

SELLING IN PARADISE

Your Guide to Listing in Puerto Vallarta
in partnership with **HOGAR Realtors**

KEVIN VICTOR
REAL ESTATE

Welcome to

Your Vallarta Selling Journey.

Selling your home in Puerto Vallarta is not just about closing a transaction, it's about making **the most of what you've built and passing it forward to someone who will fall in love with it just as you did.**

As your realtor, my goal is to make the selling process clear, confident, and rewarding. Whether it's your first sale in Mexico or one of many, **I'll guide you through each step, from setting the right price and preparing your property to negotiating and closing smoothly.**

Every home tells a story. Let's make sure yours finds its next chapter.

KEVIN VICTOR
REAL ESTATE



Welcome to
Kevin Victor Real Estate

Experience. Integrity. Results.

At Kevin Victor Real Estate, I bring a personalized approach backed by the resources of HOGAR Realtors, one of Puerto Vallarta's leading boutique agencies. Together, we combine local expertise with global standards to deliver exceptional service to every client.

With years of experience representing both buyers and sellers, I understand the nuances of the Puerto Vallarta and Banderas Bay markets, pricing trends, neighborhood dynamics, and the strategies that help properties sell quickly and profitably.

My philosophy is simple: to represent every listing with care, professionalism, and transparency. From our first meeting to the final signature, I'll ensure your property receives the attention it deserves.

"Selling real estate isn't just business, it's about building trust, creating opportunity, and celebrating success together."







Why Work with Kevin Victor

What Makes the Difference

"My commitment is to make your selling experience effortless, **and your results exceptional.**"



Comprehensive Marketing

Your listing deserves visibility. From professional photography and video tours to targeted social media ads, I create exposure that reaches qualified audiences locally and internationally.



Market Knowledge

I provide detailed insight into Puerto Vallarta's real estate landscape, ensuring your property is priced strategically and positioned to attract serious buyers.



Negotiation & Strategy

With strong communication and negotiation skills, I focus on protecting your interests and securing the most favorable outcome.



Trusted Network

Through HOGAR Realtors, I collaborate with a reliable network of attorneys and closing specialists to ensure a smooth and transparent process.



Personalized Service

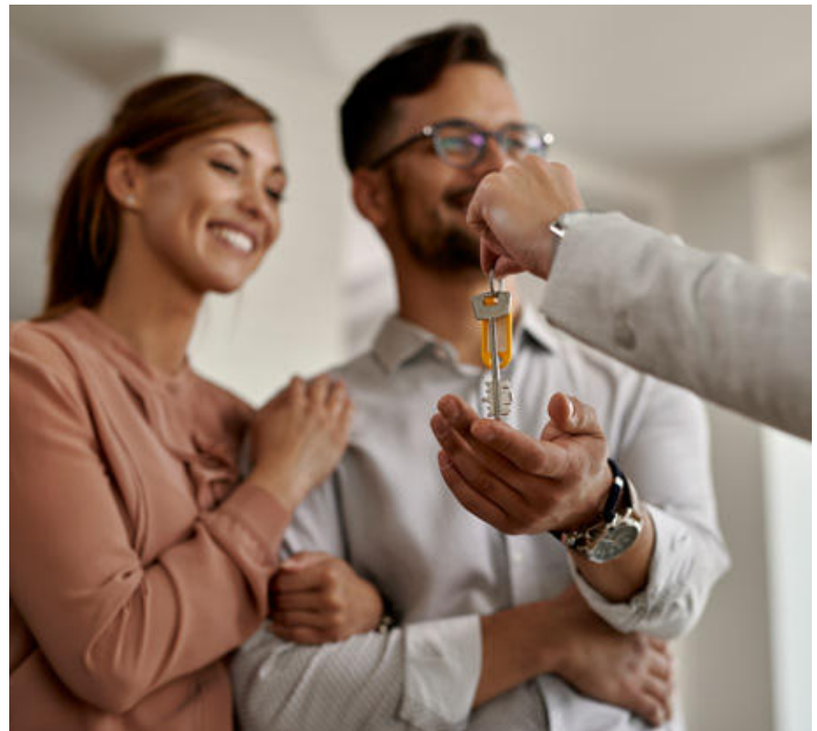
Every property is unique. I tailor each marketing and sales plan to reflect your home's specific appeal and your personal goals.

