

Masters in real estate

HEEREN
makelaars







Amsterdam entrepreneurial spirit with Gooi refinement

Buying, selling and renting houses: safely, responsibly and hassle-free. And covering every aspect of new-build projects and project sales. That's what we're all about. Based in Amsterdam, Heeren Makelaars has been a force to be reckoned with since back in 2004. Heeren Makelaars is a boutique estate agent with a full-service approach. Our Amsterdam entrepreneurial spirit, Gooi refinement and eye for what makes a home truly special define our signature.

All our real estate brokers are highly-trained and work hard to keep up-to-date. With their in-depth knowledge of the residential real estate market, you can rely on them for exactly the right support. You can also count on them for a skilled and clear approach with personal attention always front of mind. In practice, this translates into step-by-step guidance through the buying or selling process for your property. From the initial inventory up to and including negotiations and help with the transfer of ownership as well. You can rely on us.

Heeren Makelaars is more than just a name. The Heeren XVII once governed the most powerful trading company in the world. According to legend, two of them were involved in the very first broker-negotiated real estate transaction: a house exchanged for hard currency, with a third party acting as intermediary. It is a legacy we proudly carry forward. When Eran and Sander founded Heeren Makelaars, their motto was simple: 'If they were the first, we will be the last.'



Meet the team

All good things come in pairs

The boutique real estate broker Heeren Makelaars opened its doors at Stadionweg 75 back in 2004, but that's not where its story started. Eran Hausel and Sander Bovenkerk met each other twenty-seven years ago when doing - well, actually terminating - a deal on the Hoofdweg. Over the years, this encounter grew into a remarkable partnership marked by multiple unique and successful transactions, a lasting friendship and ultimately the expertise that makes us, "masters in real estate".

Heeren Makelaars' motivation: "We can always do better! We're committed to achieving our full potential. We gained a good understanding of the business elsewhere and are now honing our knowledge and skills. Our mission is to elevate our firm to a higher business level, but above all, it's our love of the industry and the fun we have by being in business that inspires us. The synergy of working hard together drives us to excel.

A firm with style and character

Hard work, creativity and true synergy define the partnership between Eran and Sander, as well as the spirit of our entire team. We always had a boutique office in mind and a business in which Eran and Sander would literally have our feet on the ground in the team despite being the partners.

Our clients range from private individuals to project developers. People don't just choose Heeren Makelaars because of our high-quality service, personal approach and 24/7 mentality, it's also about our distinctive style. We are making a difference by staying creative, following our own ideas, liaising with clients more closely and applying smart pricing strategies. At Heeren Makelaars, we believe true results come from balancing business expertise with genuine personal attention. Our style can be described as clean-cut, bold and creative; it's a combination of factors.

Full-service real estate broker in Amsterdam and Het Gooi

Our boutique office has become one of Amsterdam's leading real estate firms, taking a prominent position in consultancy and in placing distinctive properties on the market. For 20 years, we have been involved in the sale of unique residences.

2026 marks a new chapter: a boutique office in Het Gooi. A natural step, as our roots lie firmly in both regions. With a natural feel for people, in-depth market knowledge and an energetic approach, we guide every property journey with care, precision and dedication.

All our commercial team members are fully qualified NVM agents or certified real estate advisors, combinding expertise with enthusiasm end drive in everything we do. With our in-depth knowledge of the Amsterdam real estate market, we guide our clients with precision and care. The dynamic, energetic spirit of Heeren Makelaars ensures that we excel as both buying and selling brokers.

The specialty of our subsidiary RFFLS is presenting real estate in an irresistible way. Their statement says it all: "We elevate your home". With in-house photography and videography, we are able to capture every property in our own distinctive style, ensuring it's shown at its very best.

Our boutique office is a member of NVM and MVA and we are affiliated with Funda and VastgoedCert. To make sure you benefit from the very best service, Heeren Makelaars is a selected partner of Baerz&Co, Luxury Real Estate and several international platforms.





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Roots in Het Gooi, Amsterdam savvy and the drive to make the difference for you



A full-service approach

Your dedicated broker duo

Tailor-made strategy for your property

A clear, systematic approach with a personal touch

Heeren Makelaars distinguishes itself through expertise and genuine personal approach. Personal, because we take the time to listen to what truly matters to you when selling your property. Together we design a bespoke strategy that reflects your wishes and requirements. This requires tailor-made approach, in-depth expertise and personal involvement. With a clear and systematic approach, we guide you through the entire sales process, ensuring maximum support every step of the way. Our clients confirm our expertise, personal service and tailor-made sales strategies by reviewing Heeren Makelaars with a Funda rating of 9.7.

