

SELLERS GUIDE





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****THE INFORMATION CONTAINED IN THIS GUIDE MAYBE UPDATED OR CHANGED AT ANYTIME. IF YOU WANT UPTODATE INFORMATION PLEASE CONTACT US TO SCHEADULE A CONSULTATION.**



WHY US

EXPERTS IN THE INDUSTRY

EXPECT MORE. Our approach to real estate is simple – Things are always better when people are happy.

With Pvrealtor you receive service and integrity, paired with extensive real estate knowledge. Our service includes a highly trained professional legal team, that will guide you thru the process of buying or selling in Mexico from start to finish.

Leslie and Jeff Saffran make a winning team with a background in marketing, property investment and sales. Our team's philosophy is integrity, professionalism, attention to detail and focus on you, the client, the number one priority.

PICK A REALTOR WHO IS TECH-SAVVY.

We take advantage of technology to be more productive and to get the best results for you. From virtual showings to our active social platforms such as Facebook, Instagram, YouTube and integrated website. Our association with AMPI (local board of realtors), provide a substantial network of potential homebuyers and sellers. We set the industry standard in online marketing and access. Making real estate transaction as smooth, stress free, and fun as possible!

BEFORE YOU SELL

GET READY

Book an inspection. Complete repairs, de clutter, pack, and deep clean. If you need help we can set you up with a home inspector and suggest some things to take care of.

CONSULTATION

Our team will do a walk through and take notes. Provide you with tips and input for selling fast. Including a market assessment.

PAPERWORK

Get your paperwork together. We have included a list of paperwork needed. The list looks imposing, don't worry we can set you up with someone from our in house legal team to walk you through it.

PRICE

We will go over how to price your property during our consultation. We discuss time on market, Pro Tips and pricing below or above market value.

MARKETING

We will sit down with you, and come up with a marketing strategy for selling your home, that works for you. Professional pictures and a video will be taken.

GET READY

YOU NEVER GET A SECOND CHANCE TO MAKE A FIRST IMPRESSION.



INSPECTION & REPAIRS

We recommend getting a inspection of the property. This is to protect you and your investment. This way before you list you can complete any needed repairs like; holes in the walls, painting, leaking faucets. Paint over any bold colors. This will set you up to get the best possible price for your property.



DECLUTTER & PACK

Less is always more. Buyers want to walk in and envision their belongings and personal style in your home. Store any unnecessary objects and personal items. The average increase in sales price for a staged vs. non-staged home is 6.9%.



DEEP CLEAN

Having an extremely clean home when selling is very important. Clean inside and out. Baseboards, walls, windows , pantry's and closets all should be done. If it sounds overwhelming. We can set you up with professional cleaners and organizers to help make it easier.



WALK THROUGH

Our team does a walk through. Honest feedback is provided and presented to you. Tips to help you get the best price. We include our staging checklist.

MARKET ASSESMENT

We will then do a market market assessment for your home based on what has sold recently. Go over general market conditions, average days on market, selling stats and suggest a list price accordingly.

EXCLUSIVE LISTING

If you choose to at this time, we can sign a exclusive listing agreement. Keep in mind. Signing an exclusive listing agreement with an agent, does not limit you to only the clients (buyers) of agents who work for that agency.

CONSULTATION

PRO TIP WE RECOMMEND YOU SERIOUSLY CONSIDER GETTING A TEMPORARY OR PERMANENT RESIDENT VISA. BEFORE YOU SELL. THIS WILL EFFECT THE AMOUNT OF CAPITAL GAINS YOU PAY. WE CAN SET YOU UP WITH OUR LEGAL TEAM TO HELP YOU NAVIGATE THIS PROCESS.

TOURIST CARD OR TOURIST VISA

This is the standard tourist form required by all persons entering the country that allows visitors to remain in the country for up to six months and does not permit you to work.

TEMPORARY RESIDENT VISA

Both the TEMPORARY or PERMANENT RESIDENT visa are designed for those who want to live in México for more than 180 days and those who may want to work or do business regardless of their length of stay. Privileges are similar for both of these RESIDENT visas. Either are recommended for those who choose to own property in México. Their suitability depends on your circumstances and have specific requirements to prove financial sustainability. Neither visa status requires you to give up your native citizenship and both visas allow you to apply for work/business activity status.

PERMANENT RESIDENT VISA

After four consecutive years, the TEMPORARY RESIDENT VISA can be converted into a PERMANENT RESIDENT VISA.

