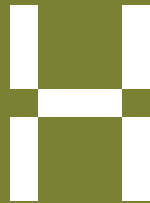
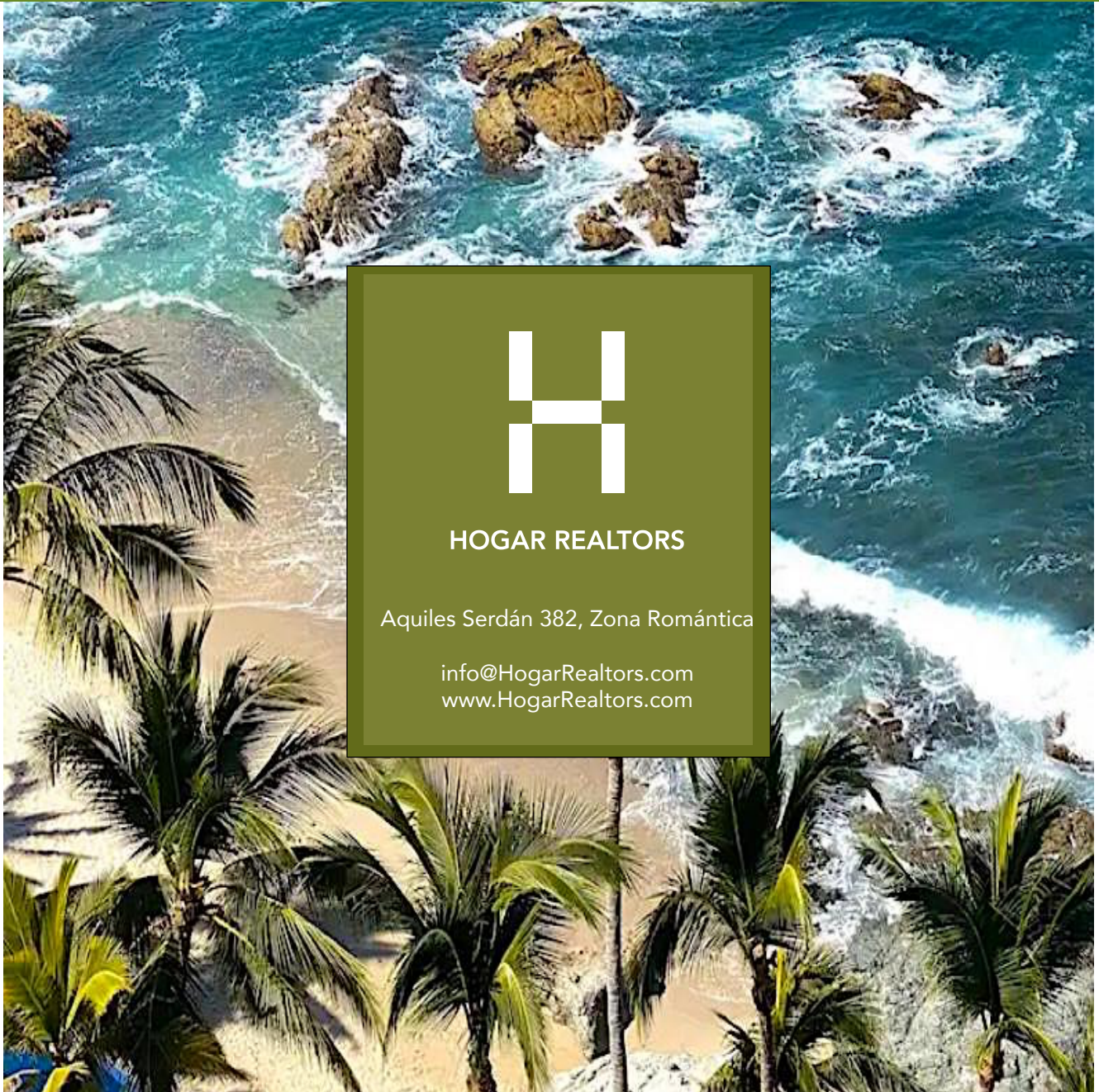




