

**JU
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**Guide
To
Selling**



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SELLING WITH CONFIDENCE IN MARBELLA

Why choosing the right approach—and the right partner—makes all the difference

Selling a property in Marbella isn't just about putting a listing online—it's about strategy, precision, and trusted advice. Whether you're relocating, restructuring your assets, or capitalizing on your property's appreciation, this process involves more than meets the eye. Legal documents, taxes, market fluctuations, staging, negotiation—each decision affects your outcome.

At JUST Real Estate, we serve as more than agents. We're your advisors, guiding you through every step of the journey—from initial valuation to notarial signature—with clarity, discretion, and expert local knowledge. Our role is to make the process transparent, smooth, and profitable. From determining the correct market price to creating a powerful marketing strategy and coordinating with lawyers, architects, and buyers, we handle the process as your partner—not just your intermediary.

Why Marbella? Why Now?

Marbella continues to lead the Costa del Sol as one of Europe's most stable and sought-after real estate markets. With its unbeatable lifestyle, year-round sunshine, excellent infrastructure, and increasing international demand, property here continues to be a prized asset.

Today's buyers are more discerning than ever—expecting design quality, location value, and legal transparency. That means selling well requires more than a for-sale sign or an online ad. It requires knowledge of buyer psychology, strategic pricing, flawless presentation, and deep understanding of legal and tax responsibilities. When handled correctly, selling your home here can be fast, profitable, and even enjoyable.

WHAT TO EXPECT FROM THIS GUIDE

This guide gives you everything you need to navigate the process of selling your property confidently and successfully, including:

- How to accurately price your property in a segmented and evolving market
- The legal documents required before listing
- What to expect from viewings, negotiations, and buyer timelines
- An overview of capital gains tax, Plusvalía, 3% retention, and your net proceeds
- How to choose the right sales strategy and the right agency
- How we market your property across global and local networks
- What to do if you are non-resident, selling with a mortgage, or managing tenants
- How JUST Real Estate acts as your trusted advisor, not just your listing agent

UNDERSTANDING THE MARBELLA PROPERTY MARKET

A unique market that rewards insight, preparation, and timing

Selling a property in Marbella is unlike selling in other parts of Spain—or even in other luxury coastal destinations. This is a micro-market shaped by international demand, limited supply in key zones, lifestyle appeal, and a broad range of property types that span from frontline apartments to hilltop estates.

To sell successfully, you need to understand the forces that drive buyer interest and pricing expectations. This section breaks down the core dynamics, buyer psychology, and what makes Marbella’s market so unique—so you can approach your sale with clarity and confidence.

THE SELLING JOURNEY



1 INITIAL CONSULTATION

Understand your goals and assess the market positioning.



2 PROPERTY VALUATION

Establish an accurate price using comparable data and buyer trends.



3 PREPARATION & DOCUMENTATION

Gather all legal paperwork and advise on staging and presentation.



4 MARKETING LAUNCH

Professional photos, video, and syndication across global platforms



5 VIEWINGS & FEEDBACK

Pre-qualified buyer showings with detailed reporting and updates.



6 NEGOTIATION & CONTRACT

Handle offers, coordinate legal review, and secure the deposit.



7 COMPLETION AT NOTARY

Final signing, mortgage cancellation (if applicable), and handover

Buyer Origin	% Share (2024)	Typical Profile
United Kingdom & Ireland	~20%	Digital entrepreneurs, family offices
Scandinavia (NO/SE/DK)	~18%	Second-home buyers, retirees, tax-optimisers
Belgium & Netherlands	~12%	Investors & permanent relocation buyers
Middle East	~10%	HNW buyers, often cash-rich, villa-focused
Germany & Switzerland	~8%	Lifestyle buyers seeking climate & asset security

What Sells Best Right Now?

In 2025, demand remains strong for:

- Modern, turnkey villas in gated communities like La Zagaleta, Sierra Blanca, Los Flamingos, and El Madroñal
- Luxury apartments in beachfront developments (e.g., Puente Romano, Los Granados, Bahía de la Plata)
- Refurbished or well-maintained family homes in Nueva Andalucía, Las Brisas, and Elviria
- New builds or fully reformed properties with licenses and energy certificates
- Properties with sea views, privacy, usable terraces, and energy-efficient features
- Properties in good locations needing full renovations (Buyers are price sensitive)

Buyers are more risk-averse post-pandemic. Homes with incomplete paperwork, isolated and noisy locations, or poor online presentation tend to stagnate or have a longer time on market.