We work in pairs

Our team is driven, results-oriented and gets things done. While our approach is designed to take every detail off your hands, you remain in control at all times. You will always work with the same duo of real estate agents. This ensures continuity and short lines in communication. We keep the full picture in sight and are accurate in our responses and agreements. This allows us to act swiftly to your needs at any time. Our real estate experts have up-to-date market knowledge and extensive experience. They provide you with tailored advice throughout the entire sales process. From positioning your property on the market to legal counsel when required.

We proactively contribute when determining the right asking price and preparing your home for sale. At our boutique office, we believe in an unlimited number of viewings to find the right buyer. Each request is carefully screened to confirm serious interest before scheduling an appointment. We personally accompany every viewing, so we can take care of everything for while allowing us to gain valuable insights into potential buyers. This information is often valuable when it comes to negotiations.

Tailor-made strategy for your property

A good first impression is essential. That is why we dedicate great care to the presentation and visibility of your residence. Images often speak louder than words, which is precisely why we invest in high-quality visual resources. Through our own media agency RFFLS, we keep photography and videography in-house. This allows us to capture your home with our own distinctive signature and guarantee speed and quality.

We showcase your property using property photography and video, 360° tours, 2D and 3D floor plans (NEN2580), drone footage and Matterport. If desired, we can also take care of styling your home. For each property, we create a tailor-made luxury brochure with a glossy finish, both printed and digital.



Bespoke magazine for prime properties

For residences in the top segment, we like to go the extra mile. Especially for these exceptional properties, we create a bespoke magazine. This gives your home an exclusive look and presentation that reflects its position in the high-end market.

For the sale of such properties, we compile a tailor-made pitch document. In this document, we clearly outline the strengths and weaknesses of your home, combined with a targeted strategy to position your residence at its very best.

Masters in real estate

With over twenty years' experience in both existing and new-build properties in the Amsterdam region, we know the market inside and out. We combine that expertise with a creative, contemporary approach: they don't just list properties, they put them on the map.

Our marketing is innovative and targeted. We develop a strategy that suits your property and your target group. Your property is showcased through our website, via our partner platforms and in the digital displays at our offices at Sint Janstraat 12–A and at our offices at Stadionweg 75 and Rubensstraat 71 in Amsterdam. If desired, we also make effective use of social media - our ongoing online marketing campaign generates maximum visibility. Always in our own style: creative, thoughtful and bold.

Promotion via our partner network

Heeren Makelaars believes in the power of collaboration and integrity in networking. The sale of your property will be announced via the NVM, MVA, Funda, the estate agent exchange system and our partner networks. Our boutique office is affiliated with certified top agencies through Baerz & Co and we are also a selected partner of the international platforms Luxury Real Estate, Rightmove, JamesEdition and Luxury Estate. Through these partnerships, we deliver high-impact online marketing strategies. This means an entire network of nationally and internationally affiliated top real estate agencies will bring your property to the attention of the intended target group.

We make full use of Funda's comprehensive services, where every property we represent is automatically highlighted as an eye-catcher. The office page pro serves as a powerful platform to enhance our marketing and emphasise our personal approach: for each property, our responsible real estate agent is featured with a photo and direct contact details. With a customised profile, we distinguish ourselves even more from our peers, while strengthening our recognisability among (potential) clients and buyers.

Through our partnership with Baerz&Co, we have direct access to the international high-end Primextate. This platform combines the exclusivity of a private business club of leading real estate professionals with global exposure to qualified buyers and sellers. This enables us to promote exclusive top-segment sales to the attention of the very best agencies in our network.

For properties in the top segment, we also maintain a highly exclusive network of personal connections in which we discreetly match off-market listings with the intended target group through close colleagues.

