



# BEACHSIDE

SELLERS GUIDE

Experience the Vallarta•Nayarit  
Real Estate Team with a Committed Spirit.

# Serving You

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Inspired by a steadfast determination to elevate the field of play, **Beachside Real Estate** is an active member and play an active role in the national real estate association in Mexico and hold multiple international certifications. We employ agile marketing strategies, entrepreneurial connectivity and provide up to the minute market intelligence for our sellers.

At it's core, real estate sales and marketing is not complex. It's not easy either. We go to work each day with the understanding that simple concepts, executed flawlessly, produce results. Regardless of whether your home is valued at \$1 or \$1 Million, it deserves the best representation in the market. We will review your values, hopes and desires for the journey you stand ready to embark upon. With that information in mind, we will execute a marketing plan combining both innovative and traditional strategies to accomplish your goals!



# Ready to Sell? We've got you covered.

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## From Our Clients:

It's always a pleasure to work with Beachside Real Estate! We have done 3 deals together and I couldn't be happier with the way my needs and priorities have been taken care of. I continue to recommend them to the people I care about. Thank you Beachside! ~ *Joe S.*

From the moment I met the Beachside team, I knew they were the right fit for me. Penny was a wonderful listener as I explained to her what I wanted to find in my new home. I was in a bit of a time crunch so she made every effort to accommodate my schedule and found me the perfect condo. Her knowledge of the market was superb and her assistance in making my first Mexico real estate transaction was crucial for me. I would highly recommend Beachside for all your real estate needs. ~ *Patty C.*

Wayne and Penny and Beachside Real Estate Group is a caring, positive, enthusiastic, insightful and knowledgeable team. We find it very easy to work with them for their respectful professionalism. They have made it a pleasure and a comfort to do all our real estate business with them. ~ *Lawrence*

For almost two years I had been trying to sell my condominium in Punta Mita with no success. As soon as I signed the listing contract with Wayne and Penny, things moved very quickly. They began by collecting all the pertinent information about the property and surrounding area and crafting it into an effective sales description. They arranged a beautiful photo shoot of the property and began aggressively marketing the listing and I soon had offers coming in. Wayne was always available to answer my questions and helped me negotiate a price I was happy with. When it came time for the sale, they guided me through a really complicated international sales process step by step. From beginning to end, Wayne, Penny and the Beachside team were professional, courteous and patient. Very glad I found you guys. Thanks again! ~ *Michael H.*

We really appreciated the thoughtful selection of houses you showed us, within and around our budget. We felt peace of mind working with a locally experienced team that knows the ins and outs of local real estate transactions. You gave us honest advice about future value and rental income to arrive at our best decision. It was important to us that you provided a full team of translators, notaries, lawyers, etc to make sure things went super smoothly. We also appreciated all of the contacts you provided for basic maintenance, immigration as well as assistance setting up utilities. We liked working with you so much we engaged your company twice - so that's a compliment! It was fun working with you, thank you! ~ *Jennifer and Alan*

The bottom line is that the strong commitment we make to ongoing education protects our buyers. Staying current with information gives us the skills and knowledge to be a beacon of integrity and clarity in real estate in Mexico. The journey to property ownership should be ethics in action, let us show you what that difference looks like.

We are honored to have achieved the awards and certifications below, these are all professional organizations where you'll find good things happening in real estate, and they highlight just how meaningful a realtor's expertise can be.



# Who We Are

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## OUR TEAM APPROACH:

When you hire our team of real estate professionals you get more than the average real estate experience. You gain access to a larger network, dedicated marketing staff, expert transaction coordination and a team of professionals who diligently follow up with buyers. All of these benefits make it possible for your agent to focus specifically on your needs and get the maximum results.



### WHAT WE DO:

We meet you where you're at... and take you to where you want to be, quickly and efficiently with proven systems, tools, and guidance specifically for sellers in Mexico.



### RELIABLE GUIDANCE:

Based on our philosophy of integrity and professionalism.



### **COMMUNITY AND SUPPORT:**

For whatever you need in the sale of your property, we have a team of specialized people with extensive knowledge to help and support.



