

STEP BY STEP TO THE FINISH LINE



8 reasons to rely on those who “makes a difference”!



IMMOBILI DI PRESTIGIO®
There's home & home

2

Because a competent estimate of value is crucial

The Business Agent in Mediation is a professional and as such is obliged to provide competent and objective advice preparatory to the resolution of his client's needs.

No comparative value estimate, with summary or analytical judgement, can be produced by an algorithm. The criteria of merit of an asset are many, and none of them can do without careful verification by a professional “in the flesh”.

A competent value appraisal, in fact, can be decisive in deciding how much to sell for, but also in deciding **not to sell**.



OVERVIEW AND VALUE ESTIMATE

**A competent expertise is
decisive for a right decision.**

3

Because real estate due diligence is indispensable

Real Estate *Due Diligence* means the precise analysis of the documentation and regulations pertaining to the property under consideration, compared to the state of the same, a necessary and functional elaboration for the clear definition of the object of valuation and its characteristic elements, also in consideration of the fact that in many cities of the “Bel Paese” there is often a considerable component of criticality in the retrieval of urban information and documentary reconstructions.

Rome, for example, has a very heterogeneous urban fabric that has been stratified over the centuries, especially in its historic centre. For this reason, the practice of real estate *Due Diligence* is all the more necessary in the dynamics of buying and selling real estate in cities such as Rome, in order to avoid making a bad deal or simply to avoid finding oneself, during the documental verification phase, with an urbanistic problem that one did not know existed.

LEGAL AND TOWN PLANNING SURVEYS

Preliminary verification of absence of mortgages and town planning regularity.



4

Because the sale of a prestigious property is not an ordinary sale

That of prestige residences is a market apart, with different dynamics from the ordinary housing market. Whoever sells a prestige property, sells not just four walls but a story, an emblem capable of arousing a special meaning in the mind, evoked through real and emotional connections.

The acquisition is probably the most delicate part, because the person selling a luxury property requires professionalism and discretion and above all considers his property a real family jewel.

This is why it is indispensable to have the work of a specialised professional who knows how to correctly evaluate and enhance the property and is able to carry out targeted real estate marketing, using specific tools and strategies to sell exclusive villas and flats, prestigious penthouses and historic buildings.



LUXURY MARKETING

Promoting with sector expertise through the best channels

5

Because not everyone has the right requirements to visit your home

Visiting the property by people whose needs or availability do not correspond to the requirements and the way in which the property is to be sold, creates damage and loss of time for all parties involved, in particular it violates the seller's confidentiality, for no reason whatsoever.

To ensure that the client's requirements can be met by the property identified, one should:

1. analyse the specific needs and availabilities of the buyer;
2. make available to the buyer every useful tool to 'get to know' the property of interest.

An optimal organisation of company resources makes it possible to integrate professional skills with the best digital tools, through which it will be possible to carry out an initial "visit" of the property remotely.



Lorem ipsum

SHOWING TIME
Management of all details
of visit planning.

6

Because marketing a property is a delicate process

Virtuous advertising marketing management starts by asking at least 3 questions:

- what is *lead generation*;
- what is the minimum result you want to achieved through advertising;
- when an advertising investment can be said to be effective.

Lead generation refers to all those activities that should generate enquiries from potential customers.

What we are really interested in is that the advertising produces a sale, so the result to be pursued is real appointments or at the very least a qualified enquiry, only then can a promotional investment be considered effective.

Of course it is good to carefully evaluate the effectiveness of the product, in this case the positioning of the good on the desirability scale, determined by a balanced relationship between quality and price.

MONITORING AND REPORTING

Analysis of the sales process and reporting on a regular basis.



7

Because having concluded the sale is not the only important thing

No less important than having concluded a bargain is settling it with the utmost contractual care.

The preliminary contract, commonly known as “compromise”, and thus all the contractual steps that give rise to it, plays a fundamental role in the purchase of a house.

Too often, however, it is overlooked or prepared without due care.

A well-prepared preliminary contract can prove decisive in preventing possible disputes or misunderstandings between the parties and in ensuring that the entire process, up to the conclusion of the notarial contract, can take place without risks or problems, establishing a proper transfer of the property and enabling the buyer to access bank credit to finance the purchase, if necessary.

PRELIMINARY CONTRACT

Professional assistance in the contract finalisation steps.



8



NOTARIAL DEED

Professional assistance up to the conclusion of the public deed.

Because our assistance never ends

Accompanying the customer at every stage of the sale is the backbone of our corporate know-how.

Consultants and technicians at your side but also “persons” capable of understanding the individual, logistical and emotional problems associated with an economic transaction that is very often the most important in life.

That is why we remain your consultant forever!



www.immobilidiprestigio.it