

Useful Information for Vendors 2015

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Money Saving Options to sell your Property

Where we Advertise your Property for Sale

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Currency Exchange Advice



Welcome to Woods the Estate Agents

The Canary Islands' **LOW COST** Estate Agency

With over 30 years' experience in the Estate Agency industry within the Canary Islands, **David Wood** has always believed in adapting and evolving his business, offering a revolutionary service to customers throughout the Canary Islands. For 30 years, David Wood has been instrumental in brokering the best deals between developers or private owners and those looking to buy apartments and villas in Tenerife.

His sales and marketing expertise grew to the extent that he became a partner in the largest independent estate agency group in the Canary Islands at the time – **The Horizon Property Group S.L.** Clients that trusted David and his wife, Helen Wood to deliver in 1984 are still loyal to them today. Over two decades later the same people are repaying their honesty and experience by insisting that their new Canary Island property sales and purchases are placed in their hands, and their hands only.

David recognises times have changed. The whole business of buying and selling not just in Spain but the whole Western world has evolved dramatically over the past 10 years since the explosion of social media and "Web 2.0". The vital necessity for a dominant online presence and a close knit team of honest, reliable associates will be the backbone of David's latest family-run Estate Agency in the Canary Islands.

Chris Wood, his eldest son was born in Tenerife and left at the age of 16 to further his education in the UK. After leaving university with a Business Management Degree, Chris worked in the hospitality industry where he honed his skills for business management and marketing. However, Tenerife's lure of all year round sunshine, great food and ingratiating people have proven too much. Chris looks forward to returning to his home of Tenerife and continuing in his father's footsteps – and to provide a service to his clients which he hopes will be as commendable as his fathers in the future!

So what makes us different?

We take full advantage of all technology available to get your property seen by as many potential buyers as possible.

Due to the fact that 95% of property seekers turn to the internet to begin their search for their ideal home, we are able to reach the vast majority of property seekers through cheaper, more efficient marketing methods. We have no high street office to operate which means we can afford to pass our savings on to you, the property owner. We recognise that times have changed and property vendors can't afford to be paying huge sums to estate agents.

Thank you for your interest in selling your property with us.

Do you want us to get started already? Visit www.woodstheestateagents.com. Simply pick your sales package, follow the online instructions and your property will be on the market within 7 working days.

I wish you the best of luck with your property sale,

Christopher David Wood *Ba(Hons)*
Director of Woods the Estate Agents



Our Packages

The Canary Islands' **LOW COST** Estate Agency

Step 1 - Choose the package which best suits you

0% Fixed-Fee



0% Fixed-Fee Option

750 Euros* upfront & 750 Euros* upon completion.

Includes professional listing, virtual tour, full estate agency service, listing on the most popular property portals including Rightmove, Primelocation, Zoopla & Kyero.com plus advertising on all our major Social Media Channels.

Save thousands of Euros by choosing our 0% Commission Fixed-Fee Estate Agency service which includes a professional listing by one of our experienced agents, high definition photography, virtual tour (if applicable), listings on Rightmove, Primelocation, Zoopla and Kyero.com. Our agents will also handle all sales enquiries, qualify potential purchasers, accompany viewings, negotiate a fair price, advise on foreign currency exchange if required and support the buyer all the way to completion. Optional extras are available to choose from on the next page.

*Doesn't include 7% IGIC.

1.5% Commission



1.5% Commission Option

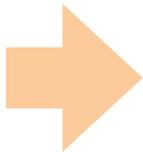
500 Euros* upfront & 1.5% commission upon completion.

Includes professional listing, virtual tour, full estate agency service, listing on the most popular property portals including Rightmove, Primelocation, Zoopla & Kyero.com plus advertising on all our major Social Media Channels.

Save money by choosing our 0% Commission Fixed-Fee Estate Agency service includes a professional listing by one of our experienced agents, high definition photography, virtual tour (if applicable), and listings on Rightmove, Primelocation, Zoopla and Kyero.com. Our agents will also handle all sales enquiries, qualify potential purchasers, accompany viewings, negotiate a fair price, advise on foreign currency exchange if required and support the buyer all the way to completion. Optional extras are available to choose from on the next page.