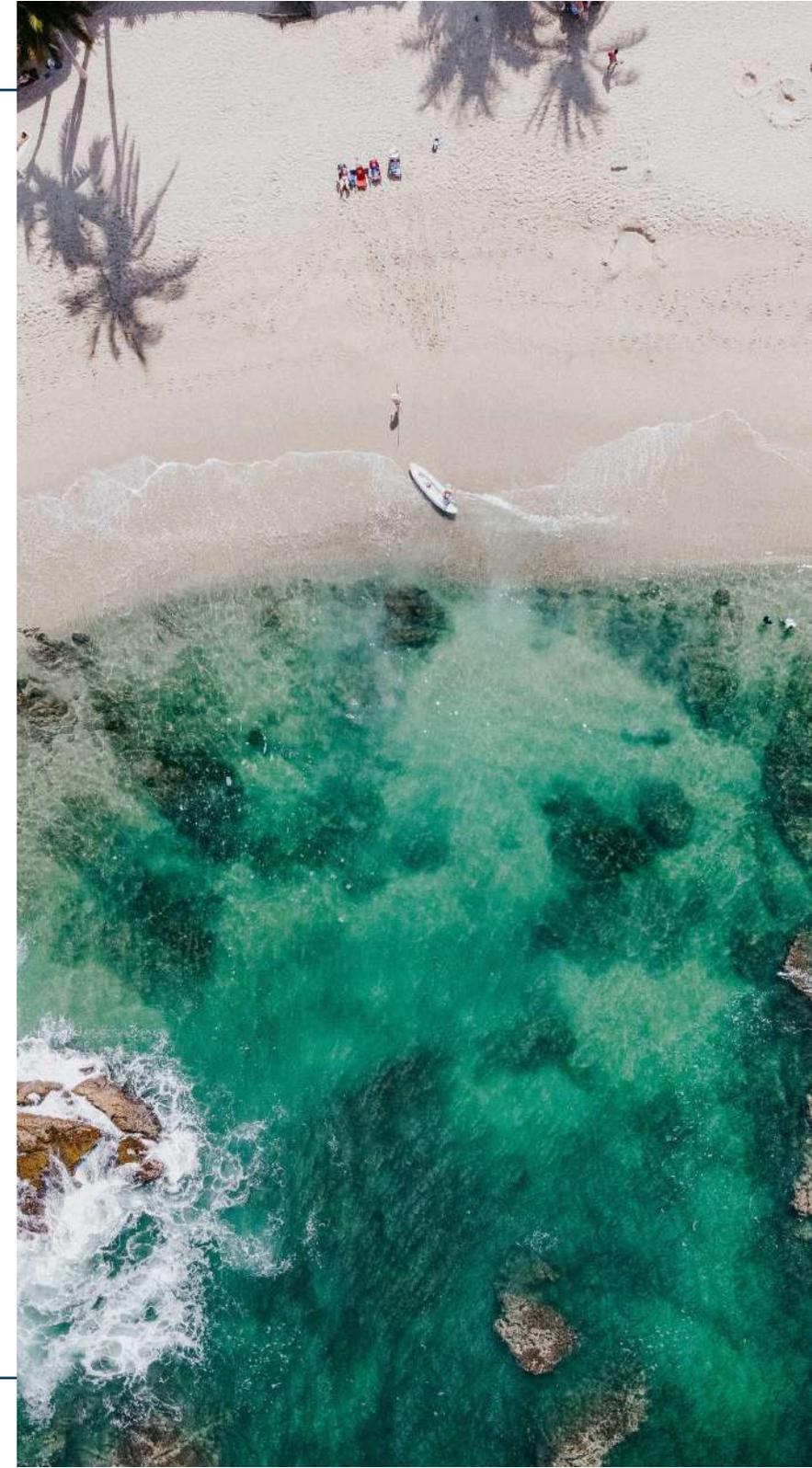
### **TECHNOLOGY STATISTICS AND RESEARCH:**

We use the latest technology to ensure our sellers know the market value for their property, and enjoy a smooth transaction. We will provide you with an up to the minute comparable market analysis to understand the value of your home.



### **PEOPLE:**

People and authentic human moments are at the heart of what we do. We love connecting the right sellers with the right buyers. It's not only a great way to build a business... it's a great way to build a life.



