

Thank you very much for downloading our guide!

Please with any questions.

 our monthly newsletter for more great
content including our latest articles and properties on
the market.

Kindest regards
Carolina García Chagrin
Managing Director



Arguineguín • Puerto Rico • Puerto de Mogán

+34 928 150 650
info@cardenas-grancanaria.com
www.cardenas-grancanaria.com



CORPORATE DOSSIER
cardenas-grancanaria.com



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01 | ABOUT US

Cárdenas Real Estate, founded in 1980 is a company based in Arguineguín. We are specialists in the sale of properties in the south of the island and work hard to provide you with all the honest and professional advice needed when selling or buying property in Gran Canaria.

In spite of our recognised prestige in Gran Canaria and our position as a reference point in the area, during these past 45 years we have maintained our character as a family business: we accompany our clients throughout the whole real estate process and offer a close, empathetic and friendly service, in your preferred language.

We are currently the leading agency in the market in the south of Gran Canaria, with an effective combination of local expertise and international reach. We are the only agency with 3 offices in the South of the Island and which has an office exclusively dedicated to legal and tax services.



Office in Arguineguín
Main Office
C/ La Lajilla, 2
35120 Arguineguín.
Gran Canaria, España



Office in Arguineguín
Legal and tax services
C/ La Lajilla, 5 Bajo
35120 Arguineguín.
Gran Canaria, España



Office in Puerto Rico
Av. Tomás Roca Bosch, 6,
Aptos. Costa Rica, 1.
35130, Puerto Rico,
Gran Canaria, España



OUR MISSION

We guide people through their property transactions with transparency, excellence and a caring approach, honoring our tradition of service and trust.



OUR THREE CORE VALUES

Tradition

Since 1980, we have worked with the same principles of professionalism, proximity and honesty. Our track record has established us as a benchmark in the south of Gran Canaria, not only because of our years of experience, but also because we have maintained the values on which we were founded.

Transparency

We firmly believe that a real estate transaction should be based on clarity, honesty and complete information. For this reason we explain every step in detail and always act with integrity, building the trust our clients need to make decisions with confidence.

Service mindset

Cárdenas was founded to help, not to sell. Our roots are in consulting, and this characterises our understanding of business: listening, accompanying and always putting the customer at the forefront. Serving with empathy and commitment is in our DNA.





45 YEARS OF EXPERIENCE

A LOOK BACK AT OUR HISTORY

The origin dates back to Arguineguín in 1980, with the project starting as a family business focused on people. Our start in the real estate sector was almost casual: our founders began solving the land registry problems of several foreign owners who had purchased in a well-known complex in Arguineguín. Due to a lack of knowledge and poor service their property deeds were left unregistered.

Rolande and Antonio, founders and parents of Carolina and Daniel—the current owners—showed great effort and tenacity in finding a way to help clients register their deeds. This built strong trust with those first clients, who later returned to them without hesitation when it came time to sell their properties.



We were born with that philosophy—focused on helping people and providing service, not just making sales.

1980: The Company was founded by Antonio García de Cárdenas and Rolande Chagrin Chevènement



1983: We received our first review (M. Staurem, Norway)



1996: We moved to La Lajilla 2, Arguineguín and launched our website cardenas-grancanaria.com (online pioneers!)



1997-2001: Successfully promoted 6 luxury developments in Loma Dos



2000: New offices in Puerto Rico and Puerto de Mogán



2006: We received our first international recognition from Bellevue.



2009: We exceeded €1 million in turnover and 500 yearly tax clients.

2010: ACEGI and Boican members.



2012: New Legal, Tax and After Sales Services office in La Lajilla 5, Arguineguín.

2013: Our best year in the midst of the crisis with 155 sales and 226 rentals. Company trip to Marrakech



2014: We specialised the team: Real Estate Consultants for Sellers, Buyers and Rentals.

2015: Inauguration of the Sea Breeze complex in Barranco Agua La Perra



2018: New Transactions Department

2020: Agora MLS and Agora MLS Canarias members (founding members) 40 years, new marketing plan and new CRM



2021: New website

2023: Website - we added NL, SV, and FR languages



2025: We celebrate 45 years of experience!

