

Marc Van den Broeck

Real Estate Expertise in Nice Since 1990

YOUR PROPERTY DESERVES A TAILORED SALES STRATEGY

Every property is unique. Its marketing strategy should be too.
Market expertise, a professional presentation strategy and personalised support: each sale benefits from an approach tailored to the property and its potential buyers.

35+ Years of Experience in Nice

An in-depth knowledge of the Nice property market, built since 1990. I analyse your property, its surroundings and comparable sales in order to define **a coherent asking price and an appropriate sales strategy.**

Marketing Tailored to Each Property

Property portals, specialist websites, Google visibility, professional networks and partners: I select **the most relevant channels** according to the property, its positioning and the target buyers.

Clear and Appropriate Fees

Fees agreed from the outset, in line with **my published schedule**, with a personalised strategy and support tailored to the nature of the property, its value and the marketing approach selected.



A STRATEGY TAILORED TO EACH PROPERTY

Personalised Marketing

- **Evidence-based valuation** based on market data, comparable sales and local expertise
- **Professional presentation**: HDR photography, floor plans and carefully produced marketing materials
- **Targeted exposure** across property portals, specialist websites, Google and my professional network
- **Full support**: buyer selection, viewings, negotiation and follow-through to completion

Premium & International Strategy

- **Bespoke marketing** adapted to the property's positioning and target clientele
- **Premium content**: photography, video, 2D/3D floor plans and bilingual presentation where appropriate
- **Selective exposure** through specialist platforms and French and international buyers
- **Collaboration with premium partners** where this strategy provides additional visibility for the property



EXPOSURE TAILORED TO YOUR PROPERTY

Each property benefits from a marketing strategy selected according to its positioning, target buyers and market segment.

National Property Portals

- SeLoger
- Logic-Immo
- ParuVendu
- Gens de Confiance
- Jinka
- Other portals selected according to the property

International Property Portals

- Green-Acres
- Properstar
- Other international portals selected according to the property profile

Premium Platforms

- Propriétés Le Figaro
- Lux Résidence
- Belles Demeures
- Other specialist platforms selected according to the property's positioning

Marketing channels are selected on a case-by-case basis to ensure the sales strategy is tailored to each individual property.



35 YEARS OF PROFESSIONAL RELATIONSHIPS IN NICE, WORKING FOR YOUR SALE

A property's visibility does not depend solely on the number of websites on which it is listed. It also depends on the ability to present it to the right professionals and the right buyers.

A Network Developed Since 1990

35 years of property activity in Nice have allowed me to build a solid network of estate agents, negotiators, property finders and local market professionals.
A network that can be mobilised to identify buyers suited to your property.

Open and Targeted Collaboration

Where it serves the interests of the sale, I collaborate with other agencies and can work with selected partners through appropriate inter-agency arrangements.
Objective: to broaden access to buyers while retaining control of the sales process.

Preserving the Property's Sense of Rarity

I favour a controlled approach to exposure rather than the systematic multiplication of the same listing.
For premium properties, **the sense of rarity, price consistency and image management form an integral part of the sales strategy.**

> **« More exposure does not always mean better exposure. The objective is to be visible in the right places, to the right buyers. »**



A STRUCTURED 10-STEP PROCESS

A structured approach, from the initial assessment through to completion.

1

Property Assessment

A thorough analysis of your property's characteristics and potential

2

Personalised Valuation

An accurate valuation based on market data and local expertise

3

Sales Mandate

Formalising our working relationship with transparent, tailored fee conditions

4

Sales Strategy

Preparing the listing, photography and video, floor plans, and defining the marketing plan

5

Launching the Property

Marketing across selected channels, activation of the professional network and buyer database

6

Organising Viewings

Scheduling and personally accompanying each viewing

7

Buyer Qualification

Rigorous assessment of prospective buyers to maximise the chances of a successful sale

8

Financing Review

Verifying financial capacity and supporting the buyer through the financing process

9

Offer & Negotiation

Expert negotiation to secure the best possible terms for the sale

10

Preliminary Contract & Completion

Coordination with the notaire and management of the file through to final completion.



THE RIGHT VALUATION: THE FOUNDATION OF A SUCCESSFUL SALE

A property presented to the highest standard will not sell if it is incorrectly valued.

The right price is not the price one hopes for — it is the price that can be supported.

My approach rests on **3 essential pillars**:

The Property and Its Surroundings

Floor, view, orientation, condition, building quality, environment and the property's individual characteristics.

Market Data

Comparable sales, official French transaction data (DVF) and notarial records, properties currently on the market and knowledge of the Nice property market.

Strategic Positioning

Competitive analysis and the definition of a coherent asking price that can be defended to prospective buyers.