# Marketing

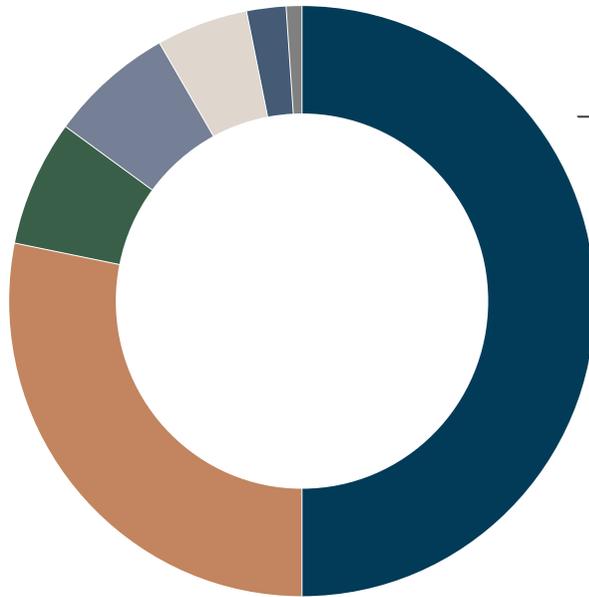
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## STAND OUT IN THE CROWD:

We have a presence in every corner of media that's being consumed today; from podcasts to video, photography to virtual reality, and everything in between. By using our cutting-edge technology and dedicated staff ocused on marketing, we create content that engages buyers and produces results.



# WHERE BUYERS FOUND THE HOME THEY PURCHASED



**Internet 50%**

**Real Estate Agent 28%**

**Yard Sign/Open House Sign 7%**

**Friend/Relative or Neighbor 7%**

**Home Builder 5%**

**Knew the Sellers 2%**

**Print Newspaper Advertisement 1%**

Among buyers who used the internet during their home search, **87% of buyers found photos and 85% found detailed information about the properties for sale very useful.**

**44%**

of recent buyers started the home buying process by looking online at properties for sale, while 17% of buyers first contacted a real estate agent.

**78%**

of recent buyers found their real estate agent to be a very useful information source. Online websites were seen as the most useful information source at 88%.

# Beachside Social

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Targeted Facebook/Instagram and other social media advertising pre-launch, announcing your listing, and promoting open houses.



Dynamic retargeting (remarketing) to site visitors and ad “conversions” that identify and engage buyers for your home.



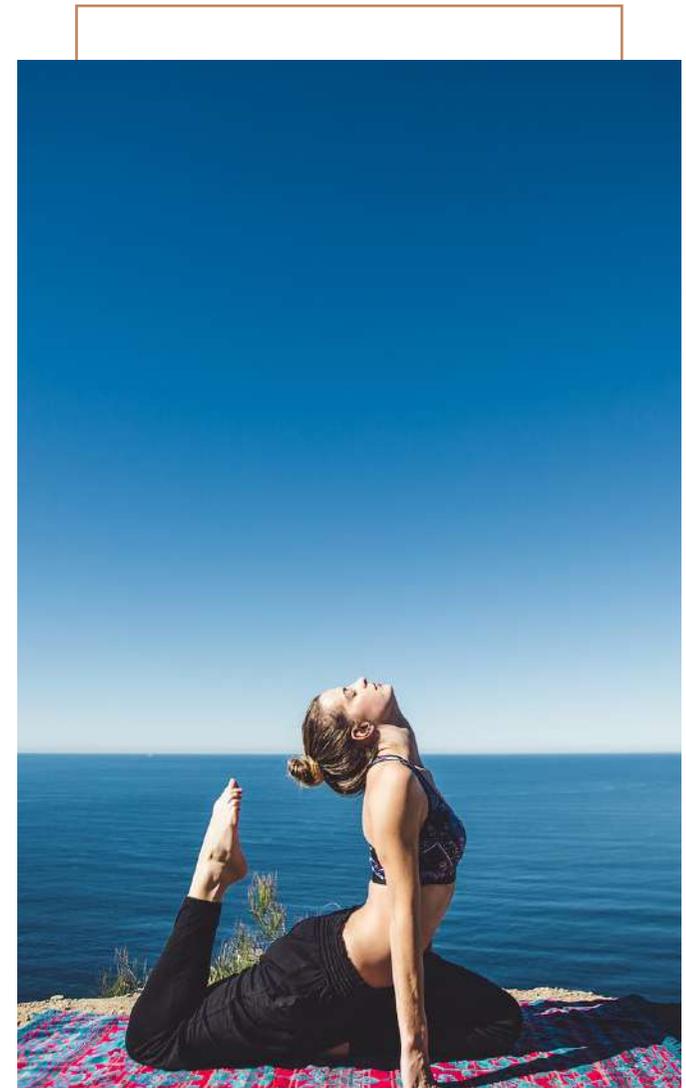
Regular FB/Instagram “Live” broadcasts from properties highlighting their finer features.