# SELLER LISTING INFORMATION



**HOGAR REALTORS**

Aquiles Serdán 382, Zona Romántica

[info@HogarRealtors.com](mailto:info@HogarRealtors.com)

[www.HogarRealtors.com](http://www.HogarRealtors.com)



Hogar Realtors was founded in 2022 by Marc Serrao to create a boutique agency to better serve clients. Marc Serrao is a veteran of the Puerto Vallarta area real estate market since 2008,

With a unique combination of experience and knowledge, Marc and the Hogar Realtors team can bring a higher level of expertise and service as they help guide their clients through the Mexican real estate market.

The Hogar Realtors team all share the common goals of listening to your needs, desires and working in your best interest with honesty and integrity. We work to provide you with everything you need from the start of the buying or selling process until well after the closing.

***" I Never Forget That I Am Working With Two Important Things...***

***My Clients' Money and My Reputation"***

Our team includes:

- Bilingual Real Estate Closing Attorneys, Notary and Escrow Companies
- Immigration Consultants
- Contractors For Remodeling
- Insurance Representatives

## OVERVIEW

### The Objective

The objective of listing your property for sale is to maximize its value by using a comprehensive and strategic marketing approach. By showcasing the features and potential of your property to a broad and targeted audience. We aim to secure the best possible sale price in the shortest amount of time. Our expert team will guide you through each step of the process, providing market insights, professional staging, and skilled negotiation to ensure a seamless and successful transaction. By listing your property, you are taking advantage of our resources and expertise to achieve your financial and personal goals.

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## Representation

It is essential you select the best agent as you begin the process of selling your home. While you may select an agent because you know them or like them, you should also look at their experience and expertise. Do they work for a reputable company? A reputable firm is the best protection of your investment.

Do they belong to AMPI? AMPI is a Mexican association of realtors with a chapter in Puerto Vallarta. AMPI expects the highest level of professionalism from their agent members. While your agent should be excellent in their field of real estate, you should enjoy their company. You will be working together closely as your agent manages the selling process to assist you in reaching your goal of a successful sale.

## Expertise and Experience

Listing a property for sale with Hogar Realtors provides numerous benefits that can significantly enhance the chances of a successful sale. Here are some key reasons why you should consider this option:

**Market Knowledge:** Our real estate advisors have in-depth knowledge of local market trends, property values, and neighborhood specifics. We have worked with buyers and sellers from all over the world. This expertise ensures that the property is priced competitively and attractively.

**Professional Advice:** Our agents offer valuable advice on how to prepare a home for sale, including staging tips and necessary repairs or improvements to maximize appeal. We will also assist you with Capital Gains calculations (ISR) and help direct you along the proper course to maximize your return from the sale proceeds.

## Marketing and Exposure

**Comprehensive Marketing:** Our agents use various regional and international marketing strategies to promote properties, including online listings, social media, print advertising, and open houses. This multi-channel approach ensures maximum exposure to potential buyers.

**Professional Photography and Videography:** High-quality images and videos can significantly enhance the appeal of a property, attracting more interest and potentially higher offers. Video tours provide potential buyers with a better view of the property when used in addition to photos.

**Home Showings:** Showing your home is a necessary inconvenience. We will have broker's opens and public open houses. While we try to give you as much notice as possible for a showing, it is important that your home be show ready once it is listed. This means clean, lights on, staged, music and aroma. Your agent will go over the details of having your home show ready.



## Network and Connections

**Buyer Network:** Our Real estate advisors have extensive networks of potential buyers and other agents, increasing the likelihood of finding a suitable buyer quickly. Our association with AMPI (Mexican local and national board of realtors) provides a substantial network of potential homebuyers.

**Industry Contacts:** Agents can recommend trusted professionals such as home inspectors, contractors, and mortgage brokers, streamlining the selling process.

