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# Mexico Insight

Guide to Realty Agents in Mexico

2021 Edition



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## Foreword

Scouting for a home to rent or buy takes effort and when you're embarking on the endeavor in a foreign country, the complexity of the task increases, regardless of how familiar you are with the place you're moving to.

When you've chosen a location in Mexico to live, there's the matter of choosing the locality and the neighborhood, the type of home you want or need for your needs, as well as working out matters like finances and the logistics of the physical move itself.

Finding and working with a well-established realty agent in the locality you intend to move to in Mexico can bridge important gaps in most people's capabilities, in terms of providing local knowledge and logistics, as well as helping to save valuable time.

Real estate agents in Mexico, through the agencies they work for or operate, offer a variety of property marketing and transactional support services. You should find many of them to be efficient and professional although like all industries this one has its rascals, but risks can be mitigated with some research; the transparency afforded by online profiles and reviews makes it hard for sub-par agents to attract new clients.

Local realty agents can give you insights into a location, its areas and neighborhoods, its history, as well as insights about future local initiatives and projects that may be relevant—for example, a new access road, or airport. The better agents will also give you candid insights about the local culture and issues — past and present— that may exist in regard to purchasing property in any given area you're considering.

Realty agents are also well placed to share information about market prices and current market conditions, which is helpful because, as we have [commented on the website](#), real estate markets in Mexico are very localized and historical centralized price data are hard to come by.

Realty agents in Mexico are marketers and salespeople, and they're also interpreters and project managers. Most realty agents serving foreign buyers are bilingual, and some are polylingual, enabling them to interface between buyers who don't speak Spanish and helping them through the throes and legal procedures of renting, buying, or selling a property in Mexico.

Some people recoil at fees agencies charge, but when you consider that marketing costs are expensive, and the project management required to manage through a transaction to completion is substantial—coupled with the fact that agents earn their fees only when a house is sold and there are many hours spent supporting potential buyers that never come to fruition—the value for money realty agents provide to foreign buyers is substantial when you consider that they are acting as representatives, interpreters, liaison, and project managers—all within a context that is foreign and confusing to most people.

Taking the time and effort to find and ally with a realty agent as an integral part of your lifestyle plans Mexico is a shrewd investment in its own right. This guide explains how realty agencies and their agents are organized in Mexico, the services they offer to home seekers and home sellers and helps you to learn how to find and work successfully with a realty agent—whether you want to rent a property, buy a home, or sell your existing home in Mexico.



## How realty professionals are organized in Mexico

Unlike the US, realty agents do not have to be licensed to operate as agents or set up an agency in in most states in Mexico. This means that in most places anyone can set themselves up to work as a real estate representative (or “agent”) – and there are plenty of people who do, with varying levels of expertise, experience, and professionalism.

A national realty organization known as AMPI offers a code of practice and courses for realty agents and is the closest thing there is to professional certification in Mexico; although it’s not required by law, agents who are committed to their trade and established are usually members of AMPI, and agencies will usually insist that any agents who want to associate with them are AMPI members, and will sometimes pay for agents working with them to go on the courses and take the exams.

While some agents work informally, most are associated with at least one established agency (or brokerage) and the hierarchy of structure and responsibilities is organized more or less as follows:

### Agencies (brokerages)

An agency office (or brokerage) is a hub around which agents work, usually independently, although some might be on the agency’s payroll in addition to earning a commission on sales. The agency provides a formal infrastructure for agents to work with including office space, online marketing tools as well as commercial, clerical, and legal support services—all furnished within a ‘brand’ or trading name that is advertised to homeowners who provide the inventory, and homebuyers (or renters) seeking a new home in Mexico. Agencies are formal registered businesses which gives confidence to buyers and sellers, as well as providing legal systems and processes for agents to work within.

### Global franchise agencies

Century21, Coldwell Banker, and ReMax are among the ‘global’ names you will see trading in Mexico when you begin looking for agents. Although these agencies have a global brand recognition, they are in fact a network of independently run-and-managed franchisee agency offices. The people who work at these agencies make use of the branding and marketing systems provided by the franchisor, and these agencies can also benefit by being able to market their clients’ homes across the global networks they are affiliated with—but they remain very much locally-managed businesses.