Progressive inbound marketing techniques that positions the development in multiple locations online where the likely purchaser will visit.



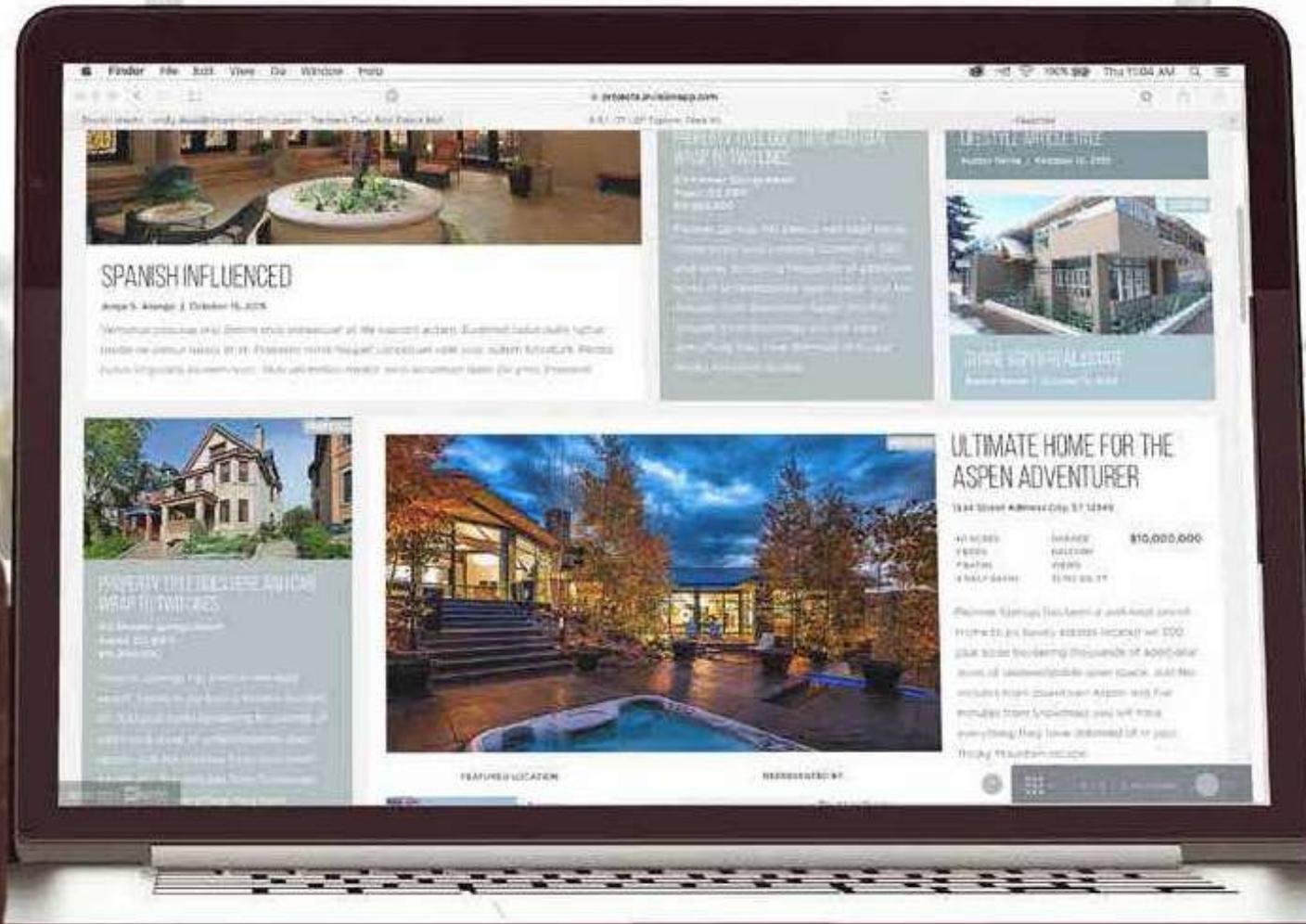
Professionally produced podcast shared on YouTube, Instagram, Facebook and iTunes.





