



REAL ESTATE MARKETING IS A MATTER OF TRUST

Our added benefits for owners



Fair advice and individual support for sellers and buyers



This is what you can expect from **us**...

From the valuation of your property to the notarisation of the purchase contract, as estate agents we offer the services that property sellers and buyers expect to ensure a smooth transition of a property to the next generation of users.

Whether you commission us to broker your property or you are looking for a new home - trust in the necessary experience as well as the professionalism of the broker determine the successful cooperation.

Together with you, we will find the right way to realise your goal quickly and easily.

We look forward to serving you as a client soon, because real estate sales is a matter of trust and

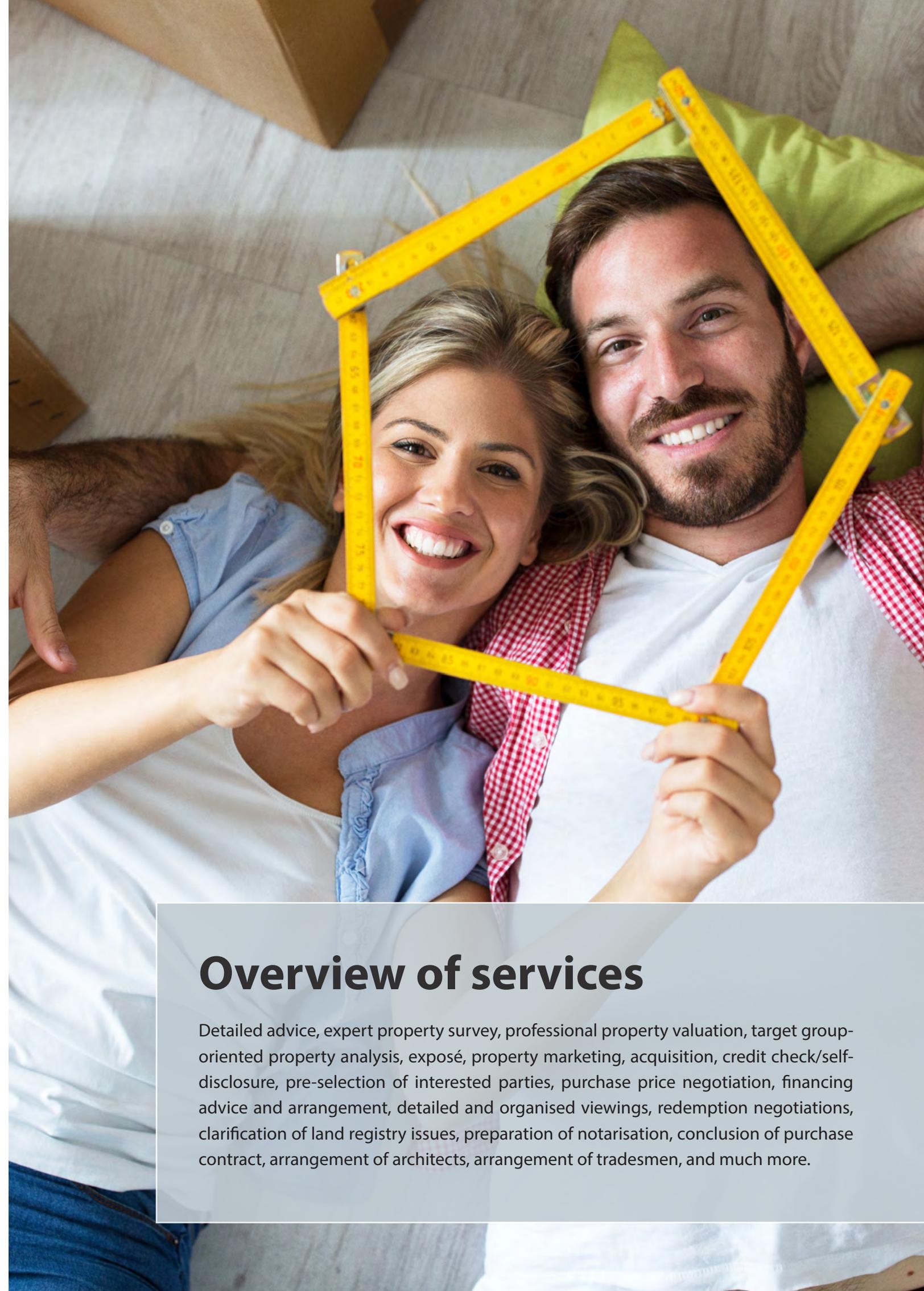
Sales success is no coincidence.