One may also apply for permanent status right from the initial application and bypass temporary status but, in either case, it requires higher income prerequisites than temporary status. One benefit of the PERMANENT RESIDENT VISA is that it does not require renewal.

We recommend you make appointment to talk with us about your best options and visit these website's for more information- <https://www.gob.mx/inm>

Secretaría de Relaciones Exteriores | Gobierno | gob.mx (www.gob.mx)



SELLERS PAPERWORK



****THE FOLLOWING LIST IS SOME DOCUMENTS OUR LEGAL TEAM MAY REQUEST.**

- SIGNED LISTING AGREEMENT**
A signed listing agreement.
- ID REQUIREMENTS**
Two pieces of valid ID , including proof of Immigration Status.
- DEED OR FIDEICOMISO ESCRITURA**
With your legal name, as seen on your passport.
- CURRENT PROPERTY TAX BILL**
It is important to see how much the property taxes will be each year. Property taxes are low here. Plan on spending between \$100-\$300 per year.
- PROPERTY RENTAL INCOME**
If you actively rent your property, it's helpful to inform us of your rental rates. **THIS HELPS US SELL YOUR PROPERTY.** Please let us know what current rental sites your property is attached to.
- CADASTRAL CERTIFICATE OR CEDULA CATASTRAL**
This document basically lists the size of the property, the government assessed value of the land and building for the basis of the annual property tax, and other information regarding the property.
- INVENTORY/EXCLUSION LIST**
Properties typically include all major furniture but do not usually include art, art objects and personal effects. New developments will typically include some kind of appliances but not furnishings. We will also take a picture and video inventory. Both parties sign.
- SIX MONTHS UTILITIES**
The name on the bill must match the name on the deed, with your tax id attached to the bill. Make sure the name matches the name on the deed. Tax id number attached.
- CAPITAL GAINS ESTIMATE**
We can sit down and go over how to save you money on capital gains.
- PROPERTY DISCLOSURE STATEMENT & NO PENDING LITIGATION**

PAPERWORK CONDOS



CONDOMINIUM REGIME

The Notary will need this document to close and review as it includes the Bylaws.

HOA FEES AND WHAT'S INCLUDED

BYLAWS

The document will include any restrictions that may exist regarding pets, noise, etc.

LETTER FROM ADMINISTRATION SPECIFYING THEIR PET POLICY

COPIES OF MINUTES OF THE MEETINGS FOR THE LAST 3 YEARS

This is important to see how the condominium is run, any issues that might be pending, any modifications to bylaws, up coming pending assessment.

CONDOMINIUM FINANCIAL STATEMENTS FOR THE PAST 3 YEARS

Important to see the finances of the condominium, how are the maintenance fees/HOA used, who is paying and who is not, and if there is a reserve account established. Also the status of the reserve fund bank account.

RESERVE FUNDS

Is the condo complex, in a healthy financial state.

***OUR LEGAL TEAM MAY REQUEST ADDITIONAL INFORMATION**

PRICING

TIME ON MARKET

Longer market time equates to a lower selling price. This is why it's important to listen to your agent's market evaluation on how to best price your home.

