

**LIST WITH US**

**SELLER'S GUIDE &  
MARKETING PLAN**



**GOLDEN**  
— PROPERTIES —

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**GOLDEN**  
— PROPERTIES —

**We Value  
Your Trust**

## **FOREWORD**

Choosing the right real estate agency is the most important decision when putting your home on the market. It can make the difference between selling quickly and for the desired price, or having your home sitting idle and receiving few offers.

Before anything, we will agree on a personalised marketing plan based on your goals, the unique characteristics of your property and the market trends that apply to your local area. To help you make an informed decision, we can prepare a detailed market study.

Throughout the process, you will have a real estate advisor who will act as your direct point of contact. In addition, the whole team of Golden Properties will keep you informed, coordinate visits and advise you of any adjustments to the marketing strategy.

Upon receiving an offer, we will assist with the negotiation and any actions needed to reach a satisfactory agreement. Our commission is earned only if you successfully sell your property.

**Lucas Bornico & Lisa Da Correggio - Founders**

EUROPEAN  
PROPERTY  
AWARDS

WINNER



# Award Winning Sales Team



★★★★★ **Best Single Office Real Estate Agency in Spain**

★★★★★ **Best Real Estate Marketing in Spain**

★★★★★ **Best Real Estate Website in Spain**

# Local Marketing



## Local Experts



**We are not the typical “expat agency”** where agents do not even speak the local lingo.

**Our whole team is fluent in Spanish** and have decades of local experience.

**A considerable share of our clients are Spanish** and we collaborate with numerous local agencies.

## Local Network



**Our network of professionals** includes lawyers, builders, mortgage brokers, decorators, and accountants.

This allows us to **assist owners and generate sales.**

We are members of the **ResalesOnline MLS system** (Multi-Listing-Service), with over **2,000 participating agencies** and 30,000 listed properties in Costa del Sol.

Unlike some agencies with a self-centred vision, **we share all our listings, even if we earn half of our commission. We put your interest first to maximise the number of potential offers.**

This also allows us to act as a **single point of contact**, so you do not have to work with many different agencies. **Your property will be showcased at its best** with professional pictures, videos and 360 tours. **Buyers will not be put off or confused by different ads.**

## Local Office



We have an established practice with a **local office**, which is an ideal place for work and meeting clients.

In addition to local outlets, we advertise in **billboards** and **TV screens** to generate interest.

Our **administrative team support** is available to assist owners in all matters, such as **key-holding**, organising **visits** and **open-house events**.

## Local Practice



As a **boutique** real estate agency, we have a **close-knit team** of professionals.

**Our portfolio includes thousands of buyers that are advised by our agents each year.**

To Maximise sales, we use **smart CRM tools to match our database of buyers with our property portfolio.**

Most of all, we adopt a personal approach. All our listings are discussed during our team meetings, so **your property will be understood by all our agents and shown only to relevant buyers.**

# International Marketing



## International DNA



**Mastering the international market is part of our DNA.**

**In Costa del Sol, international buyers** represent **30%** of the **market generally** and over **70%** in regards to **luxury holiday homes**.

**Our team is represented by many nationalities:** Spain, France, Netherlands, United Kingdom, Ireland, Italy, Hungary, Portugal, Chile, Canada, Brazil and Argentina.

**We will showcase your property at the highest international level.**

## Languages



**About 70% of our portfolio of clients consists of buyers from all corners of the globe.**

We are bilingual in **Spanish & English**. We also speak **French, Italian, German, Dutch, Hungarian & Portuguese**.

We will liaise with international clients in their language, even before they arrive in Spain, to ensure that they are **qualified buyers**.

We will also assist with **negotiations** to ensure that nothing is lost in translation, to reach a clear and satisfactory agreement.



# Awards & Recognition



In addition to our solid local reputation, we have won numerous awards, including the **Quality Seal from Fotocasa** and the prestigious **European Property Awards (EPA)**:

- **Best Single-Office Real Estate Agency in Spain**
- **Best Real Estate Marketing in Spain**
- **Best Real Estate Website in Spain.**

We are also a Member of the **Association of International Property Professionals (AIPP)** and subject to high standards in regards to ethics, professionalism and client care.