What Affects Property Value in Marbella?

Unlike cities where price per square metre is consistent, Marbella's pricing depends on micro-location and intangibles:

Value Factor	Impact	Comments
Location	Very High	Even 100m difference can mean ± €1,000/m ² in some areas
Orientation & Views	High	South-facing + sea or mountain views highly preferred
Build Quality	High	Energy efficiency, insulation, finish materials all matter
Community & Amenities	Medium to High	Gated, concierge, pool, gym, beachfront access
Legal & License Status	High	LFO/CEE required for mortgage or serious buyer interest
Presentation	High	Professionally photographed & staged = faster sale



What's Happening in 2025?

- ✓ Demand remains stable in prime locations (Golden Mile, Nueva Andalucía, La Quinta, Benahavís)
- ✓ Cash buyers dominate high-end segments (over €2.5M)
- ✓ Inventory is tightening for modern, key-ready properties
- ✓ Buyers expect speed, clarity, and digital presentation
- ✓ Properties with licenses and full legal documentation move faster

Price Per m²: An Inexact Science

Many sellers ask: “What’s the price per square metre in my area?”

The truth is: there is no fixed number. A villa in Sierra Blanca can sell for €6,500/m² or €12,000/m² depending on orientation, plot size, views, and design. A beachfront apartment in Puente Romano can exceed €25,000/m², while a townhouse in Elviria may be under €3,500/m².

JUST Real Estate prepares micro-market reports per zone, per development—so your pricing is based on reality, not guesswork.

Key Advice for Sellers

- Understand your buyer profile—and target them effectively
- Don’t overprice based on emotional value or outdated listings
- Be realistic about your property's position within the micro-market
- Avoid the “testing the market” trap—properties that stagnate early tend to lose value
- Choose an agent that understands buyer psychology, not just price per m²

PROPERTY VALUATION: HOW TO GET IT RIGHT

Pricing your property is the most important decision you will make when selling in Marbella.

One of the most common reasons properties sit on the market too long—or sell below their potential—is pricing. In Marbella’s fast-moving but segmented real estate landscape, setting the right asking price is both an art and a science. It must reflect current buyer expectations, recent comparable sales, legal and physical characteristics, and the unique appeal of your property.

At JUST Real Estate, we treat valuation as a strategic process—not guesswork. Here’s how it works.

Why Correct Pricing Is Crucial

- Overpricing discourages viewings, stalls momentum, and leads to price reductions later—which weakens your negotiation position and buyer perception.
- Underpricing may attract quick offers but can leave significant money on the table—especially if the home has unique features or future potential.

💡 The best sales happen when a property is priced to match or slightly exceed buyer expectations—backed by data and expert presentation.

Valuation Factor	How It’s Assessed
Location & Micro-Market	Exact street, community, and views; proximity to beaches, schools, and golf
Recent Comparable Sales	Closed transactions in your area within the last 6-12 months (not just online listings)
Condition & Upgrades	Renovations, material quality, insulation, smart home features, layout optimization
Legal Documentation	LFO, CEE, registration status, horizontal division, m ² accuracy
Market Demand Segment	Investor, second-home buyer, permanent resident, etc.
Presentation Potential	How the property will photograph, stage, and perform in marketing
Negotiability Trends	Local averages in offer vs. asking price, typical negotiation windows (5-10%)

📊 We use a blend of real-time buyer data from our CRM, market insights from our network of collaborating agents, and internal performance statistics to support your valuation.



Emotional Pricing vs. Market Pricing

It's natural to value your home based on your personal investment, time spent there, or design choices you've made. However, buyers base their offers on what similar properties are selling for—not what sellers feel a property is worth.

🔑 We help you bridge this gap by highlighting where buyers will place value—and where they won't.

Should You Leave “Room to Negotiate”?

This is one of the most frequent seller questions. The short answer: yes—but only slightly.

Setting your price 5–7% above market value can give space for negotiation without scaring away qualified buyers. Anything more, and your property risks falling outside their search filters—or worse, making lower-priced competitors look more attractive.

A property that sits on the market for months without interest is often perceived as “damaged.” Price reductions later on rarely recapture the early momentum lost.



