

#NERJAWITHSANNA

*the*  
SELLER'S  
*guide*

HOW TO SELL YOUR  
PROPERTY IN NERJA

*(2025 Edition)*



## Introduction

Hello and welcome to my Seller's Guide for Nerja! I'm Sanna, and I know that selling a property can feel like a troublesome task, but with the right approach, it can also be an exciting and rewarding process.

In this guide, I'll walk you through everything you need to know to sell your property successfully in 2025, from preparing your home to choosing the best real estate agent, correct sales price and marketing strategy. My goal is to help you get the best value while making the entire process as stress-free as possible.

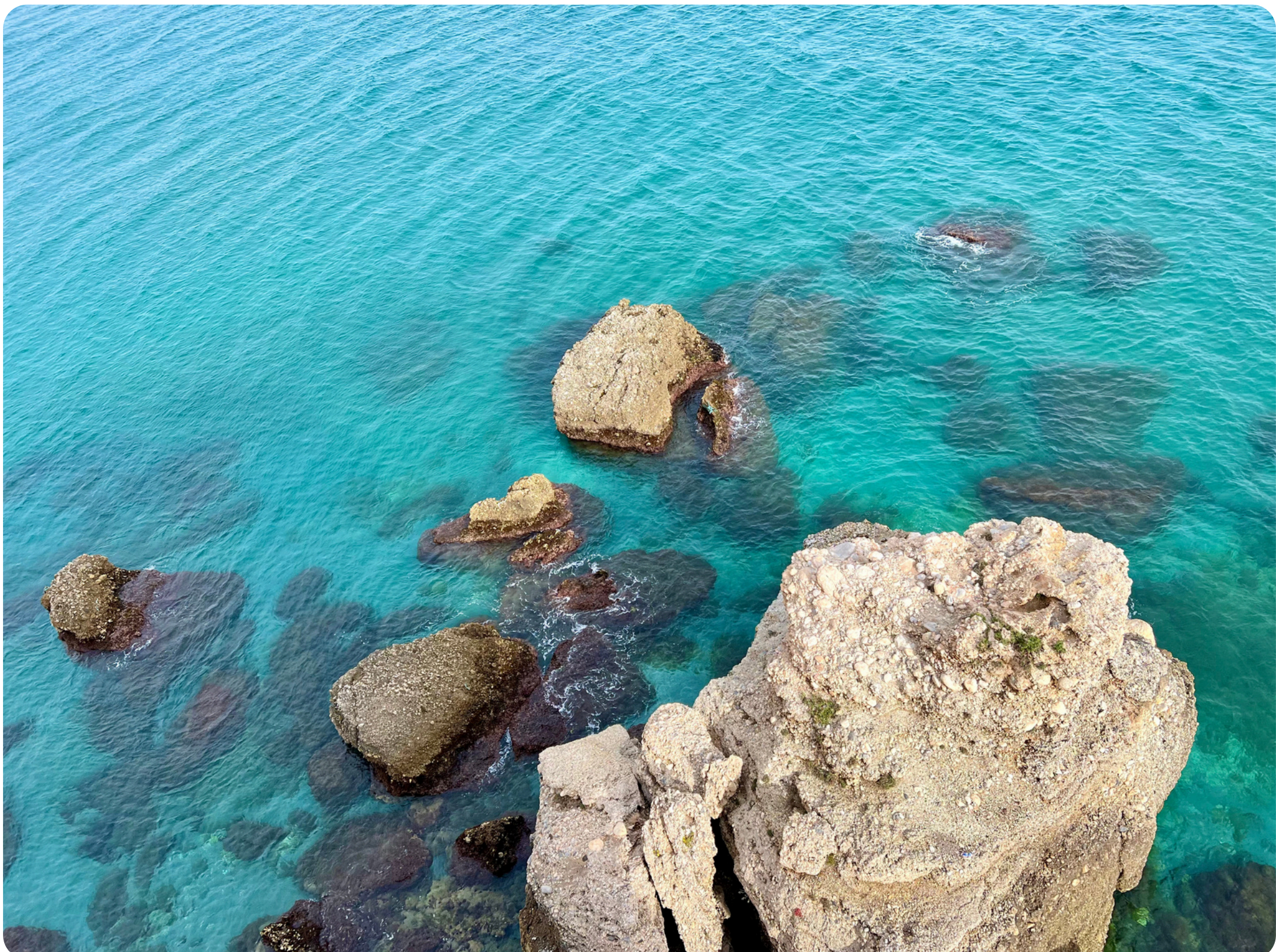
As someone with extensive experience in real estate in Nerja, I offer more than just tips. If you need hands-on help with staging your property for sale, advice on minor renovations to increase value and reduce the sales time, or managing the entire sales process, I'm here to help. I also provide consulting services for property owners, including renovation and management, especially if you're looking to do some improvements before selling. Those improvements can raise the price significantly and also make the sale process much more efficient.

