



LISTING WITH



RE/MEXICO<sup>®</sup>  
REAL ESTATE

# CONTENTS

ABOUT REMEXICO

CABOREALESTATE.COM

OUR NETWORK

MARKETING YOUR PROPERTY

PRICING YOUR PROPERTY





# ABOUT REMEXICO

REmexico Real Estate has established the strongest, most effective listing marketing program in Baja real estate for sellers of residential and commercial real estate. Nobody else offers the local, national, and international exposure and reach needed to sell your home. Our marketing program will be designed specifically for your home and customized to highlight its features and benefits. If you wish to sell your home, list with REmexico Real Estate for the most professional presentation, worldwide reach and real results.

**REmexico Real Estate** brings new standards to Real Estate sales in Mexico. Combining years of experience in Real Estate development, marketing, and residential sales, REmexico is your one-stop-shop for buying and selling real estate in Mexico.

## THE STANDARD IN SERVICE

REmexico Real Estate proudly believes that Real Estate is a SERVICE oriented business and we make it our number one priority. Our clients' goals and needs are at the forefront of what we do daily and we always remember that it is our job to strongly represent our clients' best interests at all times.

## THE TOP QUALITY

In today's marketplace, selling a home takes more than open houses and a sign in the front yard. At REmexico, we are innovators in marketing real estate and will create customized advertising and materials for your listings.

Each of our listings benefit from the strongest presence in the local community paired with a visibility on the Internet that is second to none. The same process is applied for each of our listings, no matter what the list price or value of the property. List with REmexico and you'll have an edge up against the competition.

## HONESTY & INTEGRITY

At REmexico, we truly take a great deal of pride in how we do our business. Our agents are ethical, hard working, and honest people who are trained and skilled professionals, dedicated to working in your best interests at all times.