✓ What Boosts Property Value

- Sea or mountain views → Emotional connection and long-term appreciation
- South-facing orientation → Natural light, warmth, sunset views
- Gated community or 24h security → Privacy, safety, exclusivity
- Large terraces and outdoor space → Lifestyle appeal, especially post-pandemic
- Energy efficiency & solar panels → Cost savings + eco-conscious buyers
- Legal clarity → Smooth transactions; essential for mortgage-based purchases
- Interior reform potential → Value-add opportunity for investors

✗ What Reduces Value

- No First Occupation License or missing documentation
- Poor photography or no virtual tour
- Over-personalised interiors (e.g. bold paint, themed furniture)
- Dark or cramped layouts
- Road noise, poor access, or overlooked plots
- Overpricing relative to similar, better-presented listings

PREPARING YOUR PROPERTY FOR SALE

🔧 First Impressions Count: Clean, Decluttered, Inviting

Buyers often make up their minds in the first 90 seconds of a viewing. That means:

- Clean windows, spotless floors, and neutral scents
- Decluttered surfaces, no overflowing wardrobes or kitchen clutter
- Fresh air and natural light—curtains open, lights on if needed
- Clean terraces, raked gravel, trimmed gardens

✓ We advise hiring a professional cleaner before the first photoshoot or viewing.

🖼️ 2. Home Staging & Styling

Staging doesn't mean fully refurbishing. It means curating your spaces to appeal to the widest range of buyers. That might include:

- Rearranging furniture to open up space and improve flow
- Swapping personal décor for neutral accessories
- Using mirrors, throws, or plants to soften the feel
- Removing large or dark items that make rooms feel smaller



At JUST Real Estate, we offer:

- Basic styling tips (free, during initial visit)
- Professional home staging packages (optional, cost-effective)
- Virtual staging for unfurnished properties

💡 Staged properties typically sell 30-50% faster and with fewer negotiations.



📷 3. Professional Photography, Floorplans & Virtual Tours

This is non-negotiable. In today's market, over 90% of buyers view a property online before visiting. First impressions happen on screen.

We provide:

- Magazine-quality photography
- Edited daylight and twilight sessions (where relevant)
- Drone aerials (location-dependent)
- Floorplans with measurements
- Optional virtual walk-throughs (Matterport, 360° tours, or narrated video walkthroughs)

✓ We always photograph on a sunny day and never with mobile phones.

✓ Property Documentation Checklist

- Title Deed (Escritura) – Proves ownership
- Nota Simple – Registry status and charges
- First Occupation License (LFO) – Legality of habitation
- Energy Efficiency Certificate (CEE)
- IBI (local property tax) receipt
- Community fee receipts
- Latest utility bills – To check supply and usage
- DNI / NIE / Passport copy

♦ If anything is missing, we'll advise how to obtain it or fix it before marketing.

Renovations: What's Worth Doing?

You don't need to renovate to sell—but minor works can create a big return.

✓ High-Impact, Low-Cost Property Updates

- Painting in neutral tones – Brightens and depersonalises
- New light fixtures / LED upgrades – Modernises instantly
- Replacing tired curtains/blinds – Enhances natural light
- Garden landscaping or replanting – Boosts curb appeal

- Fixing cracked tiles or leaky taps – Signals good maintenance

⊘ Avoid large renovations unless targeted to a very specific buyer or property type. We'll advise honestly if work is needed—or not.

🏠 6. What If the Property Is Tenanted?

You can still sell, but:

- Viewings may be limited or require 24–48h notice
- Buyer may expect vacant possession—or see it as an investment
- You must respect the terms of the tenant's lease unless they agree to terminate early
-

We will:

- Coordinate viewings sensitively
- Advise on the pros and cons of selling with a tenant
- Support with negotiation if compensation or exit is needed

💬 JUST REAL ESTATE SELLER TIP:

“The most successful sellers we work with are those who view their property like a product. They let us advise them on how to make it look—and feel—its best, without emotion. The result? Faster sales, better offers, and smoother transactions.”

