



All real estate brokers really just do the same job!

Not us. Why? We're happy to explain why in this business profile.

Basic aspects of the brokerage business

Whether buying or selling real estate - a seller's interests could not be any more different than a buyer's. The buyer's objective is to acquire his or her dream property at the most inexpensive price possible; the seller, by contrast, tries to achieve the highest possible price for his or her property. In view of the regionally different operating modes - but above all, because of the ever increasing complexity of the real estate market as well - it is prudent both for the buyer and the seller to bring in a real estate professional.

Even the person who decides to sell his own home on his own initiative, and who believes he can get there without professional guidance, will inevitably have to contend with a real estate broker as soon as he identifies the desired property and requests more information on it.

It's no coincidence that more and more sellers are securing the professional consulting advice of a fully trained real estate professional.

A successful sale is contingent upon solid professional expertise and experience. Anyone intending to sell a property today - especially in the upper price brackets - is well advised to have a qualified professional at his side - one who can demonstrate expertise on critical issues such as building engineering, civil and construction law, tax and rent codes as well as the civil code (condominium ownership and inheritance rights) and insurance matters. In addition to the technical know-how that sets one professional real estate advisor above the rest, the seller also benefits not the least bit from the tremendous time savings, in that he himself does not have to worry about - or overlook - all the critical detail issues.

For the seller, services include:

- n Analysis and appraisal of the property
- n Identifying a realistic purchase price.
- n Compiling and handling of professional and detailed sales documentation for interested buyers (or their financing institution).
- n Organization/conduct of property site visits with interested buyers
- n Handling of negotiations with interested buyers.
- n Vorbereitung/Ausarbeitung eines Kaufvertragsentwurfs.
- n Develop/prepare a draft Purchase & Sale Agreement.
- n Organize the notarial certification and ownership transfer records.

Here's where we go the extra mile when no other brokers will!

1. Decades of professional experience and expertise

- n We have worked in the market since 1944, and have handled over 3,000 successful sales closures.
- n Currently, we have a staff with more than 20 employees - and we have the following technical training: 3 Real Estate Trustors; 2 administrators with professional certification; 1 marketing professional with professional certification; 3 employees in professional education programs (brokers, appraisers, real estate administrators), 1 diploma appraiser

2. Professional Real Estate Brokers with the Seal of Approval

Ginesta Immobilien is a member of SVIT, the Swiss Real Estate Association, and the Swiss Chamber of Brokers. For the needs of our international customers, we successfully enrolled in Leading Real Estate Companies of the World (www.leadingre.com), the world's largest independent broker cooperative. With its www.luxuryportfolio.com service, Leading has fostered the largest international market place for real estate properties above US \$ 1.0 million. We market your property on this virtual market place in English, featuring a video short of your property. Luxury Portfolio has more cooperative relationships than *The Wall Street Journal Europe* and youtube.com. Our customers benefit from cost-effective international promotion in property inserts.

3. Today's EDP infrastructure

It's truly remarkable how many brokers still do their work in Excel and Word - thereby neglecting to manage their customer contacts. We have one of the most modern Customer Relationship Management programs, tailor-made to our brokerage business, which allows for comprehensive reporting on all customer contacts and activities. As time goes by, if a sales transaction turns out to be more challenging than anticipated, our customers rightfully demand transparency about sales and marketing activities to date. Here, we can provide them with a very comprehensive and professional feedback system, both for sale properties as well as real estate for lease.

4. Broker as Advisor

The direct path does not always get you to the target! A broker should talk to you in plain language - and not enchant you with illusions. Typically, sale properties first have to be properly staged by a sales consultant. Here, you are at the right spot with us. We offer you the following consulting services before and after sale:

Before sale/lease

- n Collaborate on property use studies and competitive architectural bidding.
- n Preliminary, realistic price estimate and owner consultation on use mix, property type and construction costs.
- n Proposals for floor plan optimization

- n Parceling design plan and establishment of condominium ownership.
- n Prepare professional sales documentation
- n Organize the notarial certification and ownership transfer records.

Post-sale

- n Capital gains tax from sale of real estate declaration
- n Search (and identify) the owner's new house or lease property.

5. Broker participates in sales risk

As brokers, we believe in following the „Law of Success.“ Our contingency fees (or „success fees“) in the sales and leasing business are transaction-based, and may only be paid when success is achieved. For some time now, we offer incentive models upon request, in the event you would like arrange for the broker to participate financially in the sales success. It would be our pleasure to present you with a customized proposal.

Author: Claude Ginesta



Claude A. Ginesta is a federally licensed real estate fiduciary (registered with the SVIT, the Swiss Federation of Real Estate Fiduciaries) and owner and CEO of Ginesta Real Estate AG. The company was founded in 1944 and specializes in the sale of properties in the Zurich and Grisons markets. With offices in Küsnacht, Horgen and Chur, the company operates as real estate broker throughout Switzerland for properties located across the country.

Publisher of the "Illusions" series

Ginesta Real Estate AG, www.ginesta.ch



Don't let yourself be (mis)guided by illusions - put your biggest asset in the right hands! The following is a Broker Checklist:

1. Visit the broker at his office, or ask him or her to meet with you at your home. Ask about his or her education and training, professional degrees attained, portfolio of services and track record.
2. Review his or her knowledge of the local markets.
3. As for his or her personal network of business relationships, and what marketing mix he or she would use for the sale of your property.
4. Inquire with notary attorneys, banks or lawyers about the broker's reputation and standing among them.
5. Be sure you understand precisely what he or she thinks about how to proceed, and what you can expect from him - especially if the sale is expected to be arduous or even sluggish.
6. Request a realistic estimate of the sales price. Ask for a proposal and price estimate to be sent to you in writing (for a fee, if applicable - depending on complexity). Don't forget: it's the market and the buyers who will determine the price, not you. Don't let yourself be dazzled by broker's promising more than they can deliver. Pick a realistic - and understandable - proposal.
7. Don't be afraid to ask for a detailed explanation of the broker compensation. You should not just pick the cheapest, but rather the best seller for your property.
8. Ascertain if he or she is a SVIT member (Swiss Real Estate Association) or a member of the Schweizerische Maklerkammer (SMK) and has the logo on his or her letterhead. Brokers can only become full-fledged members of the association if they meet the tough standards regarding professional expertise, education, training and ethical conduct.