



Vendor guide

How we market
your property



LEGGETT

IMMOBILIER INTERNATIONAL

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Welcome



Choosing the right estate agency is an especially important decision and by appointing Leggett Immobilier International to sell your property, you will be in safe hands.

We are a family run business with family values offering a high level of service to our clients.

We believe that no other agency in France will actively market your property to such a strong audience of domestic and international buyers. This level of exposure means that you can be sure potential buyers will get to see your property - no matter where they live, in the next village or on a different continent.

We have over 650 agents throughout France, supported by 100 head office staff and our sales support team, headed up by Natalie Leggett speak over 12 different languages.

Entrust your property to us and see what our marketing team can do for you!

Joanna Leggett
Marketing director



I have always been passionate about property, technology and France. Leggett Immobilier International was founded on these passions. We are a progressive, forward-looking business with a strong sense of camaraderie and a belief in team work.

Trevor Leggett
Chairman



Making your property stand out



Leggett Immobilier International spends more on promoting properties than any other international agency in France:

- All our agents are extensively trained in photography;
- We have a team of professional videographers and photographers ensuring our visual presentations are of the highest quality;
- Our youtube channel has around 28,000 subscribers, our most popular video had well over half a million views;
- We are the market leader when it comes to the creation of virtual tours;
- Virtual tours were most popular during the pandemic;
- We are present at national and international exhibitions;
- We advertise in over 30 publications worldwide;
- We publish our own bi-annual magazine and are the only Estate Agency in France to do this.

This high quality, lifestyle magazine sets our brand apart from the competition and is distributed throughout France and the UK - at airports, property shows and via our agent network - to name just a few, as well as online.

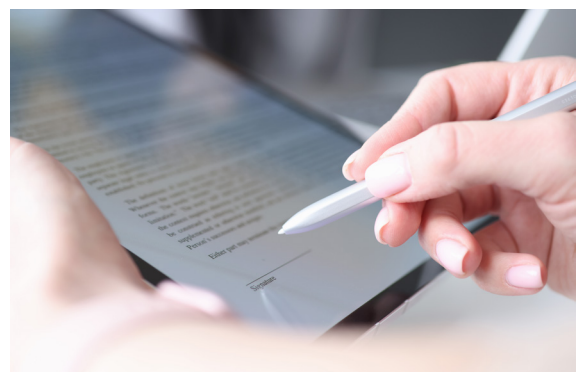
Ensuring the sale progresses smoothly

Leggett Immobilier International was one of the first agencies in France to introduce electronic signatures for our property sales contracts.

The fact that we sell more properties to international buyers than any other agency means that these are often critical in saving time and keeping the sale progressing.

We have a dedicated in-house contracts team, with bilingual experts who are used to working with Notaires across France - it is their job to help you ensure that all documentation is in place and to maintain the progression of the sale.

This innovative mixture of electronic contracts and in-house conveyancers meant that sales continued even when travelling was restricted. Leggett Immobilier International has been voted 'The best real estate agency in France' for 7 consecutive years by the International Property Awards in London.



How we sell your property ...



1

Information

We visit you at your property to obtain the details needed for the Mandat de Vente.

This includes giving you an estimation, taking photos and collecting all the information we need to create your property listing.



2

Diagnostics

We help you to organise your diagnostic tests, which will be partly refunded if you list exclusively with us*.

**For any sale that completes within the period of exclusivity with Leggett Immobilier International.*



3

Marketing

We market your property through a range of media, including our own highly ranked Leggett websites which annually reach around 5 million property hunters.



Working together



...it's a partnership, and we're by your side every step of the way.

4

Visits

Our in-house sales support team organises buyer visit itineraires, which will be managed by an accompanying Leggett sales agent.

5

Offer to sale

We negotiate the deal. Your agent will handle gathering all information and documents required from yourselves and your purchaser to draw up the compromis de vente, the first of two legally binding documents necessary for the sale of your property.

6

Signing

After all work has been undertaken by the Notaire, your agent will accompany you for the final signing of the sale of your property, called the Acte de Vente.



to achieve a successful sale!



