



**MAKELAARSVAN.  
AMSTERDAM**

**THIS IS HOW  
WE SELL  
YOUR HOME.**

*It's all about the experience!*

*It's all about the experience!*

## Trusted service

At Makelaars van Amsterdam independent brokers complement and support each other to offer you the highest possible service. Because for us the customer stands central.

Only when you have achieved the most for your sale, rental, purchase or rental of your home in Amsterdam, we are satisfied.

With short communication lines and great commitment we ensure that you achieve the best possible results. That is the goal of Makelaars van Amsterdam.

## Makelaars van Amsterdam, know what is important to you!

Realtors of Makelaars van Amsterdam focus on their customers; what you find important, we find important. That's how we offer the best guidance in selling your home.

Realtors of Makelaars van Amsterdam are there as your trusted advisor throughout the entire process. We take care of a solid presentation of your home, the correct assistance during viewings, negotiations with buyers, determining the best strategy for the sale as well as accompany you to the notary.

In short, everything to make the sale of your home go as smoothly as possible.

In addition, both you and any buyers benefit from our extensive national network and cooperation between other real estate agents.



*It's all about the experience!*

## Step-by-step plan for sales guidance



*It's all about the experience!*

# 1

## Getting to know you

- Who are we?
- Why Makelaars van Amsterdam?
- One face, short lines of communication
- Fast turnover rate
- Flexible work hours
- Clear rates
- Discussing the circumstances client
- Client expectations

De Makelaars van Amsterdam focuses on its customers; what is important to you, is important to us.

We offer a number of services that may be of interest to you::

- Buying and selling guidance
- Rental assistance
- Appraisals and valuations
- Mortgages and insurance
- Real estate management and advice
- Expat and relocation services



