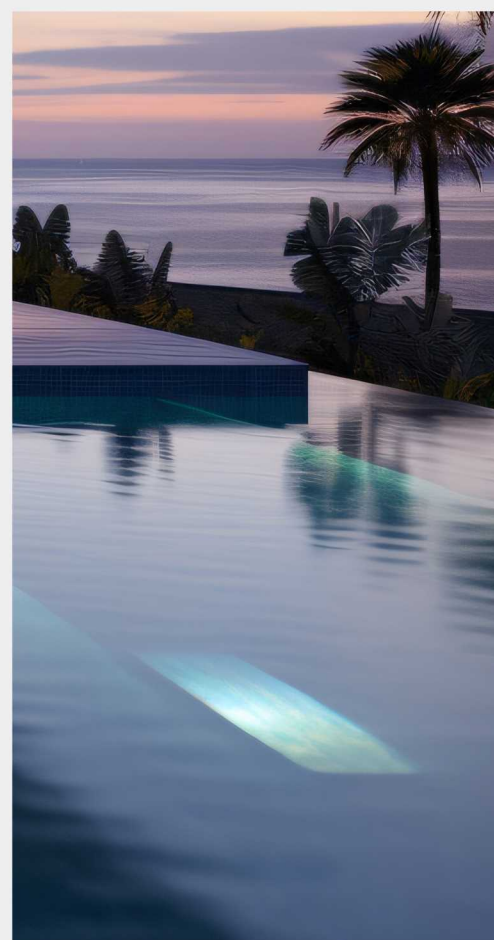


GR8
REAL ESTATE



20 Key Tips

FOR SELLERS



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GR8 Real Estates Values

At GR8 Real Estate, we know that success is not about what you claim to do, but what you truly accomplish. Selling property might seem easy to some, but as real estate professionals, we understand the complexities involved. Every day, we meet clients who have struggled to sell their properties despite trying everything over the years. This is where our expertise and commitment make the difference. Our mission is to guide you through the selling process with care, integrity, and efficiency.

We don't just aim to sell your property; we aim to provide a service that leaves you fully satisfied and confident in recommending us to your friends and family. This trust and satisfaction are what drive us forward.

At GR8 Real Estate, we are a team committed to excellence and quality in every interaction. Our ultimate goal is not just to complete transactions, but to build lasting relationships based on trust and results. We look forward to helping you achieve your real estate goals with dedication and expertise.



Mission ♦

To assist our clients in selling their properties as quickly as possible, with honesty, hard work, excellence, and the highest quality of service. We are experts in International Real Estate Marketing.

Values ♦

We deliver bespoke discreet and exceptional service with unwavering excellence.

Vision ♦

We excel in Marbella's luxury real estate surpassing client expectations.

What Our Clients Say About Us...

"Thank you to the entire GR8 Real Estate team for your unwavering support and professionalism throughout the entire process. Your expertise truly made a difference, even in a competitive market. Best wishes!" (M.T)

"Good afternoon! Working with GR8 Real Estate has been a fantastic experience. Your team is not only knowledgeable but also incredibly responsive. I appreciate all your hard work. Best regards." (L.P)

"I want to extend my heartfelt thanks to GR8 Real Estate for their exceptional service. You made selling my property seamless and stress-free. I'm grateful to be part of your client family." (A.K)

"Many thanks to GR8 Real Estate for your dedication and hard work. I'm thrilled with the outcome of my property sale. Best regards!" (T.R)

"Thank you for your outstanding service! It was truly a pleasure working with the GR8 team. Your professionalism and commitment to your clients are evident." (C.H)

The GR8 Team

A cohesive team with a unified vision has the power to accomplish remarkable feats. At GR8 Real Estate our team of 30+ dedicated professionals exemplifies passion, expertise, and a relentless pursuit of excellence, backed by over 20 years of industry experience. Each member brings a high level of specialized knowledge, ensuring that every aspect of our work is executed with meticulous attention to detail.

Whether navigating the complexities of real estate or crafting innovative marketing strategies, our team is poised to tackle any challenge, regardless of its scope. We take great pride in presenting the exceptional individuals who drive our continued success.



Recognition for the GR8 Team

There have been countless times when our office or my colleagues have been recognized here in Spain. Our office is an international benchmark for the quality of service provided to clients, as well as the processes and training we continually adopt and improve.

On many occasions, team members have been invited to speak at various real estate events, both nationally and internationally. Our office and its agents have consistently earned recognition throughout the current stage as gr8 and during earlier stages as well.

