



Finques  Ceigrup  
 Company

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*Immobilària des de 1963*



**➤ MEDIATION AND MARKETING**  
**SALE AND RENTAL**



## MEDIATION AND MARKETING SALE AND RENTAL

Putting a house or apartment up for sale or rental is not simply a matter of publishing an advertisement or placing a placard on the balcony. It requires real estate operations of great economic and personal importance, which in turn require legal and technical expertise and in-depth knowledge of the real estate market.

**CEIGRUP FINQUES COMPANY** we facilitate for you the fast and easy sale or rental of your property. Discover the advantages of working with us. **We place at your service:**

 **Comprehensive knowledge of the real estate market, thanks to our extensive experience of over 50 years in marketing properties.**

-  Our 4 offices manage a large portfolio of over 1,600 buildings all over the province of Girona.
-  We are the most important real estate agency of the lands of Girona. Every year we attend to over 3,000 contacts from people interested in buying and over 8,000 interested in renting. As a result, we formalise more than 240 sale operations and over 700 rent agreements per year, which entitles us to say that we are the estate agency with the highest market share in sale and rental operations in the lands of Girona.
-  Our principal asset is the loyalty and recommendation of our clients. Thanks to the confidence obtained with many of our clients during our history, most of our sale or rental operations are carried out with people who are already clients, have been recommended to us or already know us.



### A professional human team and an agile, modern structure:

- Professionals with training and experience will accompany you throughout the search and negotiation process.
- Each office has a commercial manager and a team of commercial advisers with permanent specialised training in everything related with the legislation, technical know-how and also long commercial experience in the sale and rental of buildings.
- You will have the support and advice of the specialists of our team (lawyers, architectural technicians, economists specialising in tax matters and administrative assistants).
- Our four offices are strategically located in the main localities of the province: Girona, Figueres, Roses and Llançà.
- We work with the most innovative technological means and have our own specialised marketing team which facilitates communication with clients, follow-up of real estate operations and presence in social networks, Internet portals, etc.



### Responsibility, guarantee and commitment:

- **We undertake to oversee and defend the interests of our clients**, and consequently our priority is transparent and efficient management, always seeking the best conditions, prices and agreements for the clients.
- Registered in the **Register of Real Estate Agents of Catalonia with number 1,597** and **collegiate members of the Association of Real Estate Administrators and the Association of Real Estate Agents**, which guarantees our professional activity with a professional public liability insurance policy with a coverage up to 600,000 euros and a surety bond up to an amount of 240,000 euros, which guarantees the quantities received from homeowners and associations.
- Our greatest guarantee and commitment is **a history of over 50 years, always respecting the values of honesty, transparency and professionalism**, in order to achieve maximum satisfaction and excellent service to our clients, who, ultimately, have to be our best prescribers.



# MEDIATION AND MARKETING

## SALE AND RENTAL

Below we set out a breakdown of the main services we offer in the process of mediation and marketing of a building:

### 1. VALUATION:

We have in-depth knowledge of the evolution of the real estate market in the zones where we operate, and we follow it very carefully and in close detail, documenting it by means of the reports and internal statistical that we draw up every quarter on the supply, demand and operations carried out. All of this enables us to advise our clients on:

- **Valuation of the market price of the building.** On the basis of our knowledge of the area, we draw up, with no obligation, a study of the best sale or rental price, justified with the market prices of that same zone or locality.
- **Market studies.** When it comes to placing on sale a development of buildings or a group of homes, we draw up a detailed study of all the existing supply in the area, along with the profile of the possible buyer who may be interested in the development. We also set out a number of conclusions on prices and viability of the promotion.

### 2. DOCUMENTATION AND STATUS OF THE PROPERTY:

Before placing a building on the market, we verify:

- The legal and tax documentation of the property (title deed, certificate of habitability, Property Tax (IBI) receipt and certificate of energy efficiency (CEE)).
- The status of encumbrances (mortgages, outstanding taxes and owners' association expenses).
- The possibility of obtaining plans of the property.
- Photographic report and physical description of the building and its surroundings.
- In the event of any disagreement, our legal and technical services advise you and help you to seek the best solutions.

### 3. ADVICE:

Our commercial adviser will analyse your case and will explain the legal and tax repercussions and obligations entailed in any transfer or rental of a property: local property increment tax, Personal Income Tax (IRPF) for capital gain, non-residents' tax, obligation of submitting the energy certificate, regulations on money laundering, etc.

### 4. MANDATE LETTER:

As is legally obligatory, we will present to you and sign with you a mandate letter detailing the conditions of the sale or rental of the building and our professional services, with the corresponding fees to be invoiced by CEIGRUP FINQUES COMPANY.



# 5. COMMERCIALISATION:

Advertising and marketing. With the support of our marketing department (composed of two persons specialising in SEO (search engine optimisation), community management, communication and graphic design), we set in motion an extensive advertising plan in publicity and marketing media for the capture of clients interested in buying or renting the property:



Our own website



Advertisements in the main Spanish and foreign real estate web portals (Habitacalia, Idealista, Fotocasa, Immovario).



Newsletter addressed to a portfolio of over 10,000 clients of CEIGRUP FINQUES COMPANY.



Internet-based social media (Facebook, Twitter, Instagram, etc.) and real estate blog.



Announcements in office windows and signs on the façade of the building.

**Collaborators and offices of CEIGRUP.** Your property is also marketed by way of our network of collaborators:

➤ CEIGRUP real estate network: with offices in the principal localities of the Costa Brava and the province of Girona, with a magazine of highlighted buildings and our own website.

➤ In Barcelona we collaborate with the most prestigious estate agencies of each zone.

➤ We are members of the NAC PREMIER real estate network (26 offices in the main cities of Spain).

