



# The 10 Things YOU Need to Know Before Buying an Apartment in Paris



**How to Avoid Paying Too Much,  
Getting Ripped Off, Or Feeling Like You Made A Mistake...**

*In this FREE report, you will learn about...*

1. How To Spot A Great Value and How to Tell If a Property is **Overpriced**
2. Avoid Mistakes From Thinking the Paris Property Market is the Same as the United States...
3. Squeezing Every “Centime” or Penny Spent on Upgrades and Improvements
4. Secrets for Saving **MONEY** on the Purchase of ANY Apartment
5. Properties that Tourists Rent, ***Regardless of the Economy***
6. Why Paris Is Such A Great Place to Invest Your Dollars
7. What Role the “Notaire” Plays in Your Acquisition and Closing
8. How to Avoid “Losing Your Shirt” Picking the Wrong Contractor
9. Keeping Your Apartment Rented when You Are Away
10. Securing Financing Abroad



## *How To Spot A Great Value... How to Tell If a Deal is Overpriced*



### **How to Spot Great Values / Tell If An Apartment is Overpriced:**

*Spotting great values is part ART and part SCIENCE. Follow these steps to identify the value:*

Figure out the cost / square meter

Once you understand what similar properties have sold for in the area (based on the square meter) you will understand whether you are paying MORE or LESS than the average price. You only want to pay MORE than average on a per square foot basis if the apartment is exceptional in one of the four categories below:

- a) Location
- b) Construction Style (stone / brick / etc)
- c) Proximity to METRO, Parks, Shopping, and Restaurants
- d) Finishings (kitchens, bathrooms, etc.)

If the apartment is not exceptional in one of these four categories and it is MORE expensive than similar properties, then it is overpriced.

You also want to avoid buying something that is “**non-conforming**” to the neighborhood, which generally means bigger, more expensive, or fancier than everything else in the surrounding area. These properties tend to have their values held down by the neighborhood, whereas if you buy the cheapest thing in the nicest neighborhood, the surrounding area “pulls up” the value of your property. Something to consider...

***For help determining whether the apartment you are considering purchasing is a good value call “buyer’s agent” Catherine Epstein at (800) PARIS-57***

### **Which Properties Are Smart Investments**

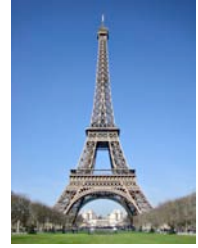
Whether you intend to rent your property (in order to subsidize and offset the cost of ownership) or NOT, will have a HUGE impact on what location and layouts you should choose. In order to increase your rental of the property, you should look for:

- Elevator in the building
- Close walking distance to the metro (close to preferably two metro lines)
- Lots of closet space / natural light
- High ceilings / large windows (and air conditioning when possible)

***If you would like help finding an apartment that will rent well and hold its value over time call (866) 497-2747 or (866) 49-Paris***



## *Avoid Mistakes From Thinking the Paris Property Market is the Same as the United States...*



### **In France, Agents Don't Cooperate With One Another**

In the United States, we are used to being able to work with an AGENT who will represent us, the BUYER. This "buyer's agent" has a fiduciary responsibility to negotiate on your behalf and make sure you don't get ripped off. No such buyers broker exists in France. Most agents represent SELLERS ONLY.

WHY? It isn't customary in France for the "seller's agent" to split their commission with the "buyer's agent", therefore a buyers agent cannot usually get paid for their work. So, if you want a "buyer's agent", you must sign an outside agreement with an agent. The fee is usually 4-6% of the purchase price, depending on the services that are included.

#### **Why should you ALWAYS hire a "buyer's agent"**

- They will negotiate on your behalf and may be able to get a price reduction (oftentimes saving you MORE than the additional cost of hiring them)
- They have networks of "notaries", bankers, and contractors that can save you money
- If you don't hire one, there is nobody to help you through the closing process

### **Properties Aren't Usually Listed With ONLY One Agent**

Another "strange" fact about the Paris property market is that you will often see properties listed with MULTIPLE agents, whereas in the United States almost ALL listings are done on an exclusive basis. In France, each broker may sell the SAME apartment at a DIFFERENT price. A good "buyer's agent" will figure out where it is being listed for the cheapest, often saving you their *entire fee* in that ONE step.

