



QUEL QUE SOIT
“VOTRE PROJET,”



Philippe Van den broeck

Over 25 years of proven real estate expertise in the heart of Nice



Your project deserves an exceptional sales force

In a highly competitive market like Nice, selling well requires more than visibility. It requires structure, method, and local mastery. Because every property is unique, entrust your sale to a locally established expert supported by one of the most powerful real estate networks in Nice.

Over 25 years of field expertise in Nice

Perfect knowledge of the most sought-after districts in the city center (Carré d'Or, Musiciens, Fleurs...) and iconic buildings. Philippe Van den Broeck offers you a sharp, realistic, and strategic perspective on the **value and potential of your property**. This is not theoretical knowledge. It is built on daily field experience and real transactions.

Physical presence in 14 agencies

Oréa Immobilier is located in the most visible areas of Nice and neighboring cities. Your property benefits from a strong local presence, on premium window displays, and in the print magazine *Évidence Immobilière*, widely distributed on the Côte d'Azur.

National, International Visibility & the MLS collaborative network

Your property is advertised on over 100 French and foreign real estate portals to reach a local, Parisian, or international clientele. Thanks to the MLS Côte d'Azur network, it is also shared with over 500 agencies and 2000 professionals, multiplying qualified sales opportunities.

The result: your property is not simply listed — it is actively positioned, monitored, and sold



The Oréa Group

A collective force at the service of your project



A network of 14 physical agencies

Present in the city's strategic districts, the Oréa group's agencies offer optimal local coverage to attract demanding and international clientele.



Specialized collaborators

A multidisciplinary team composed of experts in transaction, rental, financing, life annuity, renovation, commercial, syndicate management... for comprehensive and human support.



A complete and centralized offer

Thanks to our integrated services concept, we support you at every stage of your real estate project:

residential real estate, credit, valuation, rental, management, syndicate, decoration, and more.



A single point of contact

*Personalized support with **a single dedicated contact**, backed by the **strength of the Oréa group**: **45 sales agents in the field**, mobilized to enhance your property and secure every step of the sale or rental.*

You benefit from the strength of a group, while keeping a single, clearly identified decision-maker.



Listing Sites for Your Property

Visibility is essential. Control and targeting make the difference.



National Portals

Leading French market sites:

- *SeLoger - 1st French real estate website*
- *LeBonCoin - Massive general public audience*
- *Bien'ici - Second real estate platform in France*
- *Logic-Immo - Transaction specialist*
- *Zefir - Premier real estate selling platform to sell 2 times faster*



International Portals

Global visibility for an international clientele:

- *Properstar - European leader*
- *Green Acres - British market*
- *Kyero - Hispanic clientele*
- *ListGlobally - Worldwide distribution*
- *Rightmove - No. 1 in the United Kingdom*
- *Luxuryestate - Real estate platform dedicated to luxury properties worldwide*



Prestige Media

High-end media for exceptional properties:

- *Propriétés Le Figaro - Luxury reference*
- *Lux Résidence - Prestige real estate*
- *Belles Demeures - Exceptional heritage*
- *Propriétés de France - French elegance*
- *Maisons et appartements - Homes and apartments*

leboncoin

PROPRIÉTÉS
LE FIGARO

 bien'ici

LOGIC
-IMMO.COM

SeLoger

 vendre
louer

ParuVendu

BELLES
DEMEURES

Finest French properties.

 Properstar

 Green-Acres



MLS, le label
de l'immobilier collaboratif

FIGARO
immobilier

Our Commitment to Your Success

Beyond visibility, we implement a structured and personalized sales strategy designed to attract qualified buyers and secure the transaction under the best conditions.



MLS, le label
de **l'immobilier collaboratif**

MLS: The Power of a Network for Your Sale

MLS is not just a network. It is a proven sales accelerator when properly managed.



Exceptional Visibility

By entrusting your property to an agency member of the **MLS network**, it is automatically shared with more than **500 partner agencies**. Thus, every **buyer entering one of these agencies** can access your property, wherever they are.



A Single Point of Contact, Collective Strength

You retain a **single point of contact**, while benefiting from the strength of **2000 certified professionals** who collaborate to sell your property faster and under the best conditions. You remain fully in control, without the complexity of dealing with multiple intermediaries



Reduced Timeframes

MLS multiplies opportunities: your property is seen, presented, and visited more quickly, significantly reducing sales times.



Maximum Qualified Buyers

Thanks to a buyer database shared among all agencies, you reach the right profiles at the right time, with **effective targeting**.

