## Listing With





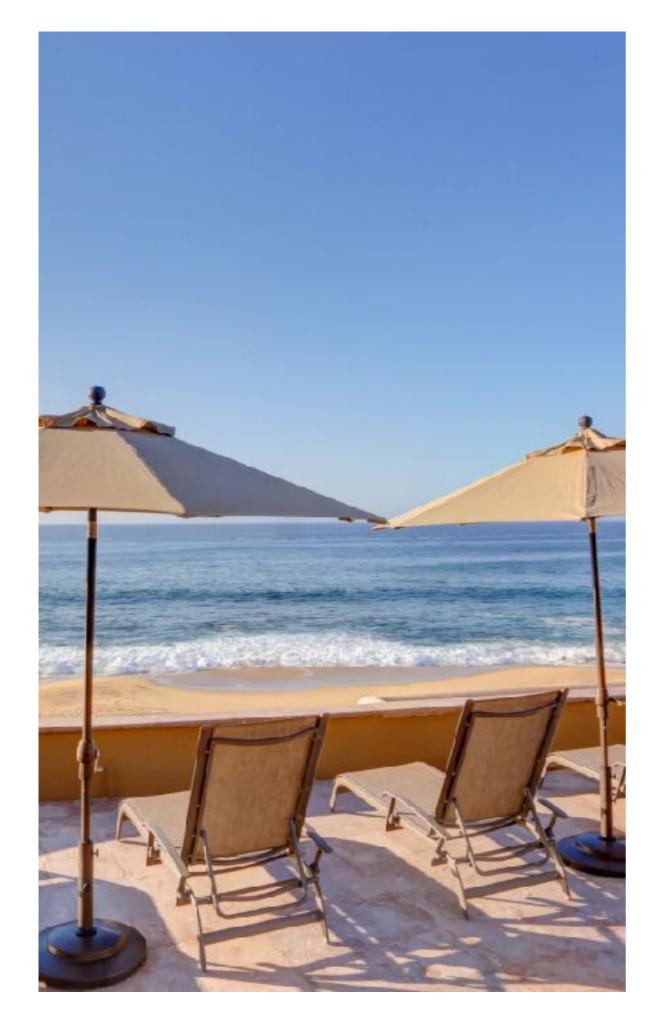
# LISTING YOUR PROPERTY WITH REMEXICO REAL ESTATE

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 your homes 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.

- MISSION STATEMENT
- CABOREALESTATE.COM
  - PARTNERSHIPS
- PRINT ADVERTISING
- PRICING YOUR PROPERTY





#### **ABOUT REMEXICO**

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. Our client's 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 Real Estate, we are innovators in marketing real estate and will create customized advertising and materials for your listings.

Each of our listings bene t 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 Real Estate and you'll have an edge up against the competition.

#### **HONESTY & INTEGRITY**

At REmexico Real Estate, 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.



### CABO'S BEST REAL ESTATE WEBSITE!

Since the inception of <u>www.caborealestate.com</u> we have focused on creating Cabo's best Real Estate Website.

A financial commitment to Google advertising, best practices in the design of our site, and effective search engine optimization have rewarded us with top spots for many of the most popular Cabo Real Estate search phrases (see attached results for "cabo real estate").

A <u>Nibbler ranking</u> of 9.2 puts us well above the industry average and comfortably on top of any other Los Cabos Real Estate Website.

