



HOW TO VALUE AND MARKET YOUR PROPERTY.

- PRICE
- POSITION
- PRESENTATION



+34 601 990 354

www.sapphireproperties.es

properties@sapphireproperties.es

License n°: Pending



Digital footprint

ABOUT US

Briefly let us tell you who Sapphire Properties are and then we'll talk about how to value your property yourself. Once you have a price per square meter (sqm) you can think about your demographic and where to best publish your property, then how to market and present the key features of your home for the best results.

Sapphire Properties has over 20 years of experience in the real estate industry and covers the entire island of Mallorca with more focus on the central and western regions.

The Essence of Sapphire Properties

"At the heart of Sapphire Properties is the motto of community, unity and honesty. Our services are customer-focused as our partnerships evolve, so we provide the best support when and where you need it. We endeavour to anticipate all the obstacles that may arise for our customers; counter and eliminate them with strength and integrity. Sapphire Properties is exclusive, transparent and fully focused on its customers."

We can help you navigate this process. We offer you a **FREE CONSULTATION** to value your property. We advise on where you should advertise it and how best to showcase your home. We can be the intermediary between both parties to help ensure all rights and legalities are adhered to. We also can perform the property viewings, and draft the relevant contracts and we're here to address complaints and make those tedious call-outs and property inspections when necessary.

Everything takes TIME and ENERGY!
Sapphire Properties can give you back yours.



HOW WE VALUE A HOME AND TIPS FOR YOU TO CONSIDER

NO TWO PROPERTIES ARE EXACTLY THE SAME

Townhouses built from the same plan have unique elements such as; a different orientation, a distinctive visual aspect from the windows, the way the light enters the home, and even the landscaping. For this reason, we believe that a property has a unique soul and value. We nurture the very essence and soul of every property we manage revealing its unique qualities.

The price per sqm is the goal here.

In Spain, Properties are valued primarily on the price per sqm. Taking an average price per sqm for the area, and adapting that to a figure per sqm for the type of property being valued, be it a country house, townhouse or flat etc...

There doesn't exist a unique price for a property, rather many. It'll fall under a range of prices within the market and at the time of valuation.

“It will be nothing more nor less, than that which a buyer is willing to pay.”

But first you have to understand the difference between a “*tasacion*” and a market valuation.



A “tasacion” is an official valuation performed by a qualified independent surveyor and this is recognized by the Bank of Spain when granting loans levied against collateral.

The criteria for a “tasacion” are relatively strict and adhere to the official **Orden ECO/805/2003**, this allows for easier comparison between properties and ensures that the same measures are performed when re-valuing a property in a different time-period.

A “tasacion” report will incorporate values such as; the location of the property, the materials used in its construction, and its age. The report will take multiple samples of comparable properties both **SOLD** and **FOR SALE** on the market right now and using an algorithm that factors in distance from your home and a few comparable elements it will produce a price per sqm.

A “tasacion” will **ONLY** value the elements that are legal and registered in the land registry. There is a cost for a “tasacion” and this report is valid for a relatively short period of time.

As it is a requirement for any mortgage approval it is common for an owner to only request this valuation once a buyer’s offer has been accepted, however, we at Sapphire Properties recommend that a “tasacion” be performed early on so as to justify the asking price and speed up the process.

The valuation made in a “tasacion” is cautious and historically lower than prices you may see from market valuations.

A market valuation, on the other hand, is based on public demand and compares properties for sale advertised online.

With the **cadastral number** of your home, which is the unique identifying number for your property, you can quickly get a figure from an online valuation.

Most reports take an average price per sqm from multiple properties for sale at the current moment. The algorithm will not differentiate between legal, alegal, and illegal square meters and the validity of each advert is only checked by the owner uploading that data.

