



SELLER'S

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PROPERTIES

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AN OWNER'S GUIDE FOR SELLING A PROPERTY ON THE COSTA DEL SOL

When selling your property in Spain, it is important to be well-informed about the current real estate market, taxes and legal processes as well as the marketing process for a successful sale. Here's a general, yet in-depth, guide for owners considering selling on the Costa del Sol.

THE SALES PROCESS

1 / PREPARATION

2 / PRESENTATION

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5 / BIDDING AND CONTRACTS

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CHOOSE A RELIABLE REAL ESTATE AGENT /

The value of using an agent's services throughout the sale process cannot be overstated. By leveraging an agent's expertise, network, and resources, you can increase the likelihood of a successful and profitable sale. Choose someone who has expert knowledge in your local area, including current trends, property values, and the best strategies for marketing your home. Choose an agent that has a broad network of contacts, including other agents, potential buyers and industry professionals. Choose an agent that has both marketing and negotiating skills. Such an agent can create effective listings and promote your property to the appropriate audience. With negotiating skills this agent can handle offers, counteroffers and navigate

the negotiation process to obtain the best possible price for your property. Selling a property can be time-consuming and stressful when handled on your own. A good agent will handle all the details, from scheduling viewings to managing paperwork, allowing you to focus on other responsibilities. And a good agent will manage the process, address any issues that arise, and provide support, making the experience smoother and less stressful for you. Marbella Estates have over 30 years of local expertise in the Golden Triangle of Marbella, Estepona and Benahavis, and we wouldn't be here for such a long time if our clients didn't appreciate our expertise and service!

THE SELLING PROCESS / PREPARATION

STEP 1/5

VALUATION AND PRICING /

The next step is an assessment of the value of the property. The listing department at Marbella Estates will obtain references from current sales of similar properties, including data from asking prices and sales from previous years. We also gather references from similar houses or apartments that have been sold recently to keep up to date with the current market trends. At Marbella Estates, we have comprehensive access to all relevant databases and over 30 years of expertise. This allows us to quickly find reference prices in most urbanizations and areas. It is important to note that previous actual selling prices of properties are not publicly available in Spain, unlike in some other countries. Therefore, having an experienced and knowledgeable real estate agent is crucial

for setting the correct asking price. Pricing strategies: Consult with your listing agent what is the true value and achievable net selling price of your property, based on direct market evidence of what similar properties are actually selling for. Pricing a property too high, because you are not in a hurry to sell, will only result in none or few viewings, it will linger on the market and slowly lose its appeal to buyers. It is also important not to set a net price where the agent places his commission on top, especially when you have several agents promoting and selling your property. That will only lead to the property marketed at several different prices, leading to confusion in the market place and among potential buyers.