A step-by-step plan

We take care of every aspect of the selling process for you and guide you every step of the way too (agreeing on a completion date and any movable property to be bought, etc.). The following steps apply for property sales:

1. Establish the asking price
2. Promotion campaign
3. Prepare the property for sale
4. Viewings
5. Negotiations
6. Contract of sale
7. Transfer



Step 1

Establish the asking price

What would be a fair and realistic price for your property? We can help you answer this question based on our second-to-none knowledge of Amsterdam and an in-depth assessment of the following:

- The maintenance and technical condition of the property
- An assessment of the location and surrounding area
- An inventory of financial expenses, special provisions and environmental aspects
- Checks on the performance of the owners' association and the health of the contingency fund (for apartments)
- An assessment of the popularity of the property type in question
- Neighbourhood

Step
2

Promotion campaign

A solid and loyal partner network

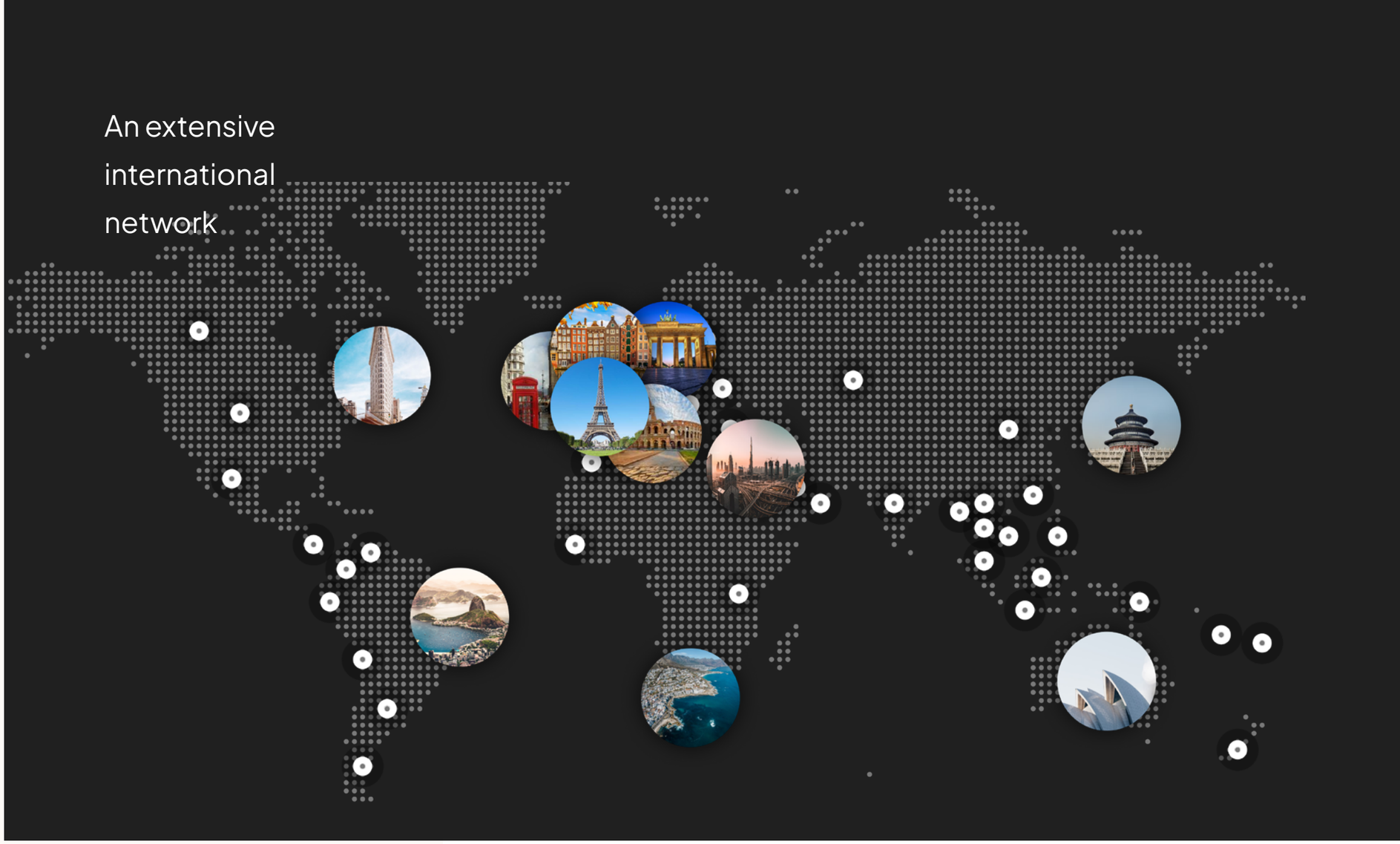
Heeren Makelaars's broad network already extends beyond the city limits. Amsterdam is a metropolis with a lot of international traffic and the partners are noticing this in their client base too. With this in mind, we are combining the national product with international platforms and networks. Its ability to sell real estate both nationally and internationally increases our firm's visibility with potential buyers as well. On the other hand, our extensive network expands the opportunities to finding your specific dream home. It's precisely this combination what sets us apart.