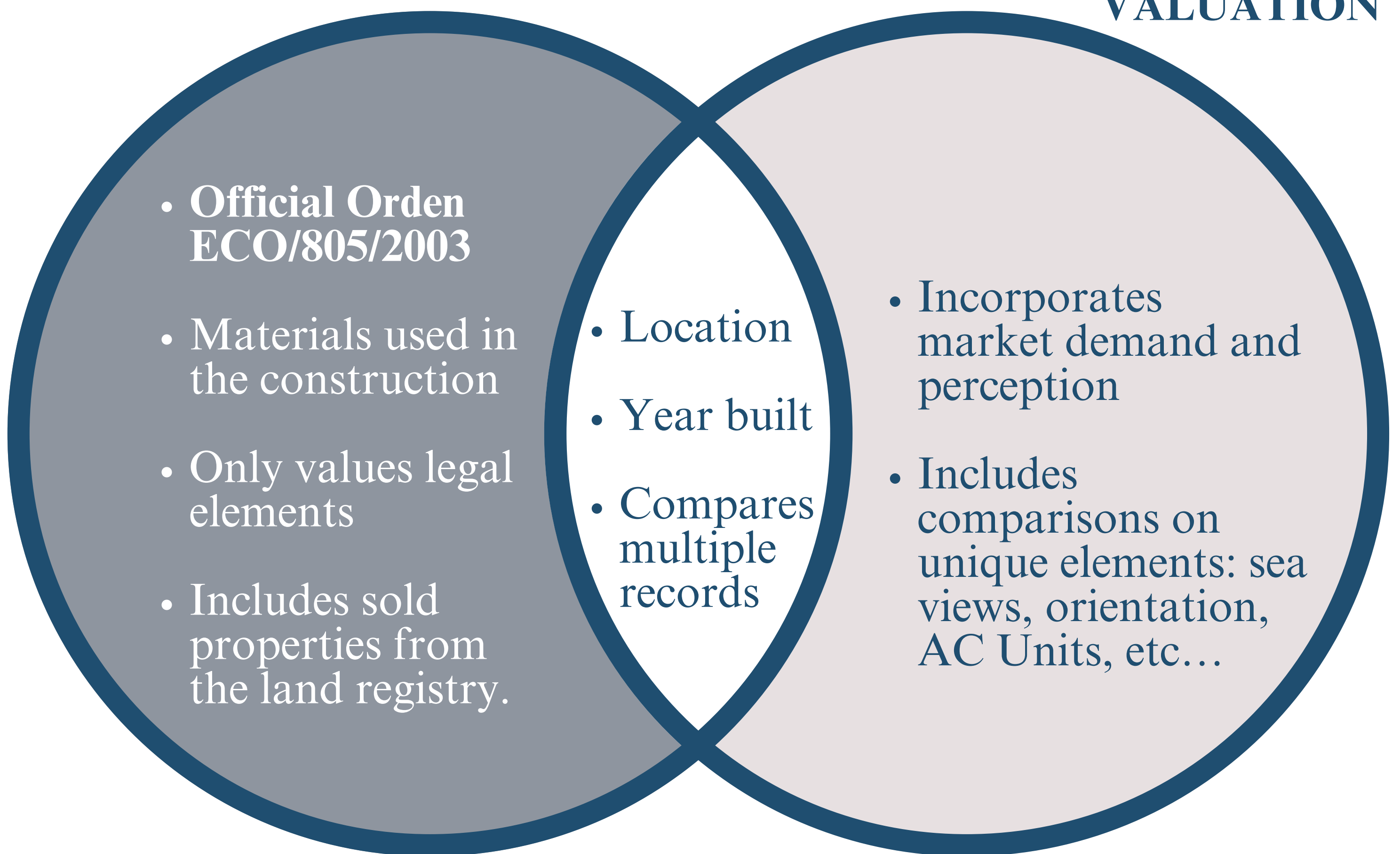
For example, a plot of land may be 10.000 square meters but 9,000 square meters is government-protected forestry land and therefore valued differently. Whilst a property may be 300 square meters but 50 square meters are an illegal extension. depending on the age and various other factors this will change its classification and valuation.

Some online market valuations allow for the individual elements such as the number of floors in the home, the swimming pool, and the number of A.C. units to be compared. There are many free online market valuations available to you but bare-in-mind that any online market valuation will only report using their own figures and records.

A market valuation will often be higher than the bank's "tasacion" as it is determined based on market demand and perception.

TASACION

MARKET VALUATION



The **Sapphire Valuation Report** collects all of your home's key features, attributes, and unique qualities, and compares them to other adverts both, still for sale and recently sold across multiple platforms. It factors in coefficients, and differentials and produces a price range of what the property is worth along with other key information.

We take into account variables used by the official Orden **ECO/805/2003** and although we are not trained official valuers, called "tasadores" here in Spain, we do love an Excel formula or two.

Click here to see an example of our report and contact us today for a **free valuation** specific to your property.



The **Sapphire Valuation Report** is not accepted by the Banco de España for official valuations and mortgage requests. It is purely for informative purposes only.

POSITION

What your home has to offer and for what price will determine who will be interested buyers.