OUR TEAM



**Carolina
García Chagrin**
Managing director

📍 Arguineguín
📅 In Cárdenas since 1996



**Daniel
García Chagrin**
*Legal and tax services
manager*

📍 Arguineguín
📅 In Cárdenas since 2003



**Ramón
Sánchez Bruhn**
Marketing & IT Manager

📍 Arguineguín
📅 In Cárdenas since 2001



**Pilar
Gago Nolasco**
*Administration and
accounting manager*

📍 Arguineguín
📅 In Cárdenas since 1994



**Ainhoa
Ortega Centol**
Transaction manager

📍 Arguineguín
📅 In Cárdenas since 2017



**Toni
Castellano León**
*Legal and tax services
assistant*

📍 Arguineguín
📅 In Cárdenas since 2001



**Alexandra
Soldat**
Office coordinator

📍 Arguineguín
📅 In Cárdenas since 2024



**Ana
Ramírez**
Maintenance & Cleaning

📍 Sea Breeze Apartments
📅 In Cárdenas since 2021



**Anna
Padrón**
*Property consultant
(sellers)*

📍 Arguineguín
📅 In Cárdenas since 2023





**Anzhela
Spiridonova**
Office coordinator

📍 Arguineguín

📅 In Cárdenas since 2015



**Inge
Hildebrandt**
*Property consultant
(buyers)*

📍 Arguineguín

📅 In Cárdenas since 2001



**Carlos Gómez del
Castillo Olivares**
*Property consultant
(sellers)*

📍 Puerto Rico

📅 In Cárdenas since 2017



**Yvonne
Weerts**
*Property consultant
(buyers)*

📍 Arguineguín

📅 In Cárdenas since 2010



**Lucy
Evans**
Office coordinator

📍 Puerto Rico

📅 In Cárdenas since 2006



**Mette
Zib**
Transaction assistant

📍 Arguineguín

📅 In Cárdenas since 2012



**Gitte
Tidemand**
*Property consultant
(buyers)*

📍 Puerto Rico

📅 In Cárdenas since 2021



**Mia
Larsen**
*Legal and tax services
assistant*

📍 Arguineguín

📅 In Cárdenas since 2016



**Joshua
Tavio Gago**
*Administration and
accounting assistant*

📍 Arguineguín

📅 In Cárdenas since 2013



OUR TEAM



Peter Jensen
Property consultant (rentals)

📍 Puerto Rico
📅 In Cárdenas since 2022



Nayara Vera Ramirez
Maintenance & Cleaning

📍 Sea Breeze Apartments
📅 In Cárdenas since 2025



Aridane Suárez Suárez
Maintenance & Cleaning

📍 Sea Breeze Apartments
📅 In Cárdenas since 2016



Kevin Suárez Morales
Maintenance & Cleaning

📍 Sea Breeze Apartments
📅 In Cárdenas since 2024



Julio Almeida
Legal and tax services assistant

📍 Arguineguín
📅 In Cárdenas since 2025



Gabriela Gacitúa Muñoz
Property consultant (buyers)

📍 Arguineguín
📅 In Cárdenas since 2025





02 | 15 REASONS TO CHOOSE CARDENAS

1. Leaders in the South: Experience, Quality and Proven Success

45 years of unblemished reputation and loyal clients. We are the most recommended agency in Gran Canaria, with over 1.700 client testimonials and excellent ratings on Google, Trustpilot and Facebook. Since 2006 we have been awarded with the yearly Bellevue Best Property Agent Award for consistently maintaining our level of performance.

2. Offices with high visibility

The only agency with 3 offices in the south of Gran Canaria with a situation of exceptional visibility that is enhanced due to our large fleet of company vehicles.

3. Excellent online presence and positioning

Since 1996 we have been pampering our website and we are a reference in

the sector with an exceptional Google ranking in several languages.

4. Commitment and passion

We are passionate about what we do, we are committed to it and we commit ourselves in writing.

5. Technology

We are an company that makes intensive use of new technological tools to improve the efficiency of our work and optimise our relationship with our clients.