Give your property International Exposure:

	International Mandate (Simple)	International Privilege Mandate (Exclusive)
Estimation of your property by a local agent, expert on your area	✓	✓
Listing written in French and English, with quality photography	✓	✓
Digital sales by electronic signature, if preferred	✓	✓
360° virtual tours and video	subject to conditions	subject to conditions
Visibility on our French and English websites	✓	✓
Exposure on our International partner portals (+100 portals in 50+ countries)	✓	✓
Exposure on our French partner portals, with conditions* (Rotating of properties, value of the property etc.,)	✓	✓
Exposure on our French partner portals, <u>unconditionally</u> , between 3 to 6 months		✓
3D homestaging: virtual layout of a room*		subject to conditions
Cityscan: highlighting the benefits and assets near your property on our websites		✓
"Exclusive for sale" board available on request, for best visibility		✓

* Subject to conditions

Terms and conditions

360° virtual tours and video: are based on the independent sales agent's assessment. For all videos on the main YouTube channel, the selection and validation process is carried out by our chief editor at the company's headquarters. 3D Homestaging: Creation of a 3D visual of a living room which will be left to the independent sales agent's discretion. Service provided by rhinov.fr within a maximum of 5 working days after the request of the independent sales agent. Valid for an exclusive mandate signed by both parties after 6/03/2023 and before 15/06/2023. Portals: The publication conditions defined with our partners may change, please contact your independent sales agent for more details on the eligibility conditions and the details of the publications. Real estate advertisement published on a partner's website subject to acceptance by the said partners. Cityscan: This feature is designed to show the assets of your property, and is activated by default in the context of an exclusive mandate. The Cityscan widget can be deactivated by the independent sales agent or at the request of the seller.

Our exclusive mandates

International Mandate

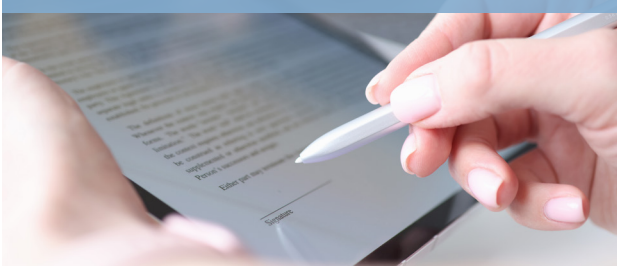
Estimation of your property by an agent, expert on your area.



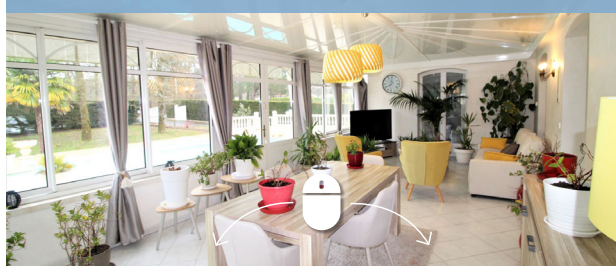
Listing written in French and English



Digital sales by electronic signature, if preferred



360° virtual tours and video



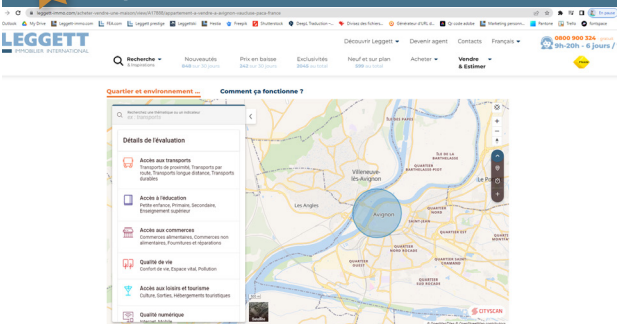
Advertising undertaken across a wide range of print media



Visibility on our French and English websites

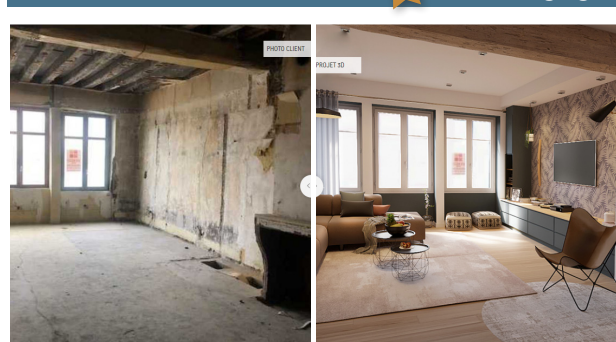


1 Cityscan



We highlight the geographical and local advantages of your property directly on our websites.

