



SAMPSON PROPERTY

REAL ESTATE AGENTS

SELLING WITH SAMPSON PROPERTY

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SAMPSON PROPERTY – SOCIEDADE DE MEDIAÇÃO IMOBILIÁRIA, LDA
Rua dos Pescadores 131. Loja 1, 8400-512 Carvoeiro – Lagoa.

No Sale, No Fee.

At Sampson Property we offer complete marketing for your home, with accessible low commissions and a high quality service throughout and a strict No Sale, No Fee policy.

1. Selling your property

Every property is unique and we create a bespoke marketing package for each individual client which includes the following to ensure we find the right buyer and the right price for your property:

- Professional selling particulars with High quality photography.
- 360º online tour of property
- We arrange a full Energy Performance certificate (required by law)
- Property portal listings: Including Rightmove, Zoopla, Green Acres, Imovirtual and Idealista ensuring maximum online coverage.
- Social Media marketing
- E-mail marketing combined with our database of buyers
- Branded sales board
- Viewing feedback
- Full sales progression
- Expert negotiation
- Knowledgeable sales staff
- Full inventory's, Meter readings & liaising with legal parties.

External online advertising - We understand the importance of giving your home maximum exposure in the market place and once your property is uploaded on our system it will also appear on portals such as Rightmove & Zoopla (targeting the UK market) and Green acres & Idealista (European market) as well as Imovirtual (Portuguese) and other portals.

Social media marketing– We are a young, dedicated team who work continuously to keep up to date with the ever evolving world of online and social media marketing and understand the growing importance of being seen across multiple platforms. Thanks to our wealth of experience in this specialised area of real estate marketing, we are able to strategically market properties through targeted campaigns across Facebook, Instagram, Twitter and YouTube, creating bespoke solutions to reach the right potential buyers. Sampson Property is active across social media while also works with a partner Facebook page with more than 10,000 followers, which has already assisted with a number of sales – you really can sell your property through social media when you know how to make it work for you!

Finding the right buyers - Your property will be sent out to carefully selected buyers and our database will also match your house to interested parties. Our knowledge and experience will highlight your property's best features to the best potential buyer. We also work in partnership with international agents widening our reach further and giving increased exposure to your property.

2. Keeping you up to date

We understand how important it is to be kept up to date with your property's progress and we promise clear and regular communication throughout your sale which includes all viewing feedback from our accompanied visits.

Once an offer has been accepted on your property you will continue to receive regular updates on the sale progression and included in our commission is compilation of housing inventory's and meter readings on completion.

3. Our Fees

At Sampson Property we believe in offering a professional service at an accessible and fair price. You no longer need to pay over the odds on selling commissions. The savings you make by paying a lower commission gives you the benefit of getting the very best price for your property and even the option of listing at a more attractive price or having room for negotiation.

We offer low commission with a high quality service and cost 50% less than our competitors

Selling price	We charge 2,5%	4%	Industry average 5%	6%	10%
100 000€	2500	4000	5000	6000	10 000
200 000€	5000	8000	10 000	12 000	20 000
250 000€	6250	10 000	12 500	15 000	25 000
300 000€	7500	12 000	15 000	18 000	30 000
400 000€	10 000	16 000	20 000	24 000	40 000
500 000€	12 500	20 000	25 000	30 000	50 000
750 000€	18 750	30 000	37 500	45 000	75 000
1 000 000€	25 000	40 000	50 000	60 000	100 000

Prices not including IVA (23%)

The industry average for commission is 5% + IVA (at 23% this equates to almost 6% in total) which on a property of 400,000€ is almost 25,000€ including IVA + your legal fees (usually 1%) and perhaps capital gains* as well.

For the same service, an exclusive contract with Sampson Property on a 400,000€ property would see your fees being only 12,300€ (including IVA), this is a **total saving of 12,300€!**

Our Non exclusive contracts (where you can list with multiple agencies) are subject to a commission rate of just 4% + IVA which is still 1% below the industry average.

