

# Sellers Guide: Costa del Sol

*Thinking of selling your property in Spain? Start with the right preparation.*

*Whether you're planning to sell soon or simply exploring your options, this guide is designed to help you make informed decisions — step by step.*

*Selling a property on the Costa del Sol involves unique processes, legal aspects, and strategic choices. In this guide, you'll find essential tips, key steps, and practical advice to help you sell smoothly and successfully.*

*We wish you a successful sale — and if you'd like expert support along the way, we're happy to assist you.*



**Successfully sell your  
property in Spain –  
Stress-free and at  
the right price**

**Contact us for more  
information**

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LA CALA HILLS  
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**CONTACT US!**





# 1. Why sell now?

- The property market on the Costa del Sol is highly active: there is strong demand, especially for well-maintained homes with outdoor space and a peaceful location.
- You benefit from the high current market value of your property.
- New developments are becoming more expensive, which makes existing properties increasingly attractive.
- International buyers are actively looking for a second home or permanent residence.
- Buyers are making faster decisions, often with fewer conditions or contingencies.
- You create financial flexibility for your next step or investment.

***Whether it's a lifestyle change, emigration, or unlocking built-up equity — this is a promising time to sell.***





## 2. What is your property really worth?

Selling a property starts with an accurate valuation. But on the Costa del Sol, “value” means more than just square metres and location. Views, sun orientation, condition, shared amenities, and – above all – current demand from international buyers all play a key role.

### **Not a guess – but true local insight**

Automated valuations or online estimates rarely tell the full story. As local agents, we assess each property in detail, with a deep understanding of actual sale prices in the area. We don’t compare with asking prices – we look at what similar homes actually sell for.

### **Why a fair valuation matters**

Overpricing scares away serious buyers and leads to stagnation. Underpricing means you could leave money on the table. A realistic valuation results in more viewings, a shorter time on the market, and the right target audience. It’s the first – and perhaps most crucial – step toward a successful sale.

***Would you like to know what your property could be worth right now?  
Scan the QR code to request a free, no-obligation valuation.***





# 3. Preparation pays off

A successful sale starts well before the first viewing. Good preparation can make a difference of thousands of euros — and significantly speed up the selling process.

## First impressions matter

Buyers often decide within minutes whether a home appeals to them. That's why it's important to present a clean, well-kept space. Small efforts — like a fresh coat of paint, a tidy garden, or professional cleaning — can greatly enhance perceived value.

## Fix visible issues in advance

Deferred maintenance, damp spots, or faulty installations raise immediate concerns. Tackling these before listing your property helps avoid hesitation during negotiations or downward pressure on the price.

## Are your documents in order? That saves stress

A clear title deed, proper building permits, energy certificate, and proof of recent tax payments (IBI) — having your paperwork checked early prevents delays at the notary. We'll gladly assist you with this process.

***A well-prepared property not only sells faster but often at a better price. Not sure which improvements are truly worth it? We're happy to offer tailored advice.***





## 4. How does your property stand out from the competition?

Along the Costa del Sol, hundreds of similar homes are for sale. So why should a buyer choose yours? The answer lies in one word: presentation.

### Clear presentation with an eye for detail

Buyers often decide based on emotion — and a strong visual presentation plays a key role in that. That's why we focus on showcasing your property in the best possible light. We use clear, inviting photography and offer styling advice where needed to make each room shine.

### Want to make even more impact?

We can create realistic renders to show what your property could look like with a fresh layout or design. This helps buyers imagine its potential — without the need for renovation.

