

Explanation of the options in the home sales agreement

In the agreement for brokerage services for the sale of your home, there are a number of options. I am happy to explain these. If you have any questions about this, we can always discuss them by phone. Just before your property is listed online, we can review the options together.

TEAM REALTOR IN AMSTERDAM

Overview of the options

We offer you a number of additional services to make the sale of your home as successful as possible. Below you will find an overview of all available options.



Meta advertising campaign

Actively advertising on Facebook & Instagram for maximum reach



Online styling portal

Studio Nan guides you step by step in presenting your home



Stylist & furniture rental

Professional furnishing for an optimal first impression



Featured on Funda

Extra visibility with a premium advertisement on Funda

Meta advertising campaign

In addition to advertising your property on Funda, Huispedia, Pararius, Fanstr, Vastgoed Nederland, and our own website, we can also actively promote your property on social media. We offer three options for this.

1

Option 1 — Free

Placement on our channels: pre-announcement, post when listed online, and an extra post around viewings. Ranging from a short video to a concise presentation. **No additional costs.**

2

Option 2 — €100

The same as option 1, but we actively promote the posts. This means we not only reach our followers, but significantly expand our reach. With a budget of **€100**, we already reach a large audience.

3

Option 3 — €550

Full Meta campaign on Facebook & Instagram. Includes design, management, and advertising budget. Runs for **14 days** and reaches an average of **28,000 people**.

Proven results: The power of Meta

For a comparable property, the full Meta campaign delivered impressive results. The property was sold within 10 days.

6.000

funda

people reached

28.000

Meta

people reached

Reach comparison

Where funda reaches an average of **6,000 people**, we reach an average of **28,000 people** via Meta.

Via remarketing, your property stays visible after the first publication, even to people who have already shown interest.

- ✓ The campaign runs for 14 days and costs €550,- including design, management, and ad budget. You don't have to arrange anything.

Online styling portal by Studio Nan

As part of the service, we offer you the **Online styling package by Studio Nan**. This helps you present your home optimally for Funda, without having to hire an expensive stylist.

How does it work?

Through a simple online environment, you are guided step by step through your entire home:

- What to tidy up for the best presentation
- How each room looks best in photos
- How to prepare your home for viewings

You do that at home, at your own pace.

What does it deliver?

A stronger online presentation attracts more viewers on Funda, leads to more viewings, and increases the chance of higher bids.



The difference can amount to **€10,000 or more** in the sale price.

Via [this link](#) you can find a video with additional explanation.

COST: ONLY €55,-



Stylist: renting furniture

If your home is vacant, having it furnished is an excellent option. A specialized styling team furnishes your home with modern furniture and accessories, so potential buyers immediately get the right feeling when they walk in. **And that feeling is what sells a house.**

Broader audience

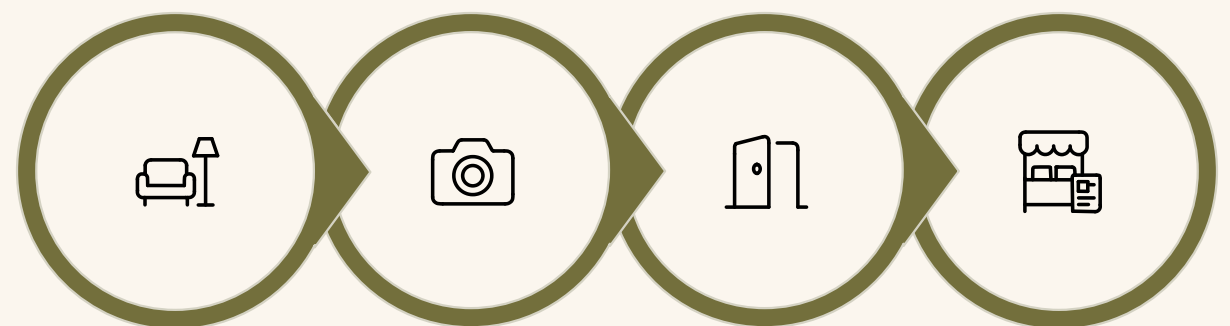
A beautifully presented home attracts more and more diverse buyers who immediately feel at home.

More viewings

Professional photos of a styled home generate significantly more interest on Funda and social media.

Higher return

A styled home can bring in tens of thousands of euros more at sale.



Styling

Photoshoot

Viewings

Sale

The costs vary by property and we request quotes from different companies, so you always get the best price.

Featured ad on Funda

A **Funda Featured Ad** is a paid advertising option to make your home stand out more among the regular listings. Your ad gets up to three times as much space on the overview page, shows three photos instead of one, and allows room for a unique promotional message.

3× more space

Your ad takes up to three times as much space on the Funda overview page, making it immediately noticeable.

3 photos visible

Instead of one photo, you immediately show three photos, so buyers already get a good impression before they click through.

Unique promotional text

Room for a catchy message that immediately highlights the special features of your home.

Licht appartement in gewild Oost, zonnig balkon, afgekochte erfpacht

Blikvanger



Lampongstraat 16-2

1094 AV Amsterdam

€ 425.000 k.k.

51 m² 1 ⚡ D

Makelaar in Amsterdam B.V.



Let's discuss it together

We can of course discuss all of these options together. You don't need to make a choice yet; just before your property goes online, we'll calmly go through the options so we can determine the best strategy together for a successful sale.



Phone consultation

Do you have questions about the options? We're happy to discuss everything by phone at a time that suits you.



No rush

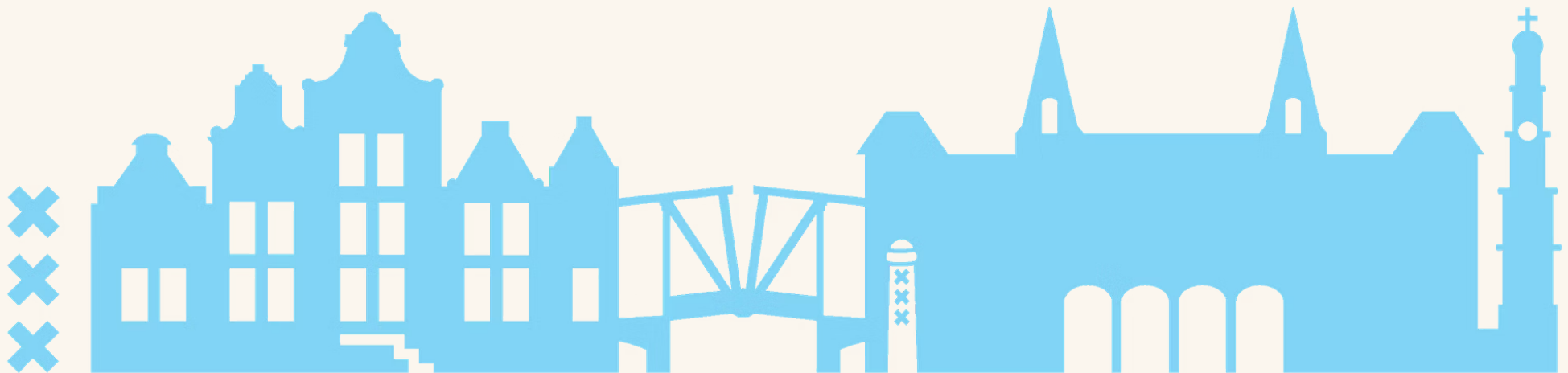
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Personal advice

We'll look together at what best fits your property, situation, and wishes for an optimal sales result.

Kind regards,
Team Makelaar in Amsterdam



makelaarinamsterdam.nl