Other selling costs to bear in mind:

Capital Gains Tax.

For non residents (or where the property is not your primary residence) there is currently a capital gains tax of 28%. This is calculated on the difference between the sale price and the purchase price (or construction price). There are certain costs you can offset against this tax, including refurbishments in the last 12 years (with receipts), purchasing taxes and costs, Real estate agent fees and inflation.

In the case that the property is your main residence and you reinvest the proceeds of the sale in another property within 36 months in the EU (or whom Portugal has agreements for the exchange of information in tax matters) you are exempt from this capital gains tax.

Legal Fees

It is advisable to have a Portuguese lawyer represent you in the sale of your property (One that also speaks your native language or English for translation of contracts). They will be responsible for updating property paperwork, checking contracts, signing on your behalf (if you are unable to attend a deed you can leave power of attorney with your lawyer) and any responsibility for any Capital gains liability. For this the average charge is 1% of the sale price of the property.

No Sale, No Fee

We are confident that we will be able to sell your home, but if this is not the case, or if you choose to remove your property from the market, then you will not be charged for our services. At Sampson Property we pride ourselves on a fair and open service and if there is no sale, then there will be no fee, making selling with us a risk free process.

4. Tips for selling your property

We will use all of our experience, contacts and marketing expertise to find the right buyer and the right price for your property, however every property can always be made more attractive to buyers. We ask that you consider the following tips for selling and together we can make the sale of your property a fast, smooth and enjoyable process.

First Impressions count – Presentation of your property both inside and out can make all the difference when it comes to selling. Add a fresh coat of paint & tidy up the front garden for optimum curb appeal. The inside of your house should be as clutter free as possible (please remember we are dealing with a multitude of nationalities and that increasingly we are working with the Scandinavian market who are looking for clean/simple lines and properties).

Make sure the property is tidy, check all light bulbs are working and fix any squeaky doors. We will highlight all the less obvious elements that make your property attractive, such as great local restaurants/beaches, sunny spots and friendly neighborhoods. It is the small things that really help create the best impression.

Access for viewings – It is important that we can let people view your property at a time that is convenient for them. A lot of potential buyers are only here for a few days and are on tight time frames. Ideally it is best for us to keep a set of keys for our accompanied viewings but we are also used to liaising with property managers for viewings. If your property has short term rentals please let us know the dates as early as possible so we can work around these and on change over days to allow us to ensure the maximum number of viewings with minimum impact.

Rest assured we are trust worthy and will sell the best features of your house on your behalf – it's in our interest as much as yours!

Be Patient – Don't worry if positive viewings don't lead to a sale – it doesn't mean there is anything wrong with your house or the way it is being presented. We take great care only to invite qualified clients for viewings however our experience has shown us that there are a lot of people who get cold feet about buying abroad when they return home. Be open to feedback and be prepared to listen to ideas to make your property more appealing.

Be Open-minded – You don't have to accept the first offer and it is worth discussing whether we think more can be achieved. On the other hand we need to take into account whether they are cash buyers, time frames etc and whether a swift sale may save you money in the long run. If the property is older it may prompt a survey which could affect the price a buyer is willing to pay. If you are aware of any issues with the property it is better to be upfront as there are certain laws protecting the buyers. Only equipment within working order can be advertised as well as the property to the legal plans.

The actual move – Accepting an offer is the start of the process of transferring the property ownership to the new buyer. The process usually takes several weeks. Make sure you have your legal representation in place (we can get you quotes for this) and if you need, power of attorney (if you are not able to be here for completion you can set up a power of attorney for your lawyer to sign on your behalf. This takes a few weeks so it is advisable to arrange this when you put your property on the market). Working toward exchange of contracts (promissory contract) and receiving a non refundable 10% should be done as soon as possible and a completion date from there (average completions 6-8 weeks).