### Independent local agencies

Some franchise agencies exist in Mexico, for example *Tecnocasa*, but these are usually focused on a specific area or region. Most agencies that are not part of one of the big-name global networks are independently run—sometimes by foreign residents who were licensed brokers or agents in their home country and came to Mexico and set-up a brokerage here. The agencies that service potential foreign buyers tend to hire a mix of Mexican and foreign nationals as agents, so as to offer a cross-cultural team that can help foreign buyers to find a home and settle into a new lifestyle in Mexico.

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### The work agencies do

Agency offices provide a central focus point and hub for their agents and their clients. The work and support services agencies provide include:

- ◆ providing the brand name and central point of contact for existing homeowners in Mexico wishing to sell their home as well for buyers seeking to buy a home (or rent) in Mexico;
- ◆ providing a physical ‘store front’ with customer reception area, meeting rooms and marketing suites that enable agents, buyers, and sellers to meet and interact together—although some agencies are entirely virtual, and some ‘bricks and mortar’ agencies are beginning to take more of the client interaction online;
- ◆ acting as the legal entity with which agents and clients interact, providing contracts and other technical support, and manage the agency’s website and its property listings, including property profiles on ‘MLS’ (Multiple Listing Service) systems which many agencies use to promote and track properties for sale;
- ◆ providing agents with office space, a central point of contact, suites to meet with clients for discussions and contract negotiations, as well as a range of marketing support services including an online presence and email address;
- ◆ marketing to and attract existing homeowners wanting to sell their home as well people seeking a property purchase;
- ◆ some agencies also manage property rentals; some only do this if the people renting have an intention to purchase property within a year or two;
- ◆ attracting home sellers with the intention of signing contracts with them to ‘list’ their homes – this is the inventory that is the lifeblood of an agency’s core income;
- ◆ working in collaboration with other agencies and agents when a client (buyer) they have wants to purchase a house that the agency does not have as one of its own ‘listings’ and in this scenario the sales commissions are shared between the agencies and the agents involved;
- ◆ developing relationships with local Notary Publics as well as other realty-related professionals including property developers, lawyers, accountants, architects, and property surveyors.
- ◆ Also note:
  - unlike in many states in the US, the same agency (or its agent) may represent **both** the buyer and the seller in a property sales transaction in Mexico; and
  - agencies (even smaller independent ones) may be affiliated with national or international organizations as part of their effort to extend their sales and marketing services beyond the immediate locality where they are based.



## Agents

There is no legal requirement to be licensed or certified to be a real estate agent in most states in Mexico, although the better agents tend to be a **member of AMPI**, an acronym for *Asociacion Mexicana de Profesionales Inmobiliarios*. This is a Mexican trade body for realty agents that offers courses and examinations, and also sets out a Code of Practice for its members.

Most agents work in association with an established local agency (brokerage), although some might work entirely freelance, using their networks of contacts to connect buyers and sellers while interfacing with several agencies in the locality where they operate.

Agents are not usually on the agency's payroll, although some might earn a small salary from the agency, most all rely on the commissions they earn from completed house sales. Although buyers and sellers initial contact tends to happen through the agency's switchboard, the relationship is developed with an agent—and this is the key relationship that you need to concern yourself with when you want to buy a home in Mexico or sell an existing home.

### The work agents do

Within the legal structure provided by the agency they are (often) associated with, agents will undertake a range of services and duties on behalf of buyers and sellers. These are discussed in more detail later in this guide, but in summary:

- ◆ agents provide a single point of contact for a seller wanting to sell their home in Mexico, or a buyer wanting to buy a home;
- ◆ for sellers, agents visit the home the owner wants to sell, arrange for photographs to be taken and video footage to be captured, and coordinate the creation of the sales information pack/brochure using details provided by the seller. Agents will negotiate and use the agency's contracts to agree terms with the seller, and lead the work to actively market the property on behalf of the seller;
- ◆ for buyers, agents serve as a local contact point and advisor. Good agents seek to understand the lifestyle needs of the buyers and then draw-up a short list of suitable properties for the buyers to review. The agent will liaise with owners to set-up viewings of properties the buyers are keen to see after browsing the online brochures and information packs that present the home;
- ◆ agents act as a go-between the seller and buyer and also triangulate liaison where another agency or third-party agent is involved. They will work with sellers and buyers to agree on a sales price and terms of the sale, including details about what is included and excluded as part of any transaction;
- ◆ when an offer has been tabled and accepted, the role of the agent changes from marketing and sales to project management and liaison between the buyer, seller, agency, developer (if there is one), Notary Public and any other realty professionals who may become involved, for example, a surveyor. At this stage, the agent, in tandem with the agency, will draw-up a sales contract and arrange for the deposit to be paid by the buyer. At all times, the agent keeps the parties informed of the current status of the transaction and provides clarity and explanation to the buyer or the seller about any matters related to procedures;
- ◆ there is a *significant* body of 'project management' and coordination work to be undertaken when a property transaction takes place; including paperwork, liaison between different parties, dealing

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with issues and problems, and ensuring that buyers and sellers are aware of regulations (like anti-money laundering) so that they provide the necessary documents to progress the transaction. Agents often work bi-lingually as not all buyers speak Spanish, but all the legal aspects of the transaction are performed in Spanish. People who decide not to use a realty agent discover at this stage the enormity of the task required to bring a property transaction to a successful conclusion.

## Professional realty associations

Agencies and agents do not have to be licensed to operate as real estate agency businesses in most states in Mexico; however, various professional associations exist which many of the established agencies and agents are members of even if the state they are in does not demand they are licensed.

### AMPI

AMPI is the acronym for *Asociación Mexicana de Profesionales Inmobiliarios*: the Mexican trade body for realty agents which also sets out a Code of Practice for its members. It's the most well-known of all the trade bodies, and is organized into separate, autonomous, regional bodies (or chapters) and also has a National Counsel. Agents pay an annual membership fee plus local dues set by the regional chapter. Regulations and procedures vary by chapter, but the code of practice is always based upon the national code.

**AMPI Online:** [ampi.org](http://ampi.org)

### Other national associations agents or agencies might be associated with include:

#### AAIMAC

*Asociación de Agentes Inmobiliarios de México*

**AAIMAC Online:** [aaimac.org](http://aaimac.org)

#### COPIM

*Consejo de Profesionales Inmobiliarios de México*

**COPIM Online:** [www.copim.org.mx](http://www.copim.org.mx)

#### UPIM

*La Unión de Profesionales Inmobiliarios de México*

**UPIM Online:** [upim.org](http://upim.org)



## Renting in Mexico using a realty agent

Not all agencies (or their agents) in Mexico deal with property rentals; but most will if you genuinely intend to buy a property in Mexico within a couple of years of renting. This is because property rentals take up significant times and resources and the income potential is limited; some agents decide that it's not worth their while dealing with rentals.

If you are looking for a property rental, local realty agents that manage rentals will have access to rental properties available by zone, property type, rental price, and property size (usually quoted in square meters).

Local realty agents often have a relationship with several local people who own houses and rent them out, either on a full-time or part-time basis. They also manage online databases of local rental properties, which enables them to search a range of options for you based on your lifestyle needs and budget and what's presently available in the market.

The agency may actively manage the rental property, or they might simply offer to find tenants for owner, leaving the day-to-day rental management to the owner (or another person representing the owner) locally.

If an agent doesn't have something on the books you're looking for, the good ones will advertise and/or use their extensive network of local contacts to find something that's right for you.

### FURTHER INSIGHT

- ❖ Download the free [Mexico Insight Guide to Real Estate in Mexico](#) that includes a chapter about renting property in Mexico
- ❖ Download the free [Mexico Insight Guide to the Cost of Living in Mexico](#) that includes a section about the procedures and costs for renting property in Mexico
- ❖ See also: [The practicalities of finding a home for rent in Mexico](#)



## Buying property in Mexico using a realty agent

Buying property in Mexico, like buying property in any country, is a major investment which requires patience, energy, planning, and professional help.

### Reasons to work with a local agent

Developing a good relationship with a local realty agent can help you get a broader understanding of the market and make informed choices about your purchase.