## Negotiation Skills

**Expert Negotiators:** Our Agents are skilled negotiators who can effectively handle offers and counteroffers, ensuring that sellers receive the best possible price for their property.

**Objective Perspective:** Having an agent handle negotiation helps maintain a professional and objective perspective, avoiding emotional decision-making.

## Time and Convenience

**Handling Inquiries and Showings:** Agents manage all inquiries, schedule showings, and follow up with potential buyers, saving sellers significant time and effort.

**Paperwork and Legalities:** Real estate transactions involve a lot of paperwork and legal requirements. Specially in Mexican laws, our agents ensure all documentation is completed accurately and on time, reducing the risk of legal issues.

## Peace of Mind

**Security:** Agents screen potential buyers to ensure they are qualified, reducing the risk of dealing with unserious or unqualified buyers.

**Professionalism:** Listing with a reputable real estate agency provides a level of professionalism and assurance that the sale will be handled efficiently and ethically.

## Enhanced Selling Power

**Competitive Edge:** Properties listed with experienced agents often sell faster and at higher prices compared to those sold by owners themselves, due to the enhanced marketing, exposure, and negotiation skills.

By leveraging the expertise, resources, and networks of our professional real estate agents, sellers can achieve a more efficient, profitable, and stress-free home-selling experience.



## Price

Your agent will work with you regarding price. A market analysis (CMA) should clearly show the seller what the market says regarding the recommended price of their home. Should a seller not listen to what the market says regarding the pricing of their property, they will likely experience longer market time which equates to a lower selling price. Your agent can educate you about the risks of overpricing your property and show you the best range your property should be priced in to bring about the highest price for your home in the shortest period.

### The “Best” Selling Price for My Property?

When selling your home, setting the right price is critical to your home selling success. A home is only worth what a ready, willing, and able buyer is willing to pay for it. Request a Comparative Market Analysis (CMA) a background and analysis that helps determine a fair market value for your home. Be prepared to price your home based on current provided data from your agent and not an emotional attachment.

### Should I Price My House a Little High, Since I Can Always Drop the Price Later?

That’s a strategy that sounds good – but, in fact, is more likely to result in a lower price. Here’s why. The first few weeks a house is on the market is when it will have the most activity. If a house is overpriced, it must compete with houses at that higher price level. More importantly, agents that know and understand the market will advise their buyer clients that to property is overpriced. This will attract less qualified buyers and keep the property on the market longer.

The overpriced home is unlikely to attract an offer as quickly as a well-priced property. Worse yet, those first weeks are when real estate agents preview the house. If it’s overpriced, they may not even bother to show it to their buyers. Eventually, the seller will have to drop the price – and may end up with an even lower price because buyers will wonder why the house has been on the market so long and may factor that into their offer.

### My Home Has Not Sold Yet?

There are usually two or three very simple reasons when a house doesn’t sell. It is either not priced correctly for the market, not in the best condition or difficult to show. Look very closely at these three factors and if you don’t think these could possibly be the reason then there are other possibilities we can discuss.

### I Don’t Have to Sell Right Now, Should I Wait Until the Market Comes Back Up?

This is an honest conversation with your agent. They can discuss the current market, best times of the year to sell and other pertinent factors to be considered when putting your home on the market. You must also make sure you have everything ready to sell: your Temporary or Resident Visa, Taxpayer ID Number, Title and legal paperwork in order.



## What Do You Recommend to Help Me Sell My Home Faster?

We can recommend several tips to help you position your home for maximum value and shorter market time. Working closely with your agent to prepare your home, staging the property and pricing your home to the current market will typically help you achieve a success sale.