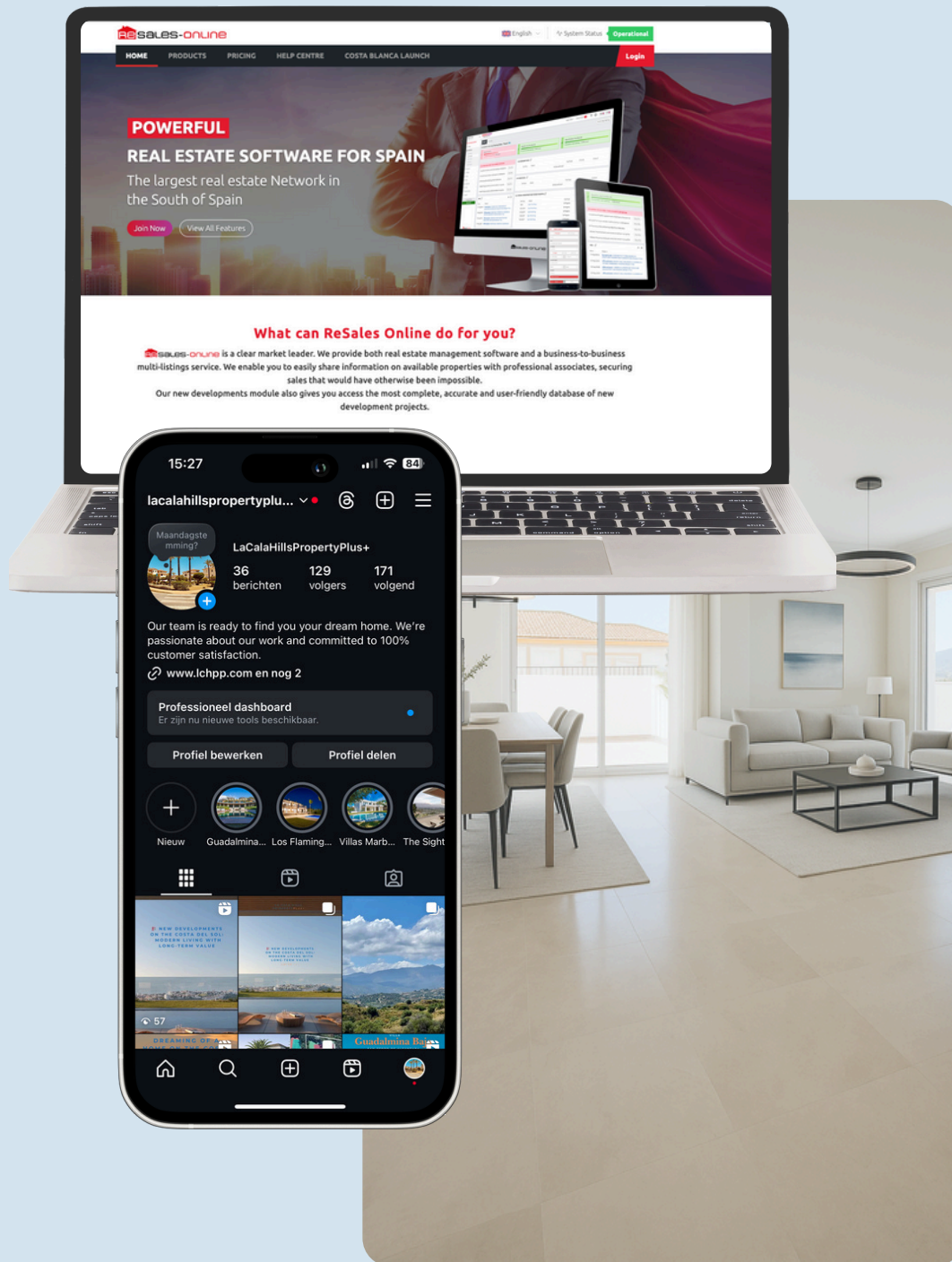
### Visible in all the right places

Your property will be featured strategically on the most visited national and international property platforms (including ReSales-Online, Idealista, Kyero and ThinkSpain), as well as promoted within our own network of serious buyers.

### The right story sells

Effective property presentation is about more than just listing features. We craft compelling, lifestyle-focused descriptions that highlight emotion, location, and potential — whether it's about holiday comfort, everyday ease, or a smart investment.

***Good presentation makes all the difference. We ensure your property stands out and leaves the right impression — both online and during viewings.***





## 5. Legal & fiscal: What you need to know

Selling a property on the Costa del Sol involves more than just accepting an offer. There are legal and fiscal obligations you need to be well prepared for. Don't worry — we guide you every step of the way, together with our trusted partners.

### Documents in order

To ensure a smooth transaction, all documentation must be complete and accurate: title deeds, building permits, energy certificate, first occupancy licence, cadastral information, and so on. We'll go over everything with you and help gather any missing pieces.

### Taxes & costs

As a seller, you'll encounter:

- Municipal capital gains tax (plusvalía)
- Capital gains tax
- Agency fees
- Notary and land registry fees

For non-residents, 3% of the sale price is withheld by the Spanish tax authority. We'll clearly explain what to expect — and how to avoid unpleasant surprises.

### Working with trusted experts

We collaborate with experienced lawyers and tax advisors who specialise in helping international sellers. This ensures your sale is legally sound, tax-compliant, and stress-free.

***Selling your property without stress starts with clarity on the rules. We make sure you're well-informed and fully protected throughout the process.***





## 6. Your Sale, Our Expertise: A Smooth and Successful Process



Selling a property on the Costa del Sol requires careful guidance. That's why we take a personal and transparent approach — without unnecessary complexity or sales talk. You can count on clear communication, realistic advice, and dedicated support throughout the entire process.

Whether you're living locally or selling from abroad, we remain your trusted point of contact from start to finish. From the valuation and marketing to the legal procedures at the notary — we ensure everything runs smoothly and correctly.

### **What you can expect from us:**

- Guidance on setting the right pricing strategy
- Professional photos and, if desired, virtual styling or realistic renders
- Advice on legal and fiscal aspects via our trusted partners
- Transparent updates on viewings, buyer feedback, and offers
- Full support throughout the entire sales process

***As real estate agents, we are personally involved in every step — from the initial introduction to the final handover at the notary.***

***We work with a clear and realistic approach: no vague assurances, but a solid strategy and genuine personal attention.***



# Selling your property? Take the first step today!

**Not sure if now is the right time to sell? Or curious about your home's true value?**

Whether you're still exploring your options or already planning to sell, we're here to help — with tailored advice and a clear, no-obligation approach.

Request a free valuation or schedule an initial consultation — simply to discover what's possible in today's market.

**A personal meeting provides clarity on your property's value, current market opportunities, and the most effective sales strategy.**

**Get in touch in the way that suits you best:**



*Scan the QR-code and fill out the intakeform*



*Prefer WhatsApp? Click the button to get in touch instantly!*

**Would you prefer that we contact you instead?**



*Scan the QR code and fill out the contact form on our website.*

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