For more guides and tips, be sure to visit my website, [www.nerjawithsanna.com](http://www.nerjawithsanna.com)

I look forward to helping you sell your property with confidence!

Sanna

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The waters of Nerja are crystal clear



Welcome to the Complete Seller’s Guide for Nerja in 2025!

Selling your property might feel overwhelming at first, but with the right approach, it can be a smooth and rewarding process. Whether you’re aiming for the best price or just want to sell quickly, this guide covers all the essential steps, from preparing your property to finding the right agent and closing the deal. Let’s make this an exciting journey!

Prepare Your Property for Sale

Fresh paint, modern furniture, and a clean, clutter-free space can work wonders.

Before you even think about listing your property, take a look around and assess its condition. Small updates can make a big difference. Even minor renovations can make a huge difference. Bigger ones like updating the kitchen or bathroom(s), can significantly increase your property’s value. These are the areas buyers often scrutinize most.

If you’re unsure where to start, **consider getting a free consultation**. I’m here to help assess your home and offer advice on small changes that could boost its appeal and price. The goal is to ensure you get the best value while minimizing hassle.

Staging Your Home

When it comes to staging, less is more. Decluttering your space allows potential buyers to envision themselves in the home. Most properties in Nerja are sold with furniture included, but removing excess pieces or outdated items can create a more spacious and inviting atmosphere. If you’re unsure how to best present your space, professional staging can make all the difference. I’m available to help you with that, from furniture arrangement to creating a welcoming environment that appeals to buyers. Below is a picture of one of our apartments in Nerja that we bought, completely renovated and sold for a record price in just 11 days.



When the renovation and furnishings are well thought out, the apartment sells quickly at a good price.



## Get Your Paperwork in Order

Now that your home is ready to present to possible agents, it's time to ensure all the necessary documents are in order. These include for example the nota simple, property deed (escritura), energy certificate (if it's more than 10 years old, you'll need a new one), and actas (meeting minutes) from the homeowners' meetings for the last three years. You should also have the estatutos (bylaws) of the urbanization if applicable and the last IBI, tasa de basura, and electricity bills ready.

Having these documents ready will make the sale process smoother and more efficient once you start working with an agent. So it is good to have them prepared beforehand.

## Choosing the Right Agent and Agency

First of all, aren't they the same? Nope. The agent is the person who will be responsible for selling your property, the agency is the brand, the company, the network, the tools, and the support behind the agent.

Let me explain. In many Real Estate Agencies, the agents are entrepreneurs, meaning they don't have a base salary and they purely work on commission. So this already leads to the situation where the agent is not necessarily thinking in your best interest but just wants to get his/her commission fast. But that's not all, in many agencies you have many agents so when you're contacting an agency, pay attention to the agent's references, experience, background, skills, knowledge, and reputation and not the agencies because that's a completely different story.

Choosing a real estate agent is crucial to a successful sale. While Nerja has many agents, not all provide the same level of service. Some agents will take a more passive approach, simply listing your property and waiting for buyers to come to them. However, a great agent will be proactive—handling viewings, providing regular updates, and actively promoting your property in different channels online and offline.

Look for an agent with good references who communicates clearly and is someone you feel comfortable working with. This person will be your partner in the selling process before, during, and after, so trust and transparency are key.

When you feel that you've found your agent, it's important to pay attention also to the agency, and their capacity to market the property well (photos, virtual tours, etc.), spread the word, and offer legal help during the process. Yes in Spain we always include the lawyers in the process but still, there are huge differences between the agencies and how much they actually know about the real estate law and procedures here in Nerja and Andalucia. This knowledge will come in very handy during the process.



Playa Burriana, Nerja



### Exclusivity: Why It Matters

One of the most important decisions you'll make is whether to list your property exclusively with one agent or with multiple agencies. Based on my experience, **exclusivity is always the better option**. When an agent has exclusive rights to your property, they are motivated to sell it quickly and at the best price because it's their sole responsibility. Also, working exclusively often allows for negotiation on commission rates, saving you money.

