as if you are **evaluating** someone else's home rather than your own.

You cannot be **emotionally involved** (things about your home that you love might not have the same value to the market) and you have to understand that the market is not interested in your financial goals, nor how much you need to buy your next home, and so on.

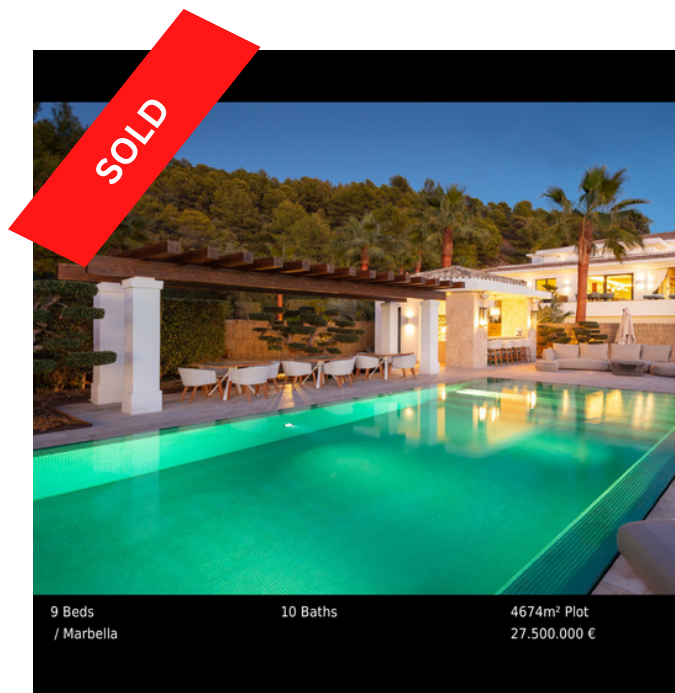
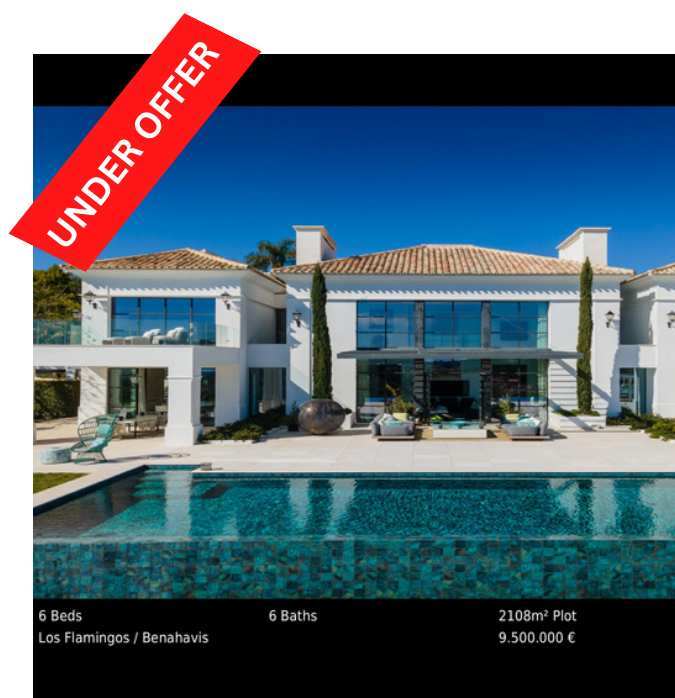
It sounds cold but **that is the reality of it!**

Ask yourself: “Do I want to sell or do I need to sell?”

Keep in mind that if you need to sell you have less time than if you want to sell. **What you need to be, is honest with yourself.** You don't want to overprice your home whether you need or want to sell, especially if you need to sell. **Overpriced homes take longer to sell** and being long on the market lowers their **perceived value**.

Do your own research

Study the websites that have homes for sale in your area. Do research to find the **right balanced price** by checking prices for similar homes with similar conditions **that have been recently sold** in your area. Be fair in comparisons! Homes that might seem very similar and be on the same street may not be comparable; plot, house size, finishing quality and design all play a role in **determining the right value of the home**.





That is the period that a newly listed property attracts the most interest. In a primary home market, this is usually **between 2 to 6 weeks**, while in secondary home markets, like Marbella, this period is a little longer and it could be **up to 12 weeks** (3 months).

If the property is on the market too long, it becomes, **"stale"** as market interest decreases. Buyers start to wonder if it is **badly overpriced** or if there is some **problem with the property**.

This is why it is **crucial that you price your home right** from the start! Come and talk to us, we are here to help. We will do a **comparative analysis** and help you get the right price for your property.

Step 3 - Marketing

A successful marketing campaign encompasses many factors, to create, communicate and deliver the right message to consumers is important the core function is do one thing: generate viewings.

As mentioned in step two of the guide you should aim to maximise the homes' exposure during the first 3 months. Remember the "Golden window of opportunity"!

At LVS we will provide you with all our best strategies to achieve your home sale within this time frame.

