



PUERTO VALLARTA VILLAS
REAL ESTATE

SELLERS GUIDE

Getting Ready
to Sell

The Selling
Process

Closing

This document is for general reference only and may change at any time. While we strive for accuracy, some details may vary or become outdated. Please consult a qualified professional for the most current and specific advice.



ARE YOU READY TO SELL?

Selling your home in Puerto Vallarta is a significant decision—both emotionally and financially. It's important to take a step back and assess your situation carefully before starting into the process. Ask yourself not just can you sell, but whether now is the right time to do so—and if it's truly the best move for your goals.

THE MARKET

Puerto Vallarta's real estate market changes often with demand, exchange rates, and global trends.

Start by asking: Is the market favorable? Are similar homes selling fast? Are prices steady, rising, or falling? Is it a buyer's or seller's market?

TO SELL OR TO RENT?

Based on the market, consider whether selling or renting would be a better short/long term plan.

Renting can provide steady income, but comes with responsibilities like maintenance, property management, and ongoing costs.

WHAT COMES NEXT?

Selling is just one step in the process, and you should consider your next move. Will you buy another home in PV, elsewhere in Mexico, or internationally? Are you relocating? Do you need the funds from the sale to make that transition?

WHAT DO YOU NEED TO SELL?

Before listing your property, gather all the necessary documentation to ensure a smooth sale and avoid delays during closing. This includes both general paperwork and legal documents related to ownership.

BASIC PAPERWORK

To get started, you'll need to gather some basic documents. These include a copy of your passport for identity verification, a recent property tax bill (Predial), and a utility bill—such as CFE or Telmex—that matches the name and address on your deed. You'll also need a property disclosure statement outlining any known issues with the home, an inventory list detailing what is included or excluded in the sale, relevant condo documents (including HOA rules, fees, recent meeting minutes, and budgets from the past 1–2 years), and finally, quality photos and a floor plan to support marketing and MLS listing efforts.

LEGAL PAPERWORK

You must also confirm you have the current legal documents proving your right to sell the property.

- **Property Title or Deed (Escritura or Fideicomiso):** Foreigners buying in Puerto Vallarta's restricted zone (within 50 km of the coast) must hold property through a fideicomiso—a bank trust authorized by the Mexican government. Ensure your deed is properly registered, includes the notary's seal and signatures, and is finalized and recorded if recently purchased. The name and address must match your utility bill exactly to avoid issues at closing.
- **Clear Title (No Liens or Encumbrances):** Make sure there are no outstanding debts, mortgages, or legal disputes on the property. A notary or lawyer will verify this during the sale, but it's best to resolve any issues beforehand.
- **Capital Gains Tax:** Check with a notary or accountant to see if you qualify for exemptions based on residency, ownership length, and primary residence status.
- **HOA Dues:** Provide proof that all homeowners' association fees are fully paid.
- **Permit Verification (for remodels):** If you've added square footage or made structural changes, make sure you have the proper permits and updated construction plans.



PREPARING TO SELL

Once you have decided to sell your property, there are several steps you must take before you can place it on the market.

FIND A QUALIFIED AGENT

Look for an AMPI-certified real estate agent—someone with experience in the Puerto Vallarta market who understands the legal requirements and buyer expectations in Mexico. A professional will guide you from pricing to paperwork, and help avoid costly mistakes.

GET A COMPARATIVE MARKET ANALYSIS (CMA)

Before listing, you need to ask your agent to provide a CMA—an analysis of the details and statistics of similar properties recently sold in your area. This report will help you set a competitive and realistic price.

UNDERSTAND YOUR TAX LIABILITY

Meet with a notary, real estate lawyer, or other expert to determine whether you're subject to capital gains tax based on the revenue and equity earned between buying and selling your property—this could be up to 5% of the selling price, though it varies case by case.

ESTIMATE YOUR NET COSTS AND PROCEEDS

After accounting for taxes, commissions, and closing costs, how much will you actually walk away with? Typical expenses for selling include closing costs, possible capital gain taxes, possible mortgage payoff penalties, and real estate agent commission.

SIGN A LISTING AGREEMENT

Once you're ready, you'll sign a listing agreement with your agent. This document outlines the listing price, commission, marketing strategy, and timeline, as well as the broker's commitment to find a ready, willing, and able buyer who can meet all the requirements to purchase your property.

PREPARING YOUR PROPERTY TO LIST

In order to list your property, you'll need to partially clear out and stage your home to prepare it for photos, videos, and virtual tours. High-quality visuals will make your listing stand out—especially for international buyers who may not be able to visit in person. You'll also need a compelling property description that highlights the square footage, amenities, location, renovations, and any other features that make your home unique.

BEING ON THE MARKET

PUBLISHING YOUR PROPERTY

Once your property is officially listed, your agent will actively promote it across multiple channels. This includes uploading your listing to the local MLS, sharing it with other agents and buyers in their network, posting it on popular real estate websites, and featuring it in email campaigns or social media. Your agent may also create flyers, signage, and additional materials to boost visibility. The goal is to generate as much interest as possible and attract qualified buyers.