LEGAL DOCUMENTATION


Ensuring your sale is fast, clean, and legally secure from the start

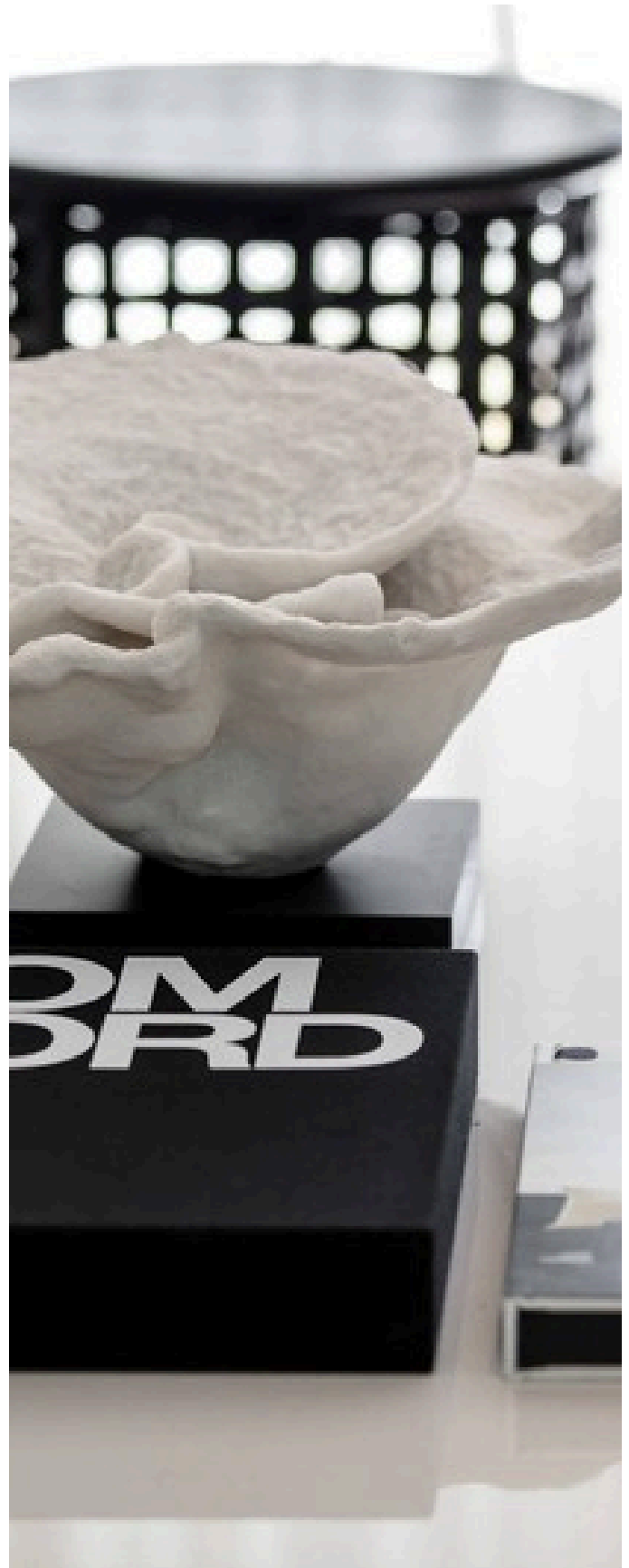
One of the most common (and avoidable) reasons property sales in Marbella fall through or suffer delays is missing or incorrect legal documentation. Spanish law is clear on what is required to sell a property, and buyers—especially international ones—are increasingly demanding full transparency before committing.

At JUST Real Estate, we ensure every property we list is pre-qualified for legal clarity we can support you in gathering it.

Why Documentation Matters Before You List

- A legally clean property sells faster and for more money
- Buyers' lawyers begin due diligence immediately—missing paperwork causes delays or withdrawals
- If a buyer needs a mortgage, incomplete documentation means no financing
- Sales with incomplete or incorrect records risk notarial complications or post-sale liability

 Think of your documentation as the legal “passport” of your property. If it’s incomplete, the sale is grounded before it begins.



CHOOSING YOUR SALES STRATEGY & AGENCY

How your choice of agency—and agreement—can determine your success

In Marbella, sellers are often approached by multiple agents offering to list their property. It can be tempting to think that the more agencies you work with, the better your chances of selling. In reality, this can backfire—causing confusion in the market, conflicting messaging, and a lack of strategic direction.

This section explains the two main sales strategies used in Marbella—open listings vs exclusive contracts—and how JUST Real Estate ensures your property receives maximum exposure, control, and professionalism under either model.