6. Up-to-date international marketing plan

One of the few agencies with its own Marketing and IT department, guaranteeing us to keep up to date incorporating new actions and trends into our marketing plan.

7. Member of the main associations

- ACEGI (Canary Islands Association of Real Estate Agencies)
- BOICAN (Canary Islands Real Estate Exchange Database)
- AGORA MLS and AGORA MLS Canarias (founding members)
- CRS (Certified Residential Specialists) designation of our manager. The CRS designation is the highest accreditation for agents and managers in the residential market, granted by the NAR (National Association of REALTORS®, USA.
- APEI (Professional Association of Real Estate Experts).

8. Professional Liability and Surety Insurance

Professional Liability Insurance and Surety Insurance – very few agencies in the south of Gran Canaria have it.

9. MLS and partner network

We love to collaborate! We are members of the biggest MLS in Canary Islands: Boican and Agora MLS. All are advantages: we multiply the strength and points of sale for the seller and we have access to a wider offer for the buyer.

10. Specialised teams and professionals

Real estate consultants do not work alone. In order to obtain the best possible results, they coordinate their actions with other professionals in the real estate agency. For this support to be effective, the team must be organised into various departments such as marketing, legal-tax, transactions and, of course, sales, which in turn is differentiated into advisors for sellers, buyers and rentals.

11. Ongoing formation

We continuously train with workshops offered by Agora MLS and ACEGI, together with our own internal plans, in marketing, technology and sales, legal and fiscal matters.

12. Continuous Availability

We understand that a home is a family's most valuable asset. That's why we offer continuous availability to our clients, ensuring they can always count on us when they need us.

13. Extensive and quality real estate services

Specialist services for sellers, buyers, investors and developers, as well as lettings, legal, tax and after-sales services.

14. Only agency with a legal, tax and after-sales service office

In 2012, we decided to open an office exclusively to provide legal, tax and after-sales services to our clients, and also for external clients requiring quality advice and assistance.

15. Multilingual service - We speak 10 languages

Unlike other agencies that focus on a single nationality or origin of buying clients, we are able to attend clients from all over Europe in their language, addressing a wider and more diversified market.





The most important things when you buy or sell a property in Spain are trust and people with experience. We have known Cárdenas for many years. They have been a reliable partner in all matters. Competence in all aspects meets helpful staff. Several languages spoken. Great after-sales service. One cannot expect more from a real estate agency.

Thomas H.

03

INVESTING IN THE SOUTH OF GRAN CANARIA IS INVESTING IN QUALITY OF LIFE

The south of Gran Canaria is one of the world's leading consolidated tourist destinations. Our climate, considered to be one of the best in the world, provides us with a constant influx of tourists throughout the year, and especially during the winter months, a season in which we are a destination without competition in Europe.

A WORTHWHILE INVESTMENT

In addition to traditional sun and beach tourism, Gran Canaria enjoys other types of tourism that have a more direct impact on the real estate sector: residential tourism and holiday rentals.

RESIDENTIAL TOURISM: CLIMATIC IMMIGRANTS

Many foreigners choose Gran Canaria when the time comes for them to retire, either as a permanent residence or as a second home during the winter months (6 months a year). These are the so-called "climatic immigrants" or



“snowbirds”, people from northern and central Europe, with a medium-high purchasing power and who are looking for quality of life during their mature years. Although many residential tourists opt to buy their own home, a large proportion opts to rent. This tenant profile tends to be a good payer, careful and willing to pay a good rent if the property and its equipment meet their wishes and are of medium-high quality.

AN INCREASINGLY VALUABLE OFFER

The fact that residential tourism is concentrated mainly in the southern part of the island, and that most of the land in these areas is designated for tourist-hotel use, shows that the possibilities for growth in supply are very limited, and in any case below the expected growth in demand.

This means that there will be a significant revaluation of the properties which is why we consider the south of Gran Canaria to be a safe bet, both on a personal level as an investment in quality of life and as part of an economic investment strategy.

HOLIDAY RENTALS

Holiday rentals have become a trend over the last few years. Although it has always existed, its growth has been accelerated by new technologies and the continuous improvement of air connections with the Canary Islands.

