

# **Thank you** very much for downloading our guide!

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Kindest regards  
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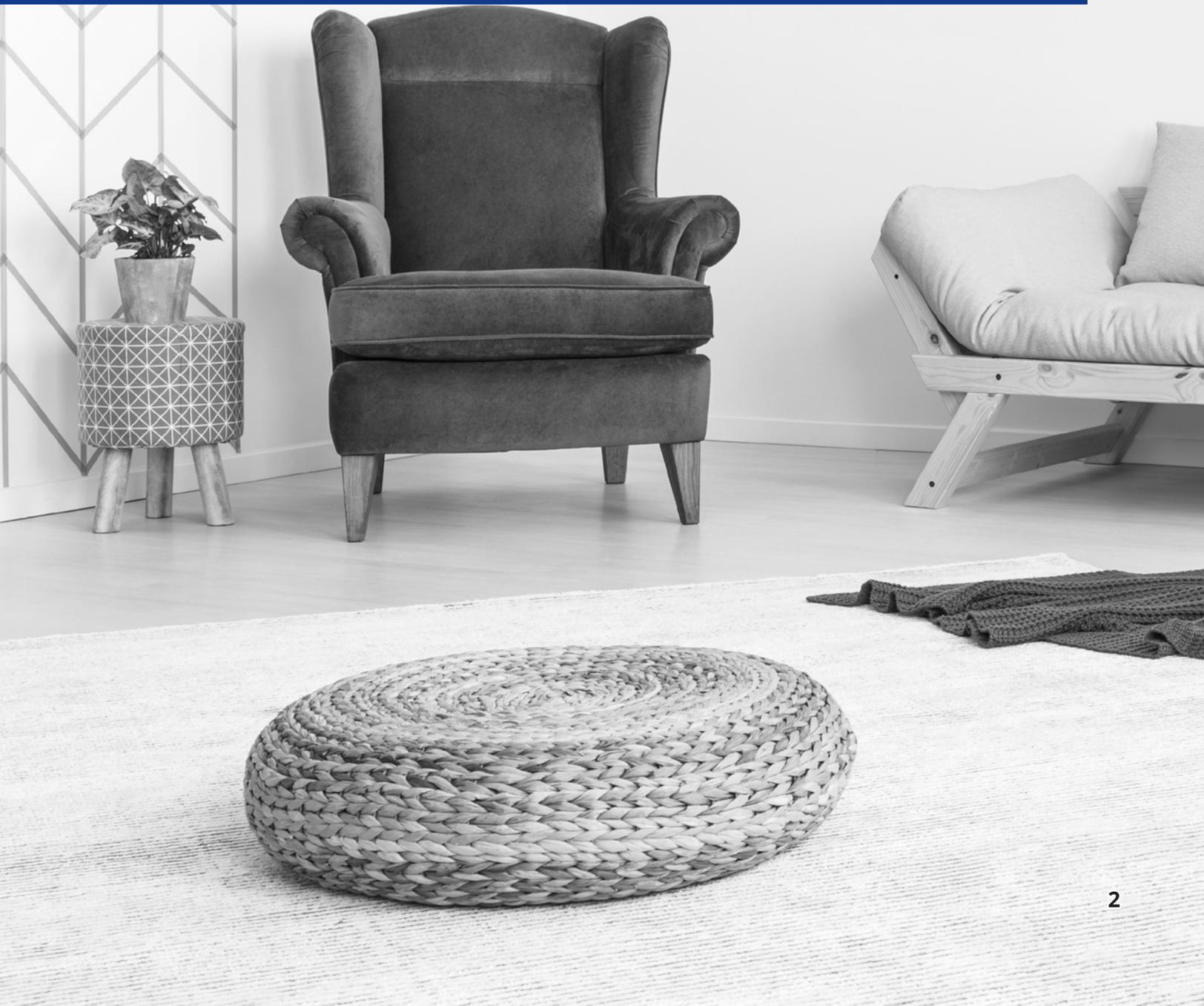
# HOW TO SELL YOUR PROPERTY IN GRAN CANARIA

*A complete guide by the most recommended  
agency in Gran Canaria*



SELLER'S GUIDE

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# I WANT TO **SELL** MY HOUSE. WHAT DO I DO?



1. Identify the reason you are selling and the timeframe you have for the sale.
2. Read this guide. It will help you make the right decisions about selling.
3. Choose a professional and trustworthy real estate agency. This guide explains how to choose the right one for you.
4. A good agency will give you a Marketing Plan that shows how they will get your property in front of all potential buyers.

5. Set the price based on a market study and let the agency you choose guide you.
6. Prepare your property for the sale. This guide contains 10 tips to increase its value.
7. A good agency updates you regularly about all aspects of the sale and stays with you throughout the entire process.

# 1. THE DECISION

When do you want to sell your house? If the answer is not “Right now!”, then it’s best to wait until you are sure that the time is right.

Then, this guide gives you the information you need to sell your property within a reasonable time.

As experts in the South Gran Canaria residential property market with 37 years of experience and over 1,900 properties sold (data from May 2017), we know exactly what steps you need to take.

It is vital to establish a clear timeframe for the sale. Otherwise the weeks go by and you end up rushing the sale at the last minute and even accepting a lower price than you should.

There are many reasons to sell a house. What is yours?

- **“The house is too small”**
- **“It’s too big”**
- **“I inherited it and I want to sell it”**
- **“I want a more comfortable house”**
- **“The cost of owning is too high”**
- **“We want to move to another area”**
- **“We have to return to our country due to employment or health”**

We know that selling your house is an important decision that is difficult to take. It is part of your life experience and holds treasured memories and family moments. This is why it is so important to be clear why you are selling. Once you have this clear, the process of selling and the final goal of selling becomes much easier.



“I’m not in a hurry to sell my house” = “I do not want to sell now”. If this is your case, it is best not to start the process until you are sure that you want to sell.

# 2. FIVE MISTAKES WHEN CHOOSING AN ESTATE AGENCY

## **1. You get what you pay for. Cut price agencies do the minimum amount of work possible to sell your house.**

Here's a couple of examples of what we mean: Would you put your health in the hands of a doctor without a degree? Would you give a legal case to the cheapest lawyer? Or would you choose the one with the best qualifications and experience?