> « A sound valuation is not the price one hopes for. It is the price that can be supported. »



FIRST IMPRESSIONS ARE MADE IN A SINGLE CLICK. MAKE SURE YOURS IS THE RIGHT ONE.

Professional photography increases the appeal of a listing and presents the property in its best light.



Before: an ordinary photograph, a neutral impression

The unedited image, without correction, creates a flat atmosphere and underplays the volumes. Natural light is not used to its advantage, and the perspective compresses the space.
Result: the property appears smaller and less appealing than it is in reality.



After: professional presentation

Through HDR photography, precise composition and colour grading, the room regains its balance, depth and brightness.
The eye is naturally drawn to the property's key assets:
light, space and a sense of welcome.

« A well-crafted photograph is already a step towards a stronger negotiation. »



2D & 3D FLOOR PLANS: UNDERSTANDING THE SPACE, SUPPORTING THE DECISION

2D and 3D floor plans help buyers understand the layout and volumes, and allow them to picture themselves in the property before a viewing.



Understanding the space reassures the buyer.

The 2D floor plan allows buyers to visualise the layout and proportions.
It helps them picture the property before they even visit.



3D brings the property to life.

By adding textures, furniture and light, the 3D plan transforms a simple listing into an immersive experience.
The buyer no longer just reads — they can already imagine themselves at home.

« A floor plan helps buyers understand. A 3D plan helps them imagine. »

WORDS CREATE EMOTION. EMOTION HELPS SUPPORT VALUE.

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

Attention — The moment that triggers the click

The objective: to prompt the click and spark curiosity.
Ex. "Refined elegance on the French Riviera: your future retreat between sea and light."

Interest — Making them want to know more

Highlight what makes the property unique: light, views, volumes, comfort.
Ex. "A light-filled reception room with panoramic sea views."

Desire — Inspiring without overstating

Place the buyer in their future daily life, simple and fulfilling.
Ex. "Morning coffee on the terrace, as the city comes to life below."

Action — Creating the final impulse

Invite them to take the next step, naturally.
Ex. "Your new life begins here. Get in touch today."

> « People do not simply buy a property. They buy the lifestyle that comes with it. »





STOP SPEAKING TO EVERYONE.
SPEAK TO THE BUYER WHO CAN BUY YOUR PROPERTY.

The era of generic listings is over.
To capture attention, one must speak **to the heart and mind** of the buyer.
Every word must resonate with their aspirations, their vision, their way of life.

The Active Professional Couple

Seeking comfort, convenience and a practical lifestyle.
Key benefit: time saved, a seamless daily life.
Ex: "A bright apartment moments from shops and transport."

The Investor

Seeking yield, security and return on investment.
Key benefit: financial optimisation and peace of mind.
Ex: "4.8% yield, low service charges, recently built residence."

The Second-Home Buyer

Seeking an escape, a quality of life.
Key benefit: relaxation and an emotional connection.
Ex: "Panoramic sea views, south-facing terrace."

The International Buyer

Expecting excellence, discretion and prestige.
Key benefit: standing and security.
Ex: "A rare penthouse with private lift access."

« The right message should reach the right buyer. »



A Complete Property File to Support a Smoother, More Secure Sale

An effective sales process also depends on the quality of the information made available to prospective buyers. A file prepared in advance allows their questions to be anticipated, their analysis to be supported and confidence to be built throughout the transaction.

- Up-to-date Technical Reports
- Accurate Floor Plans and Property Information
- Professional Visuals
- Evidence Supporting the Asking Price
- Documented Property History
- Comprehensive Building and Co-ownership Information

« The clearer the information from the outset, the more confidently a buyer can move forward with their decision. »



A Digital Ecosystem Working for Your Property

Specialised Websites

Specialist websites reaching sellers and buyers across different segments of the Nice property market:

- vdb.fr
- villa-maison-nice.fr
- dernier-etage-nice.com
- chasseur-immobilier-nice.com
- nice-property-finder.com

Targeted Visibility on Google

A search engine strategy developed to reach sellers and buyers actively searching for a specific type of property or property service in Nice.

French and International Buyers

My dedicated property search websites allow me to connect with French and international buyers actively looking for a property in Nice.

« Visibility that goes beyond the traditional property portals. »



YOUR PROPERTY DESERVES A TAILORED STRATEGY

35 years of experience in the Nice property market at your service



Valuation

A carefully researched and documented market analysis

Presentation

Professional visuals and marketing content

Marketing

A marketing strategy tailored to your property

Support

One point of contact through to completion

« Since 1990, I have supported sellers and buyers in Nice with one conviction: every property project deserves a strategy tailored to it. »

Marc Van den Broeck — VDB Immobilier

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