



**Driven by Purpose.**

**Powered by People.**

**-SELLERS GUIDE-**



## **KW Curaçao Seller's Guide**

Selling your home is a big decision — and we're here to make it smooth, strategic, and successful.

**At Keller Williams Curaçao,  
our mission is simple:  
Customers always come first.**

At Keller Williams Curaçao, you'll have one dedicated agent supported by our full team. We guide you from the first conversation to the final signature at the notary.

**kw CURAÇAO**  
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## Why Work with Keller Williams Curaçao

- Proven experience in the Curaçao market — from neighborhood knowledge and market analysis to negotiations and closing.
- Forward-thinking marketing — digital, print, social media, and our worldwide KW network.
- Local knowledge + global reach — exposure to 200,000 KW agents worldwide, including 17,000 in direct-flight cities to Curaçao.
- Communication that fits you — weekly, by phone, email, or WhatsApp — you decide.
- Our promise: We meet and exceed your expectations, or we fix it.



# The Selling Process — Step by Step

## Step 1: Listing Preparation

- Market analysis (CMA) and pricing strategy
- Listing agreement signed
- Tips to maximize appeal
- Photography and description
- “For Sale” sign installation

## Step 2: Marketing Campaign

- Online listing distribution (local & international)
- Social media marketing
- Email campaigns & newsletters
- Paid digital advertising (targeted buyers)
- Print materials and neighborhood outreach
- Global Keller Williams network exposure

## Step 3: Offers & Negotiation

- Receive offers and review together
- Negotiate terms to reach the best deal
- Finalize accepted offer



## Step 4: Compliance & Documents

- Seller provides:
- Copy of ID/ passport
- Copy of deed (+Meetbrief)
- Proof of address
- Chamber of Commerce (KvK) extract (if applicable)
- Buyer provides similar documents for verification.
- KW Curaçao performs all required compliance checks.
- After approved compliance, the sales contract will be signed by both parties.
- The file will be transferred to the notary.

## Step 5: Deposit & Notary Process

- Buyer transfers 10 % deposit to the notary (usually) within 10 working days.
- Notary confirms funds and prepares the transfer.
- Closing typically occurs 3-4 months after signing.
- If a party cannot attend the transfer appointment, a proxy can be used.

## Step 6: Closing

- Final inspection and walkthrough
- Signing of the deed at the notary
- Key handover and big smiles all around



# Why Sign an Exclusive Listing Agreement to sell your Home?

An exclusive listing is not about limiting exposure — it's about amplifying it.

Here's what it does for you:

- One clear point of contact backed by our full KW Curaçao team.
- Maximum exposure: we share your property with all agents on the island, while keeping marketing consistent and professional.
- Higher commitment: agents invest more when they know they're protected by exclusivity.
- Less confusion: one strategy, one message, one trusted brand.
- Shared commission (50/50): any agent bringing a buyer receives their share, ensuring everyone stays motivated.
- Security: we manage who enters your property, keeping access organized and safe.

In short — exclusivity builds trust, focus, and real results.



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# Why the Listing Term Is 12 Months

A 12-month term gives us time to:

- Fully implement a marketing plan across all channels.
- Reach both local and international buyers.
- Keep your listing fresh and active until the right buyer is found.

We move fast — but the term gives you continuity and the best chance at the right deal, not just the first offer.

## What If You Want to End the Agreement Early

Our relationship is built on trust.

If you're not satisfied, we'll discuss adjustments.

And if you still wish to end the agreement, we'll release you — no penalties.

We'll simply provide a list of buyers who have inquired during our term.

If one of them later buys your property, commission applies.

Otherwise, you walk away free and clear.



# Why the Commission Is 4 %

The 4 % covers:

- Full marketing — photo, video, signage, listings, social ads.
- Sharing 50/50 with other agents to attract every possible buyer.
- Premium exposure on local and international platforms.

Reducing commission limits how widely we can market and how strongly we can incentivize other agents.

With 4 %, you get the full power of Keller Williams behind your sale.



## What Happens After the Sale

We will remain available for any follow-up questions.

Our mission doesn't end at the notary — we stay your real-estate partner for life.

## Keller Williams Curaçao

We're forward-thinking and fast-moving — since 1983.

When you choose Keller Williams Curaçao, you gain a partner dedicated to honesty, transparency, and win-win outcomes.

Keller Williams Curaçao

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