Open Listing: More Isn't Always More

An open listing means you authorize multiple agents to market your property without any exclusivity.

While this may seem like broad coverage, it often leads to:

- Inconsistent pricing across portals
- Competing messages and unprofessional marketing
- Buyers seeing the property multiple times and assuming it's unsellable

- No agent investing in high-end marketing or pre-qualified leads, since the risk is high and reward is uncertain

Open listings can work only if the property:

- Is priced below market value
- Has mass-market appeal
- Is time-sensitive and the seller accepts lower control over presentation

Exclusive Listing: Strategic, Controlled, and High-Exposure


With an exclusive listing, you give one agency (JUST Real Estate) the sole right to market the property for a fixed period (usually 90–180 days), often with the ability to collaborate with other agents through the MLS or direct network.

This is the preferred model for premium and mid-to-high-end properties because it allows us to:

Benefits (and Why It Matters)

Benefit	Why It Matters
Control marketing	All content is brand-consistent and professionally presented
Set clear pricing	No competing listings, no confusion
Invest in marketing	Professional video, drone, brochures, virtual tours, staging
Vet and manage viewings	All negotiations and follow-ups managed from one point of contact
Coordinate with other and commercially	Reduces errors, improves buyer trust, and streamlines the process
Collaborate with other agencies	We still co-broker—but under our terms and protection

Model	Commission	Details
Open listing	5% + VAT	Shared with any buyer's agent; we offer no marketing investment guarantee
Exclusive listing	6% + VAT	4% for buyer's agents + 2% for JUST Real Estate, with full marketing exposure

 The additional 1% covers:

- Custom photo/video productions
- Targeted advertising (paid reach)
- Priority CRM database promotion
- Pre-launch collaboration with top international agents
- Enhanced legal coordination

✓ Exclusive contracts are revocable if performance terms are not met—a policy we support for your peace of mind.

Do You Collaborate with Other Agents?

Absolutely. JUST Real Estate works with:

- Verified MLS network partners
- Premium boutique agencies (by invitation)
- International partners in the UK, Scandinavia, Dubai, and Benelux

We share your property with protection (buyer registration, commission agreements) and ensure every agent follows the same narrative, photos, price, and terms. You get the reach of many agents, with the control of one.

What You Should Expect From Your Agent

Whether you choose open or exclusive, a serious agent should offer:

- ✓ Accurate, evidence-based pricing
- ✓ Full document review before listing
- ✓ Staging/styling advice
- ✓ Professional photos and floorplans
- ✓ Secure buyer registration
- ✓ Real-time updates after each viewing
- ✓ Negotiation strategy and legal coordination
- ✓ Post-sale assistance (settlements, utilities, tax certificates)

JUST Real Estate's Role as Your Advisor

We act not just as your listing agent—but as your transaction advisor. That includes:

- Helping you understand who your buyer is
- Positioning your home correctly in the buyer's psychology
- Anticipating objections—and neutralizing them before viewings
- Managing multi-offer scenarios or slow markets with calm strategy
- Giving you honest advice, even when it means turning down an offer

We don't work with every listing. We work with sellers who want to do it right—because done properly, your sale will be smoother, faster, and more profitable.



MARKETING: GOING BEYOND A “FOR SALE” SIGN

How JUST Real Estate creates visibility, desire, and buyer action in a global marketplace

In a market like Marbella, where high-quality listings are plentiful and international buyers have countless options, how your property is marketed can make all the difference. A well-priced property with weak presentation will underperform. A strategically marketed home, however, will attract the right buyers—often at higher prices and with fewer negotiations.

At JUST Real Estate, we craft marketing plans that go far beyond uploading photos to property portals. We position your home in the market with precision, storytelling, and global reach—creating not just interest, but urgency.

🧠 Strategy First: Who Is the Buyer?

Before we launch any marketing campaign, we begin with one question:

“Who is the buyer—and how do we make them fall in love with your home?”

For each listing, we identify:

- Primary buyer profiles (e.g. Scandinavian family, British retiree, digital entrepreneur)
- What matters most to them (sea view, school proximity, design, rental return, etc.)
- The best channels to reach them (MiMove, Idealista, social media, agent network)

From there, we build a tailored strategy that speaks directly to their needs.

