

Complete Seller's Guide to Real Estate in San Miguel de Allende

Chris Van Cise | Live the Dream Team | Keller Williams Mexico

Maximize Your Property's Value

When you list with Chris Van Cise and the Live the Dream Team, you get more than just an agent—you get a comprehensive marketing machine designed to maximize your property's exposure and achieve the best possible price.

Why List With Chris Van Cise?

| Credential | Details |
|-------------|--|
| Experience | 150+ Closed Transactions |
| Recognition | Rookie of the Year - KW El Faro |
| Leadership | Lead Listing & Sales Agent - 8 Consecutive Years |
| Network | Keller Williams Mexico - 180,000+ Agents Worldwide |
| Languages | Bilingual (English & Spanish) |

Our Marketing System: 25+ Platforms

Your listing is syndicated to over 25 international and Mexican real estate platforms within 24 hours of going live.

International Portals

| Platform | Reach |
|---------------------------|---|
| Properstar | Personal global account for maximum reach |
| HomesGoFast | International property marketplace |
| Realtor.com International | US buyers searching Mexico |
| ListGlobally | 100+ countries worldwide |

Mexican Portals

| Platform | Description |
|-----------------|--------------------------------|
| Mercado Libre | Mexico's largest marketplace |
| Inmuebles24 | Top Mexican real estate portal |
| VivaAnuncios | High-traffic classifieds |
| Propiedades.com | Premium property listings |
| EasyBroker | Professional MLS system |
| EasyAviso | Regional classifieds |
| CLASCO | Commercial & residential |
| PortalTerreno | Land & development |
| NeoJaus | Modern property portal |
| Renta O Venta | Buy & rent platform |
| The Smart Flat | Urban properties |

Keller Williams Network

| Platform | Description |
|------------------|----------------------------|
| KW Control Panel | Central listing management |
| KW Allende | Local San Miguel office |
| KW México | National network |
| KW San Miguel | Regional presence |
| Omni MLS | EasyBroker connected MLS |

Social Media & YouTube Marketing

We leverage extreme social media exposure to reach qualified buyers:

| Platform | Reach |
|-----------|--|
| Facebook | 15+ Pages created by Live the Dream Team |
| YouTube | Property tours & market updates |
| Instagram | Visual property marketing |
| TikTok | Reaching younger buyers |
| LinkedIn | Professional network |

Targeted Advertising

- Ads targeting US, Canadian, and European expats
 - Geo-targeted campaigns for high-net-worth individuals
 - Retargeting campaigns for interested buyers
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Professional Marketing Package

Every listing receives our comprehensive marketing package:

Professional Photography

- High-resolution images that capture every detail
- Optimal lighting and staging recommendations
- Multiple angles of each room and outdoor space

Drone Footage

- Aerial views showcasing location and surroundings
- Property boundaries and land features
- Neighborhood context and proximity to landmarks

Virtual Tours

- 360° tours for remote buyers to explore from anywhere
- Interactive floor plans
- Video walkthroughs with narration

Bilingual Marketing Materials

- Professional brochures in English and Spanish
 - Property descriptions optimized for search
 - Feature sheets highlighting key selling points
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The Selling Process

Step 1: Free Market Analysis

We provide a comprehensive property evaluation including:

- Comparative market analysis (CMA)
- Recent sales in your area
- Current market conditions
- Recommended listing price
- Estimated timeline to sell

Step 2: Property Preparation

Before listing, we help you:

- Stage your property for maximum appeal
- Make cost-effective improvements
- Address any maintenance issues
- Prepare required documentation

Step 3: Professional Photography

Our marketing team captures:

- High-quality interior and exterior photos
- Drone footage (where permitted)
- Virtual tour creation
- Video walkthrough

Step 4: Multi-Platform Launch

Within 24 hours, your listing goes live on:

- 25+ real estate portals
- Social media channels
- Email marketing campaigns
- KW agent network

Step 5: Showings & Open Houses

We coordinate:

- Private showings with qualified buyers
- Open house events
- Virtual tours for remote buyers
- Detailed feedback after each showing

Step 6: Offer Negotiation

When offers come in, we:

- Present all offers promptly
- Analyze terms and conditions
- Negotiate on your behalf
- Secure the best price and terms

Step 7: Contract to Closing

We manage the entire process:

- Coordinate with the Notario
 - Track all deadlines
 - Resolve any issues
 - Ensure smooth closing
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Understanding Seller Costs

| Expense | Typical Cost | Notes |
|--------------------------------|--------------------|---|
| Real Estate Commission | 5-6% of sale price | Split between buyer's and seller's agents |
| Capital Gains Tax (ISR) | Varies (up to 35%) | Based on profit; exemptions may apply |
| Notario Fees | ~1% of sale price | For deed preparation and registration |
| Certificate of No Liens | \$100-200 USD | Proves property is free of encumbrances |
| Property Tax Clearance | Varies | Must be current before sale |

Capital Gains Tax Exemptions

You may qualify for exemptions if:

- Property has been your primary residence for at least 3 years
- You haven't claimed this exemption in the past 3 years
- Sale price is under certain thresholds

We recommend consulting with a Mexican tax professional for your specific situation.

What Sets Us Apart

Global Reach

Your listing reaches buyers in 100+ countries through our network of 25+ platforms and 180,000+ Keller Williams agents worldwide.

Local Expertise

Deep knowledge of San Miguel's neighborhoods, pricing trends, and buyer preferences ensures accurate pricing and effective marketing.

Professional Marketing

High-quality photography, drone footage, virtual tours, and bilingual materials showcase your property at its best.

Bilingual Service

Seamless communication in English and Spanish ensures nothing is lost in translation with buyers, notarios, or service providers.

Trusted Network

Vetted relationships with notarios, attorneys, inspectors, and service providers streamline the selling process.

Dedicated Support

Regular updates and transparent communication keep you informed at every step of the process.

Frequently Asked Questions

How long does it take to sell a property in San Miguel? Average days on market varies by property type and price point, but our marketing system typically generates interest within the first few weeks.

Do I need to be in Mexico for the closing? No. We can arrange for a power of attorney so you can close remotely if needed.

What if my property needs repairs? We can recommend trusted contractors and help you prioritize cost-effective improvements that maximize your return.

How do you handle international buyers? We're experienced in working with buyers from the US, Canada, Europe, and beyond. Our bilingual service ensures smooth communication.

What about capital gains tax? We connect you with trusted tax professionals who can help minimize your tax liability and identify applicable exemptions.

Ready to Sell?

Get a free, no-obligation market analysis and discover what your property is worth in today's market.

| Contact Method | Details |
|----------------|---------------------------------|
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“Let's work together to sell your property and help you achieve your dreams.”

— **Chris Van Cise**

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