GR8 Present Worldwide

GR8 Real Estate, based in Marbella with a strong presence in Dubai, partners with top international developers in the luxury market. We offer the finest properties, delivering an exceptional luxury experience.

● At the moment ● In the future



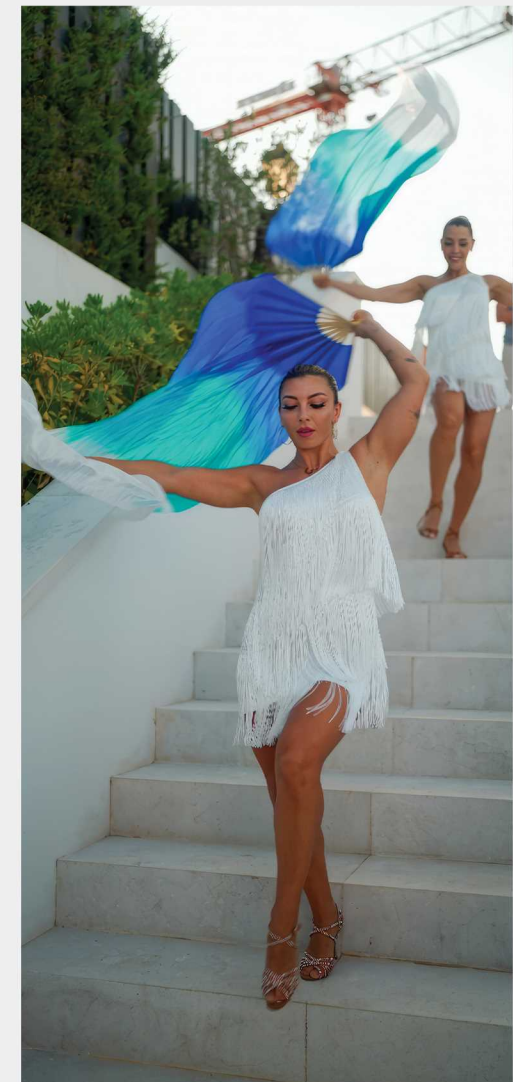
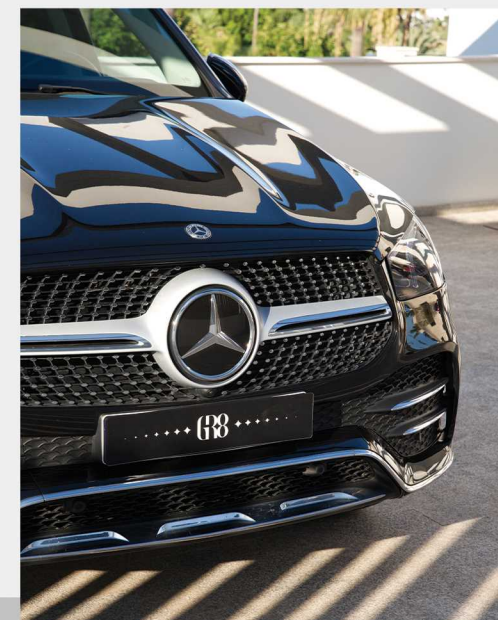
GR8 and Our Previous Designations

With over 20 years of experience in the real estate sector, under various names, we have developed professionals who have delivered better results to their clients and raised the quality of service to higher standards.

GR8 stands as a preeminent real estate agency distinguished by its specialization in Marbella's opulent property market. Leveraging unparalleled acumen, we provide bespoke services and a meticulously curated portfolio tailored to the discerning requirements of our clientele. Our sophisticated marketing strategies and expansive global network amplify property potential, solidifying our position as the premier choice for luxury real estate.

GR8 Website

A platform that showcases properties for sale and rent managed by the **GR8** team nationwide. It also provides useful information for both sellers and buyers.



20 KEYS

As a Homeowner, you may spend a considerable amount of time trying to sell your property. By following these steps, you'll help your **GR8** Associate Agent sell your home faster and at the best possible price.

1

Make the Best First Impression

A well-maintained lawn, trimmed shrubs and flowers, and a neat porch or terrace make a strong impact on potential buyers. The same goes for the front door, which should be freshly painted or cleaned. If it's fall or winter, be sure to clear away fallen leaves or debris from walkways. The fewer obstacles buyers encounter, the better.