📸 Visual Presentation: Photography, Video & Staging

We never launch a listing without world-class visuals. Your property is not just competing locally—but with stunning homes across Europe, Dubai, Portugal, and beyond.

✅ Our standard marketing package includes:

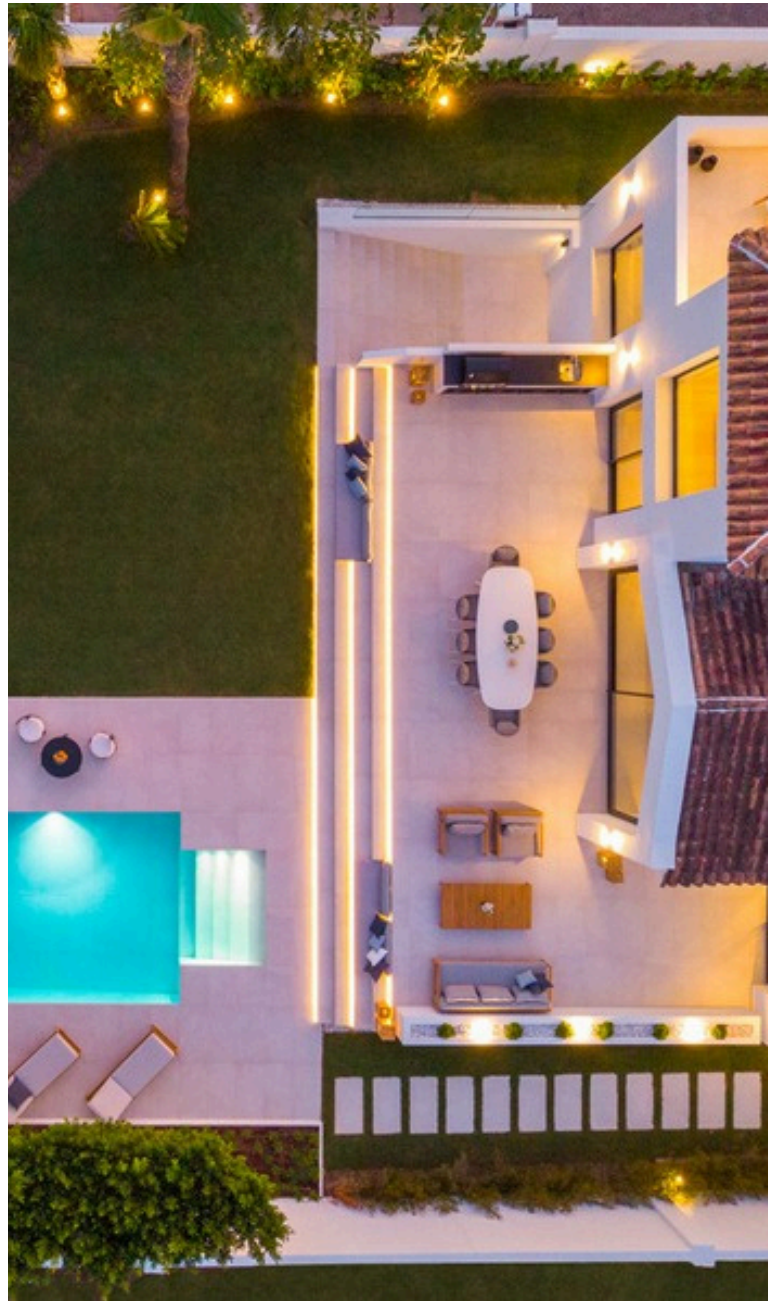
- Professional photography (edited, daylight + dusk if applicable)
- Architectural floorplans with clean branding
- Aerial drone footage (weather and location permitting)
- HD video tours: with or without narration, edited for emotion and pace
- Virtual staging (optional for unfurnished properties)
- Short-form videos for social (Reels, Shorts, Stories)

🌐 Where Your Property Will Be Seen International Property Portals:

We syndicate listings to the most powerful platforms across Europe and beyond:

- Idealista & Fotocasa (Spain)
- Rightmove Overseas (UK)
- JamesEdition & Kyero (Global)
- Green-Acres, ThinkSpain, Properstar, and more

✅ All listings are SEO-optimized, tracked, and updated regularly.