THE SELLING PROCESS / PREPARATION

STEP 1/5

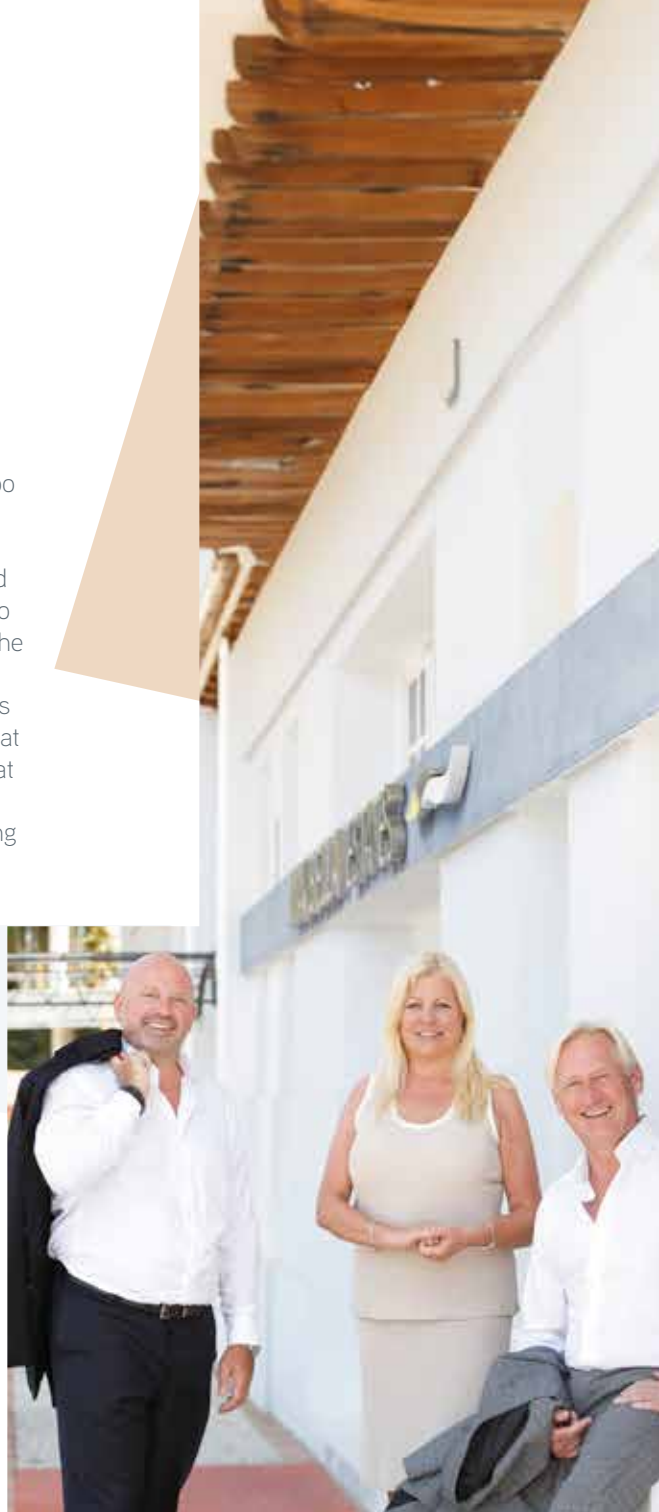
AGREEMENT WITH THE AGENT /

Before starting the sales process, we draw up a listing agreement between you and us. This agreement regulates the sales assignment. This agreement can be with or without Exclusivities. Should you give an exclusive sales agreement to just one agent? If this agent has an excellent marketing approach, reaching different countries and nationalities, then yes you should consider this. The one contact point is easier for you instead of you co-ordinating among various agencies. And with an exclusivity agreement you

will likely get more marketing efforts spent on just your property. All of this is exactly what we at Marbella Estates offer you so we would indeed recommend you to list exclusively with us. (1) We have our own listing department, national and international market coverage, and collaborate with only the best and most serious real estate agencies on the Costa del Sol. All of this makes Marbella Estates the natural choice for you to exclusively market your property with.

GET THE MOST MARKETING FOR
YOUR MONEY WITH AN EXCLUSIVE
LISTING AGREEMENT WITH
MARBELLA ESTATES

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DOCUMENTATION OF THE PROPERTY /

Here is a comprehensive list of the documentation you should give your real estate agent when you sign the Listing Agreement:

- / NIE & Passport
- / Title Deed (Escritura)
- / Property Registry Extract (Nota Simple)
- / Energy certificate
- / Receipts for annual property taxes and rubbish collection (IBI and Basura)
- / Receipt for community fees
- / Contact for the administrator of your Community of Owners (Comunidad de Propietarios)
- / First occupancy license (LPO - Licencia de Primera Ocupacion)
- / Electricity invoice
- / Water invoice
- / Tourist License if your property has it
- / Statutes from the Community of Owners
- / Last annual report from the Community of Owners

The essential documents to start the process is a Nota Simple, IBI/Basura, NIE & Passport of the owners.

THE SELLING PROCESS / PREPARATION

STEP 1/5

TAXES AND FEES /

In the preparation stage it is important to know the taxes and fees involved in selling your property, so no surprises come at the end of the process. Many owners will have appointed a lawyer at this stage, often the same lawyer they used when buying the property. At Marbella Estates we also have comprehensive knowledge about the taxes and will advise you and even give you an estimate of the net profit you will receive after a sale at various price points. And we can of course recommend a good lawyer for you if you don't already have one.

As a general rule, taxes for selling are as follows:

Capital gains taxes: 19% on the net gain for a non-resident EU/EEC member person, 25% on the net gain for a non-resident person not a member of the EU/EEC. At the time of signing over the Title Deed a 3% retention on the sales price is withheld by the Notary as a deposit towards the Capital gains taxes. This can be applied to be refunded if there are no net gains for the sale.

For a Spanish tax-resident, the capital gains for selling is calculated over their annual tax return, and can be nil if another permanent residence is bought. Noteworthy is also that a Spanish tax-resident above the age of 65 has no capital gains taxes whatsoever, if they have been tax-residents in Spain for 3 years or more.