It is undoubtedly the ideal solution for owners who want to combine their own use of their property with maximum flexibility and profitability.

In the Canary Islands, the regulation of land use in tourist areas is quite complex and confusing, and there is currently a wide range of irregular

offers. At Cárdenas we are real estate consultants guided by clear principles of transparency, integrity and honesty, and we consider it our obligation to advise any potential investor on all these issues enabling them to make their purchase decision in full awareness.



04 | OUR SERVICES

OUR SERVICES TO SELLERS

We have the experience, know-how, tools and IT to achieve the sale of your property at the best possible price and in the best possible timeframe. Our transaction and legal and tax services departments ensure that the transaction is coordinated with maximum legal security, and that the experience is smooth and pleasant from the first contact until even after the signing at the notary's office.

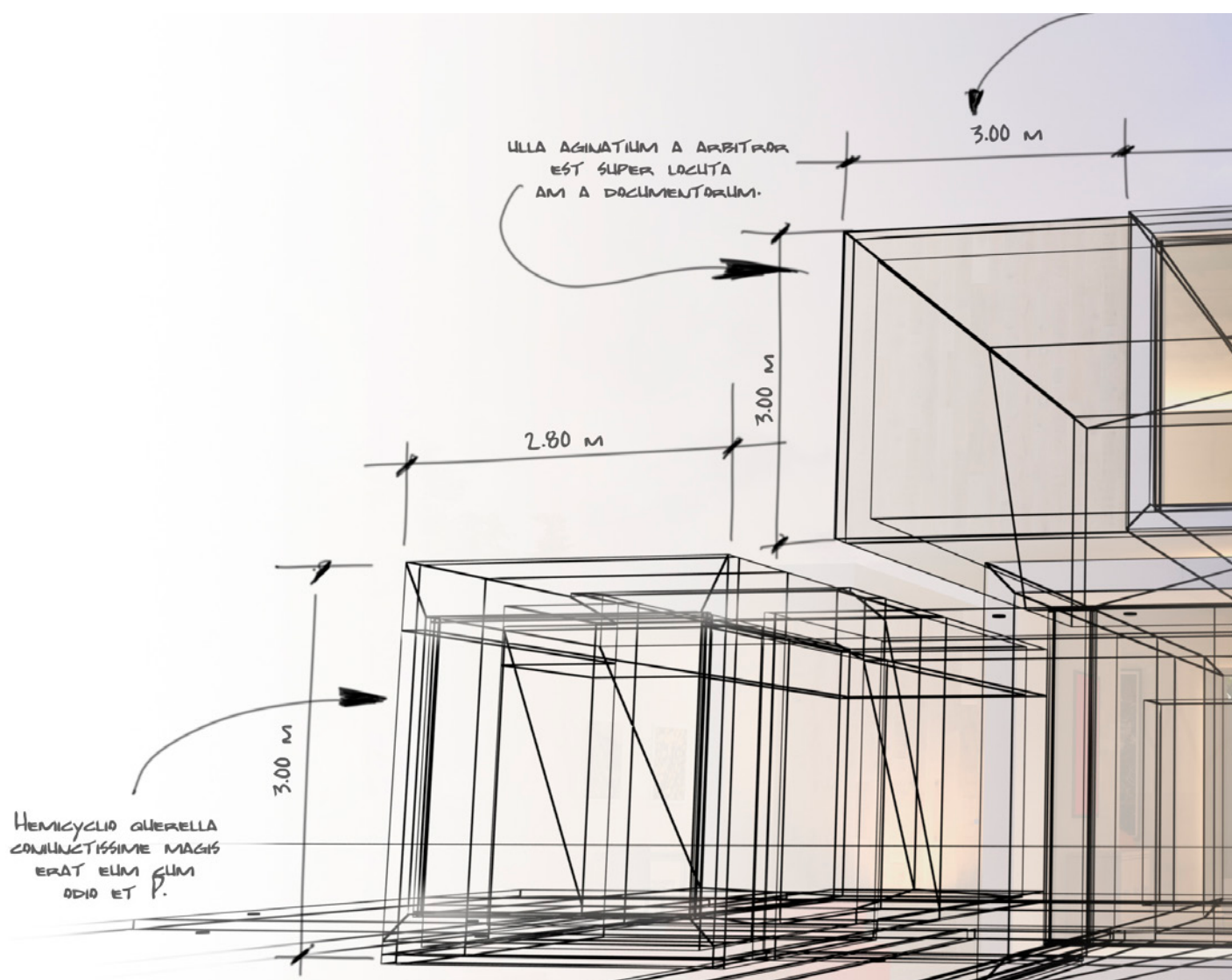
- Personalised service in 10 languages.
- Personalised and continuous advice from a real estate consultant with ongoing training
- Market reports for your area
- Professional inspection and valuation of your property
- Documentation required for the sale
- Large portfolio of loyal customers
- Up-to-date international marketing plan, some of its sections:
 - Optimal presentation of your property by means of tips, homestaging, etc.
 - High quality audio-visual material
 - 3d property floor plans
 - Sale notification to all of our registered potential buyers, updated daily
 - Registration of the property in the MLS Boican and Agora MLS
 - We collaborate and share fees
 - Visible selling signs
 - Visibility in our excellently located offices.
 - Website with excellent Google ranking in 7 languages.
 - Top national and international portals
 - Your property featured on our social media
 - Your property included in our newsletter with over 9k subscribers.
- Additional specific actions according to each case: open house, online campaigns,...
- Additional specific actions for promoters.
- Buyer qualification.
- Multilingual advice and services to buyers.
- Financing management.
- Regular meetings.
- Negotiations.
- Calculation of sale costs.
- Hassel-free process thanks to our Transaction, Legal, Tax and After Sales Services Departments.