JUST Real Estate Website:

- Multilingual (English, Spanish, Norwegian—more coming)
- Clean, mobile-optimized layout
- Interactive maps, lifestyle guides, buyer resources
- Property brochures and virtual tours embedded

Social Media Marketing & Advertising

Buyers now discover homes long before they speak to an agent. We don't just post—we campaign.

Platform	What We Do
Instagram	Reels, Story walkthroughs, feed posts, “Just Listed” spotlights
Facebook	Carousel ads, geo-targeted ads by interest & income
LinkedIn	Professional audience (investors, developers, HNWIs)
YouTube	Long-form property tours, Shorts, playlists by area/type

We also run targeted paid ads across Meta, Google Display Network, and Instagram—reaching qualified buyers covering Europe, the Middle East and America.

Email Marketing & CRM Matching


We don't wait for buyers to come to us—we already know many of them.

Our internal CRM database tracks:

- Over 5,000 active buyers segmented by budget, area, and property type
- Their recent inquiries, viewing behavior, and preferences

When your property goes live:

- It's matched to our CRM buyers
- Sent as part of our “JUST Launched” weekly email
- Followed up by our agents directly with high-fit matches

 Buyers get properties from us first—often before they reach the portals.

Agent-to-Agent Network & Collaborations

As a central figure in Marbella's luxury market, we collaborate with:


- Over 2000 verified agents on the Costa del Sol
- International partners in Dubai, Oslo, London, and Brussels
- Local law firms and wealth advisors with private buyers

We create confidential presentations (PDFs, videos, off-market teasers) for agents with buyer lists in your price bracket and area.

Discreet Sales: Off-Market & Quiet Listings

In certain cases—especially with high-end or sensitive sales—we offer off-market marketing, where:


- Your property is marketed only to verified buyers
- It does not appear online
- We use invitational emails, closed agent groups, and pre-qualified investor lists

 This method preserves privacy while ensuring serious buyer exposure.

Property Brochures & Print Materials

For open houses and VIP showings, we provide:

- Clean, branded property brochures
- Multilingual presentation sheets
- QR codes linking to virtual tours, video, or floorplans
- Optional 3D renders or reform potential plans (for developers or older homes)

 We also prepare viewing packs with legal documentation on hand for buyer's lawyers.

Weekly Reporting & Feedback





With JUST Real Estate, you'll never be left wondering:

- Who viewed your home?
- What did they say?
- What are the next steps?

We send:

- Bi-Weekly or Monthly performance summaries
- Real-time feedback after every visit
- Portal view stats, ad performance, and price feedback from buyers

Summary: Marketing That Moves the Needle

-  Professional visuals that emotionally engage
-  Local + global exposure through portals, agents, ads, and CRM
-  Strategic positioning to attract serious, pre-qualified buyers
-  Direct contact with our network—so you never feel invisible

This is how we generate traction, offers, and results—not just views.

VIEWINGS & BUYER MANAGEMENT

Turning interest into serious offers through strategy, preparation, and buyer psychology

A well-marketed property creates attention—but it's how we manage viewings and buyer interactions that ultimately determines the outcome.

At JUST Real Estate, we treat every showing as a high-stakes opportunity. We never simply “open doors.” We prepare, present, guide, and follow up with purpose—always aiming to create an emotional connection between the buyer and your home.


This section outlines how we qualify buyers, schedule viewings, present your property, and convert interest into offers.

1. Pre-Qualifying Every Buyer

- Before we bring any client to your home, we ask:
- Have they already seen similar properties?
- Are they mortgage-dependent or cash buyers?
- What's their preferred area, timeline, and budget?
- Do they have legal or tax advisors in place?
- Have they previously bought in Spain?

This ensures:

- You only receive serious, motivated visitors
- We can present your home in a way that matches their mindset
- We avoid “property tourists” or speculative agents

 We also register every buyer viewing under an agent registration system for full transparency and protection.

2. Scheduling & Preparing for Viewings

We always aim to give you:

- Advance notice of visits
- Grouped appointments where possible to minimize disruption
- Real-time calendar sync with your availability (via WhatsApp, email, or shared calendar)

We'll advise you on how to prepare before each visit:

- ✓ Open all shutters and curtains
- ✓ Remove laundry, clutter, or unnecessary items
- ✓ Turn on soft lighting in darker rooms
- ✓ Let in fresh air or lightly scent the home
- ✓ Use neutral background music (if appropriate)
- ✓ Leave the property (if you prefer) to let the buyer imagine it as theirs

3. How We Conduct Viewings

Our agents don't just unlock the door and stand back. We:

- Introduce the property with key highlights before entry
- Lead the tour at the buyer's pace—some like a full breakdown, others prefer to explore
- Tell the story of the home: who lived here, what makes it unique, the lifestyle it offers
- Handle objections subtly
- Address legal or technical questions with prepared documentation

We always remain aware of buyer psychology—gauging reactions, noting where they linger, and identifying emotional triggers that indicate genuine interest.