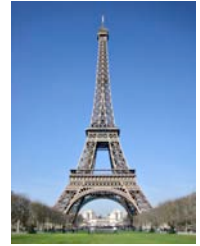
### **There Isn't A Central Database (Multiple Listing Service "MLS")**

In the United States, markets are more transparent. Any broker can see ALL of the properties in a given price range or neighborhood. This is NOT the case in Paris. You often need to check 3-4 different databases to get a clear picture of the market. If you shop on your own (using only "seller's agents"), you could miss out on the BEST deals and avoid desperately searching for months without finding anything.

***For help call Catherine Epstein at (866) 497-2747 or (866) 49-Paris  
a "buyer's agent" who will protect your interests***



## *Squeezing Every Penny or “Centime” Out of Upgrades and Improvements*



When you are searching for an apartment to purchase, it is VERY important that you consider how much work must be done to fix it up. While this is a very personal question and often will depend primarily on your taste and your budget, it is important to know which improvements are likely to add to the resale value of your property and which will likely not.

### **Investments that Increase the Value of Your Apartment**

Generally speaking, anything that makes the apartment appear brighter, better lit, more spacious, cleaner, or better laid out will generally improve the value. You tend to get a lot of resale value from improving the lighting, fixing up the kitchens and bathrooms, repainting with light and bright colors, and improving the appearance of flooring and doors. Adding storage, or converting a studio into a “one bedroom” are things that generally add a lot of resale value. Adding a “Murphy bed” that folds out of a wall can really boost the value of studios.

### **Investments that Will Have No Impact on Your Apartment’s Value**

Most of the time, anything that you can’t “see” generally doesn’t improve the value. For example, you generally don’t recapture the cost of redoing the electrical or plumbing systems, or the cost of fixing old windows or broken toilets and sinks. Many Americans tend to over spend on appliances. High-end appliances will generally help you resell your apartment FASTER, but not for more money than standard contemporary appliances. Certain kinds of floorings will also contribute diminishing returns on investment.

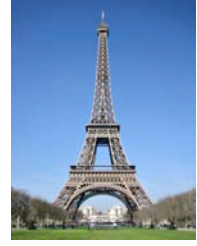
### **Investments that Will LOWER Your Apartment’s Value**

It is possible to spend money on your new apartment in such a way as to LOWER the value upon sale. Sometimes, this includes reducing the number of bedrooms, perhaps by combining two small rooms into one or converting a bathroom into storage. Anything that reduces the useable square footage generally depresses the value. Also, any work that reduces the amount of light, both natural and artificial, will make the apartment appear darker and smaller, thereby lowering the value.

***For help determining which renovations “make sense” and which don’t,  
call Catherine Epstein at (866) 497-2747 or (866) 49-Paris***



## *Keeping Your Apartment Rented While You Are Away*



### **Why Renting Your Apartment When You Aren't There MAKES SENSE**

By renting your apartment to tourists and business people, you can earn up to several hundred dollars per night. This rental income can offset the cost of your mortgage and make it very affordable for you to own a really breathtaking property in Paris. If you aren't planning on keep irreplaceable furniture, antiques, or artwork in your flat, then you should NOT be concerned about your stuff getting ruined. This fear stops some people from renting, but you can get around this issue by asking for a large security deposit (one that will cover almost all possible damage). There is also insurance that you can buy to cover any additional damage.

### **Why You Should Hire A Property Manager**

If you are serious about renting out your apartment when you aren't using it, then you should have a professional who is working full-time on renting it for you. There are many different websites and contacts that you need access to, in order to make sure that your apartment commands top dollar and stays rented as much as you desire.

### **What Happens If You Pick the Wrong Property Manager?**

The wrong property manager will not "hustle" to make sure your property is rented consistently. The wrong manager will also tend to rent your apartment for too cheap, as well as rent your apartment to people who won't take care of it. Some property managers will rent your apartment, not report that it is rented out, and steal your money from the rental.

