



Spanish Property Seller's Guide

A comprehensive guide by Murciaservices.com



“When one door closes, buy another one and open it yourself.”

- *Anonymous*

It goes without saying that selling a property can be extremely stressful. But the least of all your stresses should be your agent.

That's 'why we've put together this simple 7 step selling plan to make the sale of your home as quick, efficient and stress free as possible.

In this report, we 'll be detailing the exact steps you need to take to make this happen. Remember, working with an agent goes both ways, it's a collaborative effort that requires input from both parties.

Step 1 - Set your own expectations.

Before listing a property for sale, there are a tonne of things to consider, but one of the most crucial factors to get clear from the start is what your timescale is.

If you want your property to sell quickly, but it's listed at the higher end of the market for your area, then you 're just going to be disappointed. Agents aren't magicians, we can't sell a property for miles above market value in record time... unfortunately.

Step 2 - Initial Conversation

Give us a call, and we'll talk you through the whole process. We 'll tell you how the market is at the moment, give you some insight into what expenses and taxes you

should expect, and tell you about how we work as an agency.

During the call, hopefully you'll be telling yourself, "WOW! These guys really know what they're doing, and they're so easy to talk to!"... if not, then we won't take offence, we'll just wipe away the tears and be glad that we've given you some valuable information.

Step 3 - Valuation

Providing the initial conversation went well, we'll book in a time with you to meet at the property and arrange a valuation.

During the valuation, we'll have a look around the property and ask you some questions about the particulars of the property, running costs, land meterage etc, then we'll sit and discuss the valuation, and any possible improvements that can be made to increase the chances of selling.

Once we're in agreement with the valuation, we'll get a listing agreement signed and book you in for a photo shoot (not you personally, the property!).

Step 4 - Prepare for the photographer

Before the photographer arrives, there's a lot of preparation work required. Remember that these photos are going to be the first thing a potential buyer will see, and can be the difference between the client showing interest or not.

We recommend depersonalising the property as much as possible. We understand that no one's home looks like a featured piece from Good Housekeeping magazine, but you need to appeal to a mass market, even if that means repainting!!

They say that buyers can look past shoddy paintwork and clutter.... They can't.

Clear the weeds, declutter, buy a matching set of cushions for the sofa, move the cat's litter tray out of site, make up the beds like a Ritz hotel room, go all out! We guarantee that you will more than make back every cent you put into these little touches.

We'll also take a video of the property at the same time for overseas clients that can't come out to view. Only a quick mobile video, but trust us, it does the job!

Here's our checklist to make sure your home is ready for the photographer.

The closer you stick to this checklist, the better your listing will look.

Inside the Home

- 1.** De-clutter as much as possible. Put away toys, clothing, dishes, towels, shoes etc. It's a lot more convenient to put these things away before the photo shoot than to have the photos "photoshopped".
- 2.** Depersonalized to a certain degree. Photos of young children and any potentially offensive art (believe me, we've seen it all!) should be put away.
- 3.** Remove any seasonal decorations that can quickly outdate your photos.
- 4.** Dust and vacuum.
- 5.** Make all the beds, fluff all the pillows, and check the bed skirts.
- 6.** Clean the kitchen sink and put away all the dishes.
- 7.** Clear all kitchen countertops and put away toasters, can openers, etc.
- 8.** Clear all bathroom countertops and put away all personal items.
- 9.** Remove all shampoos, conditioners, body-washes, etc. from the shower.
- 10.** Put out the guest towels and hide all the others.
- 11.** Hide all trash cans.
- 12.** Remove all magnets and decorations from the refrigerator.
- 13.** If there are pets, hide all food/water bowls, pet beds, and pet toys.
- 14.** Put all toilet seats and lids down.
- 15.** Replace all burned out light bulbs.
- 16.** Consider decorating the tables with your prettiest place settings.
- 17.** Consider putting out vases of fresh flowers.

Outside the Home

1. Have any grass areas trimmed, leaves raked, bushes and trees pruned.
2. Clean up after any animal
3. Put away all garbage cans, hoses, garden tools, toys, bikes etc.
4. Hide any “cute” yard decorations.
5. If there is a pool, hot tub, or spa, take any security gate down, uncover, and clean.
6. If there will be any twilight photos taken, replace any broken lighting on the home, around the landscape, and in the pool.
7. Open the umbrellas on any patio sets.
8. When in season, uncover grills.
9. Remove any seasonal/holiday decorations.
10. Consider adding splashes of bright colored flowers to the landscape and in pots.

Right Before the Photographer Arrives

1. Turn on ALL interior lights – even lights in furniture cabinets.
2. Turn OFF all ceiling fans.
3. Open all blinds, shades, and curtains.
4. Clear all cars and vehicles from the driveway and the street in front of the home.
5. Please secure any potentially aggressive animals in a safe location, away from all rooms being photographed.

Step 5 - The Write Up

Naturally, you’ll be sent a copy of the listing before the property is published for all the world to see, just to make sure you’re happy with everything.

But when it comes to the property description, less is more... In fact, around 300 words is optimal (based on a bucket load of data). So if we’ve failed to mention in the write up that your boiler was last serviced on such and such a date, then don't worry about it.

Sometimes, particular points about the property are intentionally missed out as it prompts the person reading the advert to make an enquiry about your property.

When we receive enquiries via all of the various different portals, most of the questions we receive are regarding the property's furnishings, running costs, community fees, and proximity to amenities.

Step 6 - Be ready for viewings!

If the property is vacant and you give us a set of keys, then that's great! But if you live in the property, then we'll try to give you as much notice as possible before viewings.

However, the best thing to do in this scenario is to leave us a key, and leave the property during the viewing. Use this time to take a stroll around your neighbourhood and take in the fresh air... or just wait creepily around the side of the property peering through the windows (yes, that has happened before).

The reason why it's better for owners to be out of the property during viewings is because we'll be able to get a much better read from the client than if you were in the property. Clients are less likely to tell us what they really think if they're in front of the owner.

Step 7 - Be Contactable.

We understand that you can't always get to the phone, but if your property is on the market, then you need to be contactable! This is 2021, chances are your phone is well within reaching distance.

Buyers are hottest when they first make the offer, if you don't answer the phone or emails within a matter of minutes, then that could well be enough time for them to start over-thinking their offer, or even exploring offer options while they wait.

Step 8 - Prepare your solicitors

If you don't already have a solicitor appointed in Spain, then it would be a good idea to appoint one before we find you a buyer, and if you do already have one appointed, then simply give them a heads up that you're selling. They'll be able to give you a run down of exactly how much you will be expected to pay in sales taxes, such as Plusvalia, notary fees, capital gains, and retentions, AND whether or not you will be able to claim back these taxes.

BONUS TIP - Negotiate like a pro!

If you receive an offer, one of these worst things you can say is "I'll have to have a chat with my partner and get back to you".

Naturally, you're going to leave room in the price for negotiation, after all, very rarely will you get a full asking price offer. But before you even list the property for sale, you and your partner should have decided on what your bottom line would be.

The negotiation should be straight to the point - If we call you with an offer, we'll tell you what the offer is, the terms of the offer, how quickly the buyer can complete, and whether or not they're a cash buyer. All you have to do is accept the offer, or make a counter offer.

If you would like more information on selling your Spanish property, then get in touch today on the contact information below;

Email: listings@murciaservices.com

Call or whatsapp: +34 722 648 494