Trust us and take us to task.

Your property is as individual as you are. With a sole commission, you ensure that we market your property optimally and achieve the best price for you.





Overview of services

Detailed advice, expert property survey, professional property valuation, target group-oriented property analysis, exposé, property marketing, acquisition, credit check/self-disclosure, pre-selection of interested parties, purchase price negotiation, financing advice and arrangement, detailed and organised viewings, redemption negotiations, clarification of land registry issues, preparation of notarisation, conclusion of purchase contract, arrangement of architects, arrangement of tradesmen, and much more.

A smiling man and woman are shown from the chest up, holding a set of keys together. The man is on the left, wearing a light blue shirt, and the woman is on the right, wearing a white top. They are both looking towards the camera with happy expressions. The background is a soft, out-of-focus white.

Why an estate agent? **I can do that on my own!**

A yellow triangle icon with a white outline, pointing to the right.

Give us the sole mandate!

There are many things to consider when selling real estate. The examples mentioned here are just a few of many. It is better to put the sale of your property in professional hands and give us the sole contract.

In this way, the estate agent undertakes to advertise your property perfectly and to broker it as quickly as possible. The estate agent will always be in close contact with you. Adjustments to the sales strategy, as well as changes in pricing, will also only take place after consultation.



1 The thing with the perceived price

You have lived in your house for a long time. You know every nook and cranny and you have invested again and again. You set the price accordingly. **But is this price realistic for your property?** Have you included all objective facts in the pricing? We use objective facts to determine **the fair market value of your property** for a quick sale and the best possible selling price.

Concentrate on more important things and leave the sale of your property to the professionals.

2 Who do you guide through your house?

You advertise your property and arrange the first viewing appointments. How do you know who is coming? You have not screened interested parties. Perhaps a prospective buyer wants to buy, or perhaps he wants to view your property for other reasons. As your partner, we **select** interested parties according to various criteria. Factors such as **credit checks, proof of earnings**, etc. play a role. Our experience is an additional important criterion in the selection of potential buyers.

3 Do you receive your money on time?

What happens after you have found a potential buyer? Until the notarisation, you cannot be sure that your prospective buyer will really buy your property and that you will receive your money. You have no confirmation of financing or even a declaration of intent to purchase.

We provide security and support you throughout the entire sales process.

4 Is the rent paid regularly?

This is exactly where we come in. As your letting partner, we not only evaluate and present the property, but also select prospective tenants. We will also carry out a credit check on your future tenant for you.

So you don't just find any tenant for your property, but the right tenant.

How objectively can you **value** **your property?**

Pricing a property in line with the market is one of the most difficult points in selling. For emotional reasons, many sellers estimate the value of their property to be higher than it actually is.

There is a risk that the sale of a property that is too expensive will take an unnecessarily long time or that prospective buyers will not come at all. Here, too, you benefit from a partnership with us.

Thanks to our many years of experience and focus on the local property market, we know exactly the value of your property and can thus position it in line with the market. This is also important for price negotiations with interested parties, as it is the only way to ensure that you achieve an appropriate sales price in the end.

Facts make the right price.

A „perceived“ sales price often does not correspond to the actual market value of a property.

A realistic market value for your property results, for example, from the following facts:

- What is the current market situation?
- What are the competitors doing?
- What is the current buyer behaviour?
- How much time do I have for the sale?

In combination with our many years of experience, we can thus precisely determine the actual market value of your property and **position it** in line with the market.









Which group of buyers suits your property?

Families, couples or singles? Which age group comes into question for your property? And how can you reach this target group?

The optimal marketing of your property from the very beginning

Only in this way will you not sell your property below value, but achieve the best possible sales price.

To **determine the target group** in the run-up to marketing, we answer the following questions, among others:

- Who comes into question as a buyer?
- Which group of buyers offers the best sales opportunities in your price segment?
- What is the most effective way to address the potential target group?