Do not expect cheap agencies to do anything beyond putting up a "for sale" sign, posting an ad on the internet and waiting for buyers to come to them.

On the other hand, a quality estate agency charges full fees and invests them in marketing, technology and staff training. This is why they almost always sell your house in less time and at a better price.

## **2. A dog whose bark is worse than its bite. Hiring an agent with a reputation as an 'aggressive seller' is not a good idea.**

We all find it tiresome when a seller in any industry is pushy or sneaky. That is why you should choose an agent who knows how to listen to your needs and who is committed to the goal you decide on. To do this, an estate agency needs a team of experts in different areas such as tax and legal advice, marketing, administration. An agency also needs a recognized brand in the real estate sector in the area where your property is located.

## **3. Everything comes at a price. Choosing an agency that inflates the value of your home is a mistake.**

This type of estate agent takes the easy road due to lack of experience or professionalism. By inflating the price of your home they flatter you into listing it with them and then fail to deliver on what they promise. This damages your prospects of getting a prompt sale at a good market price and you may well end up

selling far cheaper than you should. Would you rather be told the facts or sold a flattering lie that ends up costing you dear?

## **4. Eeny meeny miney mo. Don't choose a random agency because you think they are all the same.**

The points above prove that not all agencies are the same and that the one you choose has a direct impact on your sale.

## **5. Are you from...? Avoid choosing an agent or agency because you share a home country rather than because of their local experience and qualifications.**

While it is true that we have things in common with people from our own country that make us feel comfortable, selling a house takes more than personal affinity. What counts is local experience, professional training and the ability to speak Spanish and a wide range of European languages. The South of Gran Canaria is a highly international market with buyers from many different nationalities, mostly from the north, south and east of Europe. Choose an agency that is present in a wide range of European markets rather than one that specializes in one country or region.

# 3. FIVE ESSENTIAL FACTORS THAT SELL YOUR HOME

## 1. Location and type

The location of the home has a huge impact on its value. This varies depending on the complex, town or resort that it is in, the green areas around it, the ease of access to essential services and leisure, and the proximity to the sea. In addition, in Gran Canaria, access to outdoor space and orientation have a large impact on value. If your property gets plenty of hours of sun, has a large area of outdoor space and good views, the value and desirability increases.

## 2. Price

The market value is what you should take as a reference when you put your house on sale. If you set a higher price, you have to wait for someone willing to pay over the odds. Often, time passes and you end up selling at a lower price than the original market value.

## 3. Condition of the property

If your house is in good condition you get more viewings and, as a result, better offers. First impressions count and they stay with potential buyers forever. If you want to sell, get your property looking good. Cleanliness, neutral decorations and home staging make a big difference.

## 4. Urban situation

It is quite a common occurrence here in Spain that owners extend their properties without applying for the corresponding licence beforehand.

If this applies to you it is important to guarantee peace of mind to possible buyers by providing a municipal certificate stating that there are no records of urban infringements on the property; this can only be applied for once the extension

has been standing for four years or longer. As the certificate can take months to be emitted we strongly advise you to start the process as soon as possible so that a copy can be given to the interested party to avoid any impediments they may encounter, for example, if they need to apply for a mortgage valuation.

Furthermore, there are restrictions on the allowed uses of property in resort areas of south Gran Canaria and these have a big impact on the value of your property. These rules are complex and it is vital to use an agency that is up-to-date with the regulations and has experience in the area. Only then can you be sure that your property is valued correctly and targeted at the right type of buyers.

Furthermore, there are restrictions on the allowed uses of property in resort areas of the south of Gran Canaria and these have a big impact on the value of your property. These rules are complex and it is vital to use an agency that is up-to-date with the regulations and has experience in the area. Only then can you be sure that your property is valued correctly and targeted at the right type of buyers.

## 5. Marketing

Your property competes in the market with many others. In order to sell it in an area where most buyers are foreigners, special international marketing actions are essential. These must include, amongst other things, high quality photographs, 3D Tours, Home Staging techniques, descriptions in several languages, and exposure in a wide range of online media all across Europe.

## 4. THE RIGHT ESTATE AGENCY

Using good advisers is always a guarantee of success in the real estate world. Therefore, it is wise to choose an agency that looks after your interests and supports you throughout the entire process of selling your property.

To choose the best agency for you, follow these guidelines...



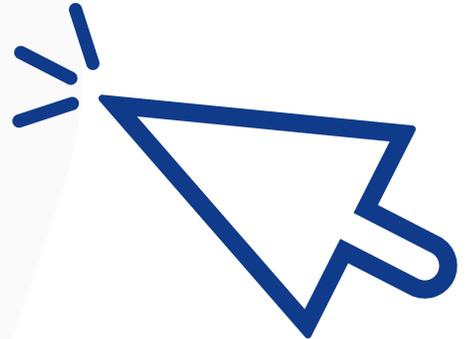
# THE AGENCY AND ITS HUMAN TEAM

## WHERE IT IS LOCATED

The first thing you should do is inquire about the location of the agency that you are thinking of working with. If it has several offices in the area where the property is located and these are well placed, it means that the agency dominates the local property market and can advise you with far more certainty.

## ONLINE PRESENCE

Almost everyone these days searches for property information using Google so it is important that your agency has a website that ranks well and is in a range of relevant languages. Check by searching for "property for sale in Gran Canaria" or "leilighet til salgs i Gran Canaria". If the agency website appears amongst the top results, this is a good sign. Another good sign is if you find links on the website to active social media accounts and to a blog full of fresh, local information.



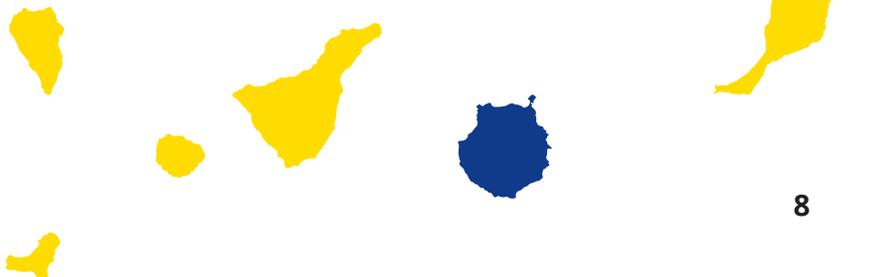
## BOICAN

Your agency must be a member of BOICAN, La Bolsa de Inmuebles de Canarias. This collaborative property database is shared by almost all quality agencies in the south of Gran Canaria.