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# 2

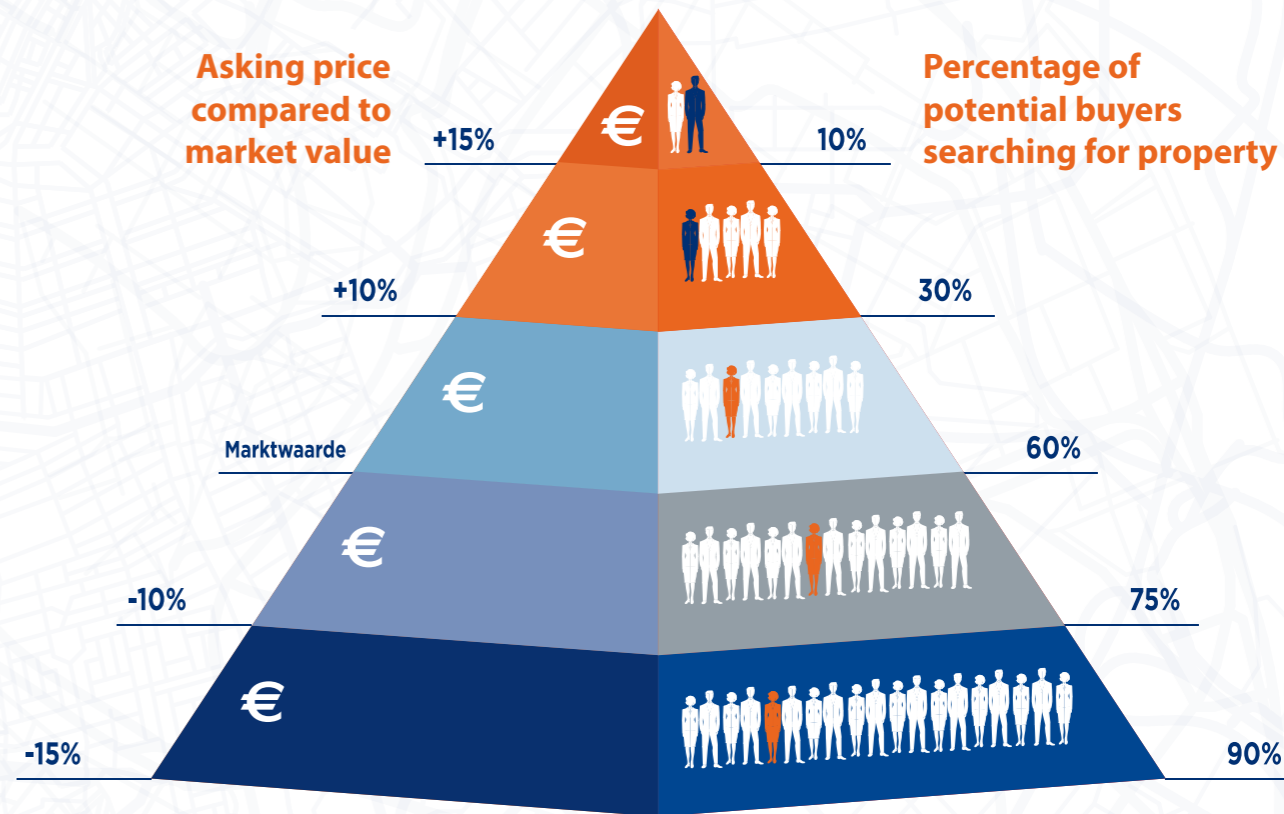
## Market analysis

- Visit of the property
- State of maintenance
- Comparison with properties already sold and currently for sale
- Value estimation of the property
- Advice on asking price
- Determine sales strategy

### Asking price strategy

*The right asking price attracts buyers*

Determining the right price is one part of the sales plan. Every marketer knows: if I ask too much money for my product, things will go wrong. To sell your home for the maximum price, you need a customized plan. A good sales plan is essential to sell your home. In recent years we have developed a successful sales strategy to ensure the best possible results: selling quickly at the highest price on the best terms.



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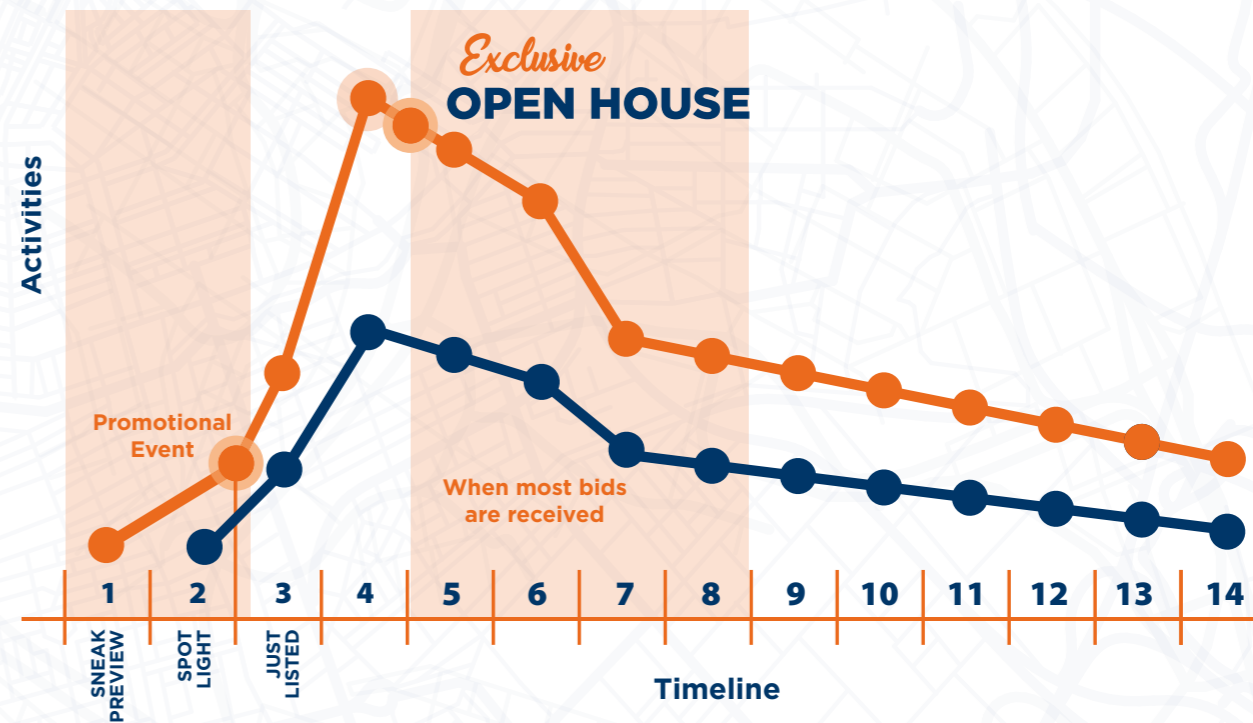
# 3