# Global Reach

We have a leading position in Costa del Sol in regards to international marketing. In addition to our **Award-Winning Website, YouTube Channel** and social medial channels, we publish in **all major property portals in Spain and overseas**:

*Idealista, Fotocasa, JamesEdition, LuxuryEstate, Kyero, Realo, TodoPisos, Pisos.com, ThinkSpain, Habitaclia, Green-Acres, Rightmove, Properstar, Bellevue.de, Immonet, Immovlan, Juwai (China), Lefigaro.fr, MansionGlobal.com, Wall Street Journal, Primelocation, Zoopla, Willhaben.at, Imot.bg, Acheter-Louer.fr, LaProvence-Immo.com, SurfacePrivee.com, Immobiliare.it, Domy.pl, Morizon.pl, Oferty.net, TheHouseShop.com, Romanian.realestate, Imovina.net, Kangalou.com, Realtor.com, Realtyhive.com, Mubawab.com.qa, Anjuke.com, Dotproperty.com.ph, Housing.com, Makaan.com, Proptiger.com, Dotproperty.id, Go853.com, Dotproperty.com.my, iProperty.com.my, ACproperty.com.au, RealEstate.com.au, Immonc.com, Mubawab.ma, Persquare.co.za, Arkadia.com & Homeglobally.com.*



# How We Work

1

## Market Study & Viability

First of all, it is advisable to complete a market valuation and to take into account all relevant considerations: Your goals, timing and any important issues relating to your property.



2

## Pricing, Listing & Documents

After deciding to market your property, it is necessary to set a price, agree on the marketing strategy and finalise the basic documents.

- ✓ **Documents:** As an established real estate company, we are required by law to have a formal authorisation to market a property, as well as basic documents, such as an IBI council tax receipt and a copy of the nota simple.
- ✓ **Listing agreement:** Our listing agreement is simple and straightforward (1 page).
  - Our commission is only payable if and when you sell your property.
  - No hidden fees or charges for professional photos, marketing costs, visits, etc.
  - You are free to accept or reject any offer. Our commission is a percentage of the price that you agree.
  - You authorise us to advertise and market your property, per the agreed listing price and conditions.



3

## Pictures, Media & Advertisement

We will take pictures and always get them professionally edited. For exclusive listings we can also prepare professional videos (uploaded in our Youtube Channel & other media), 360 Virtual Tours (desktop, mobile & virtual googles) and drone footage.

We will also prepare an attractive advertisement with a smart description that will appear in our website and numerous portals in Spain and overseas. It will also be shared with +2,000 local agencies.



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## Visits

We will organise visits with buyers and other agencies. Everything will be done in accordance with agreed instructions.

- ✔ **Protocol:** If you are living at your property, we will endeavour to provide reasonable notice and show your property per your instructions. We will provide feedback if we receive any specific comments or queries.
- ✔ **Keyholding:** If you are not living at the property and would want us to act as keyholders, we will always notify you before any visit and leave the property in accordance your preferences (e.g. alarm, water, electrics, windows, etc.). We have professional liability insurance and a strict protocol for key-holding (keys are numbered anonymously and kept in a secure safe).



## 5

### Negotiation & Completion

We appreciate that **not all negotiations are stress-free**. Most of us only buy or sell a property a couple of times in our lifetime. Also, each transaction is unique depending on the parties.

**We have many years of experience with thousands of transactions in Costa del Sol. We will work in your interest to secure the best deal.** A key advantage is that **we can mediate and make it less personal**. We provide a professional perspective to iron out any potential disagreements. Obviously, if a deal cannot be salvaged, you are not obliged to accept a bad offer. Our commission is only payable if you successfully sell your property.