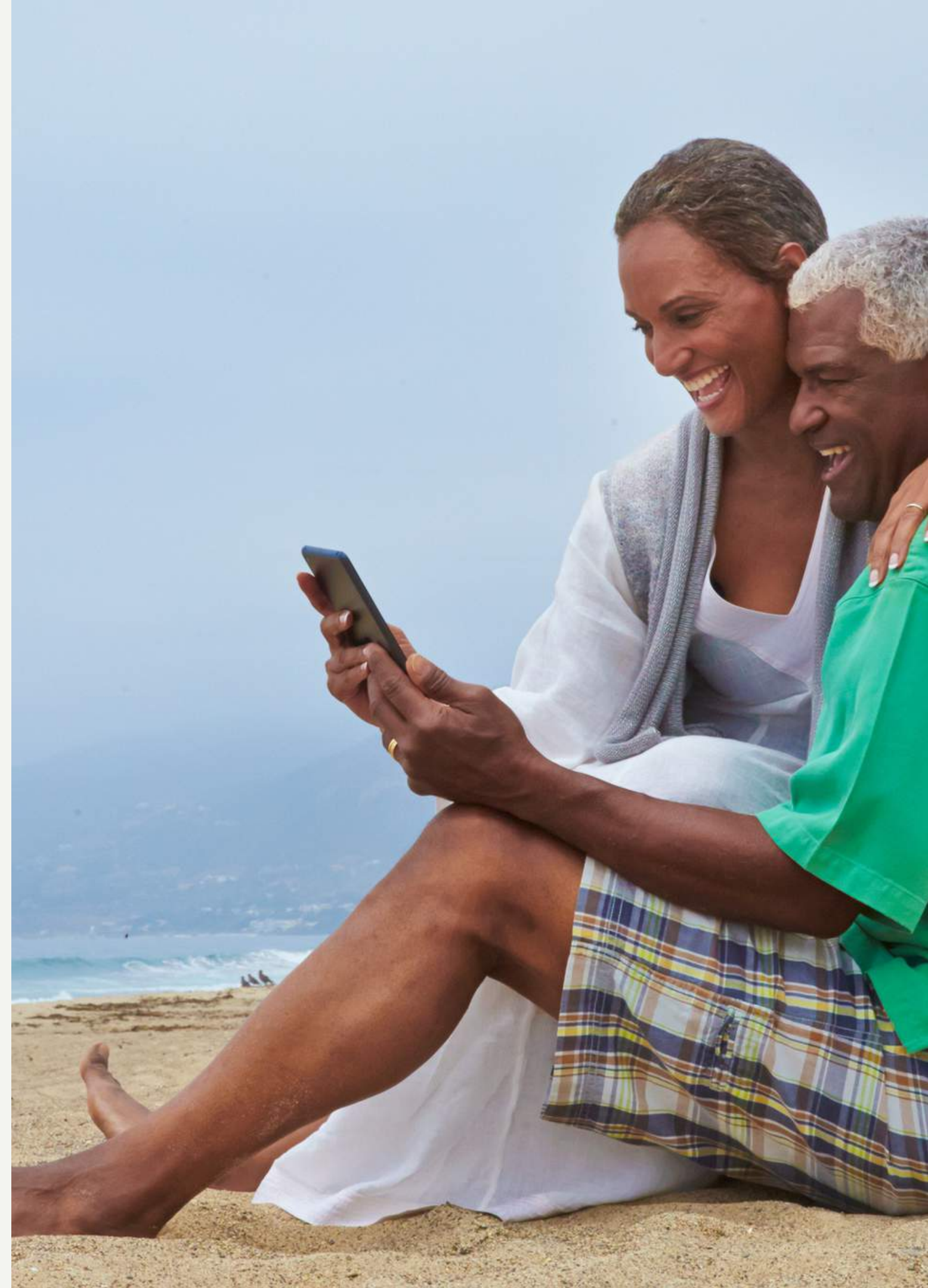
Do not confuse active listings with past sales. Active listings have not sold. They are just your competition. It is important to be aware of your competition's pricing, but this is often just an indication of what your home won't sell for.

PRICING BELOW MARKET

Pricing a home below market is a strategy that agents use sometimes. This can backfire. A good agent is in the market daily, familiarizing themselves with the inventory and focused on selling your place for a good price in a timely fashion.

OVER PRICING

Do not overprice because you have "time." If the market is appreciating, this strategy may work, but if prices in your area are declining, you may quickly find yourself chasing a market and costing yourself money. Buyers pay in today's dollars, time is rarely on your side.



MARKETING

PRINT

Print marketing our local free real estate magazines Point South, Property Journal, and Real Estate Guide Information pamphlets including pictures and info on your property. Usually, to give out at open houses. We do a open house for all the agencies and for our agents. As well as a public open house.

ONLINE

The real estate agency's website, the agents website puertovallartarealtor.com. Social media including Facebook, YouTube, Instagram and linked in. Affiliated international agency websites and Flex MLS. We also offer virtual showings for overseas and international clients.

TARGET MARKET

Professional Photographs will be taken to create a photo gallery for your property. These photos will be high resolution and will be used for flyers, e-blasts, web marketing and social medial marketing. The best pictures get you the highest price. We want the highest quality of photos to present your property to the public.



THE SELLING PROCESS

SHOWINGS

Real estate showings give potential buyers the opportunity to see and experience your home in person. 79% of buyers said that taking a private tour was extremely or very important to their home-buying decision.

OFFERS

Our agents are excellent negotiators, our objective is to get you the absolute best price possible and to negotiate on your behalf.

TERMS

In this section we go over some of the terms used in the selling process. Including Escrow, Deposit and Fideicomiso/ Title

CAPITAL GAINS

We make sure our clients are educated properly on capital gains. Our in house legal team can sit down and go over all your options. We take advantage of any exceptions available .