With multiple agencies, there's often confusion about who has access to the property, and agents may not feel incentivized to prioritize your listing. If you choose to work with multiple agencies, make sure you have time to be involved in the sales process a lot, opening doors and controlling the viewings. That is the only way to make it work and even then it's just too much hassle, stress, confusion and the whole process can look very unprofessional towards the potential buyers and also push them away. All I can say is that I've been there and done that.



### Marketing: Photos, Videos, and More

Once you've chosen your agent (hopefully on an exclusive basis), it's time to focus on marketing. High-quality photos and videos are essential in today's real estate market. Make sure your agent offers professional photography, 360-degree virtual tours, and even drone footage if you're selling a house with great outdoor spaces.

Good lighting and professional editing can make a huge difference in how your property is presented online. This is why it's so important to take the time to stage your home and potentially also invest in those small renovations beforehand.

Setting the Right Price

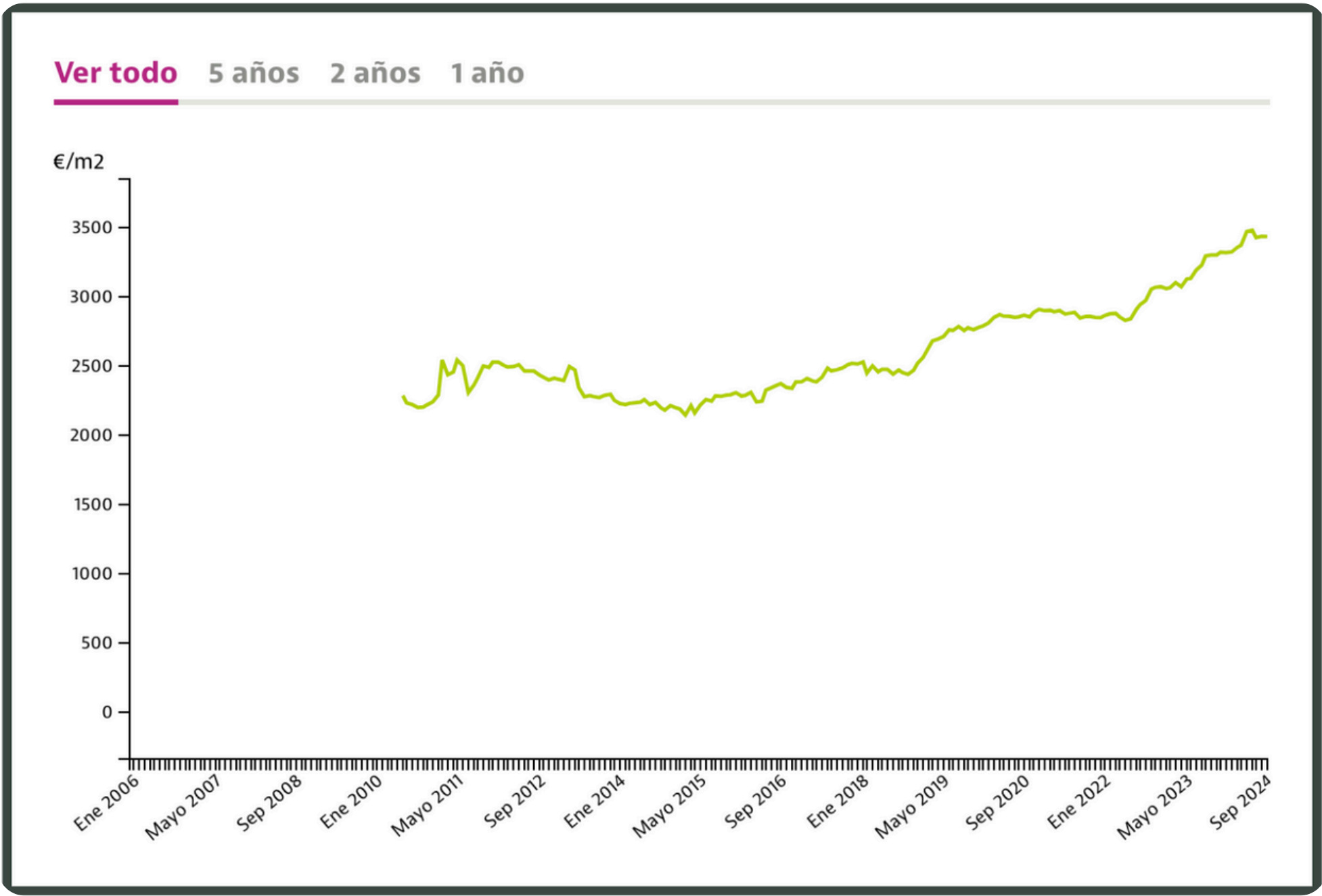
Pricing your property is both an art and a science. While you might have a price in mind, it's crucial to get professional advice on what the market will bear. Setting the price too high can cause your property to sit unsold for months, or even longer, while a price that's too low may leave money on the table.