2 Homestaging*



We help our clients imagine themselves in your property thanks to a virtual layout tool of a living room.

3 Optimal international exposure



We broadcast on 100+ portals in more than 50 countries with a total broadcast on French and international portals (between 3-6 months), notably on LeBonCoin, SeLogger, FNAIM etc.,

4 Board 'Exclusivité à vendre'



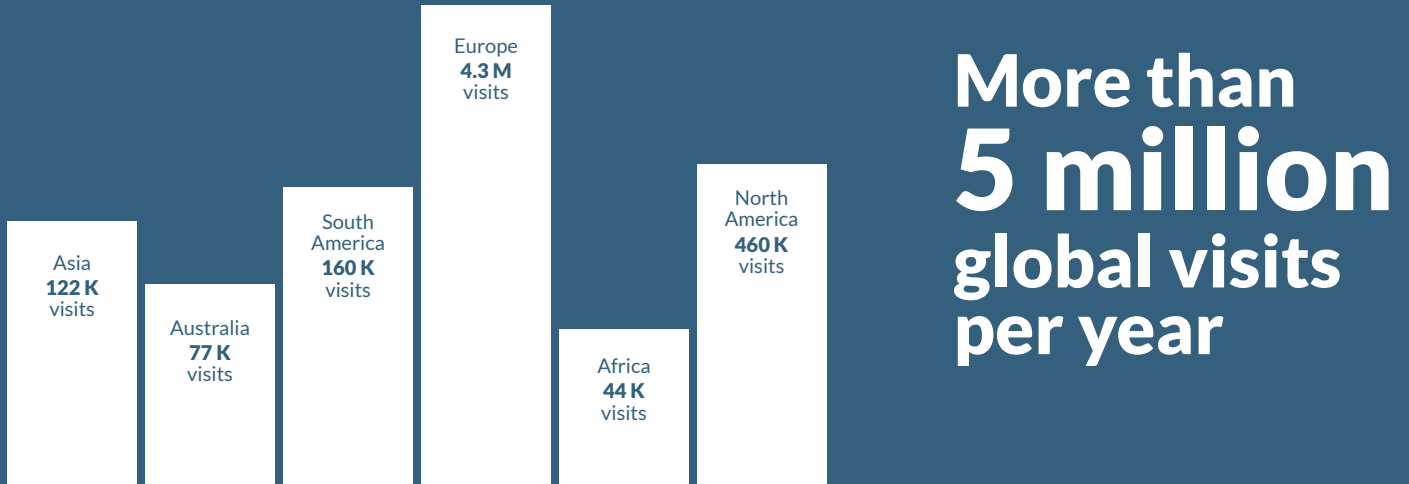
'Exclusivité à vendre' Exclusive for sale board, available on request. Giving you maximum kerbside visibility for your property.

* Subject to conditions

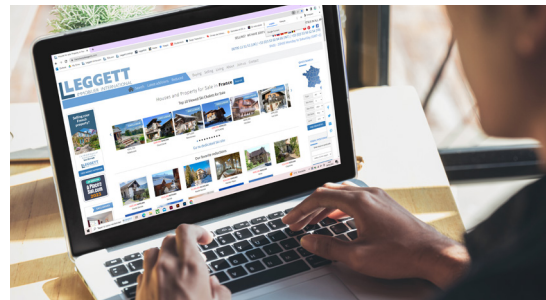
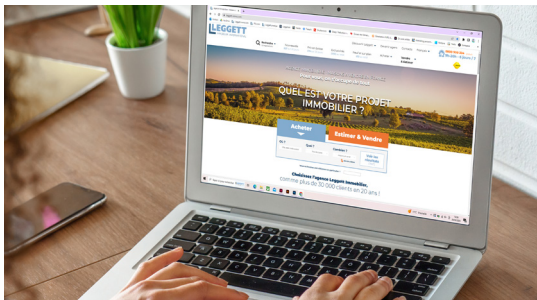
International Privilege Mandate

Performance of our websites

www.leggett.fr · www.leggettfrance.com · www.leggettprestige.com · www.leggettski.com



90% of all property searches start online. Which is why our team of IT experts work to constantly ensure that our rankings stay so high. Couple this with engaging content and great functionality, it's easy to see why so many of our website visitors return to the sites more than once.