CLOSING PROCESS

This includes a time line. This is handled by our legal team, to make sure the process goes smoothly.

QUESTIONS

Here we answer a few questions you might have. If you have any additional questions, it would be our pleasure to schedule a time to sit down with you.

SHOWINGS

WE WILL BE AT EVERY SHOWING

When a showing is requested, we will confirm with you first to make sure it works for you. We will be present at every showing. Insuring property is presented in a friendly, informative manner, selling the key features, and answering any questions the potential buyer may have.

WE COMMUNICATE WITH THE BUYERS AGENT

At the end of each showing we always ask the agents for any feedback that we can relay back to you.

WE HELP YOU MAKE A GOOD FIRST IMPRESSION

First impressions are everything, especially when you are selling a home. We are dedicated to helping you make the best one possible. Therefore getting the best price for your home.

SHOWINGS

- Turn on all lights open curtains
- Remove all clutter
- Make Beds
- Check temperature-turn on a/c if needed
- Empty trash cans
- Kitchen-clean counters, wash dishes, store appliances
- Sweep in and outside
- Wipe down all windows and mirrors
- Bathroom- clean & flush toilets
- Laundry folded & put away
- Leave house & take pets with you

OFFER & NEGOTIATIONS

NEGOTIATE PRICE AND TERMS

Our agents are excellent negotiators, our objective is to get you the absolute best price for your home possible and to negotiate on your behalf.

ACCEPTING AN OFFER

Standard offers will establish price and terms, a list of contingency items that must be satisfied in order to close and will set the closing date for the transaction, following the acceptance of the Offer. If you are not physically in Puerto Vallarta, the signed offer may be scanned and emailed to me and I will then present the offer to you.

WHAT HAPPENS AFTER I ACCEPT A OFFER?

Once you have chosen to accept an offer, we now have a signed purchase agreement, purchase price, special conditions and the corresponding closing dates. The next step is to meet with our legal team.





PURCHASE AGREEMENT

Purchase Agreements used by Real Estate Agencies in Puerto Vallarta are custom documents prepared in double column format - English and Spanish - about 12 pages in length.

The purchase agreement is a real estate document that entails: the parties information, the price, deposit and payment terms, due diligence, boilerplate clauses, default provisions, closing date and signature block.

Our Legal Team will explain the contract, contingencies and importance of adhering to the timeframes. When you have entered into a contract it is imperative you stay in close communication with us to protect your deposit and potential investment.

THE DEPOSIT

Once the offer of purchase and sale has been accepted, the closing process begins.

It becomes a 'bilateral binding agreement' and there is usually a period of up to 7 business days within which time the buyer has to make the escrow deposit. Before that can take place, an escrow agreement must be completed and signed by the buyer, seller and escrow agent. The deposit amount from the buyer generally is 10% of the final agreed purchase price.





ESCROW

The escrow deposit is managed by independent third party escrow company. The escrow protects all parties in the transaction and avoids the situation where an interested party, agent or other entity is charged with managing the deposit. For what are pretty obvious reasons, this is critical to any properly written real estate agreement in Mexico or anywhere else in the world.

There is a cost for the escrow which varies with each escrow company in Mexico. Can range anywhere from \$700US to \$800US *These costs are considered to be the responsibility of the BUYER.

CAPITAL GAINS

HOW CAN YOU SAVE ON CAPITAL GAINS?

Before listing your property, let us help you to determine what if any capital gains you might have to pay. Below are a few things we can help with.

1. What is your current Immigration status. In order to not pay or pay less you must have temporary or permanent residence. Tourists pay 35%.
2. We will help you obtain your tax id number from SAT the Mexican Tax department if you do not already have it.