*For help finding an honest, dependable, and hard working property manager, call Catherine Epstein at (800) PARIS HELP.*

### **What Happens If You Pick the Right Property Manger?**

If you pick the right property manager, your apartment will provide you with rental income and stay clean during and between rentals. The right property manager will work hard to keep it rented and make sure that if anything is broken or damaged, that it is properly documented and replaced.

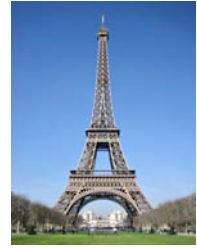
### **How to Pick the Right Property Manager**

You should always get references for any property manager that you choose.

***For help finding an honest, dependable, and hard working property manager,  
call Catherine Epstein at (866) 497-2747 or (866) 49-Paris.***



## *Secrets for Saving Money on The Purchase of Any Apartment in Paris*



### **Secret #1 - Be Clear on What You Want (*and a little patient...*)**

A broker can show you around Paris until your feet sore, but if you aren't clear on what you want, you will have to find something WHILE you are in Paris (because only you will know it). This is an important point. Your "buyer's agent" needs to be able to STAY on the lookout for you while you are AWAY (back home in the states). If you are clear on what you want, your agent can make offers on your behalf that meet your criteria (without risking your capital). Then, you only fly out to Paris when you have a clear shot at CLOSING on something that matches what you want. Many clients have saved THOUSANDS on additional roundtrip trips to Paris by having their agent "tie up" the property first. Being patient and trusting your broker makes it more likely that you will find what you want for much CHEAPER than if you are rushed.

### **Secret #2 - Be Realistic**

Before you get your heart set on a three-bedroom penthouse overlooking the tour Eiffel, make sure that it is in your budget. Whether your budget is five hundred thousand or five million dollars, there are plenty of values to be discovered at every price range. Having a strict budget before you tour a property can prevent you from "stretching" beyond where you are comfortable (and therefore wasting money) or putting yourself in a difficult financial situation.

### **Secret #3 - Find a Tough Negotiator (with an Excellent Network) to Represent You**

The Paris property market has not experienced the same price corrections that many property markets in the United States have. However, it is still a "buyer's market" and there is sometimes room for negotiation in the price. If you hire the right "buyer's agent" to represent you, they can often negotiate a reduction in the price, or get the seller to cover some of the closing costs, which can save you THOUSANDS of dollars.

The right "buyer's agent" will have a network of vendors, notaires, and contractors that will save you LOTS of MONEY. Many Americans get ripped off using the wrong people, so be sure to use the resources that your "buyer's agent" provides (especially if they provide references).

***For more money saving secrets call Catherine Aubale Epstein  
at (866) 497-2747 or (866) 49-Paris***



## *Finding a Property that Tourists Want To Rent for Top Dollar Regardless of the Economy*



### **The Best Properties**

The rental market in Paris is quite competitive, so if you are going to rent your apartment for TOP DOLLAR, your apartment needs to have some or all of the following:

#### **Location**

Proximity to the metros is VERY important to tourists and other short-term renters. Being within 3-5 minute walk of one to two metro stops is critical.

#### **Nearby Amenities**

You need to have supermarkets, restaurants, shops, and other essentials nearby to command TOP DOLLAR

#### **Lots of Light**

The apartments that rent most frequently for the highest price have lots of light

#### **Views**

In order to get the highest rental rate per night, your apartment should have a view of a park, monument, or charming vista.