- ✔ **Reservation:** After an initial agreement, **to secure the deal and make sure that the other party is a "serious buyer", we recommend to insist on an initial reservation, followed by a 10% deposit.** The reservation forms part of the price and tends to be a small amount (e.g. €6,000 for an apartment) but could be a larger amount for villas or luxury properties. This is because it is valid only for a couple of days/weeks until the PPC is signed.
- ✔ **PPC: The Private Purchase Contract of "PPC" consists of a detailed sale agreement, which sets all particulars until completion of the sale at the notary.** At this stage the buyer's lawyer will be conducting the legal due diligence and requesting many standard documents. **Most PPCs contain a 10% "arras" deposit** that is paid to the seller or his lawyer. Under an arras deposit contract, if the buyer steps away or if the transaction cannot materialise because he is at fault, then the seller can keep the deposit in full. Conversely, if the seller changes his mind or cannot sell the property, then the buyer has the right to be reimbursed twice the amount of the deposit.
- ✔ **Completion: In Spain it is necessary to "complete" the sale of real estate at the notary in order to transfer ownership to the buyer.** If a PPC was signed earlier and the seller received a 10% deposit, at this stage the buyer will pay the remaining 90% to secure ownership. Normally, the buyer receives keys to the property and the seller receives full payment of the price. Most documents requested by the buyer were provided during the PPC stage, but on completion it may be necessary to produce various certificates (e.g. zero-debt from your community, Energy-Efficiency and for the cancellation of any mortgages, if any).
- ✔ **Post-Completion: Normally the buyer or his lawyer are responsible for most post-completion tasks** (such as changing utilities, registering legal title, paying purchase taxes, etc.). **The seller may need to complete certain matters, such as paying capital gains taxes (if any), plusvalia sale taxes and notifying the community administrator.**



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## Exclusive or Non-Exclusive

You are free to choose whether we market your property exclusively with or not. We will always provide a professional service in both instances.



### **Advantages of working with Golden Properties on an exclusive basis:**

- ✔ **Premium Service & Extra Marketing.** Unlike non-exclusive listings, where a property could be sold by us or any another agency, exclusivity for a limited time allows us to incur **extra marketing expenditure that is specific to you property** (in addition to our general marketing costs), such as buying a specific package in portals to boost online visibility, extra fees from a professional photographer/video editor/drone videos, magazine ads featuring your property, drone footage, 360-tours, etc.
- ✔ **Top agency in terms of awards, luxury market & sales figures:** Unlike being stuck with an “average” agency, giving exclusivity to a top agency makes a real difference.
- ✔ **No extra fees:** Even if our agency will spend extra marketing costs on your property, as well as devoting extra time and effort, **we do not ask for any additional fees from you or a higher commission.**
- ✔ **Collaboration:** Unlike some agencies that do not collaborate with others (harming your position by refusing buyers from other agencies). Our policy is to share all our listings, even if we will be making 1/2 of the commission. **Your property will be made available to 2,000+ local agencies.**
- ✔ **Time limit:** Our exclusivity always has a maximum period. If we do not sell your property within an agreed time, you are free to advertise with other agencies.
- ✔ **Reciprocity: In life there is no free lunch.** An exclusive listing has a greater value to an agency than a non-exclusive one. We will earn your trust by offering a VIP treatment and extra expenditure that is specific to your property, as well as a premium personalised service
- ✔ **Reduce risks of “burning your listing”:** Exclusivity allows us to act as a **single point of contact** and produce the **perfect advertisement**. **Your property will not appear with different prices, pictures or descriptions. We will still share your property with 2,000+ local agencies.**

# Tips on Marketing your property

1

## Make it "Picture Perfect"

In the modern age of online marketing, it is essential that your home looks "picture-perfect" to generate more enquiries, visits and higher offers.

**We will take care of the professional photos and editing. Your assistance with tidying up before a photo shoot will make a huge difference.**

*Tip: "Less is more", "depersonalise your home" & "declutter".*



VS



VS



## 2

### Set the right price

The standard practice in Costa del Sol is for resale properties to be negotiable. Buyers will not make an initial offer at full price, unless a property is well underpriced.

We recommend to list with **10% markup on top of the net amount that you desire**. This will guarantee a safe margin for negotiations, our commission and any other costs; so the agreed price will be satisfactory. The net amount has to be realistic, taking into account a market valuation and competing properties available for sale.

You should also have an ideal of **taxes and other expected sale costs**, such as municipal plusvalia taxes, capital gains tax, legal fees and so on. **We can provide you with a personalised estimate upon request (we also advise that you speak with your lawyer and accountant).**

**The listing price could be slightly on the “high side”** in comparison with similar properties in the market, **provided it is within reason**. This will result in fewer enquiries and visits, so it will take longer to sell. **This strategy is only advisable if you do not have any hurry to sell.**

In any case, **it is never advisable to set a price so high beyond any reasonableness**, as you risk **“burning”** your listing (see tip 3 below).