OUR SERVICES TO BUYERS

It is one of the biggest investments of your life, so not only do we help you to find your property, but we accompany and advise you throughout the process so that the transaction is carried out with maximum legal certainty, and your experience is smooth and enjoyable.

- Largest real estate offer through the MLS BOICAN and Agora MLS Canarias
- Real estate big data tools with access to 99% of the market offer
- In-depth knowledge of the area.
- Complete and accurate information including numerous photographs, floor plans, 3D tour and surroundings
- Legal verification of each property
- Personalised service in 10 languages
- Personalised and ongoing advice from a continuously trained real estate consultant
- Professional valuation of the property
- Assistance in negotiations
- Financing through Spanish banks
- Calculation of purchase and recurring yearly costs



OUR SERVICES TO INVESTORS AND DEVELOPERS

We help you maximise your ROI (Return on Investment) and minimise investment risks by creating highly demanded products, marketed through an up-to-date international plan, and by ensuring the security of the transaction and a pleasant experience for all involved.

- Identification of opportunities
- Feasibility analysis
- Advice on product and price through know-how, experience and big data tools.
- Customised international marketing plan
- Complexes and buildings: sale as a whole or by units
- Excellent knowledge of the different forms of investment: Holiday rental, seasonal rental, developments, purchase and sale of complexes, sale by units.
- Extensive experience from our own developments and those of clients
- Listing on our successful website in 7 languages.



SUCCESSFUL CASES

In consultancy and marketing of developments, complexes and plots of land:

- Olympo I, Olympo II, Atalaya I, Atalaya II, Atalaya III, Fortuna I **(our own developments)**
- Loma Verde in Loma Dos **(70 units)**
- Guanabara in Barranco Agua La Perra **(100 units)**
- Inagua I and Inagua II in Barranco Agua La Perra **(130 units)**
- Malibu in Barranco Agua La Perra **(80 units)**
- Residencial Tauro in Morro del Guincho **(50 units)**
- Plot of land of 15.000m² in Loma Dos **(7 M€)**
- Hotel Punta del Rey in Puerto Rico **(7 M€)**
- Hotel plot Radisson 5* Hotel Playa de Mogán **(3,5 M€)**

OUR RENTAL SERVICES

We ensure that your investment is in safe hands all year round. Thanks to our leasing management service, you can enjoy your income with peace of mind.