Regional associations

Team spirit is a very important value to the partners, both in the team and when working with colleagues in Amsterdam. This paves the way for a 'clean' market, fair competition and great transactions. In the Amsterdam Real Estate Brokers Association (MVA), which is part of the Dutch Association of Real Estate Brokers (NVM), fellow brokers seek each other out and discuss day-to-day events and developments in the market. This is when connections and mutual goodwill are achieved. Amsterdam's brokers need each other to make sure they're able to do business in a transparent manner and seal the best deals for their clients - whether they're vendors or buyers.

National partnerships

Our boutique office is affiliated with the NVM and a selected partner of Baerz & Co. This means that your property is presented for sale by our firm and by other prestigious companies that have joined forces to provide national coverage in our field.



But that's not all: we also maximise your property's exposure by showcasing it in advanced, ongoing online campaigns, via channels like LinkedIn, Facebook, Instagram, Google and YouTube.

We send mailings to our colleagues at the NVM and the MVA to let them know your property is on the market. They can then contact their clients to update them. Although clients also receive this information when your property is registered on the NVM intranet network, mailings can result in even better exposure for your listing. We have a database of potential buyers who are looking for properties. Your specific target group receives regular mailings to notify them of properties that are available to view.

International alliance of strengths

To make sure you benefit from the very best service, our boutique office is a selected partner of the following international platforms: Luxury Real Estate, Rightmove, Luxury Estate and JamesEdition. The firm's global network consists of more than 3,800 top real estate companies in 37 different countries. Overall, the network has 65,000 properties on the market at any one time. Our boutique office gives you access to the world's most extensive luxury home network. Our affiliation with these innovative (inter)national marketing platforms is exclusive to our region. This allows us to serve you with a level of reach and quality unmatched by other companies in Greater Amsterdam.







More clicks with clear and perfectly featured photos

Detailed, ultra-sharp photos on every device

Photography

Research by the NVM shows that buyers prefer opening photos that show a property against a blue sky or an attractive photo of the interior. You will notice that all of our photos are crystal clear and perfectly lit. We only use HD (High Definition) photos. This ensures that extreme differences in contrast are compensated, so there are no dark corners or areas of overexposure. The result: photos in which every aspect of the interior and exterior of a property is shown off at its best. Photos are just as sharp when viewed in full screen mode too and interior photos give a good impression of the surrounding area and back garden as well.

A 360° tour - created with panorama photos and a Matterport 3D scan - is a great way to show people around a property virtually. A Matterport scan is interactive and shows viewers every corner of a room with just one click of the mouse. It enables potential buyers to move virtually through a property without leaving the comfort of their homes and gives them valuable information about aspects of the property, like layout and property size.

Example Matterport







The use of 360° photography has become very popular on Funda in recent years. Research shows that viewers are inclined to click through to the next property if standard photos are used. But research also shows that a 360° photo holds the attention for a minimum of 30 seconds. Added to this, properties advertised via 360° photos attract significantly more viewings and sell much faster.

The special technology behind 360°-degree photography ensures that the ultra-sharp details in a photo are retained even in fullscreen mode, on all devices. It's the ideal way to get an in-depth look at a property ahead of the actual physical viewing.