The Selling Process

From Listing to Closing Step by Step

1. **Initial Consultation:**
   We meet to discuss your goals, timeline, and property details.
2. **Market Analysis (CMA):**
   I prepare a Comparative Market Analysis to determine your property's ideal price range.
3. **Listing Agreement:**
   A formal contract allows me to market and represent your property legally.
4. **Preparing Your Home:**
   Recommendations for staging, decluttering, and small improvements to maximize value.
5. **Professional Photography & Videography:**
   High quality visuals that highlight your home's best features.
6. **Marketing Launch:**
   Your listing goes live across MLS, social media, and international portals.
7. **Showings & Feedback:**
   I handle all inquiries, schedule visits, and keep you informed.
8. **Negotiation & Offer Management:**
   I review all offers with you, ensuring terms align with your goals.
9. **Escrow & Legal Preparation:**
   Once accepted, we coordinate escrow, notary, and closing documentation.
10. **Closing & Transfer:**
    Final signatures at the notary office. You receive payment, and the buyer takes possession.





Preparing Your Home For Sale

Presentation Matters

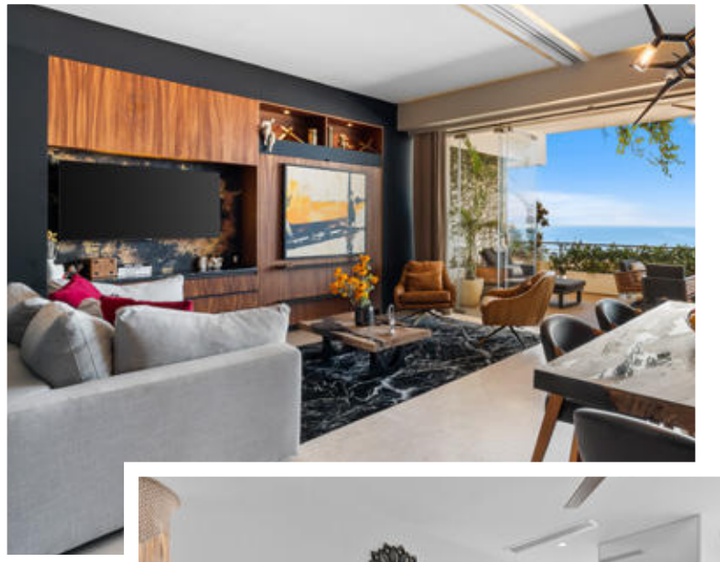
Selling a home is both emotional and strategic. My role is to help you strike the right balance, showcasing your property's personality while allowing buyers to imagine it as their own.

- **Declutter & Simplify**
  Remove personal items and keep décor neutral. Less is more; it helps buyers focus on space and potential.

- **Professional Photography**
  High quality images capture the essence of your property. I work with professional photographers to ensure every angle tells your home's story beautifully.

- **Stage with Intention**
  Light, music, and scent make a difference. A clean, bright, and inviting atmosphere creates immediate emotional connection.







Preparing Your Home For Sale

Reaching the Right Buyer, Wherever They Are

My marketing approach combines storytelling and strategy to make your property stand out.

- **Digital Marketing**
  Targeted social media campaigns (Instagram, Facebook, LinkedIn) reach buyers in North America and Europe. Paid advertising boosts visibility among investors and vacation home seekers.

- **MLS & Partner Networks**
  Your property is featured across FlexMLS and through a network of top-performing AMPI certified agents.

- **Property Website & Email Campaigns**
  Each property receives a dedicated web page with photos, video tours, and detailed information. I also send curated email campaigns to my qualified buyer list.

- **Open Houses & Private Showings**
  For select listings, I organize both broker and public events to create buzz and attract serious prospects.





Capital Gains & Legal Considerations

Plan Ahead.
Maximize Your Return.

Selling property in Mexico involves legal and tax considerations that should be a dressed early.

- **Capital Gains Tax (ISR)**
  The current rate for residents is 25% on gross sales value or 35% on the net gain, depending on circumstances. With proper planning and documentation, exemptions and deductions may apply.

- **Preparation**
  Before listing, I recommend reviewing your ownership documents, visa status, and tax ID (RFC). Together with trusted legal and accounting professionals, we can estimate your potential tax liability and optimize your results.

Preparation isn't just about paperwork,
it's about maximizing your profit.