#### **Elevator Access**

Tourists spend their days walking the streets of Paris, they aren't interested in walking up 5 flights of stairs when they get home

#### **Air Conditioning**

Paris can get quite hot in the Summer months and higher paying renters expect air conditioning

#### **Charming Decor**

How you decorate your apartment will have a large impact on how it "shows". Contemporary modern design or traditional French colonial styles are the most popular. You want to keep it very clean and uncluttered, so the apartment appears large in photos

***For help finding an apartment that will rent for TOP DOLLAR  
call Catherine Aubale Epstein at (866) 497-2747 or (866) 49-Paris***



## *Why Paris Is Such A Great Place to Purchase Real Estate and Invest Your Dollars...*



### **Reason #1** - Location, Location, Location

Paris offers many different kinds of neighborhoods in a very dense and small city. You may be someone who wants to be in a very historical district (like the 6<sup>th</sup> and 7<sup>th</sup>) or you may prefer being in a highly prestigious area (like the 2<sup>nd</sup>, 8<sup>th</sup> or 16<sup>th</sup>). There are “hipper” areas like the Marais and the Bastille. There are up-and-coming areas that are rapidly appreciating in value. There is something for everyone. For help finding the right neighborhood, call Catherine Epstein at (800) HELP PARIS

### **Reason #2** – Supply Constrained Market

The real estate market is inherently supply constrained in Paris, which means they aren’t building any more of it. Paris has long ago reached its maximum density and there isn’t any more developable land nearby. Demand for premium real estate, however, continues to increase as wealth is created across the globe in places like China, Russia, and South America and people scramble to purchase their “piece” of the city of lights.

### **Reason #3** – Hedge Against Currency Movements

Purchasing real estate in Paris provides a EURO hedge against over-exposure to the Dollar or other currencies. In these uncertain economic times, owning property, gold, and diversifying your assets across currencies will lower your overall risk exposure.

### **Reason #4** – An Amazing Place to Vacation

The museums, restaurants, nightlife, parks, and charming vistas of Paris are unmatched anywhere in the world. You will never have a problem convincing your kids, family, or friends to come visit you and stay in your lovely flat.

### **Reason #5** – Recession Proof Property Market

Paris has not been affected by the same corrections experienced in other metropolitan markets (like the UK or the US). This is because Paris did not have the same kind of reckless lending that fueled price speculation and over-leveraging. The risk of declining values seems to be less as a result.

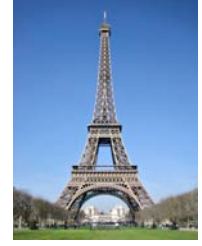
### **Reason #6** – Increasing Gentrification

More and more neighborhoods are being renovated, redeveloped, and updated as gentrification spreads across every neighborhood within easy access to the metro and transportation. However, most neighborhoods are still a TERRIFIC bargain compared to New York, Hong Kong, Tokyo, London, etc.

***For help finding the perfect apartment that matches your budget, investment goals and your tastes call (866) 497-2747 or (866) 49-Paris***



## *What Role the “Notaire” Plays in Your Acquisition and Closing*



### **What Is A Notaire?**

In France a notaire is NOT a notary public. He or she plays the role of BOTH an attorney AND a title company.

### **What Role Do They Play?**

The notaire makes sure that you are purchasing a property with a clean and unencumbered title. A good notaire will make sure there are no liens on the property, and that the person selling you the real estate actually has the legal right to do so.

### **When Will You Engage One?**

You should have your notaire selected BEFORE you make an offer because you want to be able to move quickly once you have found the apartment of your dreams.

All of the actual documentation will be signed, both by buyer and seller, at the notaire’s office. Once all of the signatures are completed and verified, the notaire will file the change of title with the appropriate government agencies.

### **Aren’t They All The Same?**

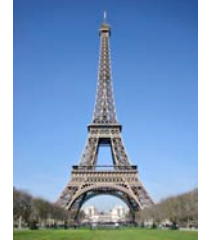
Some notaires are VERY difficult to work with, and you want to make sure that you don’t choose one with a HUGE ego who is obsessed with proving how powerful he or she is (this is the common stereotype)

Your peace of mind depends on finding someone trustworthy and thorough. You need to make sure that the notaire you select has an impeccable reputation and will process your files quickly and competently.