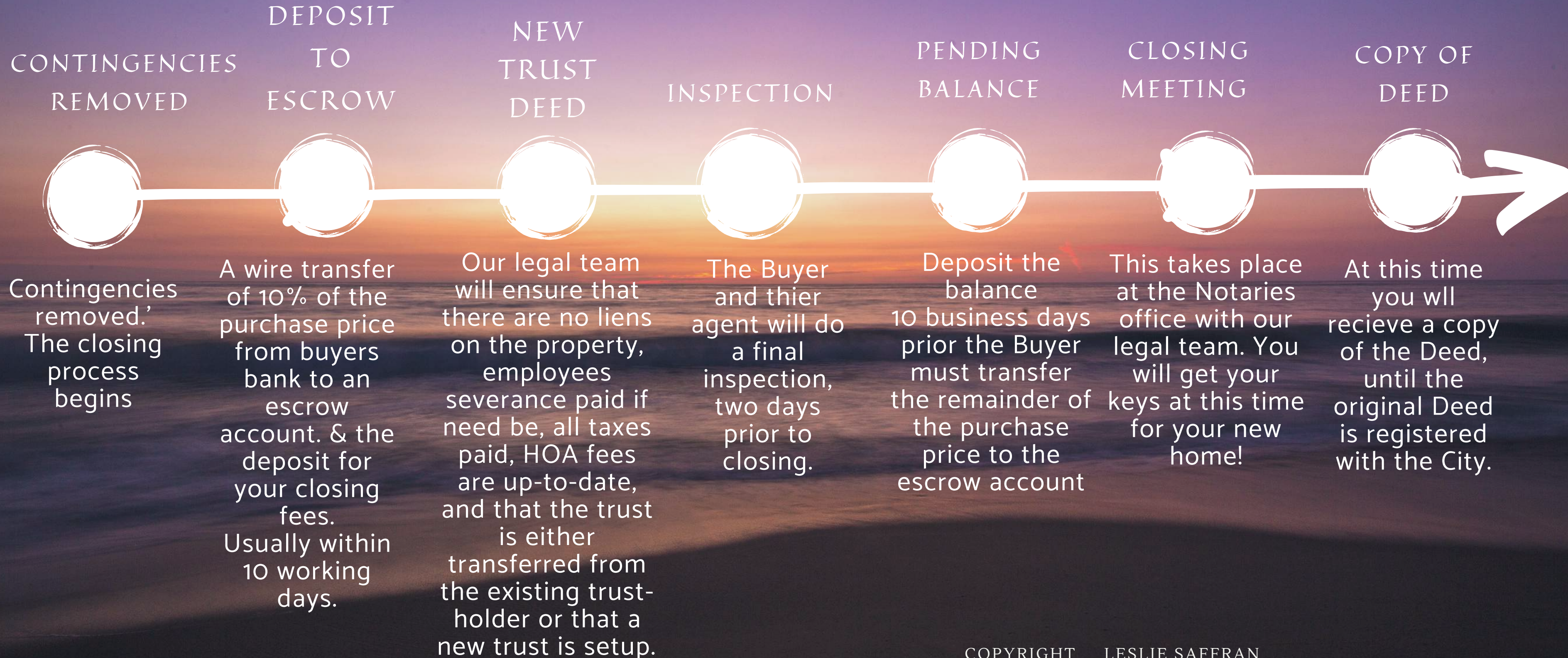
3. We will help you to add your Tax ID number to a utility bill . The bill must me under the sellers name and address matching the deed. If married one is enough. You must have a bill to prove residency.
4. You can deducted any improvements to your home. With Factura's if you don't have them or are missing some. We will provide you with the name of a appraiser.

***Please be aware tax laws change yearly in Mexico our legal team will advise if they require anything else.

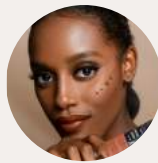


CLOSING TIMELINE

A GENERAL OUTLINE OF WHAT TO EXPECT



Q & A's



HOW MUCH NEEDS TO BE DONE TO MY HOUSE BEFORE PUTTING IT ON THE MARKET?

We have covered most of this in our get ready page. One of our agents can walk thru your home with you before listing and give you some ideas. Most of the time its less time and money then you think.



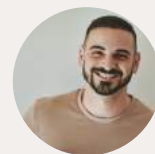
WHY USE A MEXICAN ATTORENRY?

We recommend using an attorney because we believe it is in your best interest. An attorney will represent you and protect all your legal transactions. The attorney will draw up contracts and review the terms and conditions of the sale. Legally, only a licensed Mexican attorney should provide advice on the laws. Foreign attorneys are not licensed to practice law in Mexico and should not give advice on Mexican law.



SHOULD I BUY A NEW HOME BEFORE SELLING ?

This is a personal choice. Having a new home lined up gives you peace of mind when selling, and you can move out on your own time. It also prevents you from lining up temporary housing (and having to move twice), which can be a pain. That said, you may get stuck paying for 2 HOA fees or utility's. If your home doesn't sell as fast as you expect.



CAN I BE AT MY OPEN HOUSE?

NO, Buyers prefer to look at a home with out the seller present. It help them feel more comfortable asking questions. Which makes it better for getting more offers on your property.



GET IN TOUCH
LET US DO THE HARD WORK



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WELCOME HOME



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