

## The World is your Shop Window

Is your second home *à vendre* or *in vendita*, but not selling? Give your marketing a supersonic boost, save commission, and take back control by listing it on The Viewing – the online site where luxury home owners and buyers meet



**CLOCKWISE FROM ABOVE**  
*Estate with avocado farm in Andalusia, Spain; chalet with views of the Matterhorn, Cervinia, Italy; Gemma Bruce*

The choices involved in buying a holiday home are a combination of personal preferences – of location, style of property, climate and proximity to lifestyle passions. When it comes to selling your much-loved second home, the question arises: how many like-minded buyers are out there? How do you find someone else who will appreciate your Tuscany farmhouse with artist's studio, your beachfront villa in Antigua, your Provencal retreat close to prime golf courses, or your luxury condo in Phuket?

Frustrated owners of refurbished châteaux and off-the-beaten-track idylls across France, Italy and Spain will confirm that homes can languish for years with local agents, who traditionally target the UK market. "To find a buyer, you need to cast your net globally and reach out to overseas buyers from the United States, China, Russia, the Middle East, India, Canada, Turkey and Europe," says Gemma Bruce, founder of *The Viewing* ([the-viewing.com](http://the-viewing.com)).

With more than a decade of experience working as a broker for high-end overseas homes, Bruce's brilliant concept is to offer all the marketing tools of an overseas estate agency without charging commission. For a one-off fee (from £790 to £2,230 + VAT), you can select a package that gets your property global exposure to buyers.

Your property details will be published on Zoopla and Primelocation in the UK market, but also on powerful international portals such as Wall Street Journal Real Estate, Mansion Global, Prian, Mer et Demeures, Domaza, Nidski, Wilhaben, Seloger, Immobiliare.it, to name a few.

"The vendor simply uploads content and description, which we edit to maximise its ranking on search engine results," she says. "It's a simple process, encouraging you to share the appeal of your property and area. A vendor quote – such as 'sipping wine, admiring the view to the sound of cicadas...bliss' – draws out the unique allure."

A high-quality brochure is produced for each property. Viewings and transactions are left to the vendor, so you remain in control, assisted by a list of useful advice on how to show your property. Best of all, you save commission. The standard agency commission to sell a million-euro property in Europe is €72,000 (6% agency commission, plus 20% VAT), excluding legal, notary and survey fees. Used exclusively, or to boost your marketing with another agent, a list on [the-viewing.com](http://the-viewing.com) is a savvy tactic.

For further information, please visit [the-viewing.com](http://the-viewing.com), call +44 20 7993 2967 or contact Gemma Bruce directly on [gemma@the-viewing.com](mailto:gemma@the-viewing.com)