***If you would like help finding a notaire that is thorough, competent, and easy to work with, call Catherine Aubale Epstein at (866) 497-2747 or (866) 49-Paris***



## *Planning Renovations? How to Avoid “Losing Your Shirt” Picking the Wrong Contractor*



### **Deciding The Scope of Work**

Once you have found your dream apartment, there is a really good chance you are going to need to find a competent and affordable contractor. Whether you are doing minor repairs or whether you are moving walls and ripping out mechanical, plumbing, and electrical systems, you are going to want to very clearly detail the exact scope of work. You want to avoid “scope creep” where the project grows and grows in size and cost because you keep adding things. These “change orders” will end up costing you MUCH more than doing it once correctly.

### **What Happens If You Pick the WRONG Contractor**

If you pick the wrong contractor, you will experience one or all of the following:

- 1) Delay, after delay, after delay-** Sloppy contractors don’t have all the parts, equipment and tools they need to get the job done quickly.
- 2) Lost Income** - If your project takes a lot of extra time, you will lose rental income AND get stuck with mortgage payments that you don’t benefit from.
- 3) “Not included”-** A bad contractor will cheat you out of your money by telling you things are NOT included (which should have been).
- 4) Sloppy work** - Some contractors do very unprofessional work. If you pick the wrong contractor, the cost of fixing their mistakes can be astronomical.
- 5) Change Orders** – Some contractors will overcharge you for the inevitable change orders that come up during a renovation.

### **What to Expect If You Pick The RIGHT Contractor**

If you pick the right contractor, your apartment will look outstanding, the work will be professional, it will get handled quickly and professionally, and you will be treated fairly. The whole experience CAN be fun and exciting, if you pick the right company to help you. ***For help finding the right contractor, call Catherine Epstein at (866) 49-Paris or (866) 497-2747***

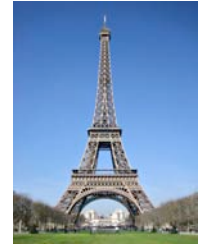
### **Don’t Forget Project Management**

One thing that many new buyers forget about is project management. You need to have someone in Paris AT ALL TIMES while work is being performed on your apartment. You need to make sure that the work is happening on schedule, that it is being done correctly, and that the right appliances, lighting, and finishes are being installed. Failing to hire an INDEPENDENT project manager greatly increases your chances of being ripped off and disappointed.

***For help planning your renovation project or for help with project management  
call Catherine Epstein at (866) 49-Paris or (866) 497-2747.***



# How to Secure Financing Abroad?



## Why Securing Financing Abroad Is So Challenging

Getting financing in France is not as easy as it is in the United States for several reasons.

**Reason #1** - Lack of a widespread Mortgage Brokerage Industry in France, there isn't a developed mortgage brokerage industry like we have in the United States. The reason this industry is so limited is because the majority of banks won't offer the same rate whether or not you use a broker. So, you typically need to go to the bank directly. The problem is that French bankers are VERY difficult to work with.

**Reason #2** - "Functionnaire Mindset" - Unfortunately, the pace of business in France is much SLOWER than in the United States. A banker who doesn't know you is NOT likely to interrupt his two-hour lunch to address your problems. The bureaucratic nature of most institutions (including banks) makes it hard to get business done. ***If you want that all-important introduction to a banker that gets things done, call Catherine Epstein at (866) 497-2747 or (866) 49-Paris, picking the wrong banker can derail your purchase.***

**Reason #3** - Lower Leverage

You should expect to have to put 25%-35% of the purchase price down. Generally, it is more difficult to get higher leverage. Call Catherine Epstein at ***(866) 497-2747 or (866) 49-Paris*** to get help determining the amount of leverage you are likely to get.

## How to Get the Right Loan for the Right Price

**Strategy #1** - Leverage a Proven Network

Using the right bank and the right "notaire" can be the difference between an easy acquisition and a nightmare meltdown. Anyone you use should come highly recommended from people in your same situation. ***If you would like to leverage Catherine Epstein's proven network, call (866) 497-2747 or (866) 49-Paris***

**Strategy #2** - Get Help Preparing Your Paperwork

There are lots of paperwork issues that can also pose a problem for you. Everything from the translation of important documents to getting help with difficult paperwork can pose an enormous headache and possibly jeopardize the close. ***To get help making sure that you have everything in order, call Catherine Aubale Epstein at (866) 497-2747 or (866) 49-Paris***