- Shorter period until a sale.
- No extra cost: You don't pay extra for it. The seller's agency and the buyer's agency share the fees equally.

HAVING YOUR PROPERTY IN THE BOICAN DATABASE BRINGS HUGE ADVANTAGES.

- Greater exposure: Your house is advertised in the property portfolios of all BOICAN member agencies (51 agencies in Gran Canaria and 26 in the south of the island, data from August 2019). This gives it a huge boost in exposure amongst all the potential buyers looking in your area.



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## 4. THE RIGHT ESTATE AGENCY

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### TEAM

These days, estate agents can't work alone and be effective as there is simply too much for one person to do. Instead, they need to work in a team to get the best possible results for their clients. This team must have specialists in the different areas of the estate agency business; marketing, legal-tax, transactions and, of course, sales and rentals. You should also take into account the number of specialist selling agents at the agency and the languages they speak.

In the south of Gran Canaria, agencies and their teams must speak Spanish and the home language of the buyer and seller so that they can communicate with ease and build trust. It is very hard for an agent that does not speak Spanish to help their clients with local paperwork and tax affairs.

### TRAINING

A good agency has an annual training budget and invests in the marketing, technology, sales, legal and fiscal knowledge of their team. An indicator of good training and professionalism is membership of the international organization called the Council of Residential Specialists (CRS). This was created 25 years ago by the National Association of Realtors (USA). Its objective is to train real estate agents who want to distinguish themselves from the competition through accredited training and experience, as well as maintain a commitment to quality in the service they provide to both buyers and sellers.

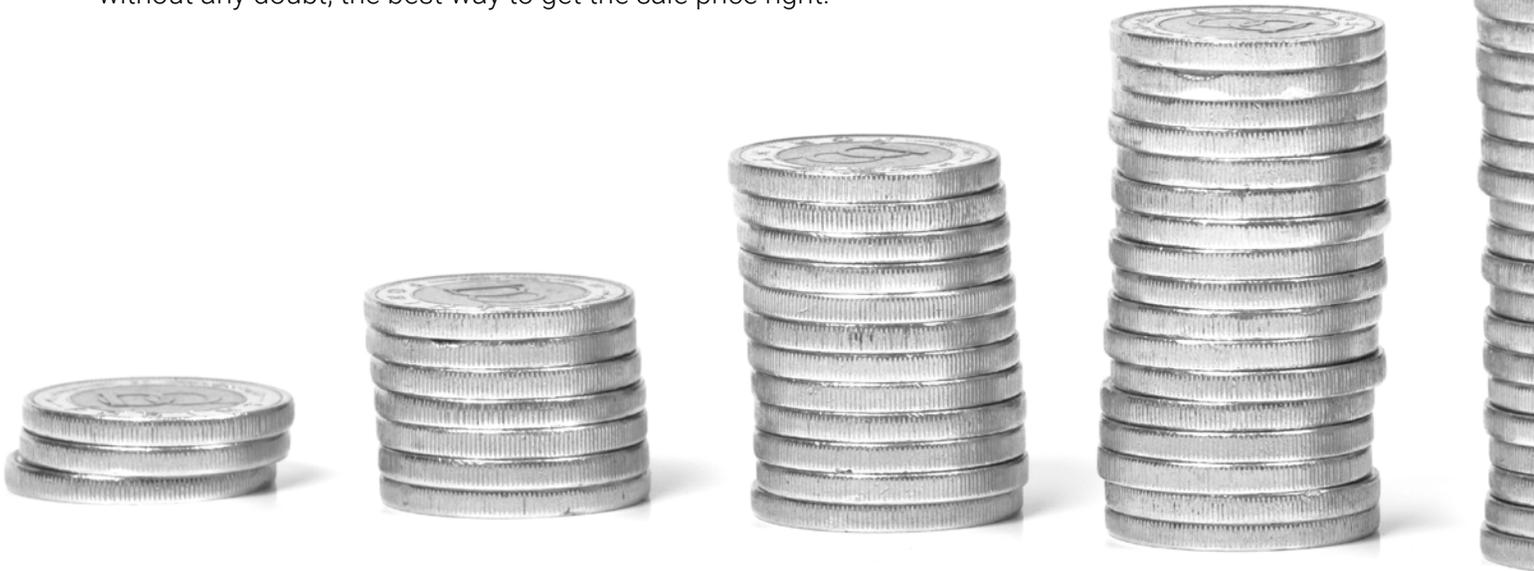


## 4. THE RIGHT ESTATE AGENCY

### SERVICES TO THE SELLER

#### MARKET STUDY

Every property is different and a market study guarantees that your property sells for the right price. It avoids the risk of selling below market value or not making the sale due to overpricing. A professional market study analyses the characteristics of your home and compares it with recent sales in the area. It also takes into account similar properties in the local area that are for sale. It is, without any doubt, the best way to get the sale price right.



#### INTERNATIONAL MARKETING PLAN

Many Gran Canaria property buyers start their search from their home country so a thorough International Marketing Plan, and the ability to follow it through, is a powerful tool. It must contain Home Staging, a professional brochure in several languages with quality photos, display of the property in visible areas of the agency's offices, international online advertising on the agency website and specialist real estate portals in relevant countries, e-mail and social network marketing and if recommended property-specific actions such as video, 3D tours, open house, mailings, etc. The right agency also puts your property into the BOICAN shared database, and keeps you up-to-date about progress.



## 4. THE RIGHT ESTATE AGENCY

### ONGOING COMMUNICATION

Your agent has to be in constant communication with you about the status of the sale of your property. The most common way to do this is via a regular summary of activity and a report about viewings that includes the opinions of potential buyers.

### LEGAL AND TAX SERVICES

A quality agency offers its clients the legal and fiscal assistance they need to buy and sell a property. It advises and handles things like the calculation of all the expenses and taxes of the sale, and the drafting of contracts in all required languages.