### Part of the professional team you need

The realty agent, and the agency they work with, is part of the professional team you should call upon when you're looking for a property to buy. They will be established locally and have experience and contacts that you probably don't have and would find difficulty in acquiring in a short time scale. By finding a good realty agent and investing time to cultivate a good working relationship with that person, you will be giving yourself access to a treasure trove of local knowledge, insights, experience, and market intelligence that you would find hard to come by without the help of an agent.

### Local knowledge is key to a good investment

When you search for a realty professional who can help you find your ideal home or investment property in Mexico, you need to find an agent who has an excellent understanding of the local area you are buying in. The agent should, ideally, have several years of experience in the business and live and work in the area they represent (the best ones always do). They should have an in-depth understanding of the locality and its neighborhoods and ideally should also own a home in the area, too. Most agents who interface with foreign buyers in Mexico are bi-lingual (English and Spanish) and some are multi-lingual.

### Your project manager and interpreter

As we mentioned in the section about the work agents do, house purchases in Mexico inevitably carry a lot of legal process and paperwork to transact and your local realty agent will earn their commission by negotiating on your behalf, explaining key aspects of the process to you, interacting across series of complex liaisons, and undertaking the detailed project management needed to get your home purchase (or sale) completed in the quickest possible time scale. If you don't speak Spanish, they will explain things to you in English, and they will interface with other parties in Spanish.

### Long term local support

A good realty agent may become a long-term ally; and some become friends. Getting to know your local agent and developing a relationship can be helpful as your lifestyle situations evolve. For example, if you decide to rent your house, they may be able to find renters; if you have friends or family who want move to Mexico, the person will be able to help them in their search; and when you come to sell your home, they will be able to advise you again. Many foreign residents who purchase property in Mexico view a good realty agent as long-term relationship that can provide support and counsel on an on-going basis while they are invested in Mexico.

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## Selling property in Mexico using a realty agent

If you already own property in Mexico, then at some point you may want or need to sell your home, and you may seek the services of a realty agency (and its agent) to market and sell the property for you.

### Do you need an agent?

In Mexico, realty agents' fees can add up to over 9% of the sales price of the property in some cases (but this is negotiable, see below) and so some sellers consider bypassing agents and try to sell their house on their own, dealing directly with the buyer.

If you decide to bypass the services of an agent, you will need to:

- ◆ do all of your own marketing and advertising and pay for this;
- ◆ feel confident about dealing with potential buyers (and inevitable timewasters) and take phone calls and text messages (perhaps at unsociable hours) and field emails and other correspondence;
- ◆ undertake all the negotiations in regard to price bargaining and what is included, etc.;
- ◆ have a sales contract drawn up and deal with all the liaisons and project management involved in the property transaction, likely in coordination with the buyer's chosen Notary Public and other realty professionals
- ◆ be able and confident to deal in Spanish (for the legal aspects) and in English or some other language if your buyers don't speak English

Most sellers discover that the services of an experienced agent are worth the fees; and some sellers who want to save money on the sales commissions may try to come to an arrangement with the agency whereby they agree to invest some money in advertising and marketing on the understanding that if the seller refers a buyer to the agent to undertake the negotiations and project management, a lower selling fee percentage will apply.

### Exclusivity, time limits, and sale prices

Three key issues to consider carefully when choosing an agency to market and sell your home in Mexico are the matters of exclusivity, time limits on contracts, and the price you set for marketing your property.

#### Agency exclusivity

If you are contracting an agent to sell your property, will your contract be exclusive or non-exclusive?

Most agencies want to sign sellers into exclusive contracts, whereby the seller agrees to list the property with only one agency. This means that all other agencies and their agents in that area need to refer to the agency with the exclusive listing to sell the home, and thus the agency earns a share of the sale, even if they don't introduce the buyer to the transaction.

Exclusive contracts will usually carry a lower sales commission rate but may limit your exposure and are rarely a good idea unless the property is in some way exceptional, or if the agency undertakes to invest in additional marketing efforts to sell your property. Some agencies might insist on an exclusive contract. If you enter into an exclusive arrangement, be sure to set a reasonable time limit on that exclusivity.