Artist’s impressions

For both the interior and exterior of your property

Shows the potential a shell property has to offer

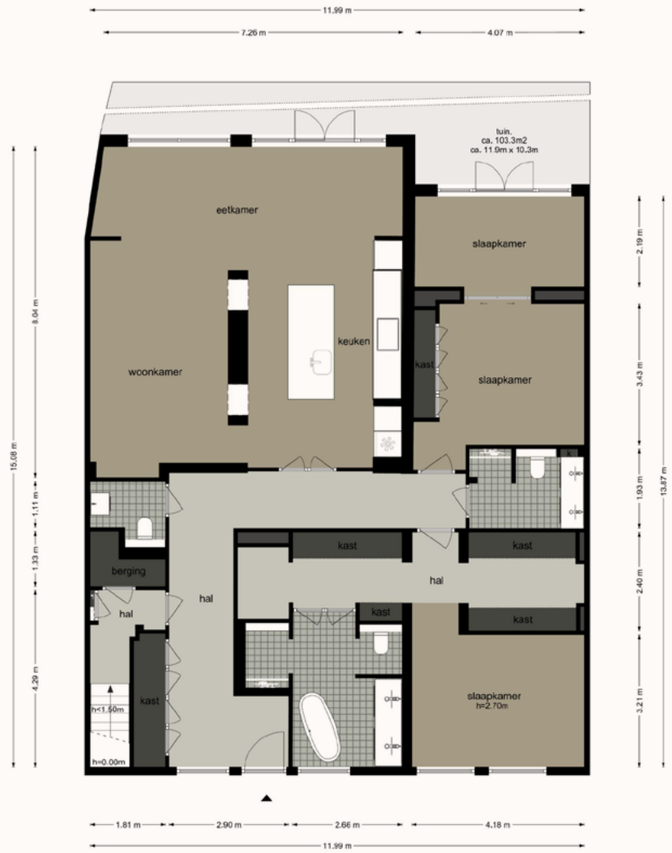
A very realistic representation of the layout and furnishing of a property





A space or building may have huge potential, but it might not always be apparent. A shell or new-build property won’t have the same atmosphere or look that an older property might have. A realistic artist’s impression that adds furniture and beautiful flooring to your property shows potential buyers the huge potential a shell or new-build has to offer.

In an artist’s impression, it’s easy to add a fireplace, woodwork and wall colours, make changes to walls or lay a wooden floor. Naturally, artist’s impressions can be used for the outside of the property too, to change the colour of external walls or add elements to a roof terrace, for example.



Floorplan

Easy to upload to Funda

2D and 3D or conversion of existing floor plan

All dimensions and possibilities visualised

Even with the best photography, it’s sometimes difficult to show the layout of a property at its best. Professionally-drawn floor plans will make the layout crystal clear and enable you to give viewers an idea of the possibilities your property has to offer. This is a major advantage, especially for so-called ‘project properties’. Just like 360° photography, property advertising that features a floor plan attracts more views online.

You might want to opt for a 2D or 3D floor plan to which walls have been added and furniture drawn in. The potential of your property is then clear straight away. We are also able to convert existing construction drawings into Floorplanner floor plans, which are then easy to upload to Funda.

Video

Online viewers gain a good initial impression of your property and the surrounding area

The best run-up to a first viewing

A video is perhaps the best way to ‘describe’ your property. Online viewers familiarize themselves with every aspect of your property and take in the atmosphere of the surrounding area. By zooming in on the most beautiful parts of your property - a pretty alcove or an impressive built-in cupboard with spotlights - you’ll be able to hold the attention of potential buyers even longer. It’s the perfect lead-up to the actual viewing. A video is also the best way to gain more interest from potential buyers.

