

# What Makes You Different?

While meeting with prospects and clients, some questions come up on a recurrent basis. Confronted to a market that tends to work in a uniform way, prospects are often surprised to work in a **different** way. See why below.

## **What are the key aspects of your service proposal?**

The key aspects of cLUXE IMMO service proposal are the segmentation and the customization of the service, the advice you will receive, and the network of professionals that you can have access to when performing your property sale. For instance, for some cLUXE IMMO clients who moved back to the UK and needed assistance with selling their property that had development potential, cLUXE IMMO assisted with liaising with the administration and conducted meetings with professionals in Luxembourg. Working with a partner who could take care of the sale aspects in French, while being able to communicate to them in English was a key aspect to the service.

A property owner will typically set up a free consultation with the agency. On this occasion, the most adapted report to the property owner needs will be identified and agreed (cLUXE IMMO offers 3 different reports). Upon delivery of the report, cLUXE IMMO will be able to provide an offer on the sale package.

For those looking to buy a property and wishing to provide a mandate to cLUXE IMMO, an initial consultation will be planned and then an offer will be submitted. This type of service is relevant to those who are very specific about their property requirements or do not have time for their estate search, and also for investors, to catch opportunities upfront.

### **I am a property owner, after the initial consultation what would you need from me?**

During the initial consultation you will discuss with cLUXE IMMO your sale plans (what you want to sell, when and by when). You will receive a Market Evaluation report further to this first meeting, and, with the support of cLUXE IMMO, will be able to identify the sale package that is the most adapted to your case. A service proposal will be handled to you, so that you can subscribe to our services. Should you wish to upgrade the Evaluation report to the Full Marketing Report or the Full Mastery Report, you can subscribe to them separately from the sale management package. However, please bear in mind that if you choose this route, an up-front cost will be charged for purchasing one of these property reports. This is not the case when the property sale management service is subscribed, as the Full Mastery Report will be then included in the sale package.

So, what do you need to provide to cLUXE IMMO? Important aspects to be handled during the first meeting:

- o the history of the property, works done (know if warranties are still applicable) and to be done -
- o take pictures and measures of the property;
- o receive the property plans and the Energy Pass (where available)...

All these items will be covered through a complete property questionnaire that cLUXE IMMO has elaborated for you.

Request us our [Power Seller Report](#) to know more about properties in Luxembourg and how to prepare for the first consultation meeting!

### **As a property owner, if I subscribe to a property report today to know what my property is worth, but I wish to sell much later, do I have to purchase a second property report for updating the evaluation?**

cLUXE IMMO only invoices once the property report evaluation even when further updates are required to prepare for the sale, within 9 to 12 months of establishing the first evaluation (the time lapse will depend on market circumstances, the most volatile the market is, the shorter the time-frame). The reason for this time limit is that the environment, and the property may undergo changes in that time span, making necessary a new and complete assessment.

### **What are the charges for the service?**

From a property owner standpoint, cLUXE IMMO offers 3 different reports (Market Evaluation, Marketing Plan, Property Mastery) and 4 different packages (Silver, Gold, Platinum, Expat) for the sale management and intermediation services. Fees are adapted depending on the report content, on the level of service, which is ultimately linked to the property (location, type, age, condition; packages like Silver, Gold and Platinum) or to the specific owner circumstances (for instance, Expat and SellToBuy).

Buyers have two options. First, they can submit their [search criteria](#), so that cLUXE IMMO can share with other agents (cLUXE IMMO is a member of the Chambre Immobilière (Real Estate Chamber/Association) and cooperates with other member agents. The second option enables buyers to access to properties that are out of the market, before they are put on sale on the open market. This last option is generally chosen by those who do not have much time to spend on their property search. In this case the charges are commission-based and can be reduced by a half under specific circumstances. Benefit from our market knowledge: request our [Power Buyer Report](#)!

**Are we able to meet and/or liaise with the cLHUB experts or will you be our intermediary?**

cLUXE IMMO works with reputable organizations to support the preparation of the property for sale, or respond to specific circumstances, which are called cLHUB (the cLUXE IMMO Hub).

cLHUB partners are available to the agency clients to support questions from owners or buyers, during the sale/purchase process. Usually, they are available to clients subscribing to the Gold and Platinum packages, sometimes, depending on circumstances, to those purchasing the Expat or SellToBuy packages. Whether you are a property owner or a buyer, and depending on your preference, cLUXE IMMO can help with the coordination of the works to be performed, or can simply liaise you with the cLHUB partners who are the most adapted to your property needs.

**What are the innovative marketing techniques that cLUXE IMMO uses?**

The innovation of the marketing techniques lies in both the integration of specific marketing tactics, and, most importantly, the set-up of an integrated marketing approach to make your property visible for the sale to the largest audience. This is why cLUXE IMMO proposes an integrated marketing plan consisting of different routes to marketing your property (e-mailing, direct mailing, advertising,...) which will be adapted to your property sale profile and which altogether will enable maximising the visibility of your property.

**What social media platforms do you use and do you advise a frequency?**

Various social media platforms are used to advertise the property sales. Usually plans are run on a monthly to quarterly basis (and rolled-over) until the sale is completed if you need more detail, do not hesitate to contact cLUXE IMMO.

**As a property owner am I bound to your agency? Does the Property Sales Mandate expire?**

cLUXE IMMO offers specific packages under exclusivity. The duration of Property Sale Mandate varies depending on the property characteristics, as defined in each of the packages. The terms are renewable. You can put on hold the Property Sales Management package, but be minded that if the sale and marketing activities have already started, you may incur in charges.

**How is ethic behavior integrated in cLUXE IMMO offer?**

Willing to offer a professional framework based on mutual trust, cLUXE IMMO has joined the Chambre Immobilière du Grand Duché de Luxembourg (the Real Estate Chamber of the Grand Duchy of Luxembourg). As a member of the CIDGL, cLUXE IMMO cooperates with other member agents (more than hundred as of today) to facilitate the sale and search process. On top the CIDGL offers the opportunity to owners/buyers (subscribing a mandate) to be protected by the Commission of Ethical Behavior if necessary.