➤ We have collaborating agents in the south of France (Narbonne, Toulouse) and Paris.

➤ We are co-proprietors of the INMOBILIA real estate agency located in the centre of SOFIA (Bulgaria).



**Information, communication and monitoring of operations.** Clients who are interested in buying or renting will always be attended by a commercial adviser with the necessary training and experience to:

➤ Provide full information on each building and the conditions of sale or rental.

➤ Consult our database of clients in order to offer them any new buildings which enter the sale or rental portfolio.

➤ Visit buildings with the interested client and conduct a follow-up for the client.

➤ Assist in seeking the necessary financing, facilitating contact with the financial institutions that offer the best conditions.

➤ Communication with the proprietor on the results of the visits and comments of the interested clients.

➤ Our commercial advisers speak foreign languages (French, English and German).



## 6. CONTRACTS AND PUBLIC DEED:

Following the corresponding negotiation and closure of the operation, we will proceed to:

- Carry out the corresponding verifications in the Land Register on the status of encumbrances and ownership of the property, with the financial institution on the mortgage situation, with the municipal council on the payment of taxes (IBI) and rates, with the homeowners' association, and in general any other possible urban planning or administrative repercussions.
- Manage and provide all the necessary documentation for the sale or rental (certificate of habitability, CEE, IBI receipts, latest utility payments, etc.)
- Draft and sign by both parties the legal documents under the supervision of our legal team (deposit document, private sale agreement, rental agreement and purchase option), adapted to the current regulations on contracting and consumer protection.
- Provide the financial institution with all the necessary documentation for obtaining the corresponding financing, and advise you on the best mortgage conditions.
- Manage possible cancellations of encumbrances (mortgages, attachments and conditions subsequent), registrations of ownership (inheritances and usufructs), larger area proceedings, rectifications at the Land Registry office, processing of Foreigner's Identification Number for non-residents, etc.
- Prepare the file and accompany the two parties to the notary's office for the signature of the public deed of sale.

# 7. AFTER-SALE:

Below we detail some of the services we offer our clients when the sale or rental has already been formalised, or when they are proprietors of a building:

## Proceedings and formalities following the deed of sale or rental agreement:

- Registration of the public deed in the Land Register and payment to the Clearance Office of Transfer Tax and Stamp Duty and formalities of withholding of IRPF for non-residents.
- Payment to the municipal council of the local property increment tax.
- Registration and change of ownership at the Land Registry office.
- Proceedings with the utility companies for registrations and changes of ownership of the meters.

**Technical Office.** We place at our clients' disposal our own technical office with two architectural technicians to assist and advise on possible rehabilitations or alterations, modifications and design of interiors, contacts with suppliers and contractors for works and furnishings.

**Maintenance of second homes.** We have a maintenance service for second homes, which programmes visits to the property during your absence and all manner of proceedings in the event that you need cleaning, gardening or repair services or contact with utility companies, etc.

**Annual taxes for non-residents.** We take charge every year of submitting and paying Income and Wealth Tax for non-resident foreign proprietors.

**Insurance.** We are representative agents of well-known insurance companies, which enables us to offer you an insurance policy for your home, a comprehensive policy for the building or any other type of coverage for your home, with the best conditions and advice. We also handle any incident that may occur with the maximum speed and efficiency.



## EXCLUSIVE MARKETING MANDATE.

We will offer special treatment to any proprietor who entrusts the sale or rental of their property exclusively to CEIGRUP FINQUES COMPANY, in addition to the services we habitually provide in all marketing and brokerage processes. We will also carry out, at our own expense, certain actions to facilitate the sale or rental in a much faster and more efficient manner:

1. We prepare an extensive photographic report and a customised video, if appropriate, on certain buildings, which are published and promoted on the website, on Internet (YouTube), various social media (Facebook and Twitter) and real estate portals.



EXEMPLE DE FOTOGRAFIA DEL CLIENT



EXEMPLE DE FOTOGRAFIA D' UN FOTOGRAF

2. CEIGRUP FINQUES COMPANY takes charge of the Certificate of Energy Efficiency, which will be processed once the sale agreement is signed with CEIGRUP FINQUES COMPANY.

3. Your property will appear highlighted on the homepage of the CEIGRUP FINQUES COMPANY website and the best-positioned real estate portals on Internet (Habitacía, Fotocasa, Idealista, Inmóvulario, etc.)
4. It will be included in the selection of highlighted buildings of the Newsletter which CEIGRUP FINQUES COMPANY periodically sends to its client database (more than 10,000 clients).
5. The advertisement will be published in a prominent place in the office windows of CEIGRUP FINQUES COMPANY and, if appropriate, a sign will be placed on the property, which in the case of certain buildings can be customised.
6. In the case of a property with special attractions or characteristics, it is published in the CEIGRUP magazine and the website [www.ceigrup.com](http://www.ceigrup.com), which embraces the CEIGRUP offices in the main localities of the Costa Brava and the province of Girona and facilitates marketing to other collaborating real estate agencies.
7. In the case of placing on sale a development of homes or a special property, a special marketing plan is carried out: we print a leaflet, place advertising hoardings, insert advertisements in the press, hold open days, and so on.
8. Communication with the proprietor. We periodically inform the proprietor on the marketing process of the building and provide a report on the results and comments of the visits and the proceedings carried out.
9. Legal advice. You will have the advice of our legal service at your disposal, free of charge, for any legal consultation.
10. Technical advice. You will have the advice of our technical service with two architectural technicians at your disposal, free of charge, for any urban planning consultation.
11. Potential buyers. We will consult our database of potential clients who may be interested in your property, which may make the sale easier and faster.





*Immobiliària des de 1963*

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