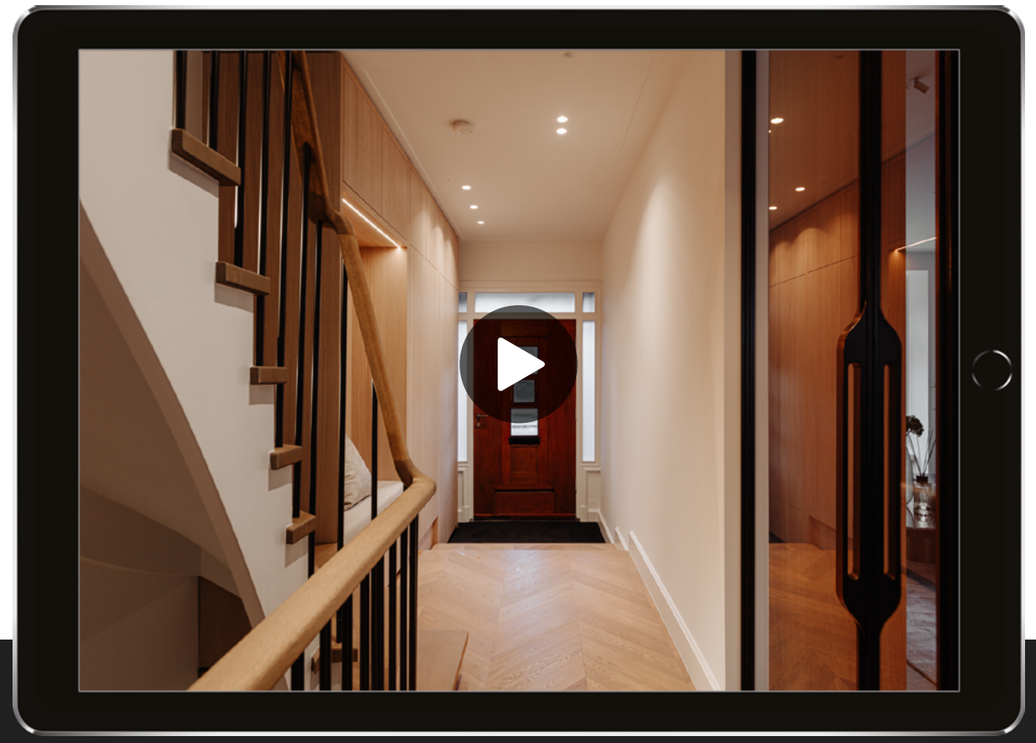


Photo slider

Like a video, the photo slider is an ideal way to hold viewers’ attention after drawing them in with the main photo of the property. In a photo slider, all the photos of the property slide past as they would in a slide presentation. Photos are zoomed in on as well.

Luxury brochure

Digital brochure suitable for Funda and our own site

Glossy advertising material











Our digital brochure contains a good selection of large photos and showcases the atmosphere in your property. The brochure can be downloaded via funda.nl and heerenmakelaars.nl and is sent to potential buyers digitally before the actual physical viewing together with other information. At the viewings, we give viewers a printed brochure to make sure your property stays front of mind with them.

Step
4

Viewings

Viewings are an important opportunity for contact with potential buyers. Experience shows that potential buyers ask us more questions when the seller isn't present, which is another reason why we coordinate and guide every aspect of the selling process. It also means you don't have to worry about anything, we act as the contact person for potential buyers and make sure we answer all their questions and take note of their requirements. This information can be very useful in negotiations with them. If potential buyers contact you directly, please refer them to us immediately.

Step
3

Prepare the property for sale

First impressions are very important, so we advise you to make sure your property is neat and tidy inside and out. You might want to do a little redecorating too. A well-presented entrance area is worth its weight in gold! We are happy to advise you on how to prepare your property for viewings. If you would like to create a bright and more spacious feel, we would be happy to arrange an appointment with a property stylist for you. Please don't hesitate to ask us for advice.



Step
5

Negotiations

We aren't all born sellers, which is why you might be relieved to leave the whole process to us. We are very familiar with what's involved and are always happy to advise you. But - of course - you always have the last word on the asking price and on which offer you want to accept. When a potential buyer makes an offer, we will discuss it with you and advise you on how to proceed.

A number of factors are important when negotiating: the price, of course, but also exchange and completion dates and resolutive conditions (e.g. the sale of your property is subject to the successful arrangement of financing, a successful survey, a designation for residential purposes and planning permission).

Until an offer has been accepted, you are free to accept any lower or higher offer that might be made. Accepting an offer doesn't mean that the sales contract is set in stone; this only happens in the next step.

Step
6

Contract of sale

We agree on the ultimate selling price with the buyer. We consult you on other important aspects of the contract of sale. For example: exchange and completion dates, resolutive conditions and/or the list of fixtures and fittings (curtains and light fittings, etc.). All the above will then be set out in writing in a contract of sale. We go through this in detail with you before you sign.

Our advice: only sign when you feel that every-thing has been set out correctly and clearly. The contract will have been concluded once the buyer has signed it too. When your buyer receives a copy of the contract of sale, it will only be possible to terminate it if the buyer changes his/her mind about buying your property:

- within the three-day statutory cooling-off period.
- because of the resolutive conditions in the contract of sale.



Step
7

Transfer

In the last step in the process, the deed of transfer is signed in the presence of a civil-law notary and the financial part of the transaction takes place. You will receive a copy of the deed of transfer and completion statement in advance.

We carefully check that all details are correct. Prior to completion, the buyer will inspect the property to confirm that everything has been left as agreed. Naturally, we are always happy to supervise this inspection on your behalf.

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