### Time limits on listing contracts

Regardless of whether the contract to sell your property is exclusive or non-exclusive, reasonable time limits should be set on sales contracts with realty agencies. In buoyant markets, for example, big cities and affluent tourist towns passing through a spate of high popularity, this time limit could be as short as three months. In smaller or more niche markets, for example smaller towns, islands, and seasonal tourist spots the sales cycle can take considerably longer so you should expect to negotiate an exclusivity arrangement to allow for this, perhaps at least 6-12 months with set review dates.

### Your sales price

Be realistic with your pricing when you are selling. Agents sometimes over-assess a property’s value to build a seller’s confidence and gain an exclusive representation contract. It’s a mistake to choose an agent solely on the “highest valuation,” or sign a contract with an agent because they tell you that they “know motivated sellers.” Some agents might try to gain your confidence by promising unrealistic sales time scales and prices. If a property won’t sell because of the price, that same agent will be the first to advise you to lower the asking price; and when the “motivated sellers” show themselves to be something less, all you will have gained is a new need to find a more reliable agent.

#### FURTHER INSIGHT

- ❖ Download our free [Mexico Insight Guide to Real Estate in Mexico](#) that contains a chapter about ways to value your Mexican property and set a realistic sales price.

### Realty agent selling fees in Mexico

Most realty agents in Mexico charge fees of between 4% and 8% to sell your property; the rate is always negotiable, but we don’t know of any realty agencies in Mexico who will work to actively market and sell a property for much less than 4%, and most charge in the range of 5%-6%

### Sales tax on sales commissions

In addition to the agent’s fee, you will need to pay Mexican sales tax —known as IVA— on the commission. The IVA rate is currently 16%, and the table below illustrates the effect of this sales tax on your commission payment.

| Sales Commission | Sales Commission with Tax (16% IVA) | Commission on a \$2-million-peso sale | Commission on \$5-million-peso sale | Commission on a \$10-million-peso sale |
|------------------|-------------------------------------|---------------------------------------|-------------------------------------|--|
| 4%               | 4.64%                               | MXN \$92,800                          | MXN \$232,000                       | MXN \$464,000                          |
| 5%               | 5.80%                               | MXN \$116,000                         | MXN \$290,000                       | MXN \$580,000                          |
| 6%               | 6.96%                               | MXN \$139,200                         | MXN \$348,000                       | MXN \$696,000                          |
| 7%               | 8.12%                               | MXN \$162,400                         | MXN \$406,000                       | MXN \$812,000                          |
| 8%               | 9.28%                               | MXN \$185,600                         | MXN \$464,000                       | MXN \$928,000                          |



### Factors that can influence the sales fee

The sales commission rate an agency will agree on with sellers will be influenced by a range of factors that can include:

- ◆ **The value of the property.** Sellers of higher value properties might be able to negotiate a lower rate, but low value properties always pay the higher rates as the project management costs involved to complete the transaction are similar regardless of the home's sale price.
- ◆ **The state of the market.** If the market is very buoyant and competition is fierce, agencies might lower their rates as they will make up the difference in volume. However, in slower markets agencies will likely need to charge a higher percentage to reflect the additional marketing costs, longer sales cycles, and lower volume of sales.
- ◆ **The state of the property being marketed.** If the property you are selling is in particularly good shape, attractive, and readily marketable, the agency may determine that it will be easier (less expensive) for them to market than a more plain, less attractive property. All agencies like to have some 'eye candy' in the showcase, and they might negotiate a lower percentage with you if the home you're selling qualifies in that respect.
- ◆ **The contract terms.** Agencies will usually (but not always) offer a lower rate for an exclusive contract, especially if they consider the property to be attractive and highly marketable. This is because the agency will earn the full commission on the sale if they find the buyer and share the sales commission with the other agency even if they don't introduce the buyer.

### Be reasonable with your agency negotiations

When negotiating terms on the percentage commission for the marketing and sale of your home in Mexico, keep in mind that it costs a considerable amount of money to operate an agency and actively market a property for sale, and then significant time, effort, and expertise to manage through a property transaction to successful completion of transfer.