## Sales presentation

- Professional photos by professional photographer
- 2D and 3D floor plans
- 360 degrees photos
- video
- Funda presentation/ranking
- Multilingual for the expat market
- Luxury brochure and digital brochures
- Promotion of an Exclusive Open House Event
- For Sale sign
- Optional virtual 3D tour

## Creating a personalized sales plan to get the most exposure to your home

An important part of our sales strategy is maximizing the online visibility of your home. Virtually all sales agents use the same tricks to increase visibility on portals, Makelaars van Amsterdam does it differently. Because every new listing on residential portals like Funda is labeled "new" for two days, it gets more attention. Because homes on housing portals are often hard to find within a week, visitors only respond to 'new' homes. How can you extend the attention on your property?



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## A fixed approach

Packed with extras for on- and offline sales and visibility of your property with the maximum attention to YOUR property



### SNEAK PREVIEW

An exclusive preview before it goes on the market. We do this through a sneak preview, a home match alert to a preselected group of searchers.



### SPOTLIGHT

We first launch your property on social media from the Makelaars-Van.nl website, before presenting it on housing portals such as Funda.



### JUST LISTED

It's time to show your property to the general public! We place your property on portals such as Funda. And to stand out from the crowd with an effective media package.



## Your property promotion plan

With your own 'Your Property Promotion Plan' brochure, you select the presentation options that match the needs of your property!

## Exclusive OPEN HOUSE

### EXCLUSIVE OPEN HOUSE

We are going to promote an exclusively organized event for YOU. With this we offer interested parties the chance to view your property in a very approachable way.



### JUST SOLD!

Congratulations, your home has sold. Good news should be celebrated! Of course we will inform your neighbors, our followers and fans. With a neighborhood-oriented approach, we work towards the best price for homes in the neighborhood.



### FANVIDEO

Every organization does its utmost to meet the needs of its customers. There is nothing like satisfied customers and getting appreciation for your services. Even better is when customers are willing to share their personal stories and help us in this way.

*It's all about the experience!*

# 4

## Viewings

- Organizing an Exclusive Open House event
- Scheduling appointments
- Owner is not present
- By your own real estate agent
- Providing/sending property information
- Ask for feedback from viewers
- Discuss viewings with the client

# Exclusive OPEN HOUSE





*It's all about the experience!*

# 5

## Bidding process

- Every negotiation is unique
- Always in consultation with the client
- Not only the price is important, but also the conditions
- Verification of financial resources
- Schedule a mortgage consultation