For the seller, this means more qualified visits, faster feedback, and stronger negotiation leverage



Personalized support in 10 steps

A proven method for selling under the best conditions, backed by 25 years of field expertise and Oréa group tools. Each step follows a precise sequence designed to reduce risk, avoid delays, and secure the sale.

01

Property Audit

Comprehensive analysis of your property's characteristics and potential

02

Personalized Valuation Opinion

Precise estimation based on market data and my expertise

03

Mandate Signing

Formalization of our collaboration with transparent conditions

04

Strategy Implementation

Ad creation, photo/video production, 3D plan, marketing plan definition

05

Launch of Commercialization

Distribution on all our portals, activation of networks and buyer database

06

Visit Organization

Planning and personalized accompaniment for each visit

07

Buyer Selection

Rigorous qualification of candidates to optimize sales chances

08

Financing Validation

Verification of financial capacity and banking support

09

Offer and Negotiation

Expert negotiation to obtain the best sales conditions

10

Compromise Agreement and Signing

Rapid finalization with drafting of the preliminary agreement



Accurate valuation: the foundation of a successful sale

A perfectly presented property will not sell if it is poorly valued.

The right price is the one you can defend, not the one you hope for.

A realistic price is not a concession. It is a strategic advantage.

My approach is based on **3 essential pillars**:



Field analysis: your property is unique

Each property is unique, with its strengths and specificities. We meticulously analyze the view, floor, orientation, general condition, and reputation of the building. This thorough exploration allows us to position your property accurately on the real market, ensuring a precise valuation that highlights every detail.



Experience and data: unparalleled knowledge

My expertise in the local Nice market, forged by years of experience, is complemented by a rigorous analysis of notarial data and recent sales. This approach guarantees a consistent and defensible valuation against the most demanding buyers.



Strategic positioning: selling at the best price

Strategic valuation goes beyond intrinsic value. I analyze active competition, sales deadlines, and buyer feedback to define an ideal price. The goal is to attract qualified buyers and sell your property quickly at the right price, maximizing its attractiveness without underselling its value. Pricing is adjusted based on real-time market response, not assumptions.

“A fair valuation is not what you hope for; it’s what you can defend.”



The first impression is made in one click. Make sure it's perfect.

Ads with professional HDR photos get +118% more online views.
They sell 30 to 50% faster and sometimes 5 to 10% more expensive.
Buyers spend twice as much time on listings with bright, well-framed images.

High-quality visuals reduce objections before the first visit



An ordinary photo, a neutral impression

The raw image, without correction, creates a flat atmosphere and underexposes volumes. Natural light is not exploited, and perspectives flatten the space. Result: the property appears smaller and less valued than in reality.



After: professional lighting

Thanks to HDR, precise framing, and color retouching, the room regains its balance, depth, and brilliance. The eye is naturally drawn to the property's assets: brightness, space, and conviviality.

"Professional presentation creates confidence — and confidence drives negotiation."



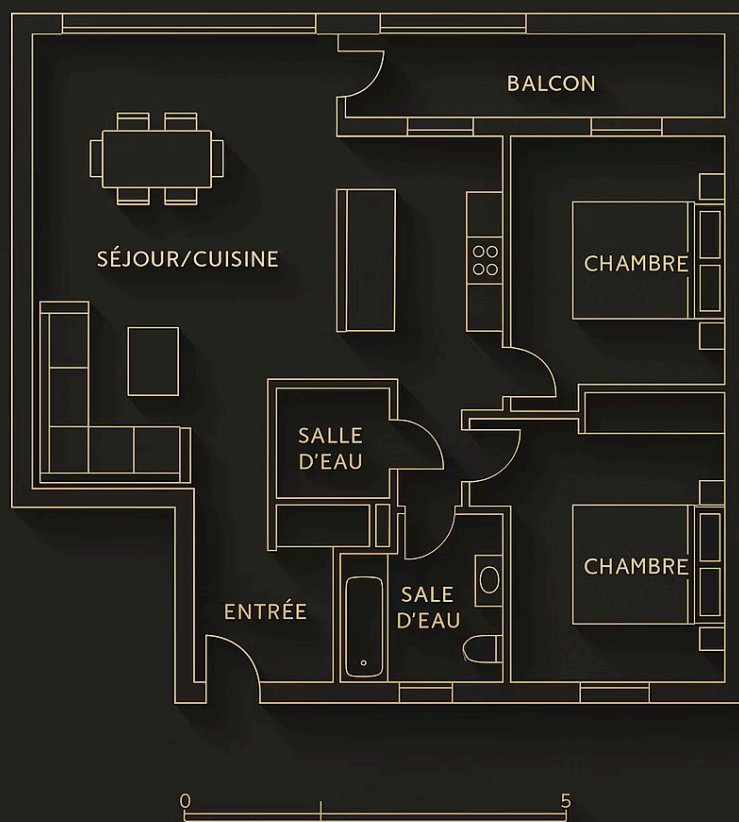
The 3D Plan: Understand Space, Accelerate Decision-Making

Listings including a **3D plan receive +52% more clicks** according to BoxBrownie.

