NOMORIX
Real Estate Marbella

• THE MARBELLA SELLING GUIDE · 2026

Sell at the *top* of the cycle.

A complete handbook for owners selling on Spain's most active luxury coastline — pricing strategy, presentation, the six-step legal process, and exactly what every seller, resident or non-resident, walks away with after taxes.

+9.8%	–20%	68%	50–63%
PRICE GROWTH 2025	LISTED INVENTORY	CASH BUYERS	FOREIGN BUYERS

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BENAHAVÍS · MARBELLA

Why selling in Marbella, *now*.

The conditions on Spain's most-watched coastline favour the seller more clearly than at any point this decade. Four structural shifts are compounding — and a narrowing window with non-EU buyers makes 2026–2027 a strong selling environment.

+75%	€5,400	22+	#1
PRICE GROWTH SINCE 2020	AVG /M² SEP 2025	BRANDED RESIDENCES SPAIN PIPELINE	SPAIN · EU INVESTMENT DESTINATION

Sources: Idealista · Registradores de España · Portal Estadístico del Notariado · Savills Branded Residences 2026.

Four reasons sellers move now

— **Supply scarcity is structural.** Listed inventory dropped 20% YoY mid-2025. The pipeline of new permits is constrained — sellers face less competition than at any point in the cycle.

— **Branded residences are rewriting the ceiling.** Four Seasons, Karl Lagerfeld, Dolce & Gabbana, Fendi Casa, Lamborghini, Elie Saab, Missoni — major brands delivering 2026–2032, pulling resale comps upward in their wake.

— **The Golden Visa closed** on 3 April 2025 (Organic Law 1/2025). Buyers shifted from visa-driven to lifestyle-driven; the buyer pool is now deeper and less price-elastic.

— **The proposed 100% non-EU buyer tax is the wildcard.** A January 2025 draft bill has stalled in parliament (Reuters, March 2026) — the minority government has been unable to secure majority support. If it eventually passes, resale demand from non-EU buyers contracts sharply.

Where price growth is concentrated

Sub-market YoY growth, 2025

Elviria · Cabopino	**+22.4%**
Las Chapas · East	**+14.1%**
Estepona	**+13.3%**
Nueva Andalucía	**+6.1%**
Nagüeles · Milla de Oro	**+4.6%**
Benahavís	**+4.3%**

Source: Idealista (asking prices, 2025 YoY change); cross-checked with Notariado real-transaction data.

Price right — or price *twice*.

In Marbella's market, the first 21 days on listing decide most outcomes. Correctly-priced properties attract three to five qualified viewings in the opening fortnight. Overpriced listings sit — and the longer they sit, the deeper the eventual discount.

How a property is valued

Three reference points define the right asking price. A serious valuation triangulates all three — the agent's "feel for the market" alone is not a methodology.

- **Active comparables.** Properties currently listed in the same urbanisation or building, adjusted for floor, view, and condition.
- **Closed transactions.** Sales registered in the last 6–12 months at the Registradores de España — what buyers actually paid.
- **Cadastral & reference value.** The government's *valor de referencia* sets the tax floor and increasingly anchors buyer expectations.

What "test the market" actually costs

Serious buyers see every new listing within 48 hours. Overpriced properties get filtered — and rarely return when prices drop.

- **Buyer fatigue.** Serious buyers see new listings within hours of going live; overpriced properties get filtered immediately and rarely return.
- **Stale-listing penalty.** Properties on the market 90+ days are perceived as "problem properties." Closing prices on stale listings typically run materially below market.
- **Carrying cost.** IBI, community fees, utilities, and imputed income tax (Form 210) run while the property sits.
- **Opportunity cost.** Capital tied up in an unsold property is capital not earning yield elsewhere.

The Nomorix valuation method

We do not quote a single asking number. Every seller is given a **three-point pricing band**: the floor (what closes within 30 days), the realistic asking (60–90 day window), and the aspirational ceiling (where buyer pushback begins). The seller chooses the strategy — we execute against it. Setting the strategy explicitly before listing is what separates a clean sale from a stalled one.