### 3

## Don't let your listing "burn"

**The local market** in Costa del Sol is **strong**. It is a **top international destination** with many luxury properties surpassing millions of Euros. **However**, its **weakness** is that unlike major cities with a large pool of potential buyers, **it is not a liquid market**.

**A holiday home is not "essential"**. It is not like an apartment in a big city that can be valued on a "per sqm" basis.

**Buyers in Costa del Sol are "specialised"** because they **focus on unique aspects**, such as views, location, terrace size, property type, orientation, lifestyle, proximity to a certain golf course, beach, international school and so on.

This **restricts considerably the "pool" of potential buyers**. At any given time, just a few buyers are looking for properties with characteristics similar to yours, even if they have a good budget.

**It takes a long time for the pool of buyers to "refresh"**. For this reason, **if the price is unreasonably high and most buyers discard your property, it will take several months until new buyers enter the scene**.

**Worst of all**, the listing may become **"burned"** because buyers will suspect that something is wrong with a property that sat unsold for months or years. **Sadly, in this scenario, it is akin to "losing the train". Even reducing the price may not generate an automatic increase in interest**.





# 4

## Coherent Price & Marketing

**Listing with numerous agencies, with different pictures, advertisements, and prices should be avoided because it will “burn” your listing.**

As mentioned in tip 3 above, there is a **small pool of buyers** looking for a property with matching criteria. **Most buyers will check online before and after making an offer. If they notice discrepancies, they will get the wrong impression.** They may also assume that the owner is desperate to sell or that the property is not a unique find.

**If a buyer notices different prices, they will likely assume that there is a potential fraud and walk away.** Or if they decide to make an **offer**, it will be **very low** because **they will not have any confidence on the “real price”.**

Ideally, our **first recommendation** to list your property with **exclusivity for a limited time** with a **top agency, which will share your listing with other agencies.**

In alternative, the **second best option** is to work with a **limited number of agencies at the same time, provided they are all professional and experienced.** But this is the “second choice” because there will be a greater risk of buyers seeing different advertisements and you will not secure all the extra benefits that come with exclusivity.



# 5

## Every visit counts

Even if the real estate **market** in Costa del Sol is strong, its only weakness is that it is **not liquid** (see tip 3). Therefore, **even if your home is lovely and priced correctly**, because of a limited pool of buyers, it is **unlikely that you will receive numerous visits on the same day or week. Any lost visit could have been “the one”**, making the difference between selling for the desired price or having your property sitting in the market for months.

### Tips:

- Before every visit, your home should be **organised, decluttered and clean.**
- **Avoid cancelling visits or taking your property temporarily off market (renting, reforms and so on).** Most international buyers visit for a few days and they may not be able to reschedule.
- We are on your side. Please be transparent with us, so we can avoid any last-minute surprises and plan ahead.





## 6

### If you want to sell, please don't rent

#### **Holiday rentals:**

The rental market in Costa del Sol is very lucrative, especially during the holidays. However, cancelling visits is not advisable (see tip 5) and there is a risk of "burning" your listing in the market if it remains unsold for some months (see tip 3). **If you still want to rent out your property, it is advisable to put it for sale at the end of the holiday season.**

#### **Long term rentals:**

Some owners tell us that they are renting to a "friend" or that "tenants agreed to show". **These sort of arrangements rarely work in practice.** If **tenants** are paying rent, they **have a right to live undisturbed and cannot be obliged to grant access.** Even if they are in friendly terms, it is **unlikely that they be willing to show your property numerous times**, especially with little notice and during complicated hours (most properties sell after circa 10-20 visits). **Tenants cannot be expected to keep your property "staged" for visits (see below).**



# 7

## Stage your home

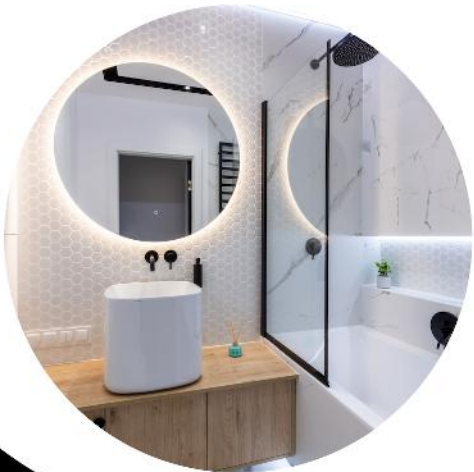
Keeping your home **clean, decluttered and depersonalised** will allow you to sell quicker and for a higher price.

