

Selling Guide

Discover all the advantages
ERA Costa & Sol offers you



Costa&Sol
Website

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Each ERA® agency is legally and financially independent.



ERA Costa & Sol

REAL ESTATE

Thinking about selling your property?

We guide you every step of the way as
your trusted real estate advisor



Thinking about selling your property?



Welcome to ERA Costa & Sol, your trusted partner for selling your property!

Our experienced and dedicated team will guide you through every step of the sales process. With in-depth knowledge of the local real estate market, a personal approach, and a strong international network, we ensure that your property stands out and reaches the right buyers.

We are committed to making the process smooth and efficient. From an accurate property valuation to a strategic marketing plan and expert negotiations, we take care of everything and keep you fully informed.

We invite you to contact us for a no-obligation consultation.

We are here to maximize your investment and guide you every step of the way.

ERA Costa & Sol – Your sale starts here!

Marinus Maas
Founder & CEO
ERA Costa & Sol

The Company

ERA Costa & Sol

Since 2023, we've proudly operated under the ERA brand from our headquarters in Benahavís, offering expert guidance for buying, selling, renting, or managing properties.

Our Services:

- New Developments: Exclusive homes in prime locations.
- Resales: Quality existing properties.
- Rentals: Short- and long-term contracts.
- Property Management: Comprehensive care of your property.

We cater to all market segments, from affordable apartments to luxury villas, with personalized service and in-depth expertise.

Our Ambition:

To be the leading real estate reference on the Costa del Sol, with plans to expand our network for even better service.

Selling with ERA

Extensive Network

Our vast network connects you to a wide range of buyers, sellers, and real estate professionals, ensuring your property gets maximum exposure and access to exclusive listings.

Targeted Marketing

We use tailored marketing strategies, combining online and offline campaigns, to position your property in front of the right audience and attract serious buyers.

Local Expertise

With deep roots and experience on the Costa & Sol, our team provides valuable insights into market trends, pricing, and neighborhoods to help you make informed decisions.

Global Reach

Through ERA's international presence, your property gains visibility among a global audience of potential buyers, expanding your opportunities beyond the local market.

Multilingual Team

Our team speaks your language, offering personalized support in multiple languages to ensure a smooth and stress-free experience for both local and international clients.

Trusted Brand

As part of the globally recognized ERA network, we bring you the credibility, reliability, and expertise of a brand trusted by millions worldwide.



Selling proces



Free and Non-Binding Property Valuation

Valuation: Our experts conduct a detailed analysis based on current market value, comparable properties, and the unique features of your property.

Advice Report: You receive a clear report with the estimated sale price and advice on potential improvements to increase the property value.



Preparing the Property File

- Deed of ownership (Escritura Publica)
- Recent land registry excerpt (Nota Simple)
- Energy certificate (mandatory)
- Proof of payment for municipal taxes (IBI tax, waste collection fees)
- Homeowners' association documents and payment records (if applicable).

Verification: Your lawyer ensures all documents are in order to avoid issues during the sale



Professional Presentation of Your Property

We provide professional photos, videos, and virtual tours if desired.

Marketing Materials: Your property is showcased with engaging descriptions and high-quality visuals. Listed on major real estate platforms such as Idealista and international portals. Featured in ERA networks. Targeted social media campaigns to reach the right audience.



Property Viewings and Feedback

We arrange property viewings at flexible times.

Guided Tours: An ERA agent accompanies buyers during each viewing and answers their questions.

Feedback Report: After every viewing, you receive an update with feedback from the interested parties.



Negotiations and Offers

We keep you informed of every offer.

Negotiation: Our agents negotiate on your behalf to achieve the best possible price and terms.

Preliminary Sales Agreement (Contrato de Arras): The buyer typically pays 10% of the purchase price as a deposit. This agreement protects you as the seller in case the buyer withdraws.



Ownership Transfer at the Notary

Document Verification: The notary conducts a final check of all documents.

Signing the Deed (Escritura de Compraventa): The buyer pays the remaining balance, and the property transfer is officially registered.

Registration: The notary registers the sale at the land registry.



Administrative Process and Follow-up

Tax Obligations: The lawyer will advise you on the payment of the Plusvalía Municipal tax and any applicable capital gains tax.

Withholding Declaration (for non-residents): The lawyer assists you with the mandatory 3% withholding process by the buyer.

Post-Sale Support: We remain available for any questions and ensure a smooth follow-up after the sale.

Taxes

Municipal Capital Gains Tax

(Plusvalía Municipal)

A local tax applied to the increase in the value of the land from the time of purchase to the time of sale.

This tax is based on the cadastral value of the land and the duration of ownership.

Important Note: The tax is owed even if the overall sale price of the property has decreased.

Capital Gains Tax

(Impuesto sobre la Renta de No Residentes - IRNR)

A tax on the profit earned from the sale of the property.

Tax Rates (2025):

- Residents: Progressive rates between 19% and 26%, depending on the total profit.
- Non-residents: A flat rate of 19% on the profit.

Profit Calculation:

Sale price – (purchase price + costs of improvements + purchase/sale costs).

Deductible Expenses:

Notary fees
Real estate agent commissions
Renovation or improvement costs (with proper invoices)

Withholding Tax for Non-Residents

When a non-resident sells his property, the buyer must withhold 3% of the sale price and pay it to the Spanish tax authorities.

This amount acts as an advance payment for the capital gains tax.

If the withheld amount exceeds the actual tax liability or if no profit was made, you can apply for a refund.

Tax Exemptions and Deductions

Residents: If you reinvest the profit from the sale into a new primary residence, you may qualify for tax exemptions.

Seniors (65+ years old): Residents over 65 who have lived in the property as their primary home for at least three years may be exempt from capital gains tax.



Costs

Other Costs Involved in the Sale:

- Real Estate Agent Fees
- Notary Fees: Usually range between €800 and €1,500, depending on the complexity and sale price.
- Land Registry Fees: Cost for updating the property register.
- Mortgage Cancellation Fees: If the property still has an active mortgage, there are costs to cancel the mortgage registration.

Conclusion

Selling a property may seem straightforward, but in reality, it can be a complex process with many challenges along the way. From setting the right asking price to navigating legal requirements, marketing your home effectively, and negotiating with potential buyers—it all requires expertise, strategy, and a deep understanding of the market.

That's why working with a professional real estate agent is not just recommended—it's the key to a successful and stress-free sale. At ERA Costa & Sol, we offer more than just guidance; we take the burden off your shoulders, ensuring that every step of your property sale is handled with precision and care.

With our team by your side, you gain access to expert advice, innovative marketing tools, and a global network of potential buyers. We manage the entire process, protecting your interests and maximizing your return on investment.

Remember, a successful sale doesn't happen by chance—it happens with the right expertise and a dedicated partner.

If you have any questions or need further support, we are here for you at every stage.

Let us turn your challenges into opportunities and your goals into reality.

ABOUT ERA

ERA is an international partnership of quality real estate agents. The group was founded in 1972 under the name Electronic Realty Associates. Since 2024, ERA has also been active in Costa del Sol, Spain.

ERA's mission is to renew and change the real estate industry in such a way that this will lead to the highest possible customer satisfaction.

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