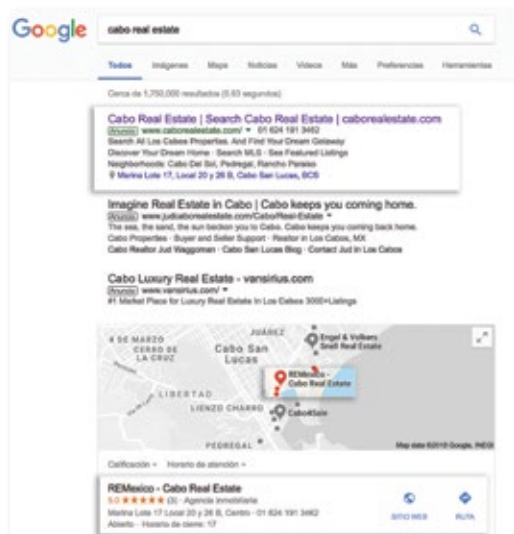




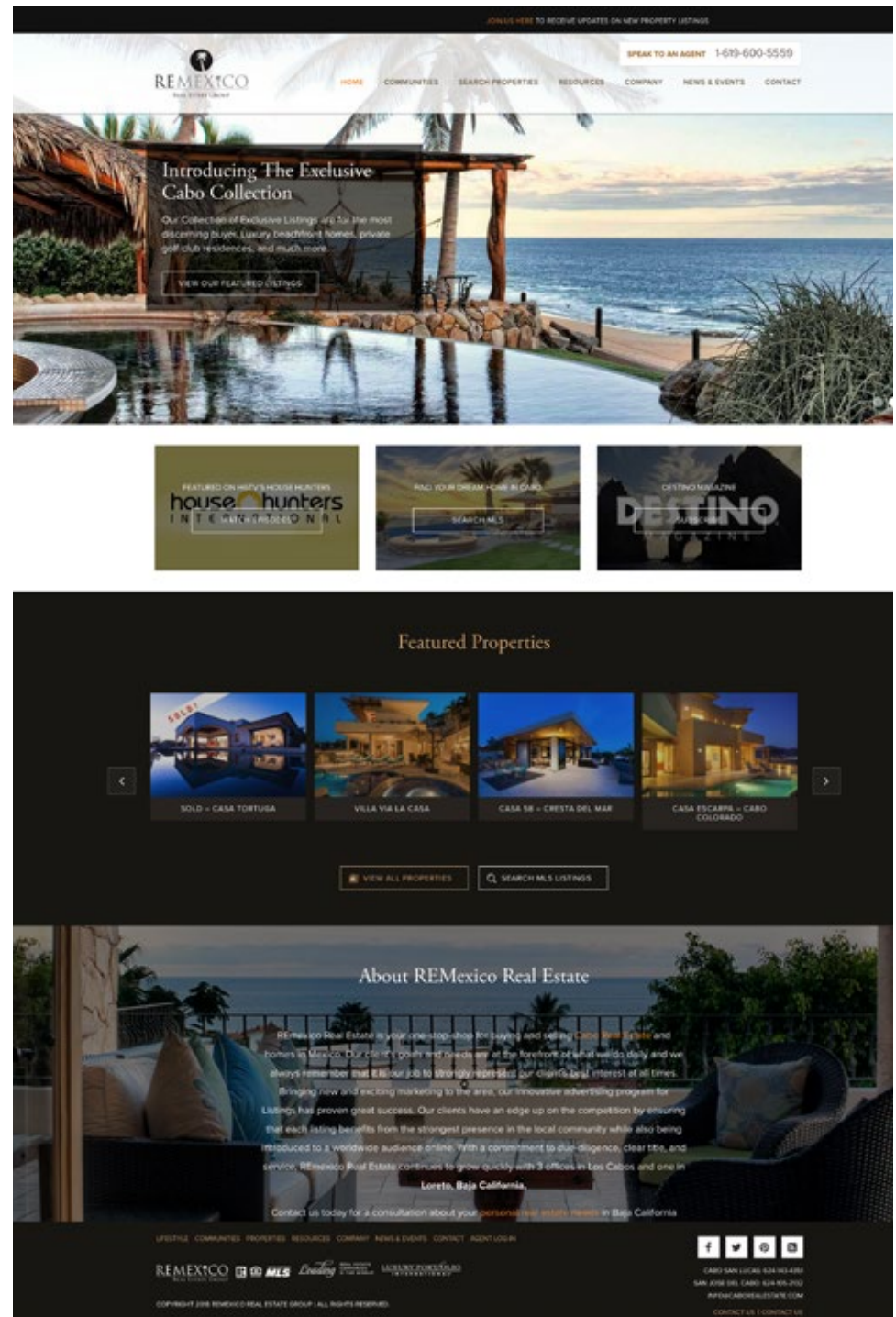
# BAJA'S PREMIER REAL ESTATE WEBSITE

## CaboRealEstate.com

One of REMexico's strongest assets to our clients is our optimized, cutting-edge website. CaboRealEstate.com has full MLS search capability, it spotlights our exclusive listings, and encourages buyers and visitors to browse while learning about the Los Cabos area, community, and recent events. The CaboRealEstate.com website is optimized to reach a larger more qualified audience than any other website of its kind in Baja, especially in the United States and Canada. With an international reach, this benefits our sellers and gives them the piece of mind that their listing will be viewed online by a large and qualified audience. Since the inception of CaboRealEstate.com we have focused on creating Los Cabos best Real Estate website. A financial commitment to Google advertising, best practices in the design of our site, and an effective search engine optimization have rewarded us with top spots for many of the most popular Cabo Real Estate search phrases, with excellent:



#1 Paid position  
#1 Google Maps position  
#1 Organic Search position



A NIBBLER RANKING of 9.2 puts us well above the industry average and comfortably on top of any other Los Cabos Real Estate Website.

This is the report for CaboRealEstate.com:

**9.2 OVERALL** - overall score for this website

**9.5 ACCESSIBILITY** - how accessible the website is to mobile and disabled users

**9.2 EXPERIENCE** - how satisfying the website is likely to be for users





## OUR NETWORK

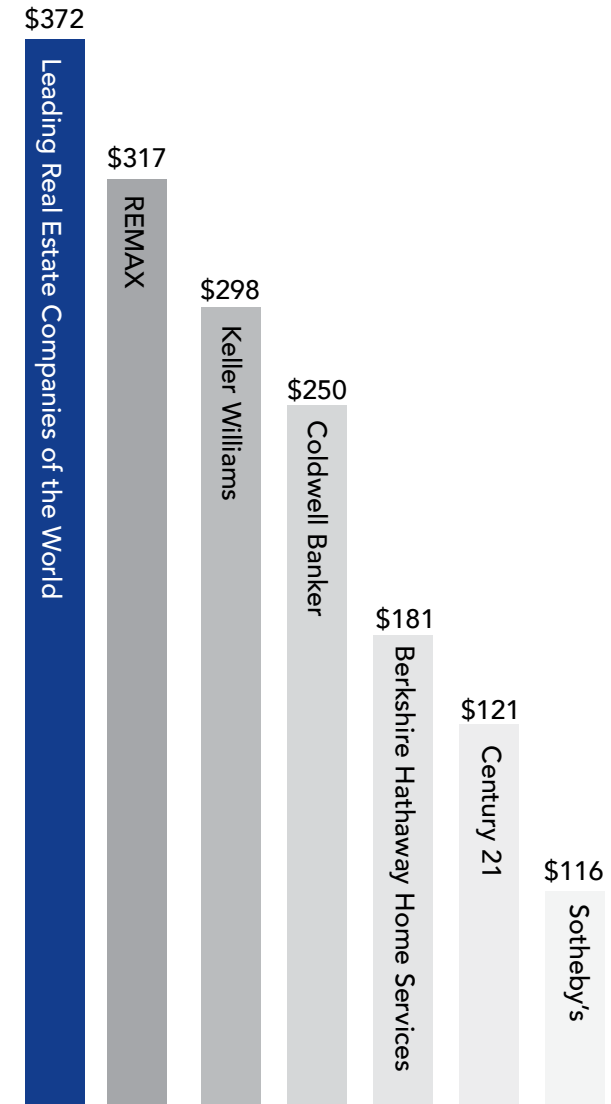
Our global network partnership program is our strongest benefit to our sellers and truly sets us apart from the competition. This is an incredibly effective way to present your home to more buyers, in all different parts of the world. As an affiliate of Leading Real Estate Companies of the World, our brokerage is a local and global market leader working on your behalf. Leading RE's world-class marketing resources and connections allow us to provide you with a truly exceptional real estate experience. At REMexico we're proud to be included in two of the world's most prestigious Global Real Estate networks:



Leading Real Estate Companies of the World® (LeadingRE) is the home of the world's market-leading independent residential brokerages in over 60 countries, with over 550 firms and 128,000 associates producing over one million transactions valued at \$351 billion annually. Their by-invitation-only network is based on the unparalleled performance and trusted relationships that result in exceptional client experiences.



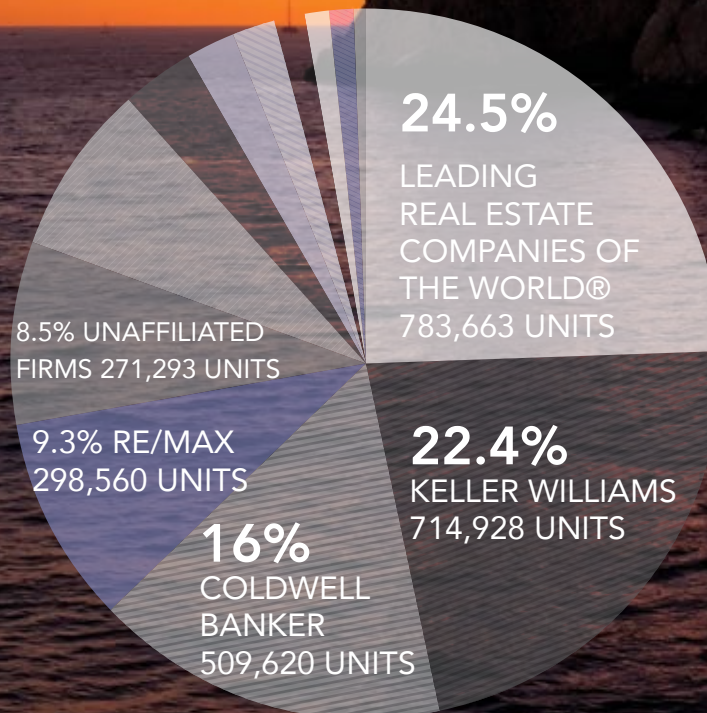
Luxury Portfolio International® is the luxury face of Leading Real Estate Companies of the World®, the largest global network of premier locally branded companies dominated by many of the world's most powerful independent luxury brokerages. Their award-winning website featured in its first year \$1 million+ more residences than other luxury real estate organizations. This brand is recognized throughout the world as the luxury standard of excellence.