# 88%

of Home Buyers who used an online website in their home search\*



Over the years Beachside Real Estate has built a significant network. This network is the accumulation of investing time over the years in nurturing personal relationships and earning trust. We work with buyers and sellers from around the globe who enjoy all that Mexico has to offer. Our Newsletter goes out to thousands of potential buyers in our database every month.

# Steps in the Selling Process

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**AGENCY:** When you're thinking of selling a home, having a great real estate brokerage leading, guiding and protecting, makes all the difference – not only financially but also emotionally. When you buy or sell a home, you're taking a huge financial step. Hiring a broker that is at the top of their industry means best price and protection for you.

**PRICE:** Coming up with the right price for your home will be based on what similar homes are selling for in your neighbourhood. It's a figure that you and the future buyer agree accurately reflects the home's value. We will help you evaluate the market so you can look at recent sales for comparable nearby homes to get an idea of your property's market value. We have access to a database of recent "comparables" with this information and can give you an estimate of a reasonable price. We will also tell you how long these homes were on the market, and whether sellers had to reduce their initial prices in order to sell.

**PREPARING YOUR HOME:** The better your home is prepared for going on the market, the faster it will sell. We will make recommendations based on our first walkthrough, and what we believe will increase your homes appeal.

**MARKETING PLAN:** We will create and present a marketing plan that details the steps we will take to find the buyer for your home.

**SHOWING YOUR HOME:** Once your home has been launched for sale on MLS, you will need to be prepared for viewings. We will give you as much notice as possible, and also give you tips on how to make sure your home is 'show ready'.

**OFFER TO PURCHASE:** Once we have an interested buyer, an Offer to Purchase will be drafted and shared with you. The Offer contains all of the information in both Spanish and English. Spanish is the legal language, English is a courtesy translation. We will walk you through this clause by clause.

**INSPECTION AND DUE DILIGENCE PERIOD:** We always recommend that a buyer conducts an inspection of the home. In the Offer, a period of time is given for 'due diligence' that includes inspection, time to review report, review of documents etc. The seller provides a list of inclusions and exclusions of the home, as part of the due diligence.

**NEGOTIATION:** Negotiating is an important aspect of what we do for you the seller, to get a price for your home that you are happy with, and getting a price for the buyer that they can pay.

**CLOSING:** Once the inspection report is approved by the buyer and any due diligence is complete, an escrow account will be opened by the buyer and the 10% deposit will be sent to the escrow account. In the time leading up to the closing, there will be communication with seller, buyer, agents, escrow company, lawyers and notary. Timely responses are important. We work with all to make this as smooth as possible, for a successful closing on your property.

# Sellers Closing Costs

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These are the costs that are paid by the seller in every real estate transactions in Mexico:

- **Trust Bank Cancellation Fee**
- **Trust Bank Annual Payment**
- **Notification, RNIE Cancelation of Trust**
- **Employee Liquidation**
- **Real Estate Fee**
- **IVA on Real Estate Fee**
- **Capital Gains Tax**
- **Prorations of Services**



# Staging Your Home

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In a recent survey by the National Association of Realtors, 62% of sellers said staging made a difference and decreased time on the market. Bottom line: creating a great first impression that showcases each space can play a huge role in how quickly your home sells! Whether it be professional staging, a few tips to de-clutter or a referral to a great professional cleaning service, we've got you covered. Not sure what you need? Just ask! Our team has extensive remodeling and design experience and knows what it takes to stage a home to sell.

We have access to some of the most reasonable and well-qualified tradesmen in the marketplace. We have access to professional stagers and interior designers to help you get your home's look 'just right'.