First the property, then the *photos*.

Marbella buyers compare twenty-plus listings in a single sitting. Yours must hold attention in two seconds online — and survive scrutiny in person. Preparation done before the camera ever arrives compounds into every offer that follows.

01 Repairs & touch-ups

Cracked tiles, chipped paint, broken handles, sticky doors. None of these reduce asking price — but their presence telegraphs neglect and invites lowball offers.

02 Light staging

Empty rooms feel small; over-decorated rooms feel cluttered. The goal is neutral, light, aspirational. Remove personal photos, declutter surfaces, add fresh linens and one strong design accent per room.

03 Professional photography

The single largest lever on viewing requests. Twilight exteriors, drone aerials, wide-angle interiors, a curated 25–35 image edit. Phone photos cost you tens of thousands at closing.

04 Cinematic video

A 60–90 second walkthrough materially lifts time-on-listing and social shares. International buyers shortlist via video — they fly only after the video sells them.

05 Documents in order

Energy Performance Certificate (mandatory before listing under RD 390/2021), Licencia de Primera Ocupación, community fee certificate, current IBI receipt, and Nota Simple. Missing paperwork costs days at completion.

06 Floor plan & spec sheet

Buyers expect a clean architectural plan with square metres clearly labelled. A one-page spec sheet (built area, plot, orientation, year, amenities) closes the loop on every initial enquiry.

What to fix — and what to leave

Fix: anything visibly broken, dated paint (off-whites and warm greys outperform), worn-out kitchen/bath silicone, dead bulbs, garden overgrowth. **Leave:** full kitchens, bathrooms, or major renovations — buyers want to put their own stamp, and you rarely recoup more than 60% of renovation cost in price uplift. The exception is a luxury villa with a 1990s primary suite — worth doing.

Where Marbella buyers actually *look*.

Foreign buyers — between 50% and 63% of Marbella purchases, and over 95% above €10M — never see a "for sale" sign. They find property through three distinct channels. A serious marketing plan reaches all three; a casual one reaches only the first.

01

Portals

Idealista, Fotocasa, Kyero — the discovery layer. Most buyers start here, but listing alone gets you visibility, not viewings. Premium placement, professional copy in 3+ languages, and weekly republishing cadence is what converts.

02

Agent MLS & network

Marbella's MLS — Resales-Online — shares listings across collaborating agents on the coast. A property listed with one MLS-active agent reaches every active buyer through the agency's collaboration partners on day one.

03

International direct

Off-portal channels — private buyer databases, family-office introducers, partner agencies in Dubai, London, Frankfurt, Stockholm — reach buyers who never browse public listings. This is where premium prices hold.

Sole, multi — or the right one

MODEL	HOW IT WORKS	BEST FOR	WATCH OUT FOR
Sole agency	One agency, full marketing budget invested. Commission stays with the listing agent unless shared via MLS.	Owners wanting a single accountable team and premium marketing.	Vet MLS participation — without MLS the listing is invisible to collaborating agents.
Multi-agency	Several agencies list simultaneously. Whichever brings the buyer earns commission.	Owners wanting maximum visibility above all else.	Diluted incentive to invest in production; price discrepancies; buyer mistrust.
Open / private	No public listing. Circulated quietly through trusted networks and private buyer databases.	Privacy-sensitive sellers, trophy assets, market-testing.	Smaller buyer pool — slower sales, often at a premium for ultra-prime assets.

The Nomorix model

We work as **sole agents with full MLS distribution** — one accountable team running your marketing, with day-one access to every collaborating agent on the coast. Standard commission: **5% + 21% IVA** (negotiable for assets above €5M).

Six steps, about *three months*.