SHOWINGS AND OPEN HOUSES

Try to keep your home clean, decluttered, and ready to show on short notice—some buyers may request viewings with little advance warning. Your agent will coordinate all showings and may also organize open houses to bring in more foot traffic and allow multiple potential buyers to tour the property in a short time. The more accessible and inviting your home is, the better chance you have of receiving strong offers..

OFFERS

After your property is listed, you may begin receiving offers from interested buyers. Your real estate agent will present each offer to you promptly and guide you through evaluating them.

REVIEWING AN OFFER:

Your agent will help you review all offers, which are submitted using a standardized Offer to Purchase-Sale Agreement (usually bilingual, but legally binding in Spanish). This document outlines the proposed purchase price, deposit amount, included inventory, and any contingencies such as financing, inspections, or HOA document reviews.

NEGOTIATIONS & CONTINGENCIES

It's common for sellers to respond to an offer with a counteroffer, and negotiations may go back and forth until both parties reach an agreement or choose to walk away. Negotiations can involve adjusting the sale price, clarifying contingencies, deciding which items are included in the sale, agreeing on a new closing date, or determining how certain fees will be handled. Contingencies (conditions that must be met before the sale is finalized) will be discussed at this point and can include the buyer securing financing, completing property inspections and repairs, reviewing the title and deed, approving HOA documentation, or confirming a photographic inventory.

ACCEPTING AN OFFER

Once terms are agreed upon and both parties have signed, the offer becomes a legally binding agreement. This triggers the next steps in the transaction, including opening escrow, meeting contingencies, and preparing for closing. From accepted offer to closing, most transactions in Puerto Vallarta take 45 to 60 days, assuming no complications. More complex sales—such as those involving trusts, foreign buyers, or mortgage financing—may take longer. This differs in every case.

UNDER CONTRACT & CLOSING

Once the purchase agreement is signed and the deposit is secured, the transaction moves into the closing phase.

COMMON SELLER COSTS AND FEES

As the seller, you'll typically be responsible for:

- Real estate agent commission – Discussed with your real estate agent.
- Capital gains tax (ISR) – If applicable, this is determined based on your profit margin and available exemptions
- Outstanding HOA dues or utilities – Must be paid in full before closing
- Mortgage payoff penalties – Some lenders charge an early repayment fee.

ESCROW & CONTINGENCIES

Once you accept an offer and sign the agreement, the property enters escrow. The buyer typically transfers a deposit—usually 5% to 10% of the sale price—into a secure third-party account. This starts the due diligence period, when the buyer's team reviews the title & deed, verifies HOA documents if applicable, inspects the property, and confirms that taxes and utilities are current. Any contingencies—such as inspection results, financing, or required documents—must be resolved before proceeding. Your real estate agent will coordinate with the notary, attorneys, inspectors, and the buyer's team to ensure all conditions are met, deadlines followed, and documents prepared for closing.

FINAL CONSIDERATIONS

As closing approaches, there are a few final steps to ensure a smooth handover. The buyer may request a final walkthrough, typically 24 to 48 hours before closing, to confirm the property's condition. Ensure the home is clean, agreed-upon contingencies are done, & included items remain. Around this time, the buyer will transfer the remaining balance, either into escrow or directly to the notary, as outlined in the agreement.

NOTARIO PÚBLICO

On the day of closing, the transaction is formalized at the office of a Notario Público, a specially certified legal authority in Mexico who oversees all real estate closings. Either you or your legal representative (if using a Power of Attorney) must be present. During the appointment, the notary will review all documents with both parties—including the new property deed, proof of payment, and supporting materials—and once everything is verified and signed, the legal transfer of ownership is completed. If funds are held in escrow, they will be released after all signatures are in place. At this point, you will turn over the original deed and the keys to the buyer. The buyer officially assumes ownership of the property, and you can consider your sale complete.

POST SALE

After the sale, be sure to complete a few key post-sale steps: request your Seller Closing Statement, save all signed documents for tax purposes, and consult a tax advisor for ISR reporting and potential deductions. Also notify your trust bank, HOA, and utility providers of the ownership change, and cancel or transfer any remaining utilities or service contracts.



FREQUENTLY ASKED QUESTIONS

WHEN IS THE BEST TIME TO SELL MY PROPERTY IN PV?

There's no perfect season to sell in Puerto Vallarta—serious buyers, including retirees and investors, are active year-round. While winter brings more tourism, it's best to keep your property listed year-round, as homes here can commonly stay on the market for extended periods.

WHAT IS ISR (CAPITAL GAINS TAX) AND HOW IS IT CALCULATED?

ISR is Mexico's capital gains tax. It may be calculated as either 25% of the gross sale or up to 35% of the net gain, depending on your situation and documentation. Consult a tax advisor or notary early in the process to evaluate potential liability.

HOW LONG DOES IT TAKE TO CLOSE A SALE?

Most closings take 45–60 days after an offer is accepted, although the timeline can vary depending on the buyer's financing and whether any contingencies delay the process.

DO I NEED TO BE PRESENT AT THE CLOSING?

You must be present at the notary's office or must grant Power of Attorney to someone who can sign on your behalf. If you assign a Power of Attorney ahead of time, then you do not have to be physically present at the closing. Your agent can help facilitate this process if needed.

QUESTIONS? CONTACT US!

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