## EXPERIENCE AND REPUTATION

### EXPERIENCE

Years of experience count for a lot in the real estate market. A long track record means that an agency understands the market and how it changes over time. It also has detailed knowledge of buyer profiles and understands the decisions that buyers make. Furthermore, established agents have strong links in the local real estate sector and amongst potential buyers. In short, experience gives an agency all the tools it needs to sell your property the right way.

### REPUTATION

The years that an agency has been in business are important but pale into insignificance compared to its reputation. A good agency has lots of testimonials from satisfied customers and is happy to display them. Pay attention to the "reviews" section on estate agency's Facebook profile. If an agency doesn't allow people to post public reviews, ask yourself why. They are either new and untested, or don't want people to review them in public. A further indication of the quality of an estate agency is the number of national and international awards it has received from recognized industry associations. Inquire, read and choose the right agency for yourself.

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## 4. THE RIGHT ESTATE AGENCY

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## 4. THE RIGHT ESTATE AGENCY

### REAL ESTATE ASSOCIATIONS

We can't emphasize enough how important this is: Agencies that are part of the local, national and international real estate network give you the best possible chance of making a prompt sale at a good price.

In the Canary Islands we have the Canarian Association of Real Estate Management Companies (ACEGI) on which the Canary Islands Real Estate Exchange (BOICAN) depends. The agency should also be a member of other national or international bodies. Real Estate Association membership is important because they have a binding code of conduct

for their member agents and give consumers more protection.

### SALES FIGURES

Knowing the number of properties that the agency has sold during the last year serves as a guide when it comes to entrusting them with the sale of your home. If the number of operations of this type is very low, something is wrong.



**“YOUR HOUSE IS ONE OF YOUR GREATEST ASSETS, YOU CHOOSE!”**



**“DO NOT BE ADVISED BY ANYONE WHO IS NOT AN EXPERT IN THE REAL ESTATE SECTOR”**

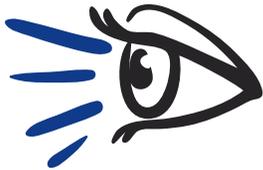


**“CHOOSE AN AGENT AND AN AGENCY YOU CAN TRUST”**



# 5. PREPARE YOUR HOME FOR SALE

Does your home look attractive? To sell, your home has to look like a property a buyer could live in as soon as they buy it



1

GOOD FIRST IMPRESSION

As with everything in life, there is only one opportunity to make the best possible impression.

**FACT:** 80% of buyers know if a house is what they are looking for after their first viewing.



2

BRIGHT, WITH A PLEASANT TEMPERATURE

Take advantage of the natural light of Gran Canaria and let viewers see how bright your home is. Tie back the curtains, open the windows and, if necessary, turn on the air conditioning until you get the right temperature. Do not forget to check that all the bulbs work.



3

CLEAN WALLS, DOORS AND WINDOWS

Paint the walls of your house with neutral colors so that the buyer gets a welcoming impression. If you have any damp spots it is best to fix them rather than hide them as they will reappear. Also check that all doors and windows work perfectly and test the doorbell.



4

SMALL CHANGES, GREAT RESULTS

Making small investments to repair or renovate details of your home can boost the value of your property by thousands of euros in the eyes of buyers.



5

NEUTRALITY

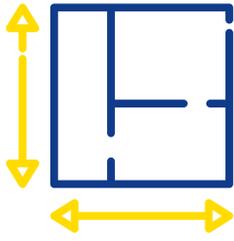
The buyer has to be able to imagine themselves in their new house. Objects that are too personal, such as photos and quirky decorations, will make them feel like they are invading someone else's space. The ideal decor is something similar to a smart hotel room.



6

IMPECCABLE BATHROOMS AND KITCHEN

These are the two rooms in a house that buyers focus on so it is essential that they are clean and neat. The taps have to shine, the shower curtain should be new, surfaces clear of clutter and the grouting fresh and white.



7

### TIDINESS AND SPACE

Buyers look for a home that holds all their belongings with ease. A tidy house with clear cabinets and storage rooms helps them to appreciate the potential of a property. It is advisable to remove all unnecessary furniture and decorative objects that create a feeling of clutter. The same applies to outdoor zones such as the garden and pool area



8

### PLEASANT ODORS

A welcoming scent helps create a positive image of the property and strong odours from drains or pets must be avoided at all costs. Try airing your house, using a mild air freshener, putting a cake in the oven or making coffee. An inviting smell helps to create the feeling of a home.



9

### PETS

You never know if a buyer is allergic to your pet or afraid of animals. If you have pets it is ideal to keep them out of the house during viewings. Walking the dog could help sell your property!



10

### THE AGENT KNOWS WHAT TO DO

As a professional, your agent knows how to show off the benefits of your property to each set of potential buyers. Too many people on a viewing makes the property feel smaller and can be uncomfortable for buyers so it is best to stay on the sidelines during visits and let your agent do their job.





## 6. HOME STAGING?

If you want your home in optimum condition for viewings but can't take on the task yourself, Home Staging is the solution.

Home Staging literally means 'putting a house on stage'. A professional in this field prepares your home to enhance its potential and be as attractive as possible to potential buyers: Painting, tidying, repairing and redecorating to make it as neutral as possible and welcoming

to everyone who visits. This is almost guaranteed to improve the offers you get on your property.