Plusvalia taxes: This municipal tax is levied on the increase in value of urban land when it is sold, inherited, or gifted. It is paid to the municipia where the property is located, as opposed to the capital gains taxes paid to the state. The rate applied can differ between municipalities. The basis for calculating this tax is the cadastral value of your property. Generally speaking, a Plusvalia tax can be calculated as follows:

Cadastral Value X Coefficient X years owned. Then apply the tax rate of 0.20 to this. Given the complexities and potential for local variations, it is advisable to consult with a local tax advisor or lawyer to ensure accurate calculation and compliance with current regulations. We at Marbella Estates can also estimate the Plusvalia tax for you.

Mortgage cancellation fees: if you have a mortgage on the property there might be fees associating with cancelling the loan. Check with your bank.

ESTATE AGENTS FEES /

When selling a property on the Costa del Sol, estate agents typically charge fees that range from 5% to 6% of the final sale price.

Service scope: This fee usually covers a range of services provided by the agent such as

- / Marketing of the property
 - Tailored market plan for your property
 - Advertising on national and international property portals
 - Advertising through digital media: Google ads, Facebook, Instagram, YouTube, TikTok etc
 - Print advertising
 - Campaigns and Newsletters
 - In-house social media management and events
 - Open Houses
- / Coordinating and conducting viewings
- / Feedback to owners
- / Negotiating with potential buyers and the seller
- / Drawing up the reservation contract and receiving the first reservation deposit
- / Handling administrative tasks related to the sale
- / After sale services

It's important to note that these fees are typically subject to VAT (IVA in Spanish), which is currently 21%. This means the total cost will be the agent's commission plus 21%.

THE SELLING PROCESS / PREPARATION

STEP 1/5

LAWYERS' FEES /

Lawyers' fees when selling a property on the Costa del Sol are typically 1% of the sale price. However, these fees can vary based on the complexity of the transaction, the value of the property, and the specific services required.

Service scope: The fee usually includes various services such as

- / Reviewing and preparing contracts
- / Ensuring all legal requirements are met
- / Assisting with the transfer of ownership including transferring utility contracts
- / Handling the payment of any outstanding taxes or fees
- / Providing general legal advice throughout the process

Lawyer fees are also subject to VAT (IVA), which is currently 21%. This means you will need to add this percentage to the quoted fee.

ENERGY CERTIFICATE /

You are required to present an Energy Certificate at the Notary when signing over your property. This Energy Certificate must be less than 10 years old. The cost for this varies according to the size of the property, it is a minor cost compared to taxes and can be included in the services offered from Marbella Estates.



PRESENTATION /

Get professional photos, floor-plans and consider a video or drone to provide a virtual tour. No further comments needed; these are a must in today's market. And we at Marbella Estates will of course help you with this. These marketing costs can even be free for you when you list your property exclusively with Marbella Estates.

Also, consider preparing the property for sale by making it as neutral as possible. This involves depersonalizing the space to help potential buyers envision how they would use it. Ensure the property is presentable, decluttered, clean, and free of obvious repairs. Arrange the furniture to create a warm and inviting environment.

If you are considering selling your property furnished, now is a good time to start with the property's inventory. You do not need to market your property as sold fully furnished, however if you are considering this, then it is best to have the inventory list finished. A sale can fall through if inventory and furniture are not in line with what was expected or communicated, an unnecessary occurrence which can be prevented by having this list prepared early on. No one should lose a property sale because of a 100€ value piece of furniture, but it has been known to happen.



THE SELLING PROCESS / PRESENTATION

STEP 2/5



THE SELLING PROCESS / MARKETING

STEP 3/5

MARKETING /

At Marbella Estates, we employ a modern and professional marketing strategy to reach both local and international buyers. Our campaigns include weekly newsletters to potential buyers and daily communication to our network of trusted agents, both locally and world-wide.

We showcase your property in seven different languages on our website and offer a dedicated app for user convenience. We continuously strive to maintain top positions on Google search, and we are proud to achieve this. Additionally, we advertise on the most popular national and international property portals and utilize digital marketing channels such as Google Ads. Our Social Media Manager ensures constant visibility on Instagram, Facebook, YouTube, and TikTok, where we showcase new properties for sale, the Marbella lifestyle, market trends, and more. When appropriate, we also place 'For Sale' signs on properties—a proven method, as many buyers still prefer to explore desired areas before contacting an agent.

We collaborate with other established real

estate agents on the Costa del Sol, sharing commissions on joint sales without any extra cost to you, the seller. We host Open Houses to buyers and agents where appropriate, and we attend Fairs and Events related to property investments.

For every property we list, we offer a comprehensive, individualized marketing plan tailored to you as the seller. Since no two properties are identical, they deserve unique marketing approaches. We also accommodate special requests from owners to the extent possible. In summary, our extensive and powerful marketing approach ensures that your property reaches the right target audience, helping to sell your property effectively!