Selling a property in Spain follows a strict legal sequence. From listing day to keys handed over at the Notary, a clean transaction takes 8–14 weeks — split between marketing (varies) and the legal close (typically 30–60 days from accepted offer).

01 Preparation & documents

Your lawyer audits the property file before listing. Energy Performance Certificate ordered, Nota Simple pulled from the Land Registry, community fee certificate verified, outstanding IBI cleared, mortgage balance confirmed. Original Escritura and Licencia de Primera Ocupación gathered.

WEEK 1

02 Listing & market launch

Photography and video produced. Agent agreement signed. Listing built and published across portals, MLS, and partner channels. International outreach activated. Correctly-priced properties typically draw 3–8 viewings in the first 14 days.

WEEKS 2–8+

03 Receiving & evaluating offers

Each offer is evaluated on price, payment terms (cash vs financed), proposed closing date, and proof of funds. The strongest offer is not always the highest — a lower cash offer with a 30-day close often beats a higher offer with a 90-day mortgage subject.

ONCE VIEWINGS BEGIN

04 Reserva & Contrato de Arras

Buyer signs a short Reserva (€3,000–€10,000) for ≈14 days exclusivity. After due diligence clears, both parties sign the Arras and the buyer pays the remainder of a 10% deposit. **If the seller withdraws, double the deposit is due to the buyer.**

WEEK 1 POST-OFFER

05 Due diligence

The buyer's lawyer verifies Nota Simple, Licencia de Primera Ocupación, IBI and community fees paid current, no unpermitted extensions, energy certificate, cadastral consistency. Your job is fast response to document requests.

WEEKS 1–4 POST-ARRAS

06 Escritura at the Notary

The Notary reads the deed aloud. Final balance paid via bank-guaranteed cheque. Any seller mortgage cancelled simultaneously. Keys handed over. The deed is registered at the Land Registry within 30 days.

30–60 DAYS POST-ARRAS

Power of Attorney for absent sellers

If you can't attend the Notary in person — common for non-resident sellers — your lawyer can act on your behalf with a Spanish-format *poder notarial*. Notarised at any Spanish consulate abroad, or at a Notary in Spain (with apostille if signed outside Spain). Property-specific and time-limited.

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What it really costs to *sell*.

Budget 6–8% in transaction costs on top of any tax owed on the gain. These deductions come off the sale price before you see net proceeds. The detail below is for a resale property — new-build developer sales follow different mechanics.

COST	TYPICAL RANGE	TRIGGER / DETAIL
Estate agent commission	5% + 21% IVA	Industry standard on the Costa del Sol. Paid by the seller. Negotiable above €5M. Split with co-broking agent if listing reaches buyer via MLS.
Legal & conveyancing	1.0–1.5% + IVA	Independent lawyer handles deed prep, tax filings, mortgage cancellation, Notary attendance. Minimum ≈€1,500.
Energy Performance Certificate	€100–€400	Mandatory before listing under RD 390/2021. Valid 10 years — check yours hasn't expired.
Mortgage cancellation	€600–€1,500	If you have an outstanding mortgage. Bank fee + Notary + Registry to formally close the charge.
Habitation licence renewal	€300–€1,200	Only if your Licencia de Primera Ocupación has expired or has a documentation gap.
Community fee certificate	€30–€100	Issued by the property's administrator confirming fees paid current.
Plusvalía Municipal	€500–€20,000+	Local tax on the increase in cadastral land value during ownership. Calculated two ways — pay the lower (detail next page).
Capital Gains Tax	19% on the gain	Statutory non-resident rate. National tax on profit (sale price minus original purchase + improvements + costs).

Worked example · €1.5M resale, non-resident seller, no mortgage

Agent commission (5% + IVA)	€90,750	Plusvalía Municipal (est.)	€8,000
Legal fees (1% + IVA)	€18,150	CGT (€500k gain × 19%)	€95,000
Certificates & admin	€500	**Total deductions**	€212,400

Net proceeds to seller €1,287,600

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Two taxes, one *tax bill*.