#### Report for caborealestate.com



9.5 Accessibility

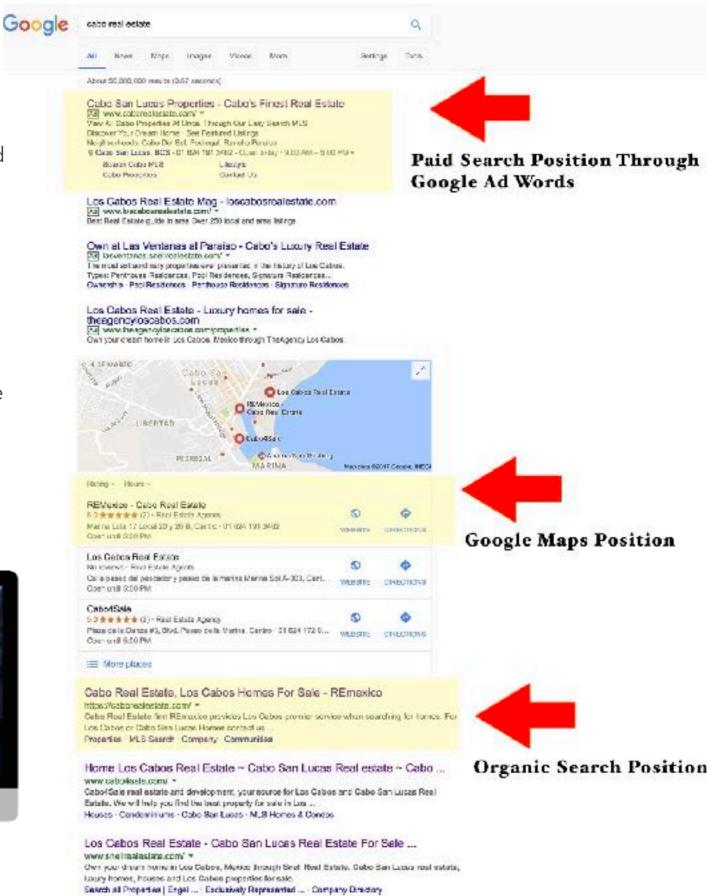
How accessible the website is to mobile and disabled users.

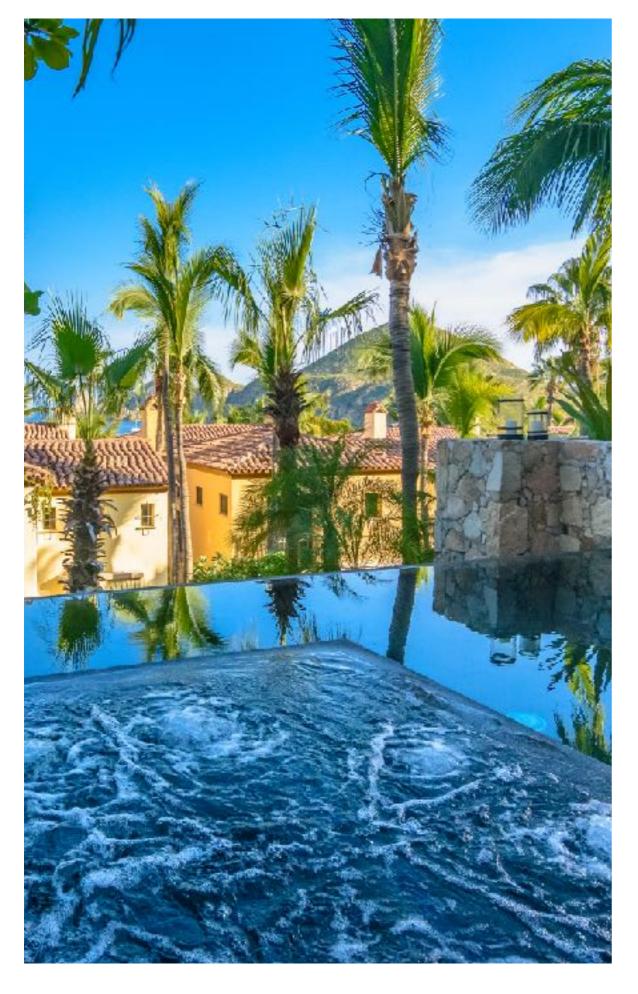
See contributing tests ▼

9.2 Experience How satisfying the website is likely to be for users.

See contributing tests -







## OUR NETWORKS

### INTERNATIONAL AFFILIATIONS: LUXURY PORTFOLIO & LEADING REAL ESTATE COMPANIES OF THE WORLD

It is with great pleasure that we announce our partnership between our own boutique brokerage and two of the largest broker-to-broker referral networks in the world - Leading Real Estate Companies of the World and Luxury Portfolio. These prestigious, by-invitation-only networks are home of the world's market-leading independent brokerages in over 50 countries.

What does this mean for our clients?