3

Invest a Few Hours for Future Returns

This is your chance to make your property shine. Give a thorough cleaning to your living room, bathrooms, and kitchen. Consider doing minor decor updates. Focus on the small details—potential buyers want to see how great your home is, not hear about how nice it could be with a few “fixes.”

2

Don't Overlook the Small Fixes

If your cabinets or closet doors are sticking, you can be sure that potential buyers will notice too. Avoid having to explain away simple problems that can easily be fixed. A little effort now can smooth the way to closing the sale.

4

Check Faucets and Lightbulbs

Leaky faucets can be irritating, stain sinks, and suggest possible plumbing issues. Replace any burnt-out lightbulbs so that buyers can fully appreciate how bright and inviting your home is. Don't let small problems overshadow the best features of your property.



Prioritize Safety

Homeowners get used to living with various hazards like misplaced items near stairways, faulty extension cords, slippery rugs, or low-hanging light fixtures. Make sure your home is safe for all visitors, especially those who aren't familiar with it.



Create Dreamy Bedrooms

Appeal to buyers by highlighting the cozy comfort of your bedrooms. For a more spacious feel, remove excess furniture. Colorful, fresh bedspreads and curtains are always a plus.



Create Space for Buyers

Remember, potential buyers are looking for more than just living space; they're also seeking storage space. Keep your storage areas and basement clean and free of unnecessary items.



Consider Your Closets

A well-organized closet looks much more spacious. Now is the perfect time to pack away unwanted clothes and donate them to charity.



Make Your Bathroom Sparkle

Bathrooms help sell homes, so make them shine. Check for and repair any damaged or unsightly caulking in bathtubs and showers. To enhance appeal, showcase your best towels, rugs, and shower curtains.



10

Open During the Day

Let the sunshine in! Open up your curtains and blinds so potential buyers can see just how bright and cheerful your home is.

11

Illuminate the Night

Create excitement by turning on all the lights—both inside and outside—when showing your home in the evening. Lights add color and warmth, making potential buyers feel more welcome.

12

Avoid Crowded Scenes

Potential buyers often feel like intruders when entering a home filled with people. Instead of giving your property the attention it deserves, they might feel rushed to leave. Keep the house free of guests during showings.

13

Watch Your Pets

While dogs and cats make great companions, they can be a distraction when you're showing your home. Pets have a knack for getting underfoot. Do everyone a favor: keep your pets outside or at least out of the way.

14

Be Mindful of Volume

Rock and roll may never die, but it can kill a real estate transaction. When it's time to show your home, lower the volume on music or the television.

15

Relax

Be friendly, but don't force conversation. Potential buyers want to view your home with minimal distractions.

16

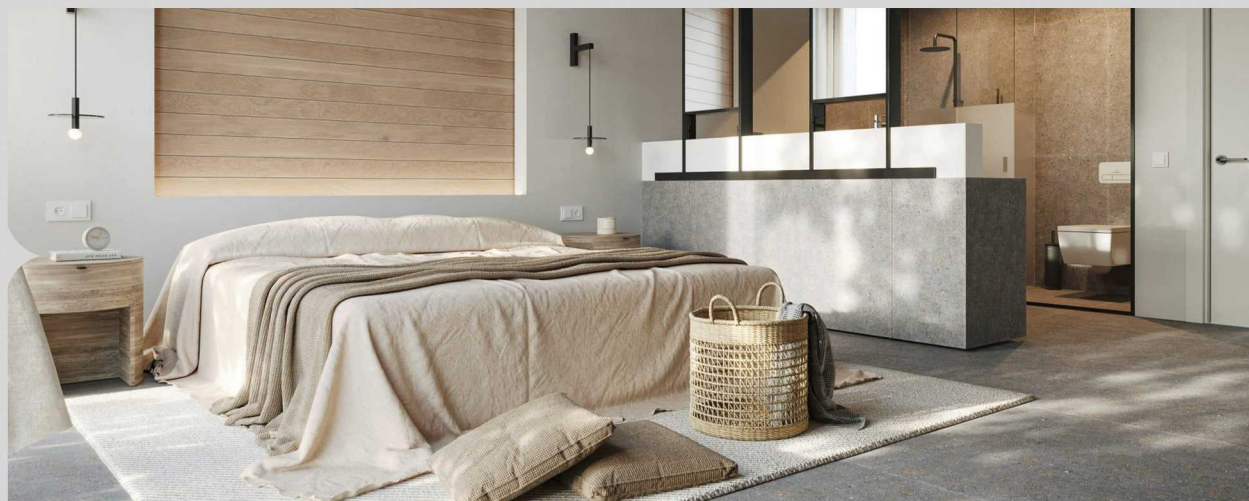
Don't Apologize

No matter how modest your home may be, don't apologize for its shortcomings. If a potential buyer makes a disparaging comment about your property's appearance, let your experienced GR8 Associate Agent handle it.

