

INTRODUCTION TO THE PROPERTY SELLERS GUIDE

Your Step-by-Step Guide to a Successful Property Sale

AN INTRODUCTION →

SWISS PROPERTY SELLING GUIDE ↓

Selling property in Canton Zug requires a strategic approach, expert market knowledge, and a well-executed plan to achieve maximum value. With Zug's strong economy, international buyer interest, and high demand for real estate, making the right moves can significantly impact your success.

At Realtor of Excellence Swiss Family Office, we ensure a smooth, profitable, and stress-free selling experience. Here's your essential step-by-step guide to selling your property in Zug.

YOUR PATH TO SMART SUCCESSFUL HOME SELLING →

1. Preparing Your Property for Sale

Maximizing Value with First Impressions

Before listing your property, it's crucial to ensure it's in top condition:

- Declutter & Stage – A well-presented property attracts higher offers.
- Make Repairs & Renovations – Small fixes can increase perceived value.
- Professional Photography & 3D Tours – High-quality visuals enhance buyer interest.
- Energy & Compliance Certificates – Buyers may require documentation on sustainability and legal compliance.

Documents Required for Your Sale:

- Extract from the Land Registry
- HOA Rules and Regulations
- Rules for Common Areas (e.g. Parking Garage, Boat Pier)
- Minutes from the last 3 HOA meetings
- Annual Operating Cost Invoices for the past 3 years
- Copy of the Building Insurance Policy
- Condominium Allocation Plans

2. Setting the Right Price

Data-Driven Pricing for Maximum Returns

- Market Analysis – We conduct a professional comparative market analysis (CMA) & pricing matrix to determine a competitive yet profitable price.
- Big Data Valuation – Using AI-driven pricing models to align with buyer trends and maximize your property's potential.
- Strategic Pricing – A well-set price ensures a faster sale while avoiding undervaluation.

3. Creating a Powerful Marketing Plan

Reach the Right Buyers with Maximum Exposure

- Global & Local Exposure – Zug attracts Swiss & international buyers, so your listing must reach the right audience.
- State-of-the-Art Marketing – We use:
 - Professional drone footage & 3D walkthroughs
 - High-end photography for online & print listings
 - Social media & targeted digital advertising
- Exclusive Buyer Network – We leverage our network of investors, expatriates, and high-net-worth individuals for exclusive property viewings linked to over 300,000 global buyers.
- National and international prime property portals as 2nd stage after the off-market strategy

YOUR PATH TO SMART SUCCESSFUL HOME SELLING →

4. Navigating Legal & Tax Considerations

- Notary & Legal Requirements – Swiss law requires property transactions to be notarized and registered with the local land registry.
- Capital Gains Tax (CGT) – Zug's tax structure varies based on ownership duration. We provide tailored tax strategies to minimize your liability.
- Foreign Buyer Regulations – If selling to international buyers, certain Lex Koller regulations may apply.

5. Negotiation & Buyer Selection

- Expert Negotiation – We ensure you receive the best possible price and favorable contract terms
- Pre-Qualified Buyers – We vet buyers for Financial readiness to avoid delays.
- Multiple Offer Strategy – If multiple buyers are interested, we guide you on the best approach to maximize offers and trying not to create a horsetrade. Our communication creates most clarity for seller and buyer and depressurizing the negotiation.

6. Closing the Sale & Final Steps

- Drafting the Sales Contract – The Notary and our legal team ensures all terms are clear and legally sound.
- Final Property Inspection – Ensuring everything is in order before handover.
- Notary Appointment & Land Registry Transfer – The final step to officially transfer ownership.
- Bring your Passport, Residence Permit, AHV Card with you to the notary. Should you be a national of a non-EU/EFTA country with a B-Permit, you need to provide four pieces of evidence that your main point of living is Switzerland (car registration, employment contract, tax declaration, SWISSPASS, School registration of children)
- Handover & Completion – Once payment is made, keys are handed over, and the property sale is finalized. Make sure the property is professionally cleaned - we are happy to organise this for you.

WHY SELL WITH REALTOR OF EXCELLENCE SWISS FAMILY OFFICE? ↓

- 50+ Years of Experience – Proven expertise in Zug's luxury and residential market.
- 100% track record - listing to sales ratio
- Local & International Buyer Network – Access to high-net-worth buyers, expatriates, and investors.
- AI-Driven Market Insights – Smart pricing and data-backed sales strategies.
- Seamless Process & Expert Guidance – From pricing to legal support, we handle everything.

Free property evaluation and personalized selling strategy.

Let's Get Your Property Sold!



Bringing decades of experience and deep market knowledge, Realtor of Excellence at Swiss Family Office combines a legacy of trusted expertise with cutting-edge technology.

Contact Us

2 Zugerbergstrasse
Unteragri 6314 Zug, Switzerland
info@roeswiss.ch +41 79 676 3155


LIVE LIFE NOW