*Doesn't include 7% IGIC.

Traditional



Traditional

No upfront fees, 2.5% commission upon completion.

Includes professional listing, full estate agency service, listing on the most popular property portals including Rightmove, Primelocation, Zoopla & Kyero.com plus advertising on all our major Social Media Channels.

List your property for sale with us and benefit from a professional listing by one of our experienced agents, high definition photography, virtual tour (if applicable), listings on Rightmove, Primelocation, Zoopla and Kyero.com. Our agents will also handle all sales enquiries, qualify potential purchasers, accompany viewings, negotiate a fair price, advise on foreign currency exchange if required and support the buyer all the way to completion.

Optional extras are available to choose from on the next page.



www.woods^{theestateagents.com} info@woods^{theestateagents.com}



5 Simple steps to a successful sale

1

It's really easy to get started

*No Sole Agency Contracts.
No big completion fees.
We'll provide a professional listing of your property.*

2

Your Property goes Live

Over 95% of overseas property buyers begin their search online. We list all our properties on all the major property portals & social media sites. You get a monthly report on how many times your property has been viewed & receive feedback from enquiries & viewings.

3

We Qualify Prospective Purchasers

We vet genuine enquiries and present your property to existing clients.

4

Our Agents will Negotiate a fair price

Our experienced agents will negotiate the best price for you.

5

Full Sales Progression Service

We will support the buyer and seller in an efficient, transparent and professional manner all the way to completion.

Optional extras:

Prices shown below do not include 7% IGIC

Energy Performance Certificate - An EPC is a legal requirement. We cannot advertise your property without an EPC. Failure to adhere to this law results in heavy fines for both Estate Agent and Property Owner.

Property area less than 85m²..... 120,00 Euros
Property area between 85m² & 150m²..... 140,00 Euros
Property area more than 150m²..... 170,00 Euros

If you already have an EPC, our agent will need to take a copy of it when they visit your property for sale. If you do not have one, add this to your listing and we will organise a time convenient for you to have the EPC carried out.

Premium Listings on Primelocation & Zoopla - 75 Euros
 Boost your Zoopla and Primelocation adverts by upgrading to a Premium Listing. It's a bigger, more visible advert amongst other search results and can INCREASE the speed at which your property sells. Premium listing for up to 12 months.

Premium Listing on Rightmove - 95 Euros
 Boost your Rightmove, Zoopla and Primelocation adverts by upgrading to a Premium Listing. It's a bigger, more visible advert amongst other search results and can INCREASE the speed at which your property sells by up to 30% according to Rightmove's own research. Premium listing for up to 12 months.

Featured listing on website & printed marketing media - 45 Euros - Your property will be displayed as a Featured Property in highly noticeable areas around our website, increasing the chances of it being seen by potential buyers. By adding this option to your listing, we guarantee we will add your property to our printed marketing ma-

terial such as newspaper adverts, brochures, etc. at the next possible opportunity.

For Sale Board - 65 Euros
 A for sale board will significantly increase visibility. Within seven working days, we'll visit to erect your For Sale Board.

Virtual Tour (Included in our Fixed-Fee & 1.5% commission options) -150 Euros (Included in our fixed-fee 1.5% commission options). Potential buyers can view a property with a virtual tour in a much better way than through traditional photography. A virtual tour shows much more of the property and helps viewers get a better "feel" for the property. Clients who contact us who have viewed a virtual tour of the property are better informed and generally higher quality contacts. With virtual tours, your property has a virtual open-house 24/7 without the need to clean up every time a buyer wants to view the property!