# ADVANTAGES OF HOME STAGING



Increases the value perceived by the buyer



Reduces low offers and haggling



Reduces the time to sale



Better photos = more viewings = more offers



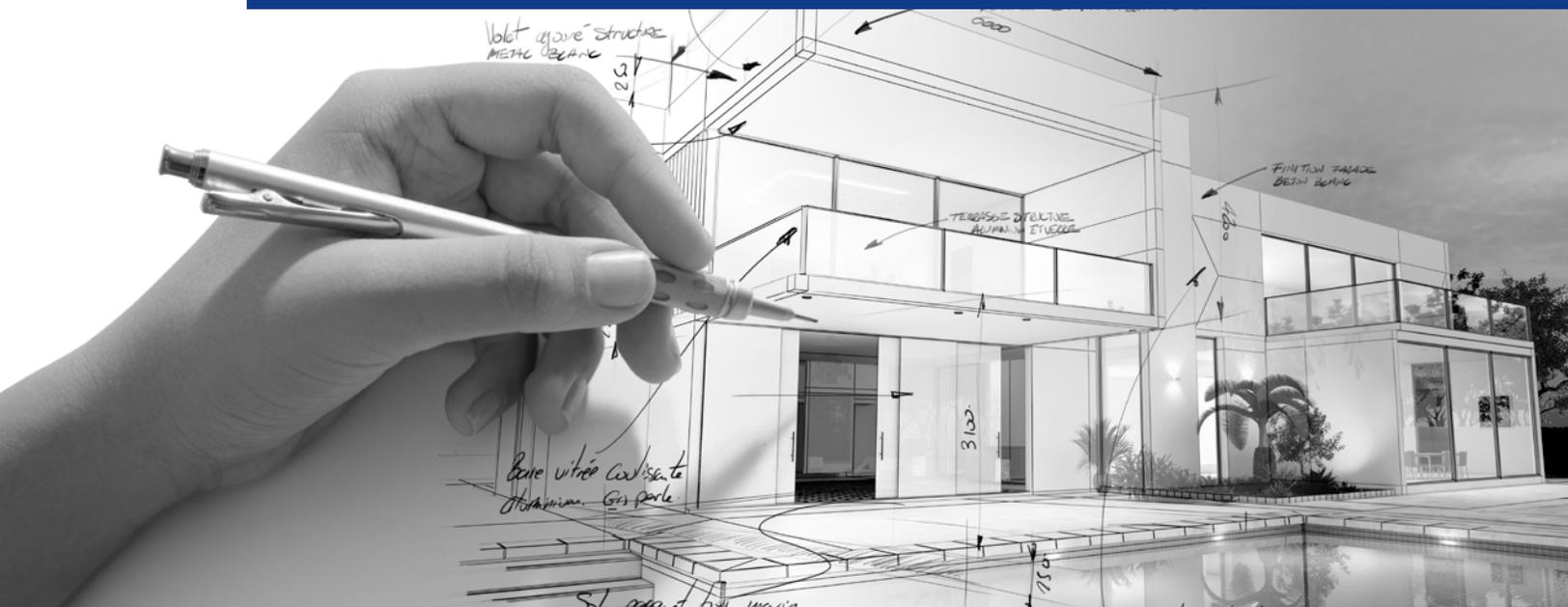
Creates a better first impression and good memories of the visit



Makes it easier to imagine living in the house



Differentiates a property from similar homes



Home Staging is not expensive and costs between 0.5% and 1.5% of the price of the home. The investment is well worth it when you take into consideration the result it achieves; a better sale price in a shorter period.

## 6. HOME STAGING?

# 7. THE RIGHT PRICE



## PRICE

What you as a seller ask for your property



## COST

What you paid for your property and what you have invested in it



## MARKET VALUE

What buyers are willing to pay for the property

Choosing the asking price for your property is no easy task. If you set it too high or too low, you are bound to lose money. So how do you get the price right?

A good agent does a Comparative Market Analysis that compares the prices of similar properties sold and offered on the market in the area. The greater the experience of the agency, the more data they have and the more accurate their estimation of the market price.

Sellers tend to overestimate the value of the property they own because market value is not based on what you spent on it, what you have invested in it or what you need to buy your next property.



★★★★★ Teresa and Manuel, Spain

We are extremely pleased, not only for the professional work, but for the personal treatment we have received, being constantly informed during the whole process and taken care of most complex paperwork...

*Teresa and Manuel*

# WHAT WILL HAPPEN IF YOU SET THE PRICE TOO HIGH?

### 1. You will not get many viewings

Your property competes with similar ones in your area and buyers research them all. If your price is too high compared to others, your house will not get enough viewings to receive purchase offers. Potential buyers will instead buy similar properties that are priced lower.

In the south of Gran Canaria, a large proportion of buyers are foreigners who come to the island for a few weeks to see properties. Most are pensioners looking to invest their savings in a home, so they will not waste time viewing a house that is overpriced

### 2. You help sell the neighbor's house

If your property is priced above market value, it makes comparable properties look like bargains in the eyes of buyers. Your goal should be to put yours on the market at a price that generates interest rather than driving buyers to competing properties.

### 3. Your property will sit on the market

If your home is for sale for a long time, the attention it gets from buyers declines (burned-out). Buyers know what houses are for sale, how long they have been on the market, and if the price of a particular property has dropped. When they see a property that doesn't sell, they only make low offers. Buyers need to feel that they have found a novelty and are not interested in something that has been on the market for a long time and has been rejected by others.

**IF YOU GET THE MARKET PRICE RIGHT**  
your house receives more viewings and offers, avoids low bids and sells faster.

There are more and more free valuation services on the Internet. As yet, they are unreliable and the price estimates for a property vary by as much as 40% between them. The most experienced agency in the area has a lot of information about local property prices and sale valuations. It will also take into account the factors that affect pricing on a hyper-local level. For example, the price of identical properties in adjacent buildings in the south of Gran Canaria often varies considerably due to buyer demand and perceptions.



# 8. PASSIVE SALE VS. ACTIVE SALE: YOU CHOOSE!

There are two ways of selling a property in the south of Gran Canaria. The first is called an “encargo en abierto” and is a passive process. It often means “house for sale indefinitely” The second, known as “encargo multiexclusiva or exclusiva compartida” is active and almost always means “house sold”.

## ENCARGO EN ABIERTO: PROPERTY FOR SALE INDEFINITELY

- If you sell your Gran Canaria property this way, you allow all estate agencies to market it and arrange viewings: However, because no one agent is responsible for making sure that it is well-photographed, priced and marketed, the process relies more on luck than anything else.
- Also bear in mind that open properties are not added to an MLS-system of shared properties, such as the BOICAN, because only properties with a multi-exclusive sale order can do so.
- Other disadvantages include the fact that agencies won't show the exact position of the home on the Internet because they worry that buyers or competitors will go to you directly. It also negatively affects the positioning of your house on online portals.
- The chances are that your house will sit on the market for a long time with multiple listings at different prices. The final price you get is likely to be lower.



But, because none of the agencies will invest their time and effort into doing a good job of marketing it (why would they if someone else could sell it), your property is unlikely to sell at all. You can check this by asking agencies what efforts they are making to sell the property and compare them with those of a good agency that works in multi-exclusive.