To answer these questions, we first examine the general conditions and create a comprehensive **buyer profile**. The associated analysis includes possible reasons for a purchase decision, such as the property as a financial investment, retirement provision or for personal use.

The result in combination with the determination of the purchasing power and creditworthiness of the group of buyers ensures that you do not experience any nasty surprises in the end.





Work around your property

We carry out extensive research, create professional pictures, an appealing exposé and market your property.

The research

The first step is to determine all the important data about your property. This includes not only the pure property data, such as size and floor plans, but also land register entries, service charge statements, rental agreements, loan documents and much more.

In this way, we create the optimal basis for a successful letting or sale.

If required, we will be happy to assist you with the preparation of an energy certificate.

Convincing images

People are visual. Photos give a potential buyer a first impression of your property - and this is crucial!

Within a few seconds, a prospective buyer makes a decision as to whether the house or flat is eligible and whether or not he or she would like to find out more about the property.

We skilfully set the scene for your property and take care of the creation of high-quality photos that create a „desire for more“.



Our sales partners throughout Europe

We live in a digital world.

Well over 70 % of Germans today already buy goods and services online. **home4you** therefore works completely differently from most real estate agencies in many areas.

home4you first offers its property owners a comprehensive valuation of their property. Afterwards, the properties are offered digitally throughout Europe directly, or via the sales partners in the respective countries.

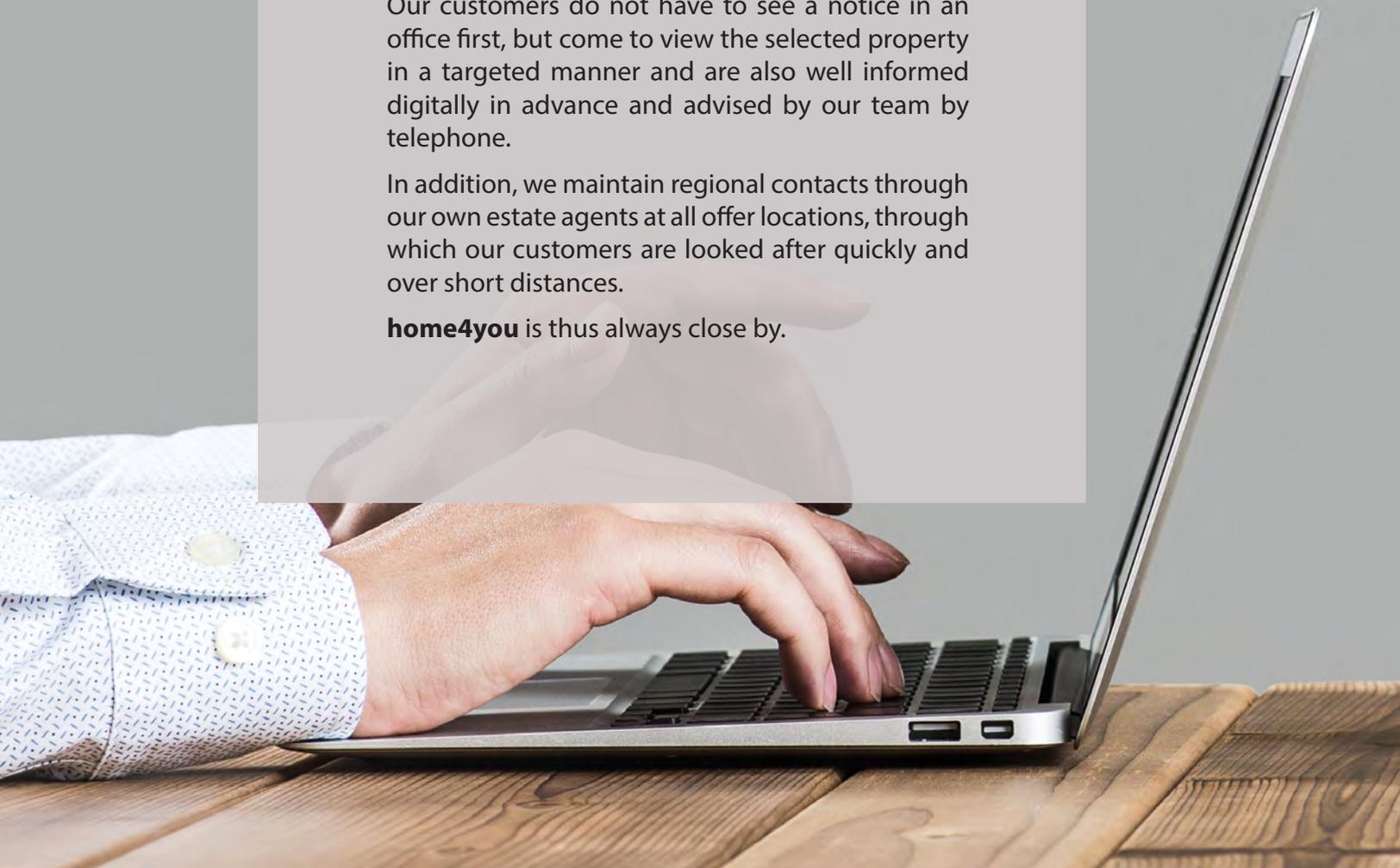
Our offers in well over 100 TOP real estate portals reach more than 50 million interested parties every month, and even in the respective national language. There should be the right buyer for every property.

