

## We are only interested in the Gold Coast ...

... is of course an illusion, as our market area extends way beyond Zurich and its environs. This issue, No. 27, gives you an overall view of where we are active and how we can be of assistance.

### Our local market

Ginesta Real Estate operates in the business sectors of Zurich and the Grisons: the territory covers Lake Zurich and its environs as well as Zurich City itself and beyond to the cantons Schwyz, Aargau and Central Switzerland (Zug). Our reach in the Grisons extends throughout the entire canton, with a particular focus on Chur in the winter sports locations of Davos/Klosters, Arosa, Laax/Flims, and Lenzerheide, as well as the upper and lower Engadine regions. We also take on properties of supra-regional character or national significance in other cantons such as Glarus or Thurgau.

### Properties outside the local marketing territory / foreign estates

The marketing of real estate outside our own remit is entrusted to our associated professional partners based locally. In Switzerland this includes the regions of Central Switzerland (Lucerne), Western Switzerland (Lausanne, Geneva, the Valais), the Bernese Alps, and the Ticino. However, thanks to our extensive networks - see below - we also have highly qualified associate partners (realtors) abroad with comprehensive knowledge of their local markets.

### Our networks

Ginesta Real Estate is a member of The Leading Real Estate Companies of the World, one of the largest networks of independent real estate brokers. LeadingRE ([www.leadingre.com](http://www.leadingre.com)) comprises more than 500 broker agencies with 120,000 employees and 3,500 offices. The network is represented in 50 countries around the world.



Ginesta Real Estate is also a partner of Knight Frank ([www.knightfrank.com](http://www.knightfrank.com)), the long-established, English estate agency, and handles residential property transactions throughout German-speaking Switzerland on its behalf. Knight Frank, founded in 1896, has a workforce of more than 13,000 and 417 offices globally, with its headquarters in London. In the UK alone it has more than 72 offices; in continental Europe there are 18 agencies in 17 countries. Knight Frank is also well represented in the Asia-Pacific regions and the Americas.

### Thinking of selling your property?

If you are the owner of a property that you would like to offer for sale to prospective purchasers in Switzerland/Zurich, you can be assured that Ginesta Real Estate will provide invaluable assistance. With the help of our Newsletter we have already succeeded in finding buyers for a number of properties abroad. The Mediterranean region, in particular, continues to be one of the most highly sought-after holiday destinations.

## How we can assist you

- Ginesta Real Estate has at its disposal a particularly effective Newsletter this is sent to over 20,000 registered real estate clients monthly and which also advertises foreign properties
- Numerous purchasers based in Switzerland and abroad visit our homepage, [www.ginesta.ch](http://www.ginesta.ch), on a daily basis
- We place your property (with a value in excess of USD 1 million) on the largest global internet marketing portal specializing in prime real estate: [www.luxuryportfolio.com](http://www.luxuryportfolio.com)
- On request, we also publicize certain properties via social media, AdWord campaigns, or by running banner advertisements
- Our high volume of advertising gives us the advantage of competitive tariffs in newspapers and magazines in the national media. As a client of Ginesta Real Estate you enjoy the perk of a percentage reduction of 50 % in certain press supplements, for instance "Bilanz Homes" or "NZZ Residences"
- Thanks to our partnerships with LeadingRE and Knight Frank, we also benefit from attractive advertising rates in international newspapers and magazines such as The Financial Times, Wall Street Journal, Unique Homes, Luxury Portfolio Magazine or Vedemosti (a Russian business publication)

## How we operate

- We are more than happy to disseminate details of your property in the Swiss marketing channels. Prior to undertaking any such commitment, the property is professionally surveyed and valued by one of our local partners on site in order to ensure that the marketed price is achievable
- The next step is to put together the sales documentation or, alternatively, to commission a professionally produced marketing brochure in German and English from our respective partners. The Swiss buyer is a discriminating purchaser who prefers to gain an initial impression from the prospectus before making the journey to the relevant country or region to view the property in situ
- The Agency Agreement is drawn up with our partners in the respective location. Ginesta Real Estate refers any prospective purchasers to the relevant partner agency. In the event that the purchaser is a referral by Ginesta Real Estate, the partner agency pays the agreed commission to Ginesta Real Estate direct. No additional costs are incurred by you as a result of the collaboration with our partners
- Expenses incurred locally in Switzerland (advertisements, social media campaigns, etc.) are charged directly to the client at net cost (we operate on an actual cost basis without the addition of finder's fees)



## We require the following documents and information before conducting an initial assessment of your property:

- Land Registry extract and, in certain circumstances, a Certificate of Insurance
- Photographs of the property
- Full address
- Floor plans
- Indication of approximate value

# Examples of properties internationally



**Any questions**

Denise Ginesta will be delighted to assist you with your inquiry!

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