## 8. PASSIVE SALE VS. ACTIVE SALE: YOU CHOOSE!

### MULTI-EXCLUSIVE ORDER: HOUSE SOLD

- With this method, one real estate agency takes on the responsibility of looking after your interests, and of selling your property in the shortest time at the best possible price. They create an exclusive Marketing Plan that guarantees that your home gets maximum exposure on all online and offline channels.
- For example: your property is shared with other agencies in an MLS meaning that all potential buyers see it and can view it easily. Properties sold this way receive the highest number of viewings and, therefore, sell in a much shorter period of time and at a better price.
- The agency you choose is as interested in selling your house as you are. Since they are in charge of marketing, they invest the time and resources needed to increase the value that potential buyers perceive and therefore sell your property at a higher price.
- Your agent represents you in the negotiations, never leaves you on your own and keeps you informed of progress at all times. You can also trust your real estate consultant when the time comes for negotiation, as they have the training and experience to best represent your interests.



When you opt for a multi-exclusive sale, you get a unique representative that looks after your interests and gets your property out in front of as many potential buyers as possible. This skyrockets the chances of getting a sale at a better price.

# 9. THE PAPERWORK

To save time and make the sale process easier, we advise all sellers to get the following paperwork in order before they go to an estate agency.

**1. Escritura de Compraventa (Purchase Deed)**

The deed of sale that proves that you own the property. Your name and the registration number must appear. If you do not have a Nota Simple for your home, your agency can order it from the corresponding Land Registry.

**2. The last Property Tax (IBI) receipt**

Issued by the local Town Hall.

**3. A receipt from the Community of Owners**

**4. The Minutes from the last Community Meeting**

This generates confidence in potential buyers.

**5. The most recent water and electricity receipts.**

**6. Energy Efficiency Certificate.**

If you still do not have one, your agency will help you get it.

**7. Tourist rental contract.**

Only if you have the property rented out in a tourist rental system. This lets buyers see the terms and conditions, and the income your property generates.

**8. A written description of the key strengths of the property.**

As the current owner you know better than anyone else what makes your property a desirable purchase. Describe what motivated you to buy as well as the key strengths of the property.

Don't panic about the paperwork: With this documentation, your agency can manage the sale in a professional manner. It also provides buyers with an extra confidence boost. Foreign buyers in particular appreciate seeing all the costs associated with a property.





## 10. YOU RECEIVE AN OFFER. WHAT DO YOU DO?

A good agency is with you throughout the sale process to make it a pleasant and successful experience.

### NEGOTIATION

A quality agency will tell you if the offers you receive are reasonable. To evaluate offers, the following factors are taken into account along with the offer price:

- The volume of existing visits and the likelihood of receiving a better offer
- The amount offered as a deposit or purchase option
- The timeframe for full payment and signing of the public deed of sale
- The value of the contents of the property
- Whether the timing of the final payment and the signing the deeds of sale is convenient for the owner.
- The solidity of the offer: Whether the buyer has the funding in place or not

An offer of 10% below the listed price with a signing within three months is not the same as an offer 5% below the price with the signing date six months down the line. Each offer must be evaluated and risk assessed and a counter-offer made if appropriate. At this point it is best to be objective and set emotional attachment to your property aside as it makes negotiations simpler.

With foreign buyers, trust and safety are even more important as they are operating outside their home country and their comfort zone. That's why it's so important to have a quality agent backed by an agency trained in negotiation and fluent in the buyer's language.

## 10. YOU RECEIVE AN OFFER. WHAT DO YOU DO?

### CLOSING THE SALE

- **The reservation document and purchase option contract**

Once seller and buyer have agreed to the terms of sale, they are normally set down in a reservation document. With this the buyer pays a down payment to reserve the property. Then, a contract of option to purchase or a deposit agreement is drawn up and includes the following: seller's, buyer's, property details and charges if any, payments, deadlines and legal conditions. A properly written purchase option agreement guarantees the sale of your home.

You, as the seller, and the buyer must sign the same contract. At this stage the buyer pays a deposit that is almost always 10% of the agreed price.

A good real estate agency re-checks all aspects of the property and paperwork when drafting the purchase option contract. This step eliminates any last minute surprises that could derail the sale.

- **Sell the property free of charges**

Any charges on the property should be paid off as soon as possible or at the latest at the signature of the deed before the Notary. By charges we refer to mortgages, outstanding taxes, ordinary or extraordinary community fees, etc.

- **Transfer of ownership**

The property is officially transferred to the buyer when both parties sign a public deed of sale before a Public Notary, and the buyer transfers the full outstanding amount to the seller. The Property Registry provides the Notary with detailed information about the property and this is recorded in the deed. In addition, the Notary must advise both buyer and seller of their rights and duties. The next step is to present the deed in the Property Registry for registration, a formality that usually takes between 1 and 3 months.

- **Paperwork and invoicing**

A good real estate agency coordinates with Notary and banks so that signing the deed of sale is a short and simple process for you. The agency will give you a copy of the deed of sale as well as an invoice for all fees.

## 10. YOU RECEIVE AN OFFER. WHAT DO YOU DO?

### TAXES RELATED TO THE SALE

#### 1. CAPITAL GAINS

This tax is paid on the difference between the amount you paid for the property and the current sale value. The percentage depends on whether you are a Spanish tax resident or not, that is if you do your tax declaration in Spain or in another country:

- **If you are a tax resident in Spain**

The capital gains obtained from the sale of the property must be included in your IRPF tax return for the following year. The rate is either 19%, 21% and 23% (fiscal year 2017) depending on the sale value. There are Capital Gains exemptions if the property sold is your main residence, for example, you are exempt if you reinvest your capital gains in the purchase of another home, or are over 65 years old and it is your main residence..

- **If you are not a tax resident in Spain**

Capital gains are taxed at the 19% rate (fiscal year 2017). The law obliges the seller to withhold 3% of the purchase price and to deposit it with the Spanish Treasury. Within 4 months of the sale, you must submit a special tax declaration stating the actual profit obtained and the resulting tax. If the tax due is less than the deposit you have paid, you can request the outstanding balance. If the deposit does not cover the tax due, you have to pay any outstanding tax.