**Kitchen:** Better to store all counter-top appliances, utensils and decorations (e.g. toaster, paper towel holder, spices, fridge magnets, decorations, towels, etc.).

**Living room:** Better to keep things clean and decluttered (remove personal pictures and items that are not strictly necessary).

**Bathrooms:** Store all toiletries and towels. Ideally, there should only be a hand towel and hand soap. All other items, including those in the shower should be stored.

**Bedrooms:** Store extra items that should not be there, like an exercise bike, personal pictures, etc.



# 8

## Pleasant visits

We appreciate that “your home is your kingdom”, but from the buyer’s perspective, choosing a home is an emotional decision. It is vital that visits are pleasant.

- ✔ **Make it less personal:** Prospective buyers need to picture themselves living in your property. This is why it is better to depersonalise, clean and declutter your home (see tip 7).
- ✔ **Avoid “unpleasantries”:** It is best to remove anything that could potentially be seen as “controversial”, “offensive” or “uncomfortable”, such as hunting trophies, political posters, erotic art, excessive religious symbols, strange decorations, too much alcohol, etc. If in doubt, better to remove the item before a visit.
- ✔ **Avoid crowds:** Lots of people cause distraction. Buyers will feel like they are intruding, instead of focusing on your property. If you have family or guests, it may be best for everyone to leave temporarily during the visit.
- ✔ **Smells, light and temperature:** A visit should be pleasant on the senses. We recommend opening windows or turn on the AC, remove bad smells (e.g. air freshener). If you were planning on frying fish, cooking a curry or smoking, please do it after the visit.
- ✔ **Pets:** Some visitors may have allergies or they may not feel comfortable with smells, hairs or barking. Even if a visitor is an animal lover, your pet could be a distraction. Ideally, take your pet for a walk during a visit. If this is not possible, it should be left temporarily in an isolated area of the terrace or garden.
- ✔ **Avoid contact:** Some buyers may not feel at ease if the owner is present or “following” them. If you happen to be at the property, it may be best to be discreet and leave most of the talking to the agent. You may not know the buyer’s “backstory”, inadvertently saying the wrong thing.





# Our Professional Commitment

Even before you make the decision to market your property with us, we will give you professional advice, including a personalised market study.

Once you decide to sell, it is important to adopt the best strategy. Your matter will be dealt by a dedicated listing agent, who will act as your direct contact. In addition, our whole award-winning team will work towards to sale of your property.

We recommend our clients to adopt a "selling mindset" and follow our tips. This makes a huge difference to increase the number of visits and to show your property in the best light.

Whether you opt to instruct us on an exclusive or non-exclusive basis, we will always provide you with an award-winning professional service.

Our commission, even if we incur considerable marketing costs and effort, will only apply if we successfully sell your property.

Beyond the sale, we can assist with any matters that may arise, such as paperwork, relocations or if you plan to buy a new home.

# Solid Track Record



**Established brokerage with decades of experience in Costa del Sol.**



**Thousands of properties sold.**



**Solid reputation & collaboration with +2000 local agencies.**



**Top Online Marketing, including all leading Spanish & International Portals.**



**We speak all main languages and have clients from all over the world.**



**Award Winners. Inc. European Property Awards for Best Marketing, Best Real Estate Single-Office in Spain & Best Real Estate Website.**



**Active portfolio of +650 Direct Listings & +2000 buyer enquiries per year.**



**Boutique agency with personalised service.**



**Latest Marketing Technologies, including 360 Virtual Tours, Drone & Professional Media Editing.**

# Meet The Golden Team

## Founders



Lucas Bornico



Lisa Da Correggio



Alexandra Farrell



David Luna

## Senior Property Advisors



Carlos Lojo



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