WE SHOWCASE YOUR
PROPERTY IN ENGLISH,
ESPAÑOL, SVENSKA, NORSK,
POLSKA, ALEMAN, FRANCES



VIEWINGS /

This is where the magic happens. We are ready to show potential buyers your property and secure a great offer. At Marbella Estates, our team of experienced, presentable, and knowledgeable sales agents are experts in the market and well-versed in the specifics of your property. This enables us to accommodate all requests from a diverse international pool of prospective buyers at their convenience. In a competitive market, it's crucial to be available for viewings when the buyer is ready. Missing out on a sale due to unavailability is not an option.

Facilitating viewings is essential. If you do not live in your property, provide us with a set of keys rather than leaving them with a neighbour or friend. Involving too many intermediaries can hinder the viewing logistics and affect the presentation.

If you reside in the property, ensure it is clean, bright, and presentable when potential buyers arrive. It is also advisable to step out during viewings. Your presence might distract buyers with pleasantries, preventing them from fully appreciating the property. Trust the professionals at Marbella Estates to handle the showing!

THE SELLING PROCESS / VIEWINGS

STEP 4/5



THE SELLING PROCESS / BIDDING AND CONTRACTS

STEP 5/5

BIDDING /

On the Costa del Sol it is relatively uncommon to encounter two interested buyers at the same time, as many do not live here permanently and are simply unavailable to view at the same time. So, an offer is likely to come from one interested client, on a first come, first serve basis.

We encourage the buyer to submit a written offer. Included in the offer should be the price, the date of the final takeover (usually within 4-8 weeks), financing plans (is a mortgage needed or is it a 'cash buy'), any special conditions (sold furnished for example) and, not least, that the buyer is ready with the reservation deposit.

An offer can be met with a counteroffer from the seller, and the real estate agent will assist with negotiations until acceptance is achieved by both parties. Offers are usually not made with deadlines; the buyer and seller can be of any nationality and are often not accustomed to this. It is usual, or expected, to answer a bid on the same day though.

RESERVATION AGREEMENT /

Once the basic terms are agreed between the buyer and the seller, the buyer is required to sign a reservation agreement and pay a reservation deposit. This agreement outlines the key terms and conditions of the sale. The Deposit/Reservation amount is usually 6,000 euros for properties up to 600,000 euros, and 1% of the purchase price for properties above this. The purpose of the reservation agreement is to take the property off the market and show the seller that the offer is serious. This should be done on the same day the offer is accepted. The reservation deposit is usually paid into your real estate agent's client account in exchange for the reservation contract. (As a seller we ask you to sign the same reservation agreement as well as a separate Sales Acceptance document stating the final commission on the transaction and your authorization to receive the reservation deposit).



THE SELLING PROCESS / BIDDING AND CONTRACTS

STEP 5/5

PRIVATE PURCHASE CONTRACT /

After the reservation, a private purchase contract (PPC) is typically drawn up. This legally binding document outlines the specific conditions of the sale, including the agreed-upon price, payment schedule, and completion date. Your lawyer will assist at this stage, and we recommend you make a Power of Attorney to him/her. The deposit for the private purchase contract is normally 10% of the sales price, and the buyer will transfer this amount to the client account of the sellers' lawyer.

The buyer is responsible for inspecting the property carefully before the sales contract is signed, should they wish to. The premise is that the property is sold in its existing condition, taking into account its age, price and use.

Unless exceptional circumstances apply, the reservation fee and 10% down payment are typically non-refundable. This constitutes a binding contract between both parties, meaning you cannot terminate the sale without incurring financial penalties imposed by the buyer. The contract is also contingent

upon legal and technical due diligence. If the due diligence process takes longer than expected or yields negative results, the buyer is entitled to terminate the deal and receive a full refund of the money paid without any penalties.

NOTARY PUBLIC AND PROPERTY REGISTRATION /

This is a happy day for all parties, as money, keys and the title deed are exchanged! This final step involves completing the sale at a notary public's office. It's the buyer's representative who chooses the notary and who is responsible for booking the appointment. The notary will ensure that the transaction is legally sound, and the property will be registered in the buyer's name in the Land Registry. Once you have signed a notarial sale deed and paid all required taxes, the deed will be registered at the Land Registry. This process can take up to three months, however you have legally sold it at the day of the Notary appointment.



ACCESS AND HANDING OVER THE KEYS /

If you have given your lawyer a Power of Attorney you do not need to be physically present at the Notary. However, many buyers and sellers prefer this as it is also the moment the keys are handed over. As the seller, you are responsible for leaving the property in the agreed condition (legally and physically) and with the installations, furniture and décor as stated in the sales contract and inventory list if sold furnished.

