



GLOBAL SELLER MARKETING



VALLARTA EXPERTS

By
Greg Moesser



TIMOTHY
REAL ESTATE GROUP



MEET GREG "GREGORIO" ...

5 QUICK FACTS

- Over 20 years of real estate experience and a proud member of the Timothy Real Estate Group, Puerto Vallarta's leading boutique real estate firm.
- Certified International Property Specialist and an invited speaker at luxury real estate conferences in the USA, Mexico, Asia and Europe.
- Unique and innovative marketing specialist with a reputation for breaking sales records in all categories of real estate, from luxury condos, homes to large beachfront estates.
- Highly respected among his peers, with most of his business coming from client referrals and his exclusive global network of the world's leading agents.
- Consistently ranked among the top performing agents and was voted a Super Agent by LA Magazine.

Greg "Gregorio" Moesser, CIPS

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THE SELLING PROCESS

- **It's starts with your property story.**
- **Extensive global and local marketing exposure.**
- **Exclusive access to local and worldwide top agent networking.**
- **Home staging and preparation for sale.**
- **Professional production of photography and videos.**
- **Review your Title, Taxes, Improvements & Closing Costs.**
- **Evaluation of Comps, Pricing & Negotiating strategies.**
- **Close communication during the entire closing process.**

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YOUR STORY...

A STORY THAT CREATES EMOTION, NOT JUST FACTS

“Imagine jetting down to Puerto Vallarta anytime you desire, to your own beautiful ocean-view penthouse, that’s always ready for your arrival, and maintenance free, in a premier full-service building.”

The right story is not only sometimes the key to get a potential buyer to come through your door, but can often create an image of ownership in the buyer’s mind even before arriving at your property.

Your property story creates the basis for all your marketing, including the MLS advertising, marketing websites, social media campaign, property brochures, and professional photography & videos.

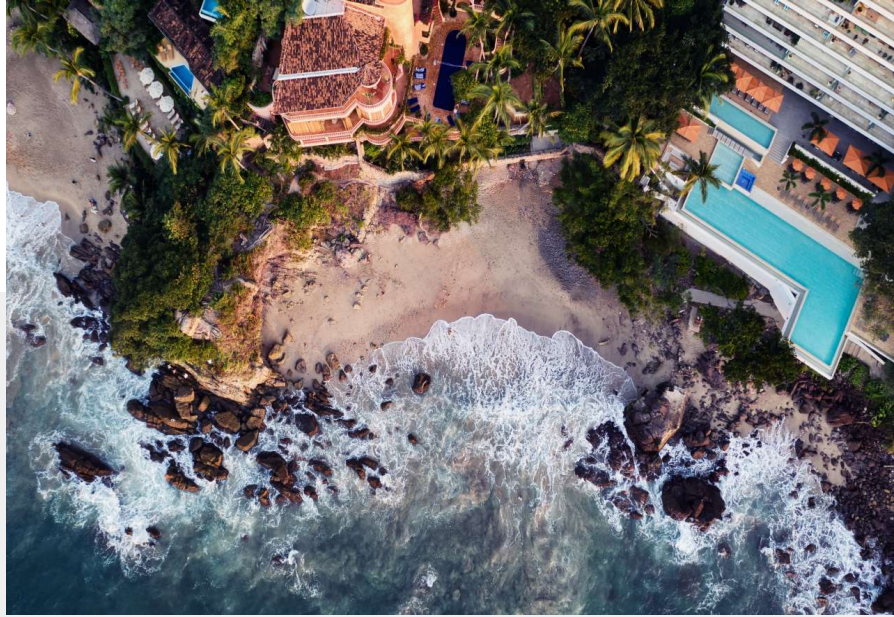
There is an art to this form of marketing. Not to be confused with the typical exaggerated luxury terms found in most listings, but designed to create an emotional connection with buyers.

It begins with a deep dive into the history, amenities, lifestyle and neighborhood of your property. A discussion of what attracted you to purchase the property and some brainstorming of who may be your potential buyer, in order to develop a focused marketing strategy.

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EMOTIONAL DIFFERENCE



EMOTIONAL MARKETING	TYPICAL MARKETING
Draws attention to your property in a way that leaves the buyer wanting more.	Loud, flashy, garish, luxury overload. Throws your message to the buyer.
Focus on your target audience and create a story that would inspire and entertain them...and draws them in.	Just push a message in front of as many people as you can.
Select the most important aspects of your property and tell a story around them.	Describe every single feature and amenity of the home you are trying to sell.
Think about your audience as human beings and how your property will interest them.	Think about your audience as just numbers and prospects.

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LOCAL & GLOBAL MARKETING

MLS VALLARTA & RIVIERA NAYARIT. Your property is featured in the regions most comprehensive service for the marketing of homes, condos, and land in Puerto Vallarta and Riviera Nayarit. It provides an easy-to-use system to distribute property listings directly to leading area brokers and to buyers via their public access website.