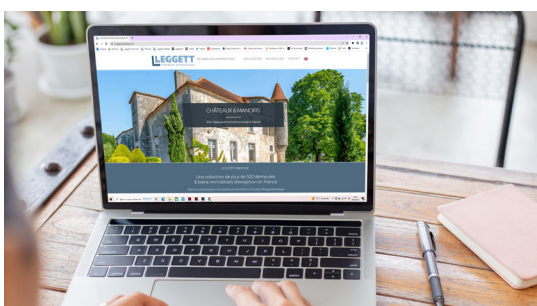


Our websites are seen by **100K potential buyers every week!**

Leggett Immobilier International stands out from the rest. The level of traffic that comes into our websites is unprecedented.

We rank very highly for thousands of key internet search terms, which is why we appear first for many of our buying clients when they look for property online.

That is why our websites are some of the best in the industry.



Investing online & Partner portals



Leggett Immobilier International has always been innovative when it comes to marketing your property. Our digital marketing is always evolving and includes:

- **Email campaigns**, area guides and monthly newsletters to our list of 66k ready to buy clients;
- **Property alerts**, straight into our client's inboxes;
- **Property videos**, including drone videos where relevant;
- **Social media**, plus our market-leading YouTube channel;
- **Partnerships** with relevant websites and media.

This puts your property in front of as many buying clients as possible, in as many pertinent places as possible. Our email marketing makes direct contact with 66k engaged active clients looking to buy property in France.

From monthly newsletters and property alerts to area guides, market reports, buying information and much much more, our direct email marketing keeps Leggett Immobilier International and our property listings at the front of our client's minds throughout their property searches.

Our websites and partner portals* combined now reach a massive global audience covering **millions of potential clients** from over 50 countries.

Our websites set us apart from our competitors, but we also work with portals and partners to boost the coverage that we give to property listings. This collaboration means that we are able to obtain even more exposure in the right places, to maximise the opportunity for every Leggett property listing to be seen by a buying client.



...and many other property portals throughout the world.

* Not all property listings appear on all portals

Press coverage and print advertising



The Leggett Immobilier International Marketing department is the first port of call for many national and international newspapers and magazines when they want to write articles about property in France.

- Our PR team are inundated on a daily basis with requests for photography, market quotes and other apt information about French houses.
- Journalists, researchers and tv producers turn to us because they know that we can provide them with the information they require which is why we are able to generate so much editorial and televisual coverage for our vendors.
- This makes us well-known, and is one of the reasons why the Leggett name is so widely noted nationally and internationally when it comes to buying French property.
- We run adverts in magazines, newspapers and online, targeting all different types of property buyers - for clients looking to buy a château, a ski chalet, city apartment, a farmhouse, townhouse, land or a villa - we cover all properties for every audience.
- We also organise monthly webinars to answer all buyers questions about how to find and buy a house in France, visas, insurances, taxes, currency transfers, healthcare, rentals and working in France.



Our broadband coverage is really important to us. From local French radio advertising to coverage on Das Erste in Germany, as well as M6, France 3, Arte TV, the list goes on. We also have a partnership with Property TV, broadcast via Sky and Freesat, giving us regular TV coverage across the UK.

We work closely with A Place in the Sun, Escape to the Château, Escape to the Continent, Château DIY, the BBC and many other worldwide TV production companies and channels on an ongoing basis, showcasing our properties, often with our agents presenting!



Shows & Exhibitions

We regularly attend international property shows, always with the busiest stand! We hold public seminars at these events and work in conjunction with the organisers to help clients understand the buying process in France.

At home in France, we take part in local salons and shows as well as public seminars and sponsored events. These face-to-face client meetings are invaluable to us. We love helping clients by discussing where they might like to live, what their property needs are and showcasing all the beautiful properties we have for sale.



Would you like to sell your property?

Please contact your local sales agent
or our Head Office.



+33 (0)5 53 60 84 88 • info@leggett.fr

Head Office : 42 route de Ribérac, 24340 La Rochebeaucourt-et-Argentine



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