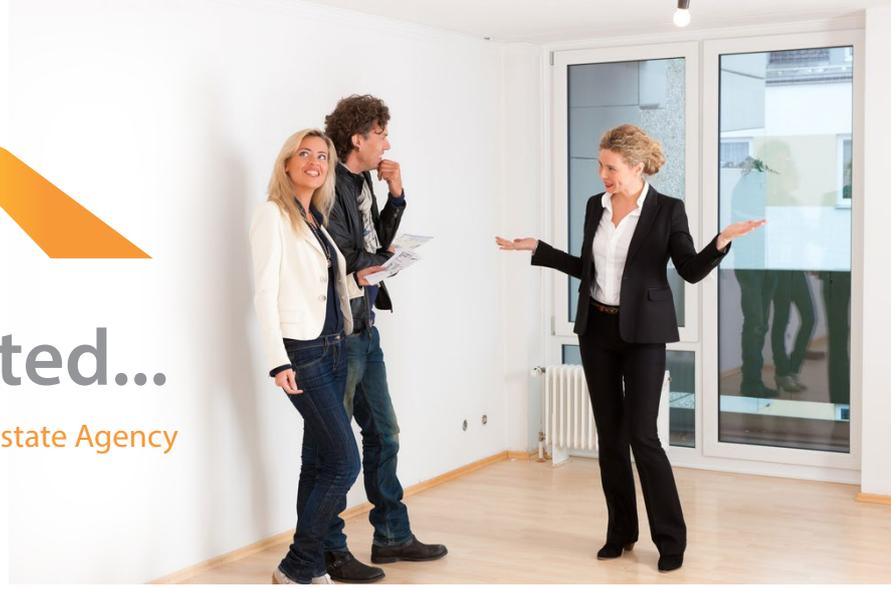
Professional Photography - 195 Euros
 A picture says a thousand words so what better way to showcase your property and appeal to potential buyers than with the very best photography? Our professional photographers can deliver fresh, vibrant and beautifully composed images to give you the edge over properties on our website similar to your own.

Free Advice on Currency Exchange - FREE
 By not paying any transfer fees and by having professional traders transfer your money at the right time to get the best rates, you can potentially save thousands of Euros when transferring money abroad. Add this option to your shopping basket and a consultant will be in touch with you with more information.



Let's get started...

The Canary Islands' **LOW COST** Estate Agency



5 Simple steps to a **successful sale**

1 Visit our website

Choose your package and send us your details.

2 Your Property goes live

Marketing starts within 24 hours. Your property is listed on Rightmove, Zoopla, Primelocation and more. You can check how many views it has received and how many enquiries have been made.

3 We handle all enquiries

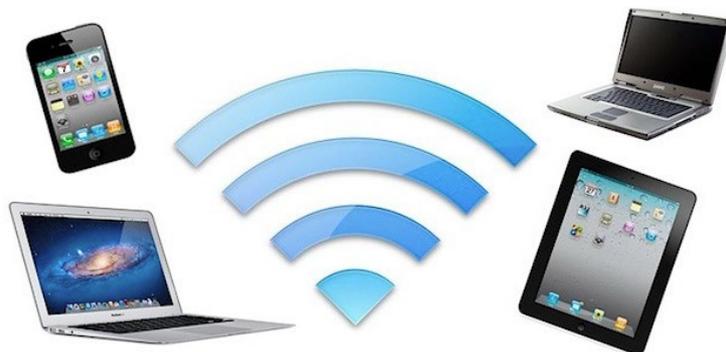
We qualify potential buyers schedule viewings and accompany viewings should you wish us to do so.

4 Our agents negotiate a fair price

Our experienced agents will negotiate a fair price for everyone.

5 Full Sales Progression Support

We will support the buyer all the way to completion.



www.woodstheestateagents.com



info@woodstheestateagents.com



Where we advertise

The Canary Islands' **LOW COST** Estate Agency

Woods the Estate Agents is a brand that is synonymous with professionalism, prestige and service throughout the Canary Islands. We are now looking for quality homes throughout the Canary Islands for sale and for rent. By instructing Woods the Estate Agents, your property will benefit from local, national and international marketing. We provide expert advice from agents with a wealth of experience and in-depth local knowledge. We access national and international buyers through our network of agents, online marketing channels and throughout Europe and the rest of the World. Woods the Estate Agents market your property in the Canary Islands like no other, giving you the best chance possible of making that quick sale. These are just some of the ways we make a unique impression worldwide.