Every Spanish property sale triggers two distinct taxes: Plusvalía Municipal (paid to the town hall) and Capital Gains Tax (paid to the Agencia Tributaria). They tax different things and are settled on different timelines.

Plusvalía Municipal

A local tax charged by the Marbella (or Estepona, Benahavís, etc.) town hall on the increase in the cadastral value of the *land* — not the building — during ownership.

Two calculation methods

Since the Constitutional Court ruling and RD-Law 26/2021, sellers can choose between two methods and pay **whichever is lower**:

- **Objective method.** A coefficient applied to the cadastral land value × the years of ownership.
- **Real-gain method.** The actual difference between purchase and sale, attributed only to the land portion.

When you pay: within 30 days of sale, filed by your lawyer.

Capital Gains Tax

A national tax on the profit made on the sale — sale price minus original purchase price minus improvements minus selling costs.

The rate: 19% on the gain

Flat statutory rate for non-residents. Residents pay 19% up to €6,000, then 21% / 23% / 27% / 28% on higher gains.

Deductible from the gain

- Original purchase taxes (ITP or VAT + AJD)
- Original Notary, Land Registry, legal fees
- Improvement works (with invoices)
- Agent commission & legal costs of the current sale
- Plusvalía Municipal paid on this sale

When you pay: non-residents file Form 210 within 4 months of sale. Residents file in the annual income tax return.

Reinvestment relief — for tax residents only

Spanish tax residents who reinvest the proceeds of selling their primary residence into another primary residence within **2 years** may be exempt from CGT on the reinvested portion. **This relief is not available to non-residents.** If approaching retirement in Spain, becoming a tax resident before the sale year can be materially significant — but the trade-off is paying Spanish tax on worldwide income. Get advice before triggering the change.

Sources: Agencia Tributaria · BOE RD-Law 26/2021 · Constitutional Court ruling 182/2021.

The 3% *retention.*

If you're a non-resident seller, Spanish law requires the buyer to withhold **3% of the declared sale price** at the Notary and pay it directly to the Agencia Tributaria on your behalf. It's a CGT advance — not an additional tax — but it's a cashflow event most foreign sellers don't expect.

How it works in practice

- **At the Notary,** the buyer pays the seller 97% of the declared sale price.
- **The remaining 3%** is paid by the buyer to the Agencia Tributaria within 30 days using Form 211.
- **The buyer issues the seller** a copy of the filed Form 211 as proof — keep this safely.
- **The seller then files Form 210** (capital gains return) within 4 months, calculating the actual CGT owed.
- **The 3% is offset against the final CGT.** If the retention exceeds actual CGT, the seller can claim a refund. If it falls short, the seller pays the difference.

Worked example

Declared sale price	€1,500,000
3% retention (Form 211)	**€45,000**
Net to seller at Notary	€1,455,000

Within 4 months — Form 210 reconciliation:

Calculated CGT (€500k gain × 19%)	€95,000
Less retention already paid	−€45,000
Final CGT due (Form 210)	**€50,000**

If your actual gain is small or zero — claim the refund

The 3% retention is a flat percentage of **sale price**, not of gain. If you bought recently or held long enough for the deductible cost basis to exceed the nominal gain, the retention exceeds your CGT. **Always file Form 210 within 4 months** to claim the refund. Skipping the filing means losing the difference. Refunds typically clear in 6–12 months.

Sources: Agencia Tributaria · Spanish Non-Resident Income Tax Act (TRLIRNR), Articles 14–25 · Form 210/211 instructions.

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After the sale, and how we *work*.

After the sale

01 File the final returns

Form 210 (CGT) within 4 months. Plusvalía already filed within 30 days. If the property was rented in the year of sale, a final rental Form 210 is also required.

02 Cancel utilities & the bank account

Notify electricity, water, internet, and IBI billing of ownership change. Most sellers keep the Spanish bank account open until any 3% retention refund clears.

