



MAKELAAR 2.0

8 STEPS TO **SELL YOUR HOUSE**

WHO ARE WE?

We are a **young** and fresh company that strives to give our customers **100% excellent service**. We believe every customer deserves this. **Communication** is our key to **success**. We are **always available** for you, because buying a home does not stop in the evening or weekend! By using WhatsApp, we can make sure that you can always reach us! We will keep you informed of everything and guide you every step of the way in this exciting process. Our customers come first! Feel free to read what our customers say about us on **Who's The Best Broker** and **Funda**. After all, our customers are the experts!

This brochure will guide you through the 8 steps to selling your house. Accompanied by the right estate agent to assist you, this approach will help you to sell your house at the best price, with the least effort.

STEP 1 - INTRODUCTION



The first meeting with the B&F Makelaar team. **You only get one chance to make a good first impression**. We take all the time you need. We prefer to meet you at your home so that we have a clear picture of the house and we can do the best possible valuation of your property. During our visit we will explain what we can do for you and what the selling procedure entails so you know exactly where you stand. **Personal attention** is very important in this intense and very exciting process.

STEP 2 - VALUATION



During the meeting we will check your house thoroughly and measure it. We use this information to determine the **realistic market value** at the time. To do this we compare your house to similar houses that are either for sale or have been recently sold.

We then determine the recommended asking price and the expected realizable value. Of course, we do this in consultation with you and take into account your expectations regarding the realizable value, the amount of your mortgage and other aspects that might be of relevance. Ultimately our goal is to sell your house as quickly as we can for the best price possible! We will send you **customized advice** by phone and email or WhatsApp within a few days of our first meeting.



STEP 3 - PREPARING FOR SALE

Before we place your house online, we will send you a list of the documents that we need from you. You can fill in some of forms yourself and, if there is anything you need help with, we will be there for you. We will then make an appointment at our office to complete the entire file with you. We will go through all the questions again and make sure we have everything. **A good start is half the battle!** After that you will give us the keys and we will set up a WhatsApp group to enable us to communicate with you clearly and quickly. We will then take care of everything!

We would be delighted to advise you on the **best possible presentation** of your home on the internet and during viewings. You want to make a great first impression and for most viewers the first time they see your home is online. If required, we can recommend a professional house photographer who will not only take the photos but will also help to make a floor plan. If required, we can also recommend a home stylist. We work with a group of selected reliable and pleasant partners. The photography, floor plan and optional home stylist will not take your time as we can arrange everything and be present at the required times. **After all your time is precious!**



STEP 4 - SALES PROCESS

All the required documents have been gathered and photos taken. Your house is almost ready for sale. We then take great care to write a good description of the property. Before we advertise your house on our website and Funda, we will forward details of your house to other estate agents to see if they already have a buyer who might be interested in it and we place it exclusively on **B&F makelaar's** Facebook and Instagram page. Our Facebook and Instagram pages have a very wide reach, which boosts the sales process. After a few days we will place your home on our own **website** and on **Funda**.

We always do this at the end of the week so that your home will be listed as 'new' in the search results during the weekend. The week after that we will arrange the first visits. In general, we show two groups of about two people around every 15 minutes. This sends a clear signal to the viewers that there others are interested in the house, while being quiet enough for them to look around. Experience shows that viewers become nervous if they see each other and tend to place bids more quickly. And this is of course exactly what we want!

Of course we will be present at all the viewings. We always arrive at your property well in advance. Viewers receive a printed **brochure** in colour. After the viewings we will always let you know how it went via WhatsApp. We always call the viewers afterwards as well to get their feedback on the property.

STEP 5 - PRICE NEGOTIATIONS

If a potential buyer makes an offer, we conduct the negotiations, acting in your best interests. We will consult you on all bids and confirm everything by email so that you always know where you stand. We also negotiate the transfer date and any other relevant dates, as well as any clauses required by the buyer such as a termination clause. Of course we always act on **your behalf!**

STEP 6 - PURCHASE AGREEMENT

After agreeing on the price and other conditions, we will draft the purchase agreement and discuss it thoroughly with you. You as the seller always sign first, followed by the buyer. After the buyer has signed, the legally mandated cooling-off period of three days will start. After the expiry of this we monitor other relevant data as well. During this part of the process we keep a close eye on progress for you. **You have nothing to worry about!**

STEP 7 - FINAL INSPECTION + NOTARY

Prior to the property transfer meeting at the notary, we check the notarial deed of delivery. Just before we go to the notary we do a final inspection with you and the buyer in the home. The buyer receives the keys at the notary, after the signing of the deed.

You have now successfully sold your property!

STEP 8 - AFTERCARE

Although you are not the owner of the house anymore after the sale, you remain our customer. **You can always contact us.** We can also **assist you with the purchase** of your new home. We would love to take you through the options and process personally.



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A: TASMANSTRAAT 126, 2518 VR THE HAGUE

T: 070 - 820 98 95

W: BFMAKELAAR.NL