### THE OPPORTUNITY

- **Goal #1: Create an in-depth analysis of your property.**
- **Goal #2: Integrate sales team to maximize our selling strategy.**
- **Goal #3: Present a tailored selling strategy to current public market.**
- **Goal #4: Sell and close as quickly and effortlessly as possible.**

### OUR PROPOSAL

Our objective is to secure the best possible sale price for your property within a targeted timeframe. We aim to attract qualified buyers who appreciate the value, location and style of your property. We will meet your interests doing the following:

- Craft a detailed property description emphasizing key features such as the views, finishes, amenities, and location.
- Highlight nearby attractions and amenities, such as beaches, dining, and entertainment.
- Use updated data to set a competitive and realistic listing price that reflects the properties true market value while allowing room for negotiation.
- Offer pricing strategies, including potential incentives for early offers.
- Utilize social media platforms (Instagram, Facebook, LinkedIn) to target buyers and real estate investors, incorporating paid advertising to reach a wider audience.
- Create a dedicated property website featuring a video tour, high-quality images, detailed description, and contact information for inquiries.
- Place ads real estate magazines, both local and international.
- Use our network of real estate agents, brokers, and property specialists to promote the property.
- Host open houses and private showings for buyers and other agents in the area.
- Reach out directly to potential buyers through personalized email campaigns and direct mail.
- Provide regular updates to the client on marketing efforts, inquiries, and feedback from showings.
- Maintain transparent and open communication throughout the sales process.
- Use our expertise in negotiation to secure the best possible terms and price for the client.

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- Address and overcome potential buyer objections, emphasizing the unique value and investment potential.
- Coordinate all aspects of the closing process, including inspections, appraisals, and legal documentation.
- Work closely with the client and buyer's representatives to ensure a smooth and timely closing.
- Provide support for any post-sale requirements.

## QUALIFICATIONS

Hogar Realtors is continually proven to be an industry leader for quality service in the following ways:

- **Vision** : Our vision is, delivering unparalleled service, fostering community connections, and driving exceptional results. We aim to redefine the real estate experience by leveraging our deep local expertise, innovative marketing strategies, and commitment to integrity and excellence. Our goal is to be the trusted partner for both buyers and sellers, helping them navigate the vibrant Puerto Vallarta area markets with confidence and ease.
- **Inspiration** : We are very proud of our reputation, we strive to be better every day, and our best juries are our clients, our inspiration is our client's reaction after a successful transaction.
- **Flexibility** : A lot of experience is not the only important goal, we are constantly updating and learning from ours and other experiences.
- **Certificates**: Constant education and certificates of not only local authorities but also international.

## CONCLUSION

We look forward to working together, supporting and achieving your goals. We are confident we can meet the challenges ahead in the current market.

## REAL ESTATE TERMS AND DEFINITIONS

**Agent:** It refers to the individuals or legal entities who act in this transaction as Real Estate Agents, Agents, Real Estate Agencies or any other similar.

**Agreement for Rendering Real Estate Services:** The agreement entered by the Offeror/Buyer or Seller, depending on the case, to guarantee the payment of fees, services and expenses incurred by the Agent or Broker or Real Estate Agencies. Normally covered in the listing agreement and the sales contract.

**Applicable Law:** It refers to the Civil Code in the State of Jalisco and all local and national civil laws applicable to the offer.

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**Appointing of the Notary Public:** The Notary Public appointed by the Offeror/Buyer at their discretion and in writing, before the formalizing of the Irrevocable Transfer of Domain Contract.

**Appraisal:** An expert opinion of the value or worth of a property.

**Assessed Value:** The value placed on a property by a municipality for purpose of levying taxes. It may differ widely from the appraised value.

**Bilateral Compulsory Contract:** Upon acceptance of the offer, by the Offeror and Seller, such offer becomes a contract that obligates both parties.

**Cash:** The payment option in one installment.

**Closing:** The title to the property is legally transferred from the seller to buyer or buyer trust bank and documents are recorded. The local government recording process takes 3 to 6 months to complete.

**Closing Costs:** The expenses associated with all transactions and documents required to make the contract final. The costs to finalize the transaction.

**Commission:** A fee (usually a percentage of the total transaction) paid to an agent or broker for services performed.

**Comparative Market Analysis (CMA):** A survey of the attributes and selling features for comparable homes on the market or recently sold; used to help determine a correct pricing strategy for a seller's property.