- Greater opportunities to buy and sell your home. LeadingRE has over 550 firms and 150,000 associates producing over one million transactions, valued at \$351 billion annually.
- More resources for buying and selling luxury homes. LeadingRE is the home of Luxury Portfolio International, an award-winning, comprehensive luxury property program designed to market high-end homes to an affluent audience.
- The 200 firms affiliated with Luxury Portfolio are the most well-respected and well-known experts in luxury real estate in markets worldwide.
- Luxury Portfolio is unmatched in the global arena, with properties in almost all US states, more than 50 countries, website visitors from over 200 countries every month, conversion to multiple currencies, and a total inventory of available properties totaling over \$48 billion with an average price of over \$2.4 million US dollars.



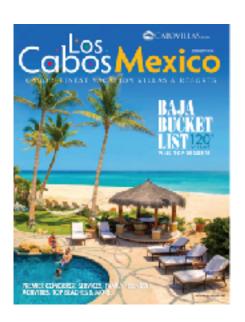








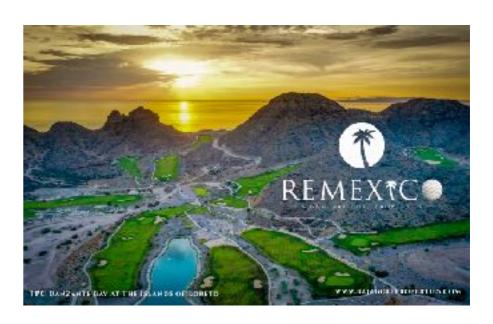
REmexico Real Estate has entered into a strategic partnership with Los Cabo's premiere vacation rental companies - CaboVillas.com



As an exclusive and preferred real estate partner, REmexico Real Estate listings are promoted throughout all <u>CaboVillas.com</u> rental properties

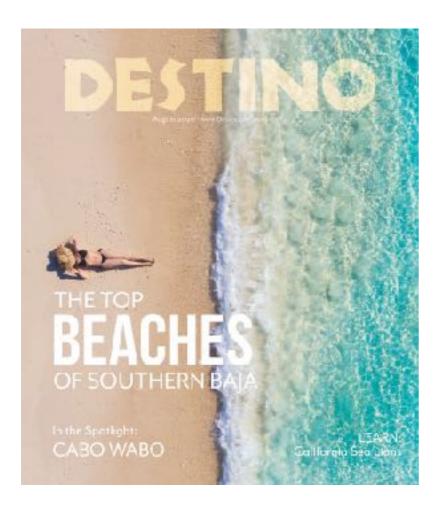
With over 35 years specializing in Los Cabos vacation rentals, the <u>CaboVillas.com</u> team offers exceptional travel planning services with outstanding customer service. Representing over 100 private villa rentals in the region, their team also arranges in-villa services, ground transportation, activities, event planning and more for the perfect vacation getaway in Cabo.





REmexico Signature Golf Properties is a sub-brand of REmexico Real Estate focused on the ever growing market of golf course properties throughout Southern Baja. With a dedicated team and website <a href="https://www.bajagolfproperties.com/">https://www.bajagolfproperties.com/</a> Remexico Signature properties offers specialized promotion and exposure when you list your golf property with us.





### PRINT MEDIA



Your property will be featured in the monthly issues of our sister publication, **Destino Los Cabos Magazine** 

Every issue of Destino Los Cabos Magazine features fresh content that is relevant to Los Cabos and it's local culture, real estate and our valuable information such as Maps, Things to Do, Must See Beaches, Useful Information, and more!

Destino Magazine has a distribution of 5,000 copies every month in Cabo San Lucas, the Corridor, San Jose del Cabo, Pescadero, Cerritos, Todos Santos, the East Cape and Loreto through 200+ high-traffic rack locations as well as our popular online platform <a href="https://destinoloscabos.com/">https://destinoloscabos.com/</a>



## PRICING YOUR PROPERTY

#### THE IMPORTANCE OF INTELLIGENT PRICING

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 optimum value for your home. As figure 1 illustrates, 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 (see figure 2). 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.

#### **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 the find a price that will attract a willing and able buyer in a reasonable time.