Property Portals

Our properties listed for sale on our website are listed on all the major property portals. **Rightmove, Primelocation, Zoopla** and **Kyero.com** claim that over 95% of people now turn to the internet as their first port of call when searching for an overseas property for sale. Combined, these four property portals reach on average an estimated 250,000 overseas property seekers every month. By listing your property for sale with Woods the Estate Agents, your property will be most cost effectively exposed to the most overseas property seekers possible.



Media Partnerships

To maximise the success of selling your property in the Canary Islands through Woods the Estate Agents, we have partnered with some of the biggest media companies and real-estate focused websites in the world, such as The Financial Times, The Daily Telegraph, The London Evening Standard and other leading property media sources throughout Europe.





Where we advertise

The Canary Islands' **LOW COST** Estate Agency

Advertising

Our print and digital advertising reaches a vast, targeted audience worldwide. Advertising in market-leading publications such as **Country Life** is a highly effective method to reach affluent second home buyers. **Country Life** has a readership of over 200,000 per week, 43% of its readers own second homes and 42% of readers have bought a property as a result of seeing an advertisement in the magazine. **A Place in the Sun** magazine launched in 2004 and is the UK's only title dedicated to buying property abroad



Search Engine Marketing and Social Media

It's vital to have a strong presence in search engine results and social media these days. We invest heavily in our Search Engine Optimisation so your properties are one of the first properties a property seeker finds. **Woods the Estate Agents** have all the major Social Media channels covered, potentially accessing millions of property purchasers through our pages on **Google+, YouTube, Facebook, Twitter, Instagram, Pinterest** and **LinkedIn**.





The SELLING Process

The Canary Islands' **LOW COST** Estate Agency

Once you have chosen your package from our website, an agent will be in touch **within 24 hours** to arrange a time suitable for you to visit your property for sale.

When the agent visits, they will take good quality, high definition photos of your property; take all the details down which help them write an accurate, in depth description of your property and if the agent feels the property will benefit from a virtual tour then a video will be taken. If you choose to have a For Sale Sign then our agent will install it for you.

The agent will need to collect copies of the following paperwork:

- Nota Simple from your bank with your house deeds (Escritura).
- Energy Performance Certificate.
- Floor plans if available. Floor plans enhance your listing as potential buyers can better visualise the space available to them.
- Contact details of the Gestor or Lawyer you will be using for the sale of your property if applicable.

We will apply for a Nota Simple from your local land authority which details any charges against the property including mortgage. This is of no extra cost to you. Your property will be on the market and marketing of your property for sale will commence within 7 working days.

You can keep track of how many views your property has had and how many enquiries have been made by logging in to your vendors account on our website.

We will qualify potential buyers, organise viewings and accompany the viewings if you wish. Although sometimes it is better for the owner of the property to show the buyer around so there is more trust and the buyers are fully informed on the property. Who better to show a potential buyer around a property than someone who has lived in it for years?!

We will negotiate a fair price for both buyer and seller. When a price is agreed upon, we will take a 10% deposit from the buyer and a purchase contract will be signed.

At this stage we will book an appointment at the Notary where we will need the following documents from the vendor. These can be given to us, the agents who can file them with the Notary's clerk which will shorten the appointment time at the Notary.

- Certificate from community (assuming the property is part of a comunidad) signed by the president showing that community fees are up to date.
- The last IBIs (Impuesto sobre Bienes Inmuebles) or rates payable annually to local councils showing they're paid up to date.
- Latest receipts of payment for last water and electric bills.
- Negotiate with bank final amount owing and obtain a certificate of final amount owing (certificado de saldo de préstamo).
- The Energy Performance Certificate (Certificado de Eficiencia Energetica de Edificios Existentes).

At the notary, the new Title Deeds are signed, bankers drafts are presented by the buyer to the seller and keys exchange hands. An estimate of the Plusvalía is given (cálculo) and vendors then have a month to ask the Ayuntamiento to calculate their Plusvalía which is then payable a month after that.