It's important to note that this is a general guide, and specific requirements may apply. Seek professional advice from Marbella Estates at each stage of the process to ensure a smooth and legally sound property purchase in Spain. The particulars of this guide are correct at the time of writing in 2024. Marbella Estates is not responsible for legal or financial changes in Spain which might occur relating to property sales and purchases.

THE SELLING PROCESS / BIDDING AND CONTRACTS

STEP 5/5

MARBELLA ESTATES AGENTS

will be by your side from the very beginning, leveraging our knowledge and expertise in the Marbella real estate market to ensure your sale is completed swiftly and successfully. Our agents are always available to assist you. Our priority is to meet your expectations by providing the best advice, listening to your needs and goals, optimizing the presentation of your home, and supporting you throughout the entire sales process.

Trust in us will be evident from the results we deliver right from the start. Our success is intertwined with yours, so let's achieve success together!

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SIMPLY THE BEST PROPERTIES

ABOUT MARBELLA ESTATES



www.marbella-estates.com

OUR HISTORY AND THE SERVICES WE PROVIDE /

Our experience traces its origins back to 1989 when the Marbella Estates founding partners worked with a successful local developer. In those early days, the focus was on developing and selling properties in our immediate neighbourhood and providing services to our clients. Since then, Marbella Estates has grown and evolved into becoming one of the leading real estate agencies in the most exclusive area of the Costa Del Sol, called the Golden Triangle, comprising the municipalities of Marbella, Estepona and Benahavis.

We are an independently owned and operated real estate firm, dedicated to serving our clients with professionalism and a high-quality service. The kind of first-class service that earns and builds trust and respect.

Today we are proud to offer a unique local knowledge and decades of experience in real

estate, using that to find the best solution for our clients' property needs. Whether they are sellers or buyers, they can rest assured that we have the most seasoned, capable and dedicated team working in their best interest. Our team not only speaks several different languages but, above all, understands our clients' cultural needs and differences.

For the buyer, we are here to assist with everything in finding the right property, negotiating the best deal and completing the purchase process smoothly. We have an exciting property portfolio from "pied-à-terres" to exclusive mansions and we offer unlimited access to all new developments on the Costa del Sol as well as listings from cooperating agencies. Our commitment is to always find our buyers the right property for them!

For the seller, we offer a free valuation of their home and the most up-to-date and professional marketing approach. We reach out to both local and international buyers through our campaigns and our long established and trusted network. Our dedicated sales representatives are always there in person when showing and viewing our listed properties. We are continuously working hard to be in the top positions on Google search. This helps immensely to sell their properties in the most effective way.

OUR VALUES



www.marbella-estates.com

THE VALUES WE ARE DRIVEN BY /

Passion / We are passionate about property and we use this passion to deliver the best results we can in every aspect of our business. Our company's foundation is built on drive, hard work, honesty and getting deals done.

Commitment / We are committed to loyalty to our clients and to each other, and to provide a service that seeks to exceed our clients' expectations. We want to be number one in our clients' eyes. We want their trust so that they will work with us again in the future and refer us to their friends and families.

Trust / We live up to our responsibilities and promises. We focus on clear communication and building long-term relationships in which trust and transparency are at the heart of what we do.

Integrity / We are always truthful, sincere and realistic with our clients and never compromise their best interests.

Accountable / We hold ourselves accountable for delivering results and solutions that match and meet our clients' needs.

WHY MARBELLA ESTATES



www.marbella-estates.com

WHY YOU SHOULD CHOOSE MARBELLA ESTATES AS YOUR BUYING OR SELLING AGENT /

Our expertise / We have over 30 years' track-record of the Costa del Sol property market coupled with an in-depth knowledge of all concepts related to property transactions.

We come recommended / Much of our new business comes from recommendations and referrals by previous clients as well as recommendations from lawyers, banks and financial advisors. These property professionals know we are well established, trusted and experienced and appreciate we will be here for a long time to come.

Our staff / Committed, passionate and proactive staff, that prioritize client's best interests and goals. Among us we have 7 different nationalities, we have all-together lived in 28 countries, and we speak 10 different languages.

Local experts, international reach / We are considered local experts in the Golden Triangle area (Marbella, Estepona and Benahavis), and our marketing efforts reach clients from the local, national and international markets.

Quality / We have a high-quality property portfolio which is up-to-date and visible in the most important and relevant market channels, including first page visibility on Google. Through us, our customers gain direct access to ALL the properties for sale on the Costa del Sol.



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