**\$55** BILLION MORE U.S. HOME SALES VOLUME  
IN 2017 THAN CLOSEST OUR COMPETITOR

Volume showed in billions of dollars

For informational purposes only. Based on available data for average sales units per agent and average sales prices per firm. In compiling this report, LeadingRE relies on third party sources including REAL Trends National Network 2018 Totals Final Report and REALTOR® Magazine 2017 Franchise Report. LeadingRE is not responsible for the accuracy of third party data.



MORE HOMES SOLD THAN ANY  
OTHER COMPETITOR AMONG  
THE TOP 500 U.S. REAL ESTATE  
FIRMS OVER THE PAST 10 YEARS

# MARKETING YOUR PROPERTY

## PROFESSIONAL PHOTOGRAPHY

REmexico presents your home to buyers in the most attractive and impressive manner. Our professional photographer highlights your home's beauty with artistic techniques that will help your property stand out against the competition. Properly featuring your listing's unique characteristics and amenities is a must in today's marketplace, and our photography accomplishes just that.

## VIRTUAL TOUR

Allow buyers to take a tour of your home, from the comfort of their home. A virtual tour of your listing will show buyers the flow and floorplan of your property, as well as encourage them to see your home in person.

YOUR LISTING'S WEBSITE - [www.YourAddressHere.com](http://www.YourAddressHere.com)

With your own property listing website, buyers can view the virtual tour, professional photography, community amenities, detailed property description, map of the location, demographics of the area, and contact links for a showing request. Make it easy for the buyer to get the details of your home with one click of the mouse.

- Elegant professional website presentation
- Full screen digital photos with captions and descriptions
- Full screen high-impact virtual tour
- Automatic language translation
- Automatically display your property on all maps
- Embedded presentation video
- Unlimited additional pages
- Open House announcements

## PRINT ADVERTISING

One of the standards in Real Estate marketing, and still an effective tool in selling your home, is print advertising in magazines and newspapers. When you list with REMexico, your property will be proudly and professionally advertised in numerous local and international magazines and newspapers.



And more...





# THE IMPORTANCE OF INTELLIGENT PRICING

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Determining the best asking price for a home can be one of the most challenging aspects of selling a home. It is also one of the most important. If your home is listed at a price that is above market value, you will miss out on prospective buyers who would otherwise be prime candidates to purchase your home. If you list at a price that is below market value, you will ultimately sell for a price that is not the optimum value for your home. More buyers purchase their properties at market value than above market value. The percentage increases as the price falls even further below market value. Therefore, by pricing your property at market value, you expose it to a much greater percentage of prospective buyers. This increases your chances for a sale while ensuring a final sale price that properly reflects the market value of your home.

Another critical factor to keep in mind when pricing your home is timing. A property attracts the most attention, excitement and interest from the real estate community and potential buyers when it is first listed on the market. Improper pricing at the initial listing misses out on this peak interest period and may result in your property languishing on the market. Therefore, your home has the highest chances for a fruitful sale when it is new on the market and the price is reasonably established.

We can give you up-to-date information on what is happening in the marketplace and the price, financing, terms, and condition of competing properties. These are key factors in getting your property sold at the best price, quickly, and with minimum hassle.

## DETERMINING THE VALUE OF YOUR HOME

A Comparative Market Analysis (CMA) is essential to determine the value of residential property. Location and characteristics of the property are the key elements in determining value. Therefore, the basis for valuation is similar properties in your area. The market analysis takes into account the amount received from recent sales of comparable properties and the quantity, and quality, of comparable properties currently on the market. The desired end result is to find the a price that will attract a willing and able buyer in a reasonable time.

Once the value of your home has been determined, you can decide on an offering price that will achieve your goals. Generally, the price should not exceed the value by more than 5% or potential buyers may not even make offers. Naturally, if you want to sell quickly, your asking price should be very near the value.

The following are a few things to keep in mind about pricing:

- Realistic pricing will achieve maximum price in a reasonable time.
- Your cost or profit desire is irrelevant; the market will determine the price.
- The costs of improvements are almost always more than the added value.
- Houses that remain on the market for a long time, traditionally, do not sell or get shown.
- A house that is priced right from the beginning achieves the highest proceeds.







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



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