Some agencies might offer you a lower rate if you introduce the buyer to them; this leaves them to manage the negotiations and project manage the transaction to completion. In this scenario, you will need to spend time and money upfront on advertising or other promotions in order to attract potential buyers and benefit from the lower percentage sales commission.

As you negotiate with the agency or agencies you choose to approach, try to find an equitable commission level that gives you, the seller, a competitive rate, and provides the agency you have signed with reasonable compensation for actively marketing and managing through the sale of your home in Mexico. Remember that you don't pay the agency a dime if they don't sell your property.

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## Tips for working with a realty agent in Mexico

Here are some tips and advice to help you scout a well-established and experienced realty agent who can help you to rent, buy or sell your home in Mexico.

### Well established

Your realty agent should be well established locally in the area you're searching in. Mexico's real estate markets are regional and more often highly localized; an agent in Mexico City is of no use if you are seeking a property in San Miguel de Allende—unless they have a branch office there or can refer you to an agent they know very well and trust, and that's not common.

### Consider the person, not the brand

Most buyers and sellers will find an agency, and then be connected to an agent through that agency. *It's the individual person, more than the firm they work with,* that makes the difference between a good and an average agent. Working with an agency that is legally established and has a good reputation is important, but the true value of the association will be forged in the relationship between the *agent and the buyer and/or seller*, not the agency per se.

### First impressions count

Observe how the agent you contact behaves and communicates with you after your initial contact with them or their agency. How promptly do they respond to your inquiries? To what extent did they answer your questions? What questions did they ask you that helped to widen your perspective? What is your first impression of the agent? How many questions did they ask about you and your intentions, to get a better understanding of your needs and situation? Did they follow-up on promises to research and present adequate properties for your review? The best agents work hard to cultivate an immediate rapport with their potential clients, and they do this by *being responsive and asking the right questions*.

### Local knowledge matters

Whether you seek an agent through a big-name brand firm or a small local independent agency, you'll do best when you find a person locally that is well known in the community; an agency staffed by people who have lived there a good while and know the area and its communities well; and people who can give you informed comment and meaningful insight about the location's areas as well the lands and properties available for rent and purchase there. As you scout options, be sure to check how well established the agency and its agents are in the locality where you want to buy.

### Existing contacts

If you already have a known-good working relationship with a realty agent in Mexico (perhaps the person you purchased or rented a property through), that person should be your first port of call. They will be able to give you advice and will probably offer you a competitive commission rate if you're selling.

### Consider the overall value proposition

When you are seeking an agent to sell your property in Mexico ask them what services they offer in return for their fees—and also test their attentiveness. *The least expensive may not be your best*



*choice*. Experienced realty agents in Mexico know that the buying and selling processes required to transact a property sale can be complex; they are also time-consuming, and they are rarely (if ever) routine. Property sales transactions require a lot of energy and work to complete properly—and their time needs compensating through a reasonable fee. (Read more about [agents' selling fees in this guide](#).)

## Good networking capabilities

Look for realty agents who have good people networks locally. If you are buying, find out how they learn about properties that come on to the market. A good local realty agent will be expertly “integrated” into their local community: they will be known by other agents; they will be plugged-in to local databases and other information sources, and they will be proactive and collaborative. If you’re selling, make sure you ask about how they will use their network of contacts to market your home, and how your property will be featured on their website as well as other property listing sites and networks the agency is associated with.

## Key questions to ask

### If you are buying

Ask about how the agent learns of new properties that come to market, how many owners they represent directly, and how many properties they represent through third parties or local networks they are affiliated with. When you’re a buyer, the *finest agents will work in your best interests*, offering properties which they have on their lists, but also properties listed by others, recognizing that another agency may have a property listed that better suits your lifestyle needs. You will be able to gauge how engaged they are in your interests by observing what questions they ask, and how they respond to your answers and requests.

### If you are selling

Be proactive about asking how your property will be marketed and how profiled buyers will be targeted. Review the agency’s website and look at what the site looks and feels like. How many visitors do they get? What is the profile of visitors and how does that profile match your property’s likely purchasers? What offline marketing will they be doing? What properties have they represented and sold recently? Ask the agent how they go about finding national and international buyers: Mexicans are increasingly becoming property owners and it’s not just foreigners who want to buy your property in Mexico.