NETWORK STRENGTH. Our association with AMPI (local board of realtors). Leverage Global Partners and Luxury Real Estate provides a substantial network of potential homebuyers and a collection of leading agents in over 70 countries..

GLOBAL CUSTOMER BASE. We work with buyers and sellers from all over the world who enjoy the benefits of real property ownership in the Puerto Vallarta and Riviera Nayarit area.

REPUTATION. Number one selling company since 2011 (MLS Statistics). Number one agency for recorded sales volume since 2011 (MLS Statistics). One of the fastest growing real estate companies in the Bay of Banderas.

EXCLUSIVE ACCESS. Greg Moesser has developed exclusive networking and referrals relationships with leading agents from Who's Who in Luxury Real Estate , Sotheby's International RE, Prestige MLS and (NAGLREP) National Association of Gay & Lesbian Real Estate Professionals.

CIPS. Access to the Certified International Property Specialist (CIPS) network, which is a members only group of over 3500 worldwide specialists in 45 countries.



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PREPARATION & STAGING

TIP #1. LIGHTING IS KEY

Good lighting brings passion to buyers and is the foundation to a positive emotional experience. The more natural light that comes in, the easier it will be to sell your home. Make sure every light bulb is working. All windows, skylights, and draperies should be cleaned, and landscaping should be trimmed.

TIP #2. CLEAN & FRESH, DE-CLUTTER, LESS IS BEST

Painting is one of the most effective investments in preparing your home for sale. Keep your home in pristine condition and remove all personal photos, mementos, souvenirs, toys, paperwork, etc... A neutral presentation is usually your best option as buyers come with all different ideas of appreciation.

TIP #3. FOCUS ON THE ENTRY, KITCHEN, AND MASTER BEDROOM

The front door & entry is your only chance to make a first impression, and since most buyers will make their purchase decision within the first few minutes of viewing a property, you need to make it count! Everyone understands that public spaces need to look great, but don't forget the kitchen and master bedroom. Some easy suggestions may be new appliances in the kitchen or high quality luxury linens in the master bedroom.

TIP #4. STAGING MAY BE AN OPTION

Depending on what you have to work with or your sense of style, professional staging may also be an option. An interior designer or professional stager will understand how to create visual space, highlight the home's best features, and overcome any challenging attributes.

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EXCLUSIVELY SHOWCASED



PROFESSIONAL PHOTOGRAPHY

Today's buyers begin their search on-line and it's important that your professional, high quality photographs show your home in the best light possible and that it creates a desire for the buyer to make an appointment to view your home.

HIGH QUALITY VIDEOS & AERIAL PHOTOGRAPHY

High quality videos and dramatic aerial photography are becoming more popular with buyers searching on-line. This is especially true with our Puerto Vallarta & Riviera Nayarit markets, as many of our buyers are viewing properties from the USA, Canada & Europe, and making their decisions even before arriving in PV to make their purchase.

THE PROPERTY FLYER-BROCHURE

The property flyer-brochure will be the centerpiece of all marketing efforts, both printed and on-line, and will feature a carefully orchestrated series of images designed to show your property at its very best. The electronic brochure will also be used for proprietary email campaigns and social media, and is designed to be just as engaging on mobile devices as they are on desktop browsers.

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PRICE & STRATEGY

DON'T BE EMOTIONAL.

This is time NOT TO BE EMOTIONAL (at least try your best). There are market forces beyond your control and they are changing everyday, so it's important that your agent (and you) stay informed with the latest market trends. Be prepared that you may not recoup the value of some home improvements, as they will often tend to lose their value over time.

THE COMPS VALUE

"Comps" is agent talk for a comparative market analysis of your property, using recent sold prices to determine a competitive asking price. The majority of listing prices and successful sales are determined through this method. The main reason for this, is that almost all buyers use this information to determine the value of your property and their decision to make an offer.

LIFESTYLE VALUE

This value may be more relevant than Comps Value for certain properties. A few examples would be properties with a unique architectural or celebrity pedigree, an unsurpassed privileged location, specialty new construction or a property that is associated with a world-class luxury brand. There may be no similar Comps for these properties or they may be so unique that a certain buyer is willing to pay higher than what may be the perceived as market value.

NEGOTIATING TO WIN

Your agent is your partner in this effort, with the mutual goal of achieving the highest market price possible. Greg is a negotiating specialist having represented many sale transactions. He understands the nuances that all buyer and sellers must feel a winning point, but also understand there will be some loss as well, in order to reach a mutual agreement. Greg will act as your sounding board of advise and opinion, that will best achieve your goal of a successful sale.

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CLOSING PROCESS



A TRUSTED TEAM.

Our goal at Timothy Real Estate Group is to educate our clients about fees and settlement costs to be expected for a typical transaction. Some closing costs are based on a percentage of the sale price and others are fixed fees. The notary will be able to provide a detailed estimate of the real costs.

MOST COMMON COSTS

There are a variety closing costs that will be detailed by the notary. A few of the common seller costs will include capital gains tax, Trust cancellation & cession fees, employee liquidation fees, and the real estate commission.