But this is also something I see way too often. The seller meets several agents and then chooses to go with one who gives the highest valuation. Usually, this situation only leads to unsold property.

A competitive price, based on the latest market data, is key to attracting serious buyers. But there's also a lot more than that. For example, the condition, possible recent renovations, micro-location, the views, terrace size, and the south-facing property can all affect very positively to the sales price. And the difference can be very big between two same-size houses or apartments in the same urbanization.

It's also important to keep in mind that today's buyers are often well-informed, so being realistic from the start is crucial. The market never lies—if a property is overpriced, it simply won't sell.

Below, you'll find a chart showing the average sales price per square meter in Nerja. Over the past 14 years, property prices in Nerja have grown significantly. In July 2010, the average price was 2.229€ per m², while today it stands at 3.433€ per m². Some neighbourhoods are already seeing average prices exceeding 4.000€ per m². While these are just averages, they give a clear picture of the market. **If an agent suggests listing your property for 5.000€ per m² or more, proceed with caution.**



Average price per m2 in Nerja between July 2010 and September 2024 (Source: Idealista.com)



## Listing the property

Once everything is in order, it's time to list your property. If you haven't already, this is the moment to confirm the marketing channels and strategy your agency will use. The agency's website and newsletter are, of course, essential, but equally important are external Spanish property portals like Idealista and Fotocasa. Don't overlook international property portals either, as they can help reach a broader audience. Additionally, well-targeted social media groups can be highly effective in attracting international buyers when handled properly.

And there's also a big difference if you choose to go with exclusivity. Then you can be sure that the agent and often the agency will spread the word every possible way to reach the potential buyers. If there are multiple agents and agencies involved, that will not be the case.

## Viewings

Once the viewings start to happen and offers start coming in, your agent will negotiate the best terms. The agent is required to inform you about every potential buyer who will visit your property so you have a clear understanding of the progress.

This is also an area where many owners and agents could do much better. It's your property, and you know its best features. Maybe the morning sun is stunning, or the evening offers breathtaking sunset views. Simple details make a big difference: walking into an apartment with blinds down is far less appealing than one where the windows are open, the terrace door is ajar, and a fresh sea breeze greets the buyers as they step in. And, of course, make sure the space is clean and free from lingering cooking smells, especially fish! These small touches can make all the difference in selling your property quickly.

Buying a home is an emotional decision for many, and like in so many aspects of life, **the first impression is crucial and you only get one chance to make it.** If the initial impression is negative, it can take a lot of time and effort to turn that around.



Fresh paint, modern furniture, good lighting, and a clean, clutter-free space can work wonders when selling your property

### **Negotiating and closing the deal**

Whether you're handling the legal aspects yourself or working with a lawyer (which is the usual approach, and I'd be happy to help you find one if needed), having all the paperwork in order will make this stage much less stressful.

If you prefer a hassle-free experience, many real estate agencies, offer packages that include legal services, so you don't have to worry about hiring a separate lawyer. While these packages may come with a slightly higher commission, they often save you time and effort, and the overall cost is usually similar, as a lawyer typically charges between one and two percent.

### **Final Thoughts**

Selling a property in Nerja can be a straightforward process if you're well-prepared. From small renovations to selecting the right agent and setting the correct price, every step plays a role in achieving the best outcome. With the right support and strategy, you'll not only sell faster but also at a better price.

If you need help along the way, I'm always here to assist—whether with home staging, pricing advice, or managing the entire sale.

For more guides and tips, don't forget to visit my website: **[www.nerjawithsanna.com](http://www.nerjawithsanna.com)**

Good luck with your sale, and remember, with the right approach, selling your property can be an exciting and rewarding journey!

Sanna

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