# Marketing Your Home – 29 Ways

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These are the 29 ways we go the distance to help find the buyer for your home:

- 1. Beachside is Social.** We have social media accounts on all the big networks (Instagram, Facebook, Twitter, Pinterest, Google+). We interact with our followers, share good news and lifestyle stories, and promote our clients properties.
- 2. Social Sharing.** Buyers are eager to share their top likes with friends and family, so we make it easy for home buyers to email and share properties online by adding social sharing buttons.
- 3. Competition and Collaboration.** We promote our properties to other agents, and work collaboratively to find the buyers for our clients.
- 4. Easy to Contact.** We make sure our contact information is easy to find on every page of our website and on signage.
- 5. Professional Marketing Materials.** We hire the best graphic designers for all of our online and print materials. In representing your property, we go the extra distance.
- 6. Local Lifestyle.** In many ways, we're not just selling a house, we are selling a lifestyle. We showcase the best of what this area has to offer, with high-quality, beautiful photos of local life.

7. **Free Buyers Guide to Capture Leads.** Our popular free ebook Buyers Guide educates interested buyers on the process of buying a home in Mexico – and gathers email addresses.
8. **Professional Photography and Videography.** Successful real estate relies heavily on great photography so we hire the best people to create great images. We believe it's vital that our sellers are able to show their home in the best light possible.
9. **Virtual Tours.** We use technology to do virtual tours for foreign buyers. It's a great way to give a comprehensive, accurate preview of a property.
10. **Local Sponsorship.** We are proud to sponsor local charities and events.
11. **Mobile-Friendly.** Tech-savvy buyers spend lots of time on their mobile devices. A recent study has shown that 80% of Internet users use their mobile devices for online activity. Our website is mobile friendly and provides a great user experience.
12. **Our Newsletter.** We send out a monthly newsletter to thousands of subscribers. This is one of our best strategies for building relationships. We end information buyers are looking for: new homes on the market, market updates and important local information. We enjoy open rates above industry average.
13. **Nurture Campaigns.** Every potential buyer is different and requires specific information to help them in their decision making process. We use technology that allows them to customize the information they receive and we then deliver content that helps them take the appropriate next step, depending on where they are in their journey.

- 14. Google My Business.** Google My Business is the latest in Google location-based pages. This makes it easy for potential clients to find us in Google Search, Google Maps, and Google+.
- 15. Storytelling.** We know we live in paradise and love to share what is special about the lifestyle here. Our copywriter is a masterful storyteller!
- 16. Webinars and Information Sessions.** Our company has a strong track record of program creation that educate buyers on all aspects of buying and living in Mexico. These sessions provide valuable content that demonstrates our skills and knowledge to the potential buyers for your home.
- 17. Social Ads.** We are maximizing our reach to potential buyers with paid Facebook ads. These targeted features allow us to get noticed by key target audiences.
- 18. Local Advertising.** We market our homes to potential buyers with print advertising.
- 19. Beachside Branding.** We invest in our brand and give out branded gifts at local events.
- 20. Partner with Local Businesses.** We value the relationships we've built with local business and service providers. We believe this is key to our marketing efforts. When we support one another, we are all successful!
- 21. Testimonials.** The testimonials that clients have given us show tremendous trust in us as a company. We are proud of the many happy clients who have worked with us and continue to introduce us to the people they care about.

22. **Our Website.** In today's world, people use online tools to do just about everything, from choosing a new restaurant to home purchases. We make it easy for our buyers to access all of the information they need.
23. **Scheduling and Communication Applications.** We use scheduling and communication applications to coordinate times to show houses to buyers. This app helps us keep a smooth schedule.
24. **Closing Gift.** We love to support the local businesses with a thank you gift basket for our buyers.
25. **Staying In Touch.** We stay in touch with all of our clients and are top of mind when they hear of anyone wanting to purchase a home in Mexico.
26. **Team.** Our team is a multinational, multilingual company of over 10 real estate professionals. We have friendly full-time professional office support staff as well as full-time professional legal counsel
27. **Associations.** We are members of AMPI, MLS Vallarta, FIABCI, CIPS and Realtor.com
28. **Web Portals.** Our active Web Portals include MLS Vallarta and FLEX MLS . FLEX MLS gives us the ability to allow access for buyers to search in real time, save favorites, and get up to the minute updates on new homes that come to market.
29. **Home Preparation and Showings.** After our initial tour of your property, we will prepare recommendations to help give your house as much wow factor as possible. We will also work with you to have a plan to have your home ready and available to show to potential buyers.



Empowering your next bold move.



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REAL ESTATE

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