TRANSACTION MANAGEMENT

We will stay in close communication with everyone involved in the closing process. We will walk you through the paperwork process to assist that all the required contingencies are waived in a timely manner and that all monies are successfully transferred to your account. Your timely response during this process is essential to protect your investment and assure you with a smooth closing.

FRIENDLY, FULL-TIME, PROFESSIONAL OFFICE SUPPORT STAFF.

We are pleased to provide our clients with a responsible and professional staff to assure the quality real estate experience our clients expect.

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“Puerto Vallarta is not just another real estate purchase; it’s the ultimate dream for most Buyers! I know the excitement that I felt after my first Puerto Vallarta purchase, as well as the many questions I had about buying property in a foreign country, and I’m thrilled to assist my clients in making their Mexico home purchase a reality.” – Says Greg

With 20 years of real estate experience, he is proud to be a member of the Timothy Real Estate Group, Puerto Vallarta’s leading real estate office. Greg does not consider himself a deal-maker but a **“dream-maker”**. Greg has a reputation for treating all his clients – whether it’s the purchase of a small condo, a vacation rental investment, a home for retirement, or a luxury villa – with exceptional respect, loyalty, and professionalism. Greg is also highly respected among his peers, as over half his business comes from client referrals and his network of leading global agents.

Every Buyer and Seller deserves an agent they can rely on and, most importantly, trust. Another local advantage is that Greg is fluent in Spanish and is a Certified International Property Specialist. He understands a Mexico property purchase is a new experience for most Buyers, and he takes extra care to assist his clients during the entire process. It’s never about the sale, they come and go, it’s about the long term relationship. “My goal is to give my clients the tools to make their dreams come true.”

Regardless if you have a small condo or an exclusive beachfront villa, if you are considering selling your Puerto Vallarta or Punta Mita property, you’re invited to contact Greg and learn about his unique and customized marketing approach that has achieved record sales and a roster of very satisfied clients that have continued to return and use his representation in multiple sale transactions.

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- **Certified International Property Specialist**
 - **ACA, Architectural Collection Accreditation**
 - **Consistently Ranked Among Top Agents**
 - **Experience, Knowledge and Professionalism**
 - **Who’s Who in Luxury Real Estate Recognition**
 - **Expertise in Condos, Homes, & Luxury Villas**
 - **Superior Marketing Strategies and Negotiating Skills**
 - **State of the Art Technology & Direct Worldwide Access**
 - **Extensive Personal Network of Agents & Specialists**

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CLIENT TESTIMONIALS

Whether it's breaking sales records or handling a complicated property transaction, it's Greg's dedication of always keeping his client's best interests a priority at all times, that keeps his clients loyalty, as well as their referrals.

Below is a list of clients that Greg has represented in at least three or more transactions:

Mr. Tom Dolby
Beverly Hills

Dr. Louise Thompson
Bel Air

Mr. Jeffrey Wilson
Beverly Hills

Mr. Jewel Ross
West Hollywood

Mr. Mickey McCray
Bel Air

Dino & Joumana Petridis
Dubai

Mr. Rory Hachamovitch
New York

Dr. Alba Bloise
Chino

Mr. Andre Babakhanloo
Glendale

Jeff & Joy McManus
Los Angeles

Ms. Laura Carroll
Hancock Park

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TIMOTHY REAL ESTATE GROUP

A Leading Brokerage in Puerto Vallarta & Riviera Nayarit

Timothy Real Estate Group is a locally-owned and operated real estate brokerage with strategic sales office locations throughout the Bay of Banderas from the Romantic Zone to Sayulita. Because the Banderas Bay area has varying neighborhood personalities, we practice localized real estate. With combined real property services experience of more than 35 years worth of real estate sales, accounting, management, and property services, Timothy Real Estate Group is unequalled in its professionalism and experience with foreign investors.

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FRIENDLY, FULL-TIME, PROFESSIONAL OFFICE SUPPORT STAFF. We are pleased to provide our clients with a responsible and professional staff to assure the quality real estate experience our clients expect.

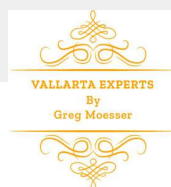
FULL-TIME PROFESSIONAL LEGAL COUNSEL. Another way of protecting our clients throughout their real estate transaction.

HIGH STANDARDS. Not every company has the opportunities **Timothy Real Estate Group** has been presented. We are proud of the developments and properties we have represented and continue to represent today.

CURRENT STATE-OF-THE-ART TECHNOLOGY. We provide materials and programs that set the industry standard in Mexico real estate.

NETWORK STRENGTH. Our association with AMPI (local board of realtors). Leverage Global Partners and Luxury Real Estate provides a substantial network of potential homebuyers and sellers.

GLOBAL CUSTOMER BASE. We work with buyers and sellers from all over the world who enjoy the benefits of real property ownership in the Puerto Vallarta and Riviera Nayarit area.



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