17

Keep a Low Profile

No one knows your home better than you do. However, your GR8 Associate Agent understands what buyers are looking for and want. Your agent can communicate the strengths of your home more effectively if you remain in the background.



18

Don't Turn Your Home into a Flea Market

When potential buyers come to see your home, don't distract them with offers to sell furniture you no longer need. You could risk losing a significant sale.

19

Refer to the Experts

When potential buyers want to discuss price, terms, or other real estate matters, let them speak with an expert—your GR8 Associate Agent.

20

Assist Your Agent

Your GR8 Associate Agent will find it easier to sell your home if showings are scheduled through their office. You'll appreciate the results!

Tips to Sell Your HOME

New developments often set up a model home when they start selling their properties. This model is a perfectly furnished and equipped version of the typical unit.



Currently, there is a large number of homes for sale, creating significant competition, and buyers have plenty of options to choose from. Below are the three factors that influence how long it takes to sell a house.

The Condition of Your Home

It's easy to forget that a home for sale is like any other product. The better its location, the more attractive it is, and the more competitively priced it is, the easier it will be to sell.

Of the three factors that determine the sale of a home, the only one the owner can influence is ensuring that the home is in impeccable condition every time a potential buyer visits. This is particularly important considering that, on average, 37 potential buyers must view a house before one decides to make a purchase.

Keep in mind that most people lack the spatial awareness needed to envision how the space would look when furnished or how spacious the rooms are.

Your home is no different. Remember that a house in excellent condition tends to sell faster and for a better price than one that isn't well-maintained.

For this reason, we have provided practical recommendations in this dossier to help you prepare your home for sale.

The Buyer Sets the Price

- Ironically, during these times of significant international economic changes, the price of a house is determined by the buyer. Neither the homeowner nor the real estate agent can influence the price that a potential buyer is willing to pay.
- Potential buyers have easy access to a wealth of information. Through the internet, they can find all the homes for sale and quickly focus on those with the most competitive prices.
- On the other hand, the media often creates unnecessary alarm for potential investors whenever there is an economic fluctuation in the world.
- The best advice we can offer is that if you really don't need to sell your home, consider waiting 3 to 5 years until the market recovers and properties return to the prices they had a few years ago. In the meantime, you could rent out your property, which would help cover some of the maintenance expenses (community fees, property tax, garbage collection, etc.).
- Conversely, if you intend to sell, in addition to preparing your home for the market, you need to have an understanding of the approximate price that a buyer would be willing to pay for your property.
- One approach is to research your area and find out the sale prices of similar homes that have sold in the past year. This will give you an idea of what buyers are prepared to pay. Sometimes, finding this information can be quite challenging.
- Additionally, we will provide you with a Comparative Market Analysis (CMA), which will give you an estimated value of your home and assist you in making an informed decision. Ultimately, the decision of what price to set for your home is yours, but keep in mind that the final purchase price decision rests with the buyer.
- We will explain in more detail how supply and demand operate in the real estate market of the Costa del Sol, along with any questions you may have so we can assist you in selling your home for the highest possible price and in the shortest amount of time.

We have already explained that you are the one responsible for preparing your home to appeal to buyers, as the buyer ultimately decides the price they are willing to pay. However, the effectiveness of marketing directly depends on your real estate agent.

The role of a good real estate agent is to promote your home through various channels to help you find a buyer as quickly as possible.

HOME FOR SALE

We've also mentioned that statistics indicate that, on average, it takes about 37 potential buyers visiting a home for it to sell.

So, how can you maximize the exposure of your property?

The first thing to understand is the need for an effective marketing strategy at local, national, and international levels. The broader the reach, the more potential buyers you can attract.



At the Local Level: It's essential to have a local presence, which includes a "For Sale" sign, an office showcase, a website, access to MLS, Resales Online, and partnerships with numerous real estate agencies.

At the National Level: Establish a network of real estate agencies across Spain, particularly in cities where Costa del Sol is a preferred vacation destination (Madrid, Bilbao, Córdoba, Sevilla, etc.). Make sure to be present in the national MLS and on real estate portals (Idealista, Fotocasa, Ya Encontré, Globaliza, etc.).