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# 6

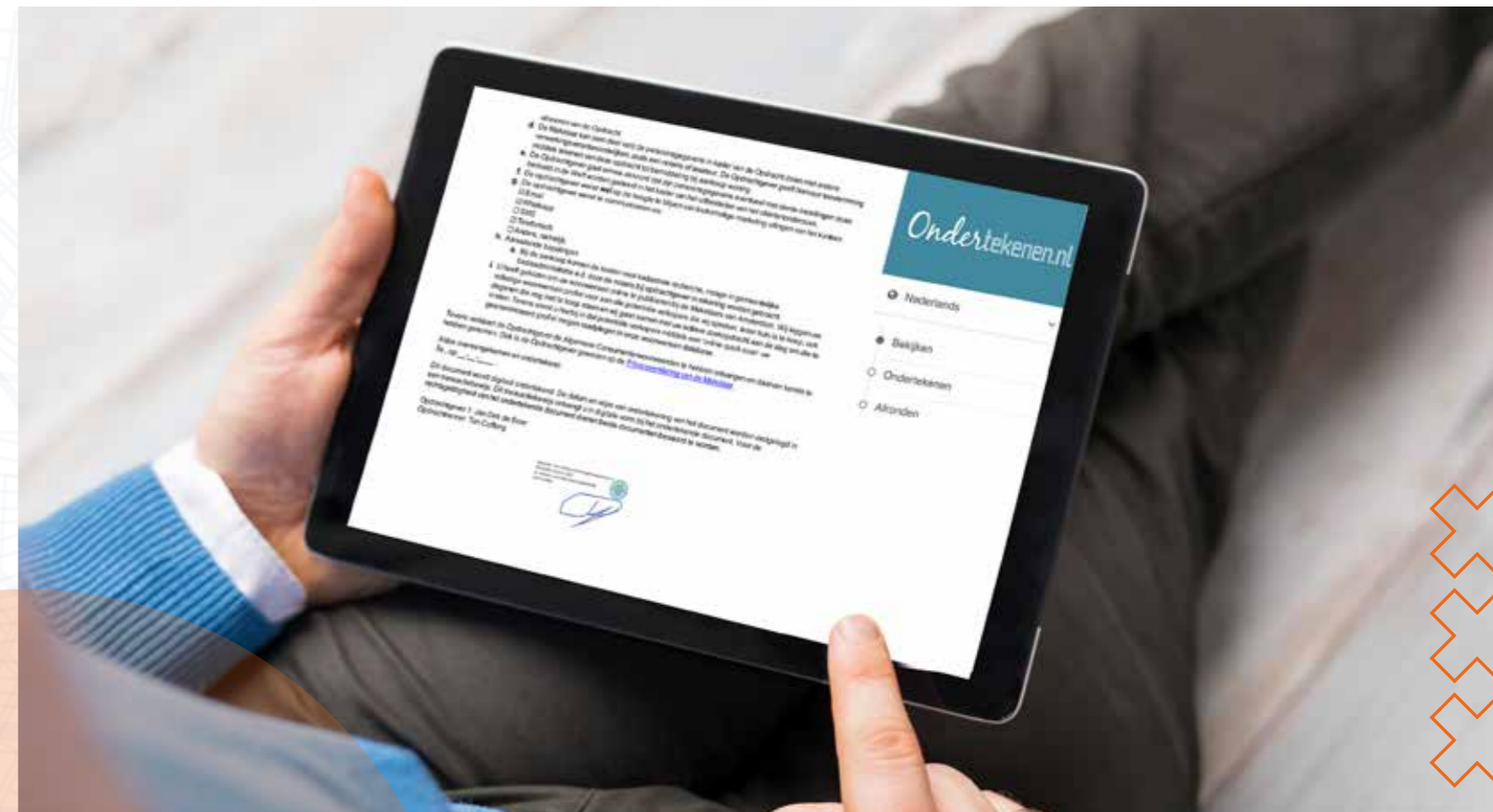
## Legal matters

- Explanation and signing of purchase agreement
- Monitoring agreements
- Appraisal
- Technical inspection
- Notary assistance
- Resolutive conditions purchase agreement

## Purchase agreement

*documenting agreements that have been made.*

After the negotiations, the purchase agreement is drawn up. After signing the purchase agreement, the deed is sent to the notary and the deed of transfer is drawn up. We check the documents of the notary. The notary makes an appointment for signing the deed of delivery on the date of transfer of ownership. Before the transfer we have a final inspection of the house and then we go to the notary.



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# 7

## Key transfer

- Final inspection of the property
- Taking of meter readings
- Notary assistance
- Transfer of keys

**Congratulations!**  
**Your property  
has been sold**



*It's all about the experience!*

# 8

## After Sales

- Evaluation interview
- Testimonial / reviews
- Customer satisfaction survey



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## Testimonials

### Very pleased

I am very satisfied with the sales process with the Makelaars van Amsterdam. They are very flexible, have a quick turnaround and give a lot of clarity on agreements.

### Team players

Our broker was flexible and very thoughtful, always easy to reach evenings and weekends! Everything went smoothly and in a very short time my house was sold successfully.

### Knowledge of the market

Our house was sold very quickly and we are more than happy with the beautiful result! Perfect customized service, always reachable and excellent knowledge of the market.



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