The Selling Process

From Offer to Ownership Transfer

Once the offer is accepted, the transaction moves into a structured due diligence and closing phase. I coordinate every step in collaboration with attorneys, escrow companies, and the notary to ensure a smooth and transparent process.

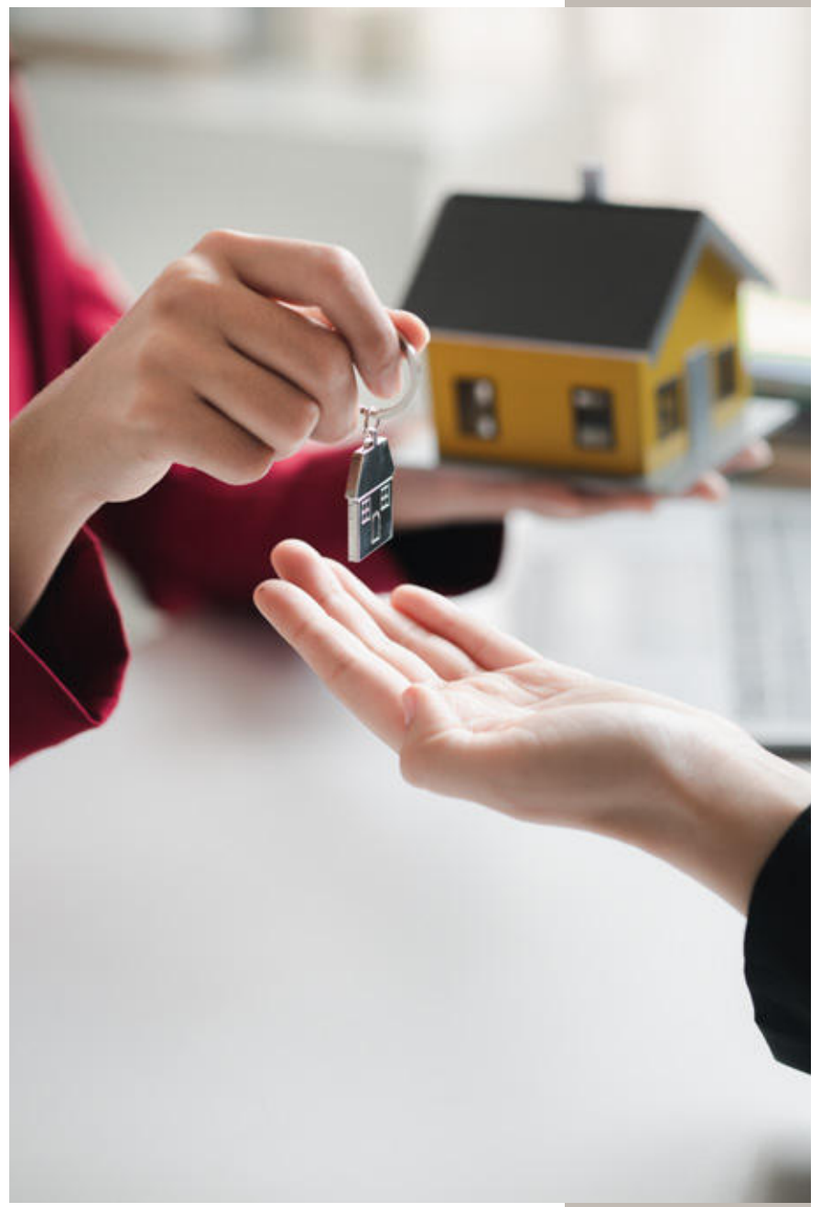
1. **Offer Accepted**
   The buyer and seller agree on terms. A formal contract is executed.

2. **Contingency Period (10–14 days)**
   This phase typically includes property inspection, legal review, HOA documentation review, and verification of inventories and disclosures.

3. **Removal of Contingencies & Escrow Funding**
   Once all conditions are satisfied, contingencies are removed and escrow is fully funded.

4. **Closing Preparation**
   The notary prepares the deed, confirms taxes and fees, and coordinates final documentation.

5. **Final Transfer**
   Funds are released, the deed is signed before the notary, and ownership is officially transferred.