- Guidance on prices, types of contract and profitability.
- Proposals for improvement and/or refurbishment of the property.
- Minimum equipment and quality control of the property.
- Issue of the energy efficiency certificate.
- Registration of services and supplies.
- Custody of keys.
- Marketing to attract and locate potential tenants (long term).
- High quality photographs.
- Listing on our successful website in 7 languages.
- Preliminary economic evaluation of potential tenants.
- Drafting of the rental contract in Spanish and English.
- Assistance to tenants and landlords in case of incidents.





OUR LEGAL, TAX AND AFTER-SALES SERVICES

Service vocation, maximum security in transactions and quality legal and tax advice has been one of our maxims since our beginnings. We are very proud to be the only real estate agency with an office exclusively dedicated to this and managed by an expert in real estate law and taxation.

- Legal and fiscal assistance in the transfer of real estate, also in cases of sales agreed between private individuals, including tax formalities.
- Handling and processing of the sale and purchase until registration in the land register is completed.
- Personalised calculation of all costs and taxes for the sale and purchase.
- Fiscal representation of non-residents and payment of annual taxes.
- Contracts in several languages.
- Management of leases.
- Assistance and advice in wills.
- Handling of inheritances: specialists in foreign inheritances and their complexity due to different international laws.
- Application for NIE / NIF
- Applications for water, electricity and internet supplies.
Procedures with public bodies
- Lifting of encumbrances
- Town planning certificates.
- Legalisation of constructions without permits.

A close-up photograph of a middle-aged couple with grey hair, smiling and embracing each other. The woman is on the left, wearing a white top, and the man is on the right, wearing a light blue button-down shirt. They are both looking down and smiling warmly at each other. The background is a soft-focus indoor setting with a warm, blue-toned light.

An unbeatable experience with Cárdenas, both in the purchase and sale of our property in Gran Canaria. Inge accompanied us from the very beginning with professionalism, friendliness and total commitment. Years later, she was back by our side for the sale, just as attentive and efficient as ever. We would also like to highlight Natalie, from the legal team, for her great dedication, speed and clarity. A comprehensive, reliable and highly recommended service. We would definitely use them again.

Heather B.



REAL ESTATE GUIDES AND POSTS OF INTEREST

We create quality content in order to help answer all questions related to the real estate sector.

- Seller's Guide
- Buyer's guide
- Real Estate location guides
- Blog Posts about legal, tax, tourism, decoration, sellers, buyers, investors, developers, etc.

MARKET REPORTS

We prepare a biannual report informing about the evolution and trends of supply, demand and prices in the south of Gran Canaria.

- Biannual market reports (online)

MONTHLY NEWSLETTER

We produce and send out a monthly newsletter with content and properties of interest.

- More than 9.000 real subscribers interested in real estate content in the south of Gran Canaria.
- Subscriber opening rates well above average for the sector



05

WHY COOPERATE WITH OTHER REAL ESTATE AGENCIES?

In the United States they are called MLS (Multiple Listing Service), and are fundamental instruments in the hands of professionals used to speed up the sale of real estate properties.

Each owner is represented by a single agency, but their property is shared on a wide platform that makes the offer accessible to many more buyers simultaneously.

Membership of an association is based on a high level of professional standards for all members.

Cárdenas was from the very beginning one of the driving forces behind these extraordinary cooperation tools, that benefits both owners and buyers at a regional level through BOICAN, and at national level through AGORA MLS.

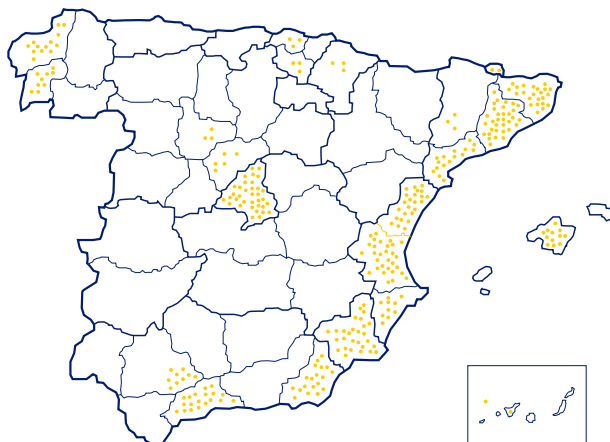
06 | MEMBER OF BOICAN

Cárdenas Real Estate is a member of BOICAN (Canary Islands Real Estate Exchange Database) from ACEGI (Canary Islands Association of Real Estate Agencies).