And finally... Are you relocating abroad? Before you transfer any money to a foreign bank account, ensure you speak to Currencies Direct on 922 971 781 who will save you potentially thousands of Euros as they do not charge any transfer fees and will give you the best rate possible. Their rates beat those offered by banks 100% of the time. When making an enquiry with Currencies Direct, be sure to mention the code A07801 to ensure you receive the best quote.





How to Prepare your Property for Sale

The Canary Islands' **LOW COST** Estate Agency

These guidelines should help you prepare your property so it's in a suitable state for viewing by potential buyers. It is a buyers' market and buyers have plenty of selection to choose from. Therefore, it is adamant that we present your property to the best of its ability.

Here's how we recommend you prepare your property for sale...

Disassociate yourself with your home – it is now a product on a supermarket shelf which needs to appear clean and in fully working order. Prepare yourself mentally for handing over the keys along with an envelope containing your appliance's warranties to the new owners. Look forward to the future of your next property!

De-Personalise your property - buyers want to be able to visualise their own personal artefacts. Also, by showing the buyer "what kind of person" currently lives there, they may think "but we're not that type of person so this property must not be right for us." Instead, the buyer should be thinking "I can see MYSELF living here."

Remove all clutter - Remove as many items as possible off kitchen counters, pack up as many decorative pieces you would like to keep as possible. Look at every item on display and if you haven't used it in over a year or have always wanted to get rid of it, why not throw it away or donate it to charity? Think of it as your first stage of packing to move out. The EnPie Charity are always looking for furniture and Helping Hands in Tenerife very much appreciate any children's items. You may also try to sell items on the "Tenerife Items for Sale" Facebook Page.

Arrange everything as neatly as possible - If buyers notice the owner looks after their personal belongings well, they will probably think they have looked after the property well, too.
Rent a Storage Unit. Leave just enough furniture in every room to showcase the room's purpose. We recommend Tenerife Storage & Parking in Las Chafiras on 922 73 64 51.

Make minor repairs - Replace any faulty lightbulbs, consider painting your walls neutral colours, fix doors that don't close properly, broken cabinet doors, etc., patch holes in walls and replace cracked tiles.

Give your house a deep clean! - Make your windows sparkle inside and out, dust the cobwebs away, polish chrome faucets, dust ceiling fan blades, bleach dirty grout, replace tired rugs, hang up fresh towels or remove them from sight all together. Odours are a great big no-no. Air out rooms and find and eliminate any source of odours.

Final Step – Pretend to be the buyer!

Walk around and scrutinize your own house. Are there any smells? Are there any indications of structural defects? Check curb appeal – does your property look appealing from the road? Make sure your garden is trimmed back and your terrace is clean with no clutter and exterior walls are painted and clean.

Recent studies find the following to be the most off-putting for people looking to buy a property:

- ✘ Damp patches. Probably the biggest concern for buyers due to health problems it can cause; not to mention being a sign of structural defects. Buyers instantly think of the costs involved in having to sort the damp problem out so better to find a professional who can rectify the issue before listing your property for sale.
- ✘ Clutter. People are seeking larger rooms and clutter makes rooms to appear smaller. By keeping decorations and personal items in the house to a minimum, buyers are better able to visualise how they can transform your property in to their home.
- ✘ Stains on floors, worktops and fabrics.
- ✘ Untidy gardens and terraces.
- ✘ Broken or missing door/cabinet knobs and handles.

Tired of your bank taking a cut?

If you're buying property overseas you could save up to 5% by transferring your money abroad with us, rather than your bank.

Hidden fees are a thing of the past – say hello to bank-beating exchange rates and service with a smile.

We make your currency transfers simple, secure and full of great savings – just give us a call or visit currenciesdirect.com to register, and remember to quote **'Woods Estate Agents'** for a preferential rate.

Let's talk currency

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T +34 922 971 781

Spain - Marbella

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UK - London

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in partnership with



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