4. Feedback & Follow-Up

After every viewing, you'll receive:

- A summary of buyer impressions
- Likelihood of offer (hot, warm, cold)
- Questions asked or objections raised
- Our recommendation on next steps

We also follow up with the buyer:

- To answer legal or technical questions
- To offer alternative listings for comparison (which helps highlight your property's value)
- To request and formalize any offers

 All communication is documented and shared with you transparently.



NEGOTIATION

From offer to contract: securing the best terms while protecting your position

Once a buyer is interested, everything accelerates. This is when emotion and logic collide—on both sides. Sellers want the best price and speed. Buyers want value and security. Getting to a signed deal requires more than just agreeing on a number—it requires legal structure, timing, and psychological finesse.

At JUST Real Estate, we don't just "pass on offers"—we advise, position, and structure negotiations so you don't leave money (or time) on the table. This section breaks down how offers are handled, how the legal agreements work, and how to keep your sale on track through to completion.

🧠 1. Offer Handling: Strategy, Not Emotion

When an offer comes in, we evaluate:

- Buyer strength (cash or mortgage, timeline, motivation)
- Offer structure (amount, deposit, conditions, exclusions)
- Comparable market activity
- Leverage (other interested buyers, time on market, exclusivity)

We'll give you a clear recommendation:

- Accept as is
- Counter-offer with adjusted terms
- Hold for better positioning or to generate multiple offers

✅ We always communicate professionally with the buyer's agent or lawyer to keep negotiations positive and productive.



🧠 Negotiation Tips for Sellers:

- Be flexible—but not too eager. Let us control the pace and message.
- Don't fixate on asking price alone—completion date, inventory, or currency exposure may matter more.
- Avoid "verbal agreements"—everything must go through legal documents.
- If multiple buyers are interested, we'll help you structure a fair but advantageous offer window.
- Keep emotions in check—buyers often negotiate hard but that doesn't mean they aren't serious.

YOUR TRUSTED ADVISORY PARTNER

Why sellers choose us—not just to list their home, but to sell it well

At JUST Real Estate, we don't measure success by how many properties we list. We measure it by how smoothly we guide our clients through the sales process—and how much value we help them realise.

In a crowded market filled with agents promising the same thing, we stand apart by offering something sellers really need: advisory expertise, global reach, transparency, and results.

👉 Advisory Role: From Start to Signature

When you work with JUST Real Estate, you get more than a listing agent. You get a strategic partner who:

- Assesses your property properly based on real market data
- Advises on pricing strategy, staging, and preparation
- Coordinates your legal and documentation process
- Designs and executes a bespoke marketing plan
- Handles all buyer contact, feedback, and follow-up
- Negotiates with professionalism and authority
- Follows through—until the final signature at the notary, and beyond

Whether you're selling a modern villa, a beachfront apartment, or a development plot, our team knows how to position your property to attract the right buyer—and guide the deal safely to completion.

VISIT US ONLINE



- Catch the freshest features
- Updated daily
- Read anytime, anywhere

WWW.JUSTREALESTATE.ES



🌍 Local Knowledge, Global Reach

JUST Real Estate is based in the heart of Marbella, but our reach is international.

We work with:

- Buyers and investors from the UK, Scandinavia, Belgium, the Middle East, and beyond
- A curated network of collaborating agents, vetted for professionalism and client quality
- International portals, advisors, and relocation networks

Our team speaks multiple languages, understands cultural nuances, and is trained to manage complex, cross-border transactions with ease.

TESTIMONIAL

“JUST has been a great support and advisor to us on our property purchase and sale in Marbella. They were very engaged and approachable, offered advice beyond just managing the purchase transaction, and helped with work that needed to be done after the purchase. A very friendly and straight forward company to deal with.”

Sir Noel Quinn,
Former Global CEO, HSBC

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