We are so much closer to our clients and thus completely dispense with unused offices. We invest the money we save in the targeted search and marketing of our large range of properties.

Our customers do not have to see a notice in an office first, but come to view the selected property in a targeted manner and are also well informed digitally in advance and advised by our team by telephone.

In addition, we maintain regional contacts through our own estate agents at all offer locations, through which our customers are looked after quickly and over short distances.

home4you is thus always close by.



Targeted **property** **marketing**

*Supplied with the right images
and all relevant data, we can
now start targeted marketing.*

The exposé

The exposé is still one of the most important instruments when selling a property.

Prospective buyers like to have „something in their hands“ to be able to deal with the property extensively. As you can see, the preparatory work is important in order to be able to create a meaningful and sales-promoting exposé.

Professional photos and an individual design round off the **exclusive exposé** for your property. This way, every interested party can inform themselves at their leisure and convince themselves of the qualities of your property!

Marketing

As part of the preceding target group analysis, we determine which medium promises the best sales opportunities and place particular emphasis on using this medium effectively.

In addition to **traditional marketing** in newspapers and magazines, we place your property online in the important **real estate exchanges** and, of course, on our own **highly frequented website**. The marketing is completed by notices in **shop windows** or showcases.

And of course in our rooms, where we as owners are always personally available to you.





The visit to your property

We filter interested parties in advance and bundle appointments so that you don't end up with „**viewing tourism**“. We accompany you during property viewings with interested parties and ensure in advance that your property looks good and leaves a perfect impression.

The right preparation plays a central role. A suitable ambience is just as important as the right time of day.

With us, the prospective buyer becomes a lover of your property and thus a buyer.

A real added value for sellers, buyers and brokers

Everyone involved has a personal goal:

You want to sell your property at the best possible price, the buyer wants to purchase his dream property as cheaply as possible.

We are the mediator! As your partner, we guide you through the **sales and price negotiations** and ensure that you do not sell your property below value. At the same time, we are available to the buyer as a competent contact and are happy to provide information about the property and the general conditions of the purchase.

We take care of the details, carry out a **credit check on the buyer**, coordinate the work with the banks involved, take care of the contracts. We accompany you to the **notary appointment** and advise the buyer on all financing issues.

You see, with us you are in good hands.

We are more than just intermediaries - we are the service provider at your side.



Service counts!



After the sale, we continue to be at your side and take care of, for example, the compilation of all important documents.

We take care of all the formalities and are happy to support you in organising your move or in finding a new property. We will be on hand to advise you when you hand over the keys.

See for yourself. Simply visit us on site and get to know us and our work during a non-binding informational interview.

We look forward to your visit!



Modern home, Modern living.



home4you - a brand of
more4you-cologne GmbH

Cardinalstr. 5 | DE 50670 Köln
phone: +49 (0) 221 - 33 96 30 20

Contact Mallorca

Teléfono: +34 871 - 90 6000

E-Mail: info@home4you.info

Website: www.home4you.info