At Cárdenas we specialize in this type of services and are happy to help you.

- **Deductible expenses**

You can deduct from your Capital Gain bill any expenses and taxes from the initial purchase - tax, Notary fees, Land Registry costs, etc. You can also deduct the expenses of the current sale. For example, real estate agency fees and municipal land value tax. Furthermore,

you can deduct any investments you made in the property that constitute an improvement. The replacement of construction elements or furniture is not considered an improvement for tax purposes.

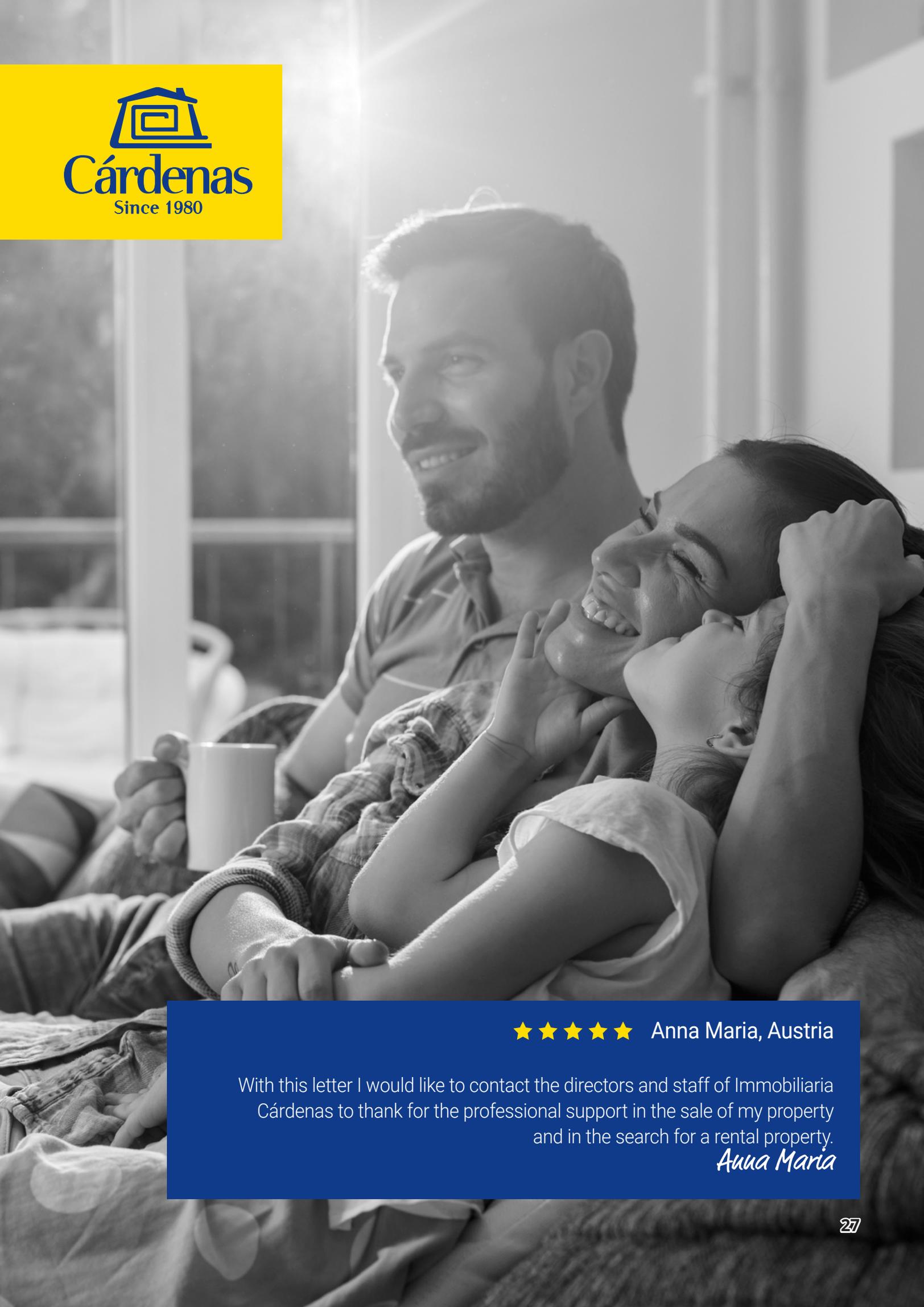
#### 2. LAND VALUE INCREASEMENT TAX

This tax, based on the increase in value of urban land is levied by the municipal tax authorities: it is paid on the increase in land value since you bought the property. The amount must be paid to the Town Hall, and depends on the years elapsed since the acquisition of the property and the catastral value of the land. Recent court judgments dictated that this tax is not applicable when there is no capital gain. Ask your agency for advice in this case.

- **Detailed breakdown of all costs**

If you wish, your agency will draw up a detailed breakdown of all costs, including the net gain resulting from the sale of your property

As you can see, a successful property sale depends on a qualified and experienced estate agency team and on full trust between you and your agency.



★★★★★ Anna Maria, Austria

With this letter I would like to contact the directors and staff of Inmobiliaria Cárdenas to thank for the professional support in the sale of my property and in the search for a rental property.

*Anna Maria*

# 11. WANT TO SELL? TALK TO CÁRDENAS



1

## AT CÁRDENAS, WE PUT YOU FIRST

- Our only focus is to help you
- We listen to you and communicate in your language
- We offer you a target market study
- You decide the sale price of your house