3D models facilitate an immediate understanding of the property's layout and build confidence.

In high-end properties, the 3D plan conveys a professional and transparent approach.

Understanding space quickly accelerates decision-making.



Understanding space reassures the buyer.

The 2D plan allows for visualizing the layout and volumes.

It helps buyers envision themselves in the space even before a visit.




3D brings emotion to life.

By adding textures, furniture, and light, 3D transforms a simple listing into an immersive experience.

The buyer no longer just reads: they imagine themselves already at home.

"Clarity reassures buyers and shortens the decision cycle."



Clear, precise writing shapes perception and supports value.

Every word must create emotion, capture attention, and inspire confidence. An effective listing follows a simple logic:



Attention — The captivating glance

The objective: to provoke clicks and awaken curiosity.
“Sublime Niçoise elegance: your future pied-à-terre between sea and light.”



Interest — Sparking a desire to learn more

Highlight what makes the property unique: light, view, volumes, comfort.
Ex. “A living room bathed in light with panoramic sea views.”



Desire — Making them dream without exaggerating

Project the buyer into their future daily life, simple and happy.

Ex. “Coffee on the terrace, the city awakening before your eyes.”



Action — Creating the final trigger

Invite them to the next step, naturally.
Ex. “Your new life begins here.
Contact me today.”

“When words are accurate, price becomes easier to justify.”

A property does not speak to everyone. It speaks to the right buyer.

The era of generic ads is over.

To capture attention, **you need to speak to the heart and mind of the buyer.**

Every word must touch their desires, their vision, their lifestyle.



The Active Couple

Seeks comfort, proximity, and practicality.

Key benefit: time-saving, fluid life.

Ex: "Bright apartment a stone's throw from shops."



The Investor

Wants profitability, security, and return.

Key benefit: optimization and financial peace of mind.

Ex: "4.8% return, low charges, recent condominium."



The Secondary Buyer

Seeks an escape, a lifestyle.

Key benefit: relaxation and emotion.

Ex: "Panoramic sea view, south-facing terrace."



The International Client

Demands excellence, discretion, and prestige.

Key benefit: prestige and security.

Ex: "Rare penthouse with private elevator."

"The right message to the right buyer reduces negotiation pressure and shortens selling time."



Why entrust your property to me ?

In Nice, two properties on the same street can have very different values. Knowing why makes all the difference.

On-the-ground Expertise since 1999

Over 25 years of experience in the Nice area.

I know perfectly **every street in the center of Nice** – Musiciens, Carré d'Or, Fleurs – as well as the typology of buildings, their qualities, and their defects.

Multi-channel Strike Force

Thanks to **Oréa Immobilier** – 14 physical agencies throughout the French Riviera – and massive print (Évidence Immobilière) and digital communication, your property benefits from **maximum local and international exposure**.

A Powerful Inter-agency Network: MLS

We are a member of the **MLS Côte d'Azur network**, which brings together more than **500 agencies** and **2000 approved professionals** working in collaboration.

100% Personalized Support

I personally manage every stage of the process, from valuation to final signature, with full transparency, with **regular follow-up**, tailor-made advice, and the support of all the resources of a structured and high-end group.

A Solid Network for a Smooth Sale

With over **25 years of experience in Nice**, I rely on a **network of trusted professionals** (notaries, craftsmen, experts) to **secure every stage of your sale** and **maximize the value of your property**.



Your Real Estate Ally in Nice Carré d'Or

Expert, Human, and Deeply Localized Support



I am here to defend your interests



Professional Visuals

Polished and impactful presentations. Everything is designed to showcase your property and attract the right buyers from the very first glance.



Expert Valuation

A fair, realistic valuation based on a **thorough knowledge of central Nice**: Carré d'Or, Musiciens, Fleurs, Gambetta, Coulée verte, Vieux Nice...



Enhanced Visibility

Your property distributed on **over 100 portals**, both in France and internationally.



Network & Support

A network of local agencies, MLS, and personalized support from A to Z.

"After more than 25 years in central Nice, I know that a successful sale is never about speed alone. It is about accuracy, preparation, and trust."

Contact Philippe Van den Broeck

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