03 Repatriate the proceeds

Funds clear at the Notary. Transfers above €10,000 to another EU bank are reported automatically. Outside the EU, lock the rate with a currency specialist in advance and document the source (deed + Form 211).

04 Decide what's next

Reinvesting (residents): two-year window for reinvestment relief. Exiting Spain entirely: sale closes the Spanish tax footprint. Buying again locally: clean coordination beats sequential transactions.

How Nomorix sells

01 International buyer access

Active outreach to private buyer networks in Dubai, the UK, Germany, the Nordics, and the GCC. Properties reach the people actively looking — in the languages they read.

02 Sole agent + full MLS

One accountable team running marketing — with day-one distribution to collaborating agents on the coast. The focus of exclusivity with the reach of multi-agency.

03 Production-grade content

Twilight photography, drone aerials, cinematic video, multilingual copy. Every Nomorix listing meets a single production standard.

04 Honest valuation, weekly transparency

Three-point pricing band (floor, realistic, ceiling). Performance reporting every seven days. If something's not working, we change the plan.

Selling and buying simultaneously

If you're upsizing within the market or relocating between areas, the cleanest sequence is: secure a private contract on your purchase, time the sale's Arras to close 7–14 days before the purchase Escritura, and bridge with a short-term mortgage facility if needed. We coordinate both transactions from a single point of contact where both counterparties cooperate.

Ten things every Marbella seller *should know*.

01 First 21 days set the price

Correctly-priced properties attract 3–5 viewings in the opening fortnight. Overpriced listings get filtered — and rarely return.

02 Documents before photography

Energy Certificate, Nota Simple, community certificate, LPO — gather everything before the camera arrives.

03 Budget 6–8% transaction costs

5% agent (+ IVA), 1% legal (+ IVA), Plusvalía, certificates. CGT is separate — calculated on the gain.

04 Non-residents: 3% retained at Notary

Buyer withholds 3% of sale price as a CGT advance. Always file Form 210 within 4 months to settle or refund.

05 Plusvalía has two methods

Since RD-Law 26/2021, choose objective or real-gain method — pay the lower. Your lawyer calculates both.

06 Strongest offer ≠ highest offer

Cash & fast close often beats a higher financed offer with a 90-day mortgage subject. Evaluate the full package.

07 Arras cuts both ways

If you withdraw after signing, you pay the buyer double the deposit. Only sign when fully committed.

08 PoA solves the Notary problem

A Spanish-format Power of Attorney lets your lawyer sign on your behalf if you can't attend completion.

09 Reinvestment relief is resident-only

Tax residents reinvesting in another primary residence within 2 years can shelter CGT. Non-residents cannot.

10 The non-EU tax bill remains a wildcard

A January 2025 draft would impose a 100% transfer tax on non-EU non-resident resale buyers. Stalled in parliament as of March 2026 — but a meaningful seller-side consideration.

Ready to start the *conversation*?

Whether you're testing the market, preparing to list in three months, or ready to sign with the right team this week — every Nomorix seller relationship starts with one free, no-obligation discovery call. We'll value the property, walk through your timing, and give you the three-point pricing band before you commit to anything.

01
Call or WhatsApp

+34 614 141 165

Direct line — answered in English, Spanish, German.

02
Email

info@nomorix.com

Send the address and a few photos. We respond within 24 hours with first comparables.

03
Visit us

Calle Gary Cooper
Acosta 7, 29679
Benahavís

Office viewings by appointment.

What happens on the first call

We ask about the property, the timeline, and the situation behind the sale. We share recent comparable transactions from the same urbanisation. We give an initial valuation band and a marketing plan tailored to your buyer. We answer every tax and legal question — including the ones your accountant didn't think of. About 30 minutes. No obligation to list, and no follow-up pressure if the timing isn't right.

Sources: Tinsa · Idealista · Registradores de España · CBRE · Agencia Tributaria · BOE.