This Association is currently present in Lanzarote, Tenerife and Gran Canaria. With 33 agencies in the Canary Islands, 15 of them in the south of Gran Canaria, it is the largest network of professionals in the Islands.



07 | MEMBER OF AGORA



The professionals who work in any of the agencies grouped together in Agora MLS have an advantage over their competitors in terms of training, services, tools, market actions, technology and collaboration for the benefit of the client.

- + than 450 agencies
- 3.000 professionals
- 50 regions (24 regions with direct collaboration and 26 through collaboration with other networks)
- 12.000 exclusive listings



08

REFERENCES

Yvonne helped and supported me from the very beginning with finding the perfect fit for my needs and wishes and with all the related requests to achieve the finalized contract. Her kindness, patience and empathy have taken my heart and my trust. And I have now a home and a friend. Natalie has been very responsive and kind; she supported all the administrative things at the very best. Thanks, Cárdenas. Thank you, Yvonne & Natalie. You are the best!

Chiara B.

We are a family from an EU state, but non-resident in Spain. It was our first purchase of real estate in Gran Canaria. We are happy that we have worked with Cárdenas from the very first moment. Trustworthy, professional, very knowledgeable. Perfect personal and written support during the whole transaction. From our side – 5 stars.

Frantisek H.

Excellent exchanges with Cárdenas for the sale by proxy from France of my apartment located in Arguineguín. I had quality exchanges with Mette, my contact at Cárdenas responsible for processing the file.

Baudouin C. M.

I had a great experience working with Carolina and the Cárdenas team to sell a difficult property in Gran Canaria, all while I was based in the U.S. Despite the time difference, Carolina kept communication clear and consistent from start to finish. Her understanding of the market and strategic advice made a big difference. She was always available, responsive, and truly made the process smooth and stress-free. Thanks to her professionalism and dedication, the property sold at an excellent price. I'd gladly recommend Carolina to anyone navigating the real estate market in Gran Canaria.

W. A.

Wonderful experience from beginning to successful closing with Cárdenas in Playa del Inglés! Highly recommended – very professional and provided exceptional customer service. As a non-Spanish speaker, I felt very well represented and informed on the process. They are truly full-service and go the extra step for their customer. Throughout the entire process, the team was very responsive and reassuring. Exceptional service and kind, friendly, and knowledgeable team. Many thanks, Yvonne and Natalie! You both have been a joy to work with, and I will come to Cárdenas first for future services :)

JennaLA

OUR NUMBERS

 **3** OFFICES AND **45** YEARS OF EXPERIENCE

 **24** PROFESSIONALS AND **10** LANGUAGES

 **95 K** PAGE VIEWS PER MONTH IN OUR WEBSITE
11 K FANS ON FACEBOOK / INSTAGRAM

 **4,9**  **1.715** REFERENCES (521 , 259 , 338  & 597 DIRECT WEB)

 **19** AWARDS BELLEVUE BEST PROPERTY AGENT
15 PRODUCTIVITY AWARDS AGORA MLS CANARIAS

 **1.039** TAX DEPARTMENT CLIENTS

 **2.775** PROPERTIES SOLD | **3.130** PROPERTIES RENTED



45 YEARS FULFILLING DREAMS



Arguineguín • Puerto Rico • Puerto de Mogán

C/ La Lajilla, 2, 35120
Arguineguín, Gran Canaria, España
Teléfono: +34 928 150 650
info@cardenas-grancanaria.com
www.cardenas-grancanaria.com



AGENTE INMOBILIARIO
INSCRITO EN EL RAIC
Nº RAIC00017ABC
Válido hasta 11/08/27



The benchmark in Gran Canaria real estate since 1980