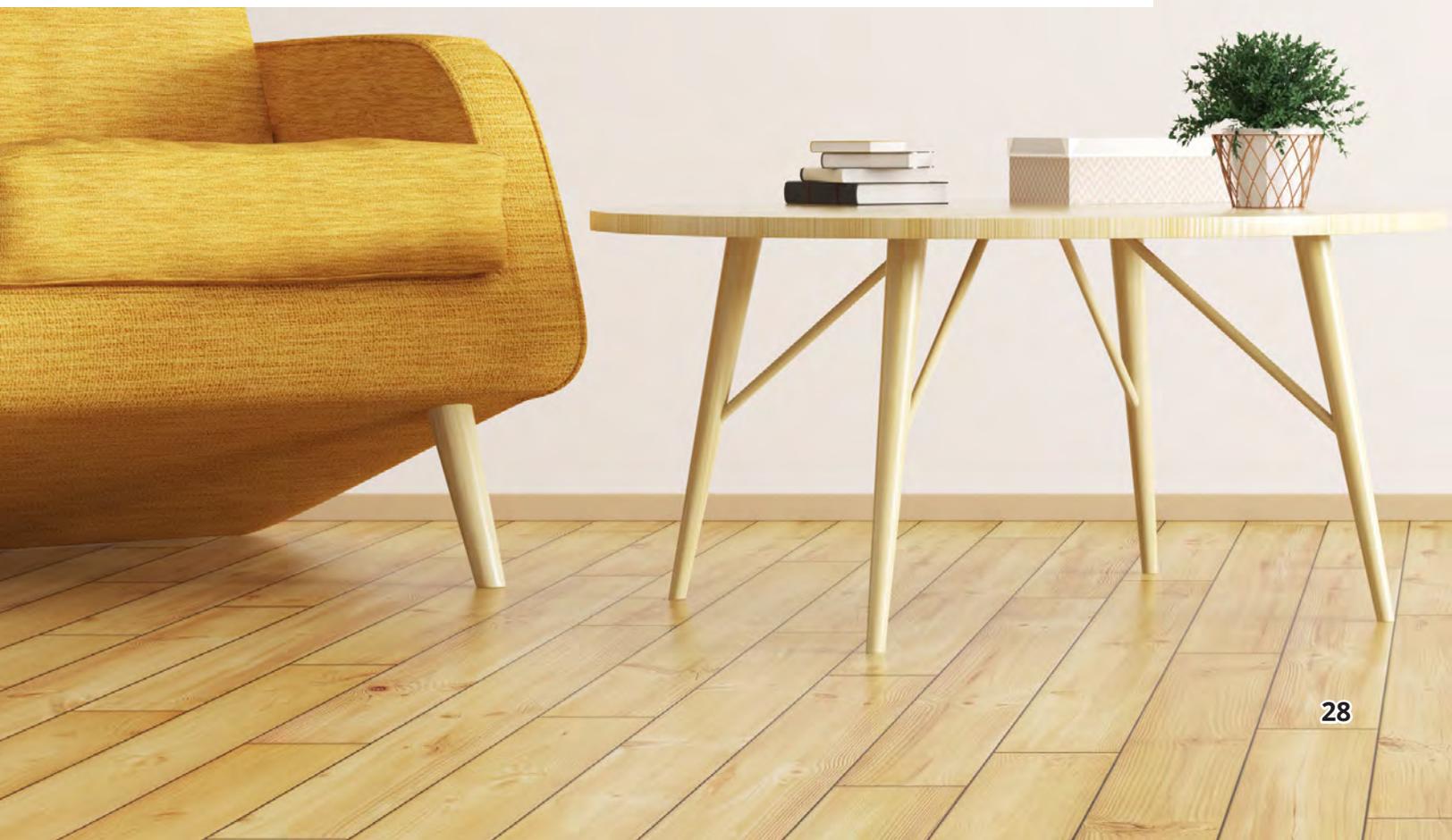
## 5 IN 1: ALL SERVICES IN ONE ESTATE AGENCY

1. We increase the value of your property
2. We create an effective and up-to-date marketing plan
3. Maximum exposure to national and international buyers
4. Cooperation with other estate agencies to increase the possibilities of sale
5. Legal and tax advice



## WE ARE TRANSPARENT

- We tell you about every stage of the process, including all expenses.
- Legal security in all our transactions.
- Professional Liability Insurance and Surety Insurance: Very few agencies in the South of Gran Canaria offer this extra security.





## WE ARE A GREAT TEAM

1. Each member of the Cárdenas team belongs to a specialist department:

- Marketing & IT
- Sales
- Rentals
- Listings
- Transactions
- Legal & Tax
- Administration
- Accounting

2. At Cárdenas, we have separate teams dedicated to helping buyers and sellers, each of them specialized in their area. Our specialist sales team is dedicated entirely to selling your property.

3. We have a legal and tax department with own legal and tax advisor.

4. Our multilingual management team is university educated.

5. Ongoing staff training with an annual investment of approx. 7.500 Euros.



## WE ARE COMMITTED

1. We are passionate about what we do.

2. We dedicate ourselves completely to what we do best

3. We put our commitments in writing.



## WE ARE INDUSTRY BACKED

We are members of the following Prestigious Real Estate Associations:

- ACEGI (Asociación Canaria de Empresas de Gestión Inmobiliaria)
- BOICAN (Bolsa de Inmuebles de Canarias)
- APEI (Asociación Profesional de Expertos Inmobiliarios)
- The managing team are Certified Residential Specialists (CRS). The CRS designation is the highest credential awarded to residential agents and managers, by the NAR (National Association of REALTORS®, USA).



## TRUST US!

Our team of professionals will inform you about the services that we will put at your disposal to sell your house at the best price and in the shortest time possible.



Toril and Kjetil, Norway ★★★★★

Thank you very much for your help in the purchase of the apartment at Guanabara Park. We are very happy that we had you as a broker since we felt safe with your help and follow-up.

*Toril and Kjetil*

# THE NUMBER 1 AGENCY IN THE SOUTH OF GRAN CANARIA



12 > LANGUAGES



39 > YEARS OF EXPERIENCE



28 > REAL ESTATE PROFESSIONALS



13 > BELLEVUE BEST PROPERTY AGENT



31,5 K > WEB VISITS PER MONTH



5 K > FANS ON FACEBOOK



616 > RECOMMENDATIONS ON OUR WEBSITE  
4,8 ★ > 196 REVIEWS ON FACEBOOK

  
**2.175**  
PROPERTIES SOLD  
110 IN 2018

**981**  
TAX  
DEPARTMENT CUSTOMERS

**2.609**  
PROPERTIES RENTED  
158 IN 2018



CONTACT US TODAY FOR ADVICE AND FREE INITIAL ASSESSMENT



**THANKS** *for your attention*

CÁRDENAS, THE SAFE AND SMART WAY  
TO BUY AND SELL PROPERTY

*The most recommended agency in Gran Canaria*

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