First consider your demographics, who will be the clients interested in your home? Which nationality are they? How old are they?

According to the Spanish government statistics website, Tourists moving to the Balearic Islands for their residence are summarised here:

With the top three nationalities being;

- **Germans**
- **English**
- **Spanish Nationals.**



[Click here for the full statistics](#)

Where to advertise your property for maximum exposure to the right clients is key to success.

- We feel that Spanish Nationals look to Idealista, Fotocasa, Trovimap and Pisos.com
- German nationals search on Immoscout24 aswell as the above.
- English nationals will also search on Rightmove.

The key benefit of listing your property with an agency is that we advertise on multiple platforms and target our advertisements to the right clientele. A good estate agency also has an extensive network of collaborations, private databases, and portals where advertisements are curated, vetted, and validated to ensure quality representation of your home.

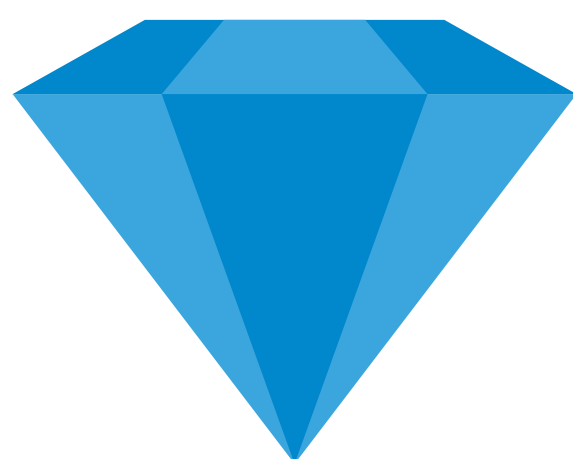
PRESENTATION

Now that you know your price and the portals you want to advertise on, check out the competition.

See how similar-priced properties with similar characteristics to yours are being presented. Read the competitors' texts and observe the camera angles and time of day that the photography has been done. This will guide you as to how best to present your advertisement to also filter the amount of calls you will receive once you publish your property online.

Here is a secret tip, if you don't want every agent knocking on your front door, then be selective with which outdoor photos you upload. Google Maps offers an aerial view to everyone. So agents can find properties based on pool shapes, orientation, and even the views of the mountains, scenery, and views out of windows to determine which floor your apartments is on.

As we mentioned earlier, Sapphire Properties believes that every home has a unique soul. we make the **soul of a property shine like the SAPPHIRE it is!** Beautiful photography showcase its unique features, while eloquent yet detailed descriptions capture the charm, history, and beauty of your home, effectively highlighting its core attributes.



[Click here to see how Sapphire Properties showcase a property.](#)

We know you can do it yourself. And sure by doing it yourself you save money, you get to vet the clients yourself, you get to do the viewings yourself, present, publish, and market your home yourself. You can write up the legal contracts yourself, and provide 24-hour client attention, and an after-service.

ASK THE RIGHT QUESTIONS BEFORE AND DURING THE VIEWINGS. BE DIRECT! GET TO KNOW THE PERSON WHO MIGHT BE LIVING IN YOUR HOUSE.

For Sales: Do they need a mortgage? Are they pre-approved already? How recent was their credit check? and the last conversation with their bank manager? When do they want to complete the sale?

For rentals: Do they have a work contract? A reference from the previous landlord? Or failing that, any proof of suitable income? Can the utility bills be changed into their name?

Stupid question, we know, but you won't believe how many tenants have a previous bad debt or don't have the right residency paperwork to be able to change the utility bills over, and by this stage, landlords don't want to start again with the viewings to a new person, so often they compromise which is a potential problem in the future.

Be professional! Stay informed on all your rights and obligations. Use a lawyer or a licensed real estate agent to draft the contracts and make sure you do an inventory for rentals.

You can guarantee your rental income with the right insurances. Tenants can give you a credit report valid and updated by an independent company for the first year of your tenancy, and tenant insurance can protect your income for a period of time.

CONTACT US

Do you have the time for all that we've talked about? Can you stay up-to-date on all the legal rights to you and the other party? Are you able to keep all the documents organized and respond quickly and professionally to maintain the right relationship between you and the client?

CALL OR MESSAGE US AND AN AGENT WILL CALL YOU BACK.

“book a call with us today and let us take the pressure and stress from you and give you back time and freedom”



License n° Pending

+34 601 990 354

peter@sapphireproperties.es

www.sapphireproperties.es