## Building a rapport

The realty agency (and agent) you choose will be an important touchpoint for you whether you intend to rent, buy, or sell a home in Mexico. Working to build a rapport together can pay dividends in the long term. Here are some tips about doing that:

- ◆ The agent should take the time to understand your needs and aspirations and match your tastes and style to the properties they present you with. If, at any time, you feel that you are not being understood, you should say so and, if necessary, find some other person to help you.
- ◆ You should feel comfortable with the person who is helping you to find your home or investment property in Mexico. A close working relationship built on trust and mutual understanding is essential if you are going to find the property that is right for you.

# Assistance with your Mexico residency application

Get personalized consultation and advice on your approach, as well as practical assistance and support whether it's your initial application, a renewal, or troubleshooting

[The Mexico Immigration Assistance service is here to help you](#)



Immigration Assistance



- ◆ A good realty agent can be a key that helps you to unlock the ideal home and investment in Mexico. Finding the right agent can prove to be a long-term connection that will help you to find more good properties (if that is your plan) and even to rent or sell your property later on.
- ◆ *It is the person, more so than the agency that person works for, that will make all the difference.* Every realty agency in Mexico has a mix of talent: individuals with different strengths and experience. Therefore, it is not so much the company (agency), but instead the individual from a given agency who you engage with that will shape the experience of your work together.
- ◆ Sometimes you will have no choice about the agent you deal with, especially if you are interested in a specific property (or group of properties) which are tied to a specific agency or agent. Most of the time, you will have “access” to all of the available properties in any given area through any given agent, because they tend to know each other, and they collaborate locally.
- ◆ Keep in mind that the agent who represents the buyer and the agent who represents the seller might or might not be the *same person*; this is distinct to many US states where the buyer and seller must, by law, have separate representation.
- ◆ When you have no specific properties in mind, a good agent with an intimate knowledge of the local area and a highly professional approach to real estate will prove one of the most invaluable contacts you will ever make on your journey towards property ownership in Mexico, because most of the time, there will be an abundance of properties to choose from, and having someone who can curate a short list of appropriate homes and steer you clear of certain properties which do not fit your plans, or in areas that would not suit you, can save you *valuable time*—a non-renewable resource.

#### FURTHER INSIGHT

- ❖ [Tell-tale signs of a good realty agent](#)
- ❖ [Mexico Home Life](#) (Mexperience)

# Insurance coverages to support your lifestyle in Mexico

A range of Mexico-related insurance services exist that can mitigate the effect and expense of unforeseen events and mishaps when you're here.

[Learn about insurance coverages](#)



Mexico Insurance





## Related real estate guides

This Mexico Insight guide to real estate in Mexico is one in a series of Mexico Insight guides about property and real estate in Mexico. For further research and local knowledge, download the accompanying Mexico Insight guides in this series, available free:

### Guide to Real Estate in Mexico

This is the anchor guide to our series and provides extensive local knowledge, tips, and insights for anyone who intends to rent, buy or sell a home in Mexico.

[Download Mexico Insight Guide to Real Estate in Mexico](#)

### Realty Developments

Buying your home from a realty developer offers a range of advantages, including the opportunity to buy a brand-new home on a turn-key basis, built to the latest standards, with décor to suit your tastes and budget. This guide introduces you to realty developments in Mexico and helps to you understand the process purchasing a home from a developer.

[Download Mexico Insight Guide to Realty Developments in Mexico](#)

### Maintenance and Security

Whether you are renting or buying, keeping your home well maintained and secure is part and parcel of enjoying your homestead in Mexico. This guide helps you to understand what you need to know to keep your home in good working order, and secure.

[Download Mexico Insight Guide to Home Maintenance and Security in Mexico](#)

### Eco & Energy Efficient Homes

This guide introduces you to techniques and technologies that can help you to make your existing home, or a new home you build, more ecologically sustainable and more energy efficient.

[Download Mexico Insight Guide to Eco & Energy Efficient Homes in Mexico](#)

## References & further reading

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- ❖ [Free eBooks about real estate in Mexico](#)
- ❖ [Mexico Home Life](#) (Mexperience)
- ❖ [Articles about real estate in Mexico](#)
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