At the International Level: Given the variety of nationalities among buyers in Costa del Sol (Scandinavians, British, Germans, Russians, French, Swiss, Belgians, Dutch, Austrians, Italians, etc.), it is crucial to have a strong international presence, ideally in as many countries as possible. The more real estate offices that list your property, the higher the chance of reaching potential clients. Additionally, you should access as many websites and portals as possible.

Your real estate agent should strive to provide maximum exposure for your home, using high-quality photographs. Most importantly, they must keep you informed about the marketing actions being taken to sell your property and the results being achieved. All of this information will assist you in making informed decisions.

Your agent should care about you and assist you in selling your home for the highest possible price in the shortest amount of time.



RISING ABOVE: OUR JOURNEY OF REMARKABLE GROWTH

At GR8 Real Estate we embody a commitment to excellence and Innovation in the Marbella real estate market. Over the past year we have experienced substantial growth, driven by our expert team, modern marketing strategies, and a dedication to delivering exceptional client experiences. This impressive trajectory reflects our ability to meet the evolving needs of buyers and sellers, as we continually enhance our services and expand our portfolio. Our journey is a testament to the trust we've built within the community and our unwavering focus on achieving outstanding results for our clients.

ELEVATE YOUR HOME'S MARKET PRESENCE

At GR8 Real Estate, we recognize that selling a home transcends mere listing—it's about forging a lasting impression. Our adept marketing team devises bespoke strategies that elegantly highlight your property's distinctive features. Through the use of exquisite photography captivating video tours, and meticulously targeted digital campaigns, we ensure your home captivates the right buyers swiftly and effectively.

From enhanced online visibility to impactful social media outreach, we illuminate your property in a competitive market, facilitating quicker sales and superior offers. With GR8 Real Estate, your home doesn't simply get listed it becomes an unmissable gem in the marketplace

GLOBAL MARKETING

At GR8 Real Estate, we leverage digital marketing channels to ensure your property reaches a broad audience online

- Visibility on Top Real Estate Platforms
- Targeted Campaigns for Marbella Buyers.
- Engaging Visuals and Video Tours.
- Optimized for Online Discoverability.
- GR8 Website
- Streamlined Sales for Your
- Property Success
- Digital Campaigns
- Targeted Strategies for Maximum Impact

OUR VIDEOGRAPHY SERVICES

Bring properties to life with stunning visuals that captivate potential buyers At GR8 Real Estate, we specialize in delivering high-quality video content that showcases every property's unique features.

SHOWCASING LUXURY WORLDWIDE

GLOBAL REACH THROUGH SOCIAL MEDIA MARKETING

At GR8 Real Estate, we leverage the power of social media to showcase luxury Marbella properties to a global audience. Through custom videos, targeted ads, and strategic content across multiple platforms, we create a strong digital presence. Collaborations with influencers and key opinion leaders further boost brand visibility and enhance property promotion. Our comprehensive social media strategy ensures that our message reaches the right audience, wherever they are in the world.

MARKETING FOR TOP RESULTS

At GR8 Real Estate our marketing strategy is designed to maximize the visibility and appeal of your property. We combine expert knowledge with modern digital tools. Using targeted online campaigns, professional photography and immersive video tours to captivate potential buyers. Our team crafts customized marketing plans that highlight the unique features of your home ensuring it stands out in a competitive market. With a proven track record of success and a reputation for integrity, clients trust us to deliver exceptional results, turning listings into fast, profitable sales.

SELL YOUR HOME WITH CONFIDENCE!

Sell your home effortlessly with GR8 Real Estate. Our expert team uses modern strategies to unlock your property's full potential, ensuring a smooth process and top offers.

EXCLUSIVE OPEN HOUSE

At GR8 Real Estate our open house events showcase properties with luxurious staging and expert guidance helping buyers envision their future homes.

1. Experience Luxury Living

Tour beautifully staged properties showcasing their finest features

2. Explore Your Future Home

3. Meet Our Expert Team

Connect with agents ready to provide Insights

4. Engaging Community Vibes

Discover elegant designs in a relaxed Enjoy refreshments and mingle with fellow home seekers atmosphere

OUR OPEN HOUSE EVENTS

Join us for an exclusive open house in Marbella where you'll explore luxury properties with stunning views and premium amenities, guided by our expert real estate team This invitation-only event is perfect for discerning buyers seeking quality and exclusivity.



WHEN GOOD IS NOT ENOUGH

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