MUNDO URBANO

FOR OWNERS WHO SELL

Why an exclusive?

A single point of contact to protect the price,
the image and the security of your property.

MEMBER OF LEADING REAL ESTATE COMPANIES OF THE WORLD®

BEFORE YOU START

Selling a property is one of the most important decisions about your assets. How it is presented to the market defines the final price.

Many owners think that the more agents list their property, the faster it sells. In the premium segment **the opposite usually happens**: the same property appears several times, with different prices, different photos and different information. The buyer notices, loses confidence and negotiates downward.

An exclusive **is not a limitation**: it is the commitment of a single firm to **invest, coordinate and answer** for the sale of your property, keeping you informed at every step. One strategy, one price, one image.

WHAT HAPPENS WITH AN OPEN LISTING

Different prices in every listing

The buyer sees the variations and negotiates **from** the lowest price they find.

A worn-out image

Repeated listings, inconsistent information and poor-quality photos make the property look **cheap**.

Nobody invests like we do

Nobody invests in the **quality of the information**, the **photography** and the **publication on national and international portals** the way we do, because nobody has the certainty of recovering that investment.

No legal and tax review

Nobody reviews the documents from the start. When a buyer appears, **missing documents** show up that nobody explained to you. It is not your job to know it; it is ours.

Unfiltered visits and uncontrolled registrations

Buyers go from agent to agent looking for whoever gets them a "better price" and register with several at once. Besides, there are agents who do not filter who they bring into your home.

Scattered information and offers

You receive calls from several agents and do not have a **clear view** of what is really happening.

Professional agents prefer exclusives

When a property has no exclusive, agents with buyers **hesitate to show it**: they know their client can go to another agent and leave them out.

All of this together is what the market calls **“burning” a property**.

None of this is theory: it is what we have seen in more than 20 years and more than 1,500 transactions.

WHAT YOU GAIN WITH AN EXCLUSIVE

One strategy, from the listing to the signing before the notary.

One price, one image

Together we define the **asking price** with a market analysis and present your property **impeccably and consistently** across every channel.

Investment in marketing

Professional photography, video and virtual tour, and publication on **more than 17 national and international portals**, in **featured positions**.

More reach, not less

We work with **all colleagues and brokers** to reach more buyers. If a colleague brings the buyer, **we pay their commission**: you pay nothing extra.

Qualified buyers

We screen every interested party before the visit, **coordinate and accompany** every showing, and compile the documentation the law requires for real estate transactions.

Every offer in writing

We present you **every offer** we receive in writing, without exception, and advise you in the negotiation. The decision to accept **is always yours**.

Total transparency

We report **listing views, inquiries, visits and feedback** from interested parties.

Exclusive only: the Mundo Urbano extra

· **Your client portal**: your property's status in real time and a simulator of how much you keep if you sell today.

· **Legal document review** from the start, so nothing stops the sale when the buyer arrives.

· **Tax recommendations** to minimize the taxes on your sale.

· **A network of trusted providers**, if your property needs any repair.

· **Market analysis at no cost** to make sure the asking price is right, with the recommendation of an **appraiser** for a second opinion.

COMPARISON

Exclusive versus open listing

	With an exclusive	Open listing
Price in the market	One, consistent	Several, different from each other
Investment in marketing	Professional and sustained	Minimal or none
Image of the property	Cared for and uniform	Repeated and worn out
Visits	Screened and accompanied	Unfiltered
Offers	All in writing, with advice	Scattered, through several channels
Legal and tax review	From the start	At the end, when there is already a buyer
Information for you	Reports and a real-time portal	Fragmented
Agents with buyers	Show it with confidence	Hesitate to show it
Responsible for the sale	One firm, start to finish	Nobody in particular

WHAT YOU SIGN, CLEARLY

A clear and balanced agreement

· The commission is agreed from the start and calculated on the final sale price. There are no hidden costs.

· During the term, only Mundo Urbano markets the property. If a direct prospect reaches you, you refer them to us and we serve them like any other.

· If at any point you decide to end the agreement, you may do so with 60 days' written notice, starting on day 30 of the agreement.

· All information about your property and the transaction is confidential.

Your agent explains every clause before you sign.

One firm. A full service.

More than 20 years in Mexico City's premium market and more than 1,500 completed transactions. Let's talk about your property: we will present the sales strategy and the asking price with no obligation.

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