LVS
Special
Feature



JOIN US

JOIN US FOR SOME
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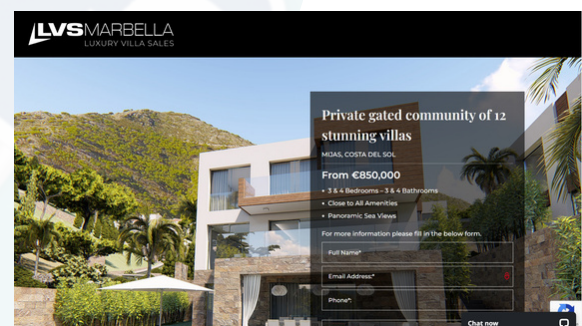
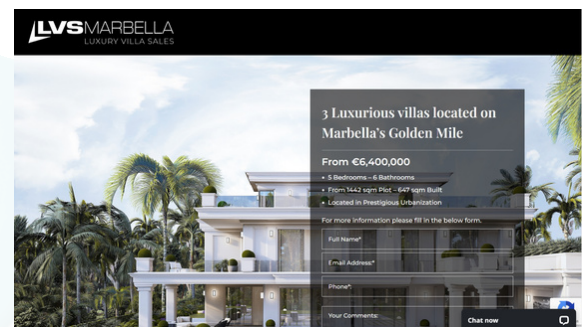
Thursday 22nd of September

12:00 to 16:00



Most buyers these days, start their property search online. Having your home listed on websites and social media doesn't just attract buyers but gives you a much wider field to advertise your property. Here are a few of the successful online marketing channels used by LVS:

- Facebook
- Instagram
- Youtube
- Email marketing to our extensive list of buyers
- Email marketing to our extensive list of Agent collaborators (over 700 in Spain and abroad)
- Multi Listing websites



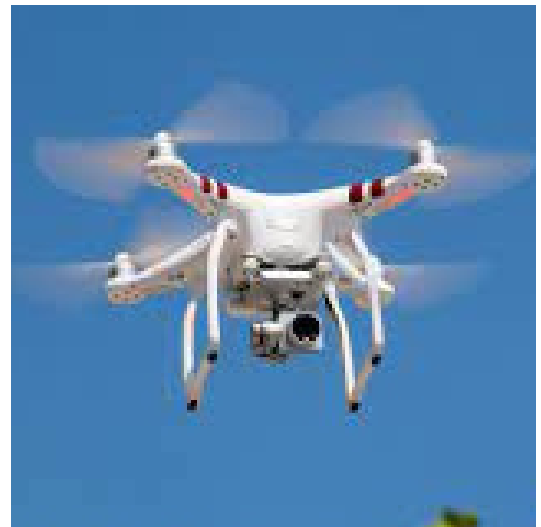
Some of the most appealing strategies of effective marketing include:

Some of the most appealing strategies of effective marketing include:

- Video of your home
- 3D presentation.
- Floor plans
- Professional Photography

We are also in favour of traditional marketing and often organise:

- Open houses
- Local and international networking
- For sale boards
- Magazine advertising



Step 4 – Viewings

The first impression of your home during a viewing can be the “make or break” of a deal.

You have to make sure that your home is presentable for each viewing - this is your most important marketing! This step in part includes points we made in step one of this guide - Home staging. Here is the checklist of things that should be done before any viewing:

- Open all curtains and shutters to let in as much light as possible.
- Screen out unappealing views.
- Open all windows to let the fresh air in.
- Turn on all lights throughout the house including dark corners.
- Ensure the property is at a comfortable temperature, summer or winter.
- Turn off all televisions.
- Play soft background music.
- Decorate with fresh flowers wherever you can.





- Open all doors between rooms.
- Make all beds, fold and put clothes away.
- Remove clutter, including kid's toys if there are any.
- Keep clean floors including carpets/rugs.
- Empty trash cans.
- Keep kitchens and bathrooms spotlessly clean.
- Use air fresheners or scent diffusers.
- Hide all valuables.
- Make sure all outdoor furniture is clean.
- If you have pets, make sure they are out of the property, their area is clean and any smell is removed - Put out all outdoor furniture cushions.
- Make sure your home highlight sheets are easily visible.

We recommend that you are absent from your home during viewings. This way a buyer feels more comfortable making comments and **enjoying your home.**

Last but **not least**, if you don't live in Marbella full time and are not here **we recommend** that you leave a key with your agent. That leaves your home available to view anytime.

It is **very important** that the agent has seen your house before any viewings to ensure buyers are made aware of all of the **key selling points** of your home.





Step 5 - Negotiating the price and finalising the sale

Negotiating the price of a home can be the most complicated part of the sale process, but it doesn't have to be. It all depends on both the buyer and the seller. There are a few things to think about before and during the negotiating process.



*As you are trying to maximise the sale price of your home, be careful not to give too much information on your needs to the buyer. If the buyer finds out that you **NEED**, rather than **WANT**, to sell your home they will use it by making a lower offer.*



- Focus on the big picture, on your goal, and don't let small things get in the way of a good deal.
- If there are certain requests by the buyer that are not agreeable to you, be willing to meet halfway.
- When you get an acceptable offer, be as cooperative as possible. Your being flexible and helpful reduces the risk of buyers getting “buyer's remorse”, i.e. pulling out.
- Request a reservation agreement immediately upon acceptance of the offer and don't take your property off the market until you have proof that there is a reservation deposit in place.
- Try to be as flexible as possible on the completion dates to meet the buyer's needs.
- Make sure that your paperwork is up to date, and accurately and legally reflects your property. Same with your ID and all necessary documents.

**PLEASE CONTACT
US FOR A
NO-OBLIGATION
CONSULTATION**



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