What Sellers Ask Most

Frequently Asked Questions

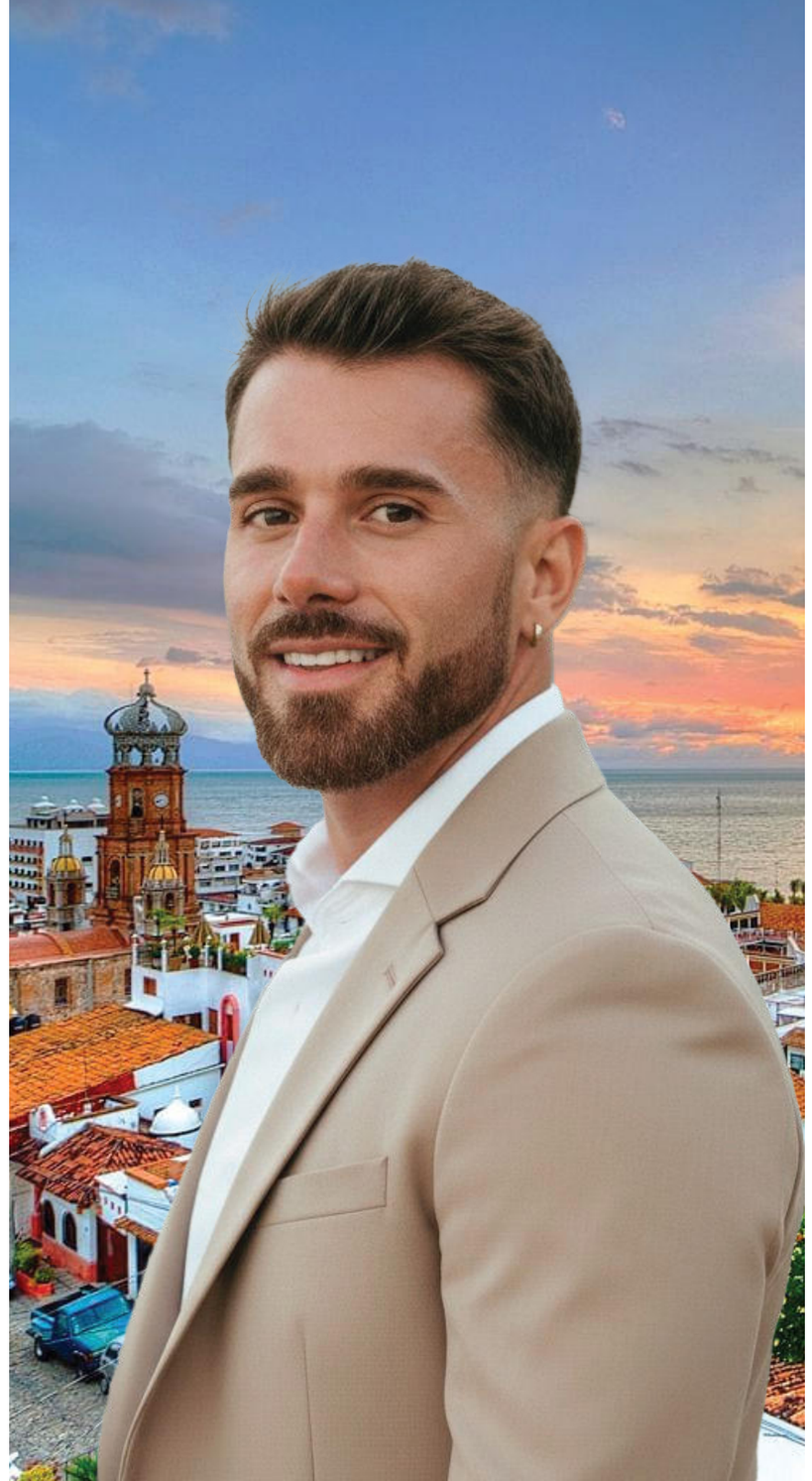
1. **When is the best time to list my property?**
   Puerto Vallarta's market remains active year round, however high season (November–April) often brings more buyers.

2. **Do I need to be in Mexico to sell?**
   No. With proper Power of Attorney, I can coordinate the entire sale on your behalf.

3. **What documents do I need to sell?**
   Your property title, ID, RFC (tax number), residency card (if applicable). I'll guide you through any additional requirements.

4. **How long is a listing agreement?**
   Typically 12 months, allowing time for full market exposure and promotion.

5. **How can I reduce capital gains tax?**
   By planning ahead with legal and accounting professionals and ensuring your documentation is complete.



LET'S LIST YOUR
VALLARTA HOME

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Selling in paradise begins with the right guidance.
Let's get started.