**Condition Precedent:** A future event of eventual execution that must happen before the obligations herein established have efficacy or enforceability.

**Contingency:** A condition in a contract that must be met for the contract to be binding.

**Contract:** It refers to the Irrevocable Transfer of Domain Contract.

**Contract of Mortgage/Trust Guarantee:** The addendum agreement of this contract, in the event that is necessary to constitute a mortgage or a trust upon the real estate subject of this contract, to guarantee the installments payment when this option is elected.

**Conventional Penalty:** The penalty agreed to between the parties in the event of default, after the offer has been accepted and one or more of the parties do not perform.

**Down Payment:** A percentage of the purchase price that the buyer must deposit into escrow once a contract has been executed.

**Escrow:** A fund or account held by a third party custodian until conditions of a contract are met.





**Fixture:** A recognizable entity (such as a kitchen cabinet) that is permanently attached to a property and belongs to the property when it is sold.

**Formalizing Date:** The date established herein to grant the deed, before a Notary Public, in relation with the Irrevocable Transfer of Domain Contract.

**Hidden Defects and/or Defects:** The vices or defects which the property has and cannot be detected by the eye, but they may influence in other ways the will of the offerors and/or contracting parties.

**Home/Condominium Homeowners Association:** Group of neighbors joined with the purpose to organize rules or regulations to provide the best coexistence between neighbors.

**Initial Payment:** The first payment in the payment option by installments.

**Insurance Against Act of God and Natural Disasters:** The insurance agreed to in the event of an act of God and natural disasters during all the time the mortgage/trust guarantee subsists.

**Irrevocable Conditional Deposit:** The amount that shall be deposited according to the contract. Normally 10% that is sent to the escrow account upon release on the contingencies.

**Labor Responsibility:** The obligations between the Offeror/Seller and their employees up to the formalizing date of the Irrevocable Transfer of Domain Contract.

**Late Charges:** The penalty paid when one installment is not paid on the established date.

**Lien:** A security claim on a property until the debt is satisfied.

**Loan:** The payment option by installments.

**Market Price:** The actual price at which the property sold.

**Market Value:** The price that is established by present economic conditions, location and general trends.

**Material and Legal Possession:** Refers to the holding of the real estate by the Offeror/Seller which shall be delivered to the Offeror/Buyer on the formalizing date of the Irrevocable Transfer of Domain Contract.

**Monthly Payments:** The payments due each month in the payment option by installments.

**Mortgage:** Security claim by a lender against a property until the debt is paid.

**Mortgage Guarantee:** The real estate established as collateral when the payment is made by installments.

**Multiple Listing Service (MLS):** A system that provides to its members detailed information about properties for sale.



**Offer:** The declaration of intent made by the Offeror/Buyer to execute an Irrevocable Transfer of Domain Contract, and which becomes a Bilateral Compulsory Contract upon its acceptance by the Offeror/ Seller.

**Offeror/Buyer:** The person(s) who offers to buy the rights of usage of a property or beneficial interest under a trust upon the real estate described herein in the conditions and terms specified below.

**Offeror/Seller:** The person(s) who offer to sell the rights of usage of a property or beneficial interest under a trust upon the real estate described herein in the conditions and terms specified below.

**Property Condition and State of Use and Functioning:** The state and condition of the real estate at the moment of the inspection done by the Offeror/Buyer.

**Prorate:** Divide and assess proportionately. Normally used for the utilities, property taxes or other monthly fees.

**Real Estate:** Real estate or property, it refers to the real property matters of this offer.

**Services:** The utilities and services, which the property has now.

**Term of Effect:** Period in which this offer is in effect.

**Trust Guarantee:** The real estate is used as collateral when the payment is made by installments.



All information herein is deemed reliable and was secured from reliable third-party sources. Buyers and sellers are advised to consult with their real estate agent, attorney, accountant and any other professional for advice. Hogar Realtors is not and will not be liable for any error or omission in any information provided.

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