



The SELLER's GUIDE

How to sell your property Step by Step



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This Step-by-Step Guide to Selling Your Property is designed to guide you through every stage of the process. Selling a home on your own isn't impossible, but it does require preparation and strategy. Here you'll find useful tools to help you succeed, and if you decide to take the next step, you can count on me for professional advice.

I am Paula Aharonian and for more than a decade I have been helping people and families find that space that not only fits their needs, but also reflects their style and way of life.

My approach as a real estate consultant is deeply personalized, based on listening, aesthetic sensitivity, and market knowledge.

In a market where every property has its own story, I believe the buying and selling experience should also be unique. My hallmark is guiding you with honesty, vision, and commitment.

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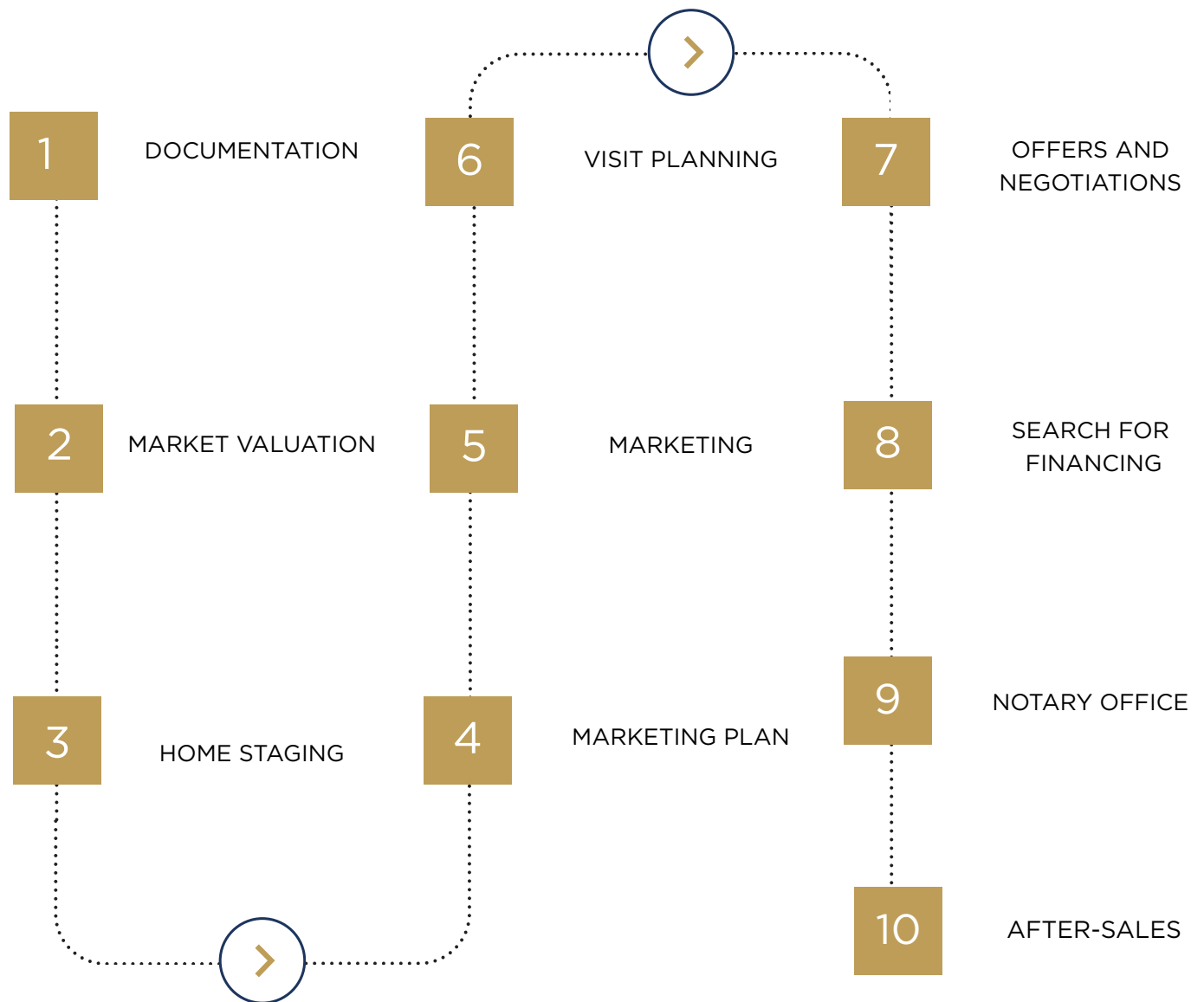
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*Technology will reinvent business, but
human relationships will remain the key
to success.*

Stephen Covey

SELLER'S *Roadmap*



Ten steps to

SELL YOUR HOUSE

- 01 Documentation
- 02 Market Valuation
- 03 Home Staging
- 04 Plan the Marketing
- 05 Marketing
- 06 Visit Planning
- 07 Offers and Negotiations
- 08 Search for financing
- 09 Notary
- 10 After-Sales Service

Get ready
to SELL



Gather the DOCUMENTATION

#1

THE IMPORTANCE OF HAVING YOUR DOCUMENTATION IN ORDER

Before you start showing your house, it's crucial to have all your paperwork up to date. This isn't just a minor detail: it can make the difference between closing a sale quickly or losing a buyer.

When a prospective buyer sees that everything is in order, they gain confidence and feel more secure moving forward. Conversely, if there are missing or expired documents, the process stalls, doubts arise, and you can even lose valuable opportunities.

Furthermore, having everything ready from the start prevents delays, allows you to negotiate more calmly, and lends more credibility to your sale. Remember that selling a property isn't just about finding a buyer; it's also about being able to sign the contract smoothly when the time comes.

In short: all paperwork in order = faster, simpler, and safer sale.



Checklist of documents required to sell your home in Spain

- ☐ **Property title (deed):** Document that proves you are the legal owner of the property.
- ☐ **Owner's ID or NIE:** Valid official identification.
- ☐ **Updated simple registry note:** It is requested at the Property Registry and shows the legal status of the property (ownership, charges, mortgage, etc.).
- ☐ **Latest IBI (Property Tax) receipts:** These serve to prove that payments are up to date.
- ☐ **Latest utility bills (water, electricity, gas, etc.):** Important to prove that there are no outstanding debts and to carry out the change of ownership.
- ☐ **Energy efficiency certificate:** Mandatory to be able to sell; must be issued by an authorized technician.
- ☐ **Certificate from the homeowners' association:** This confirms that there are no outstanding debts to the association (updated for the deed transfer). You should also provide the most recent minutes from the association meetings to check for any approved special assessments or other important information for the buyer to consider.
- ☐ **Plan (if you have one):** Helps to give the buyer clearer information.
- ☐ **Certificate of occupancy (in autonomous communities where it is mandatory).**
- ☐ **Cancelled mortgage or related documentation:** If you have a mortgage, you will need to process its registration cancellation.

👉 **Practical tip:** Have everything scanned and in one place (physical or digital folder). This way, when you have an interested buyer, you can quickly provide them with the information and demonstrate your professionalism.

Establish a PRICE

MARKET VALUATION

The sale price of a property is not defined randomly: it is the result of several factors that directly influence its real market value.

Setting a reasonable asking price is one of the most important aspects of the entire home selling process. If the price is too high, you might not receive any offers, and the sale could take a long time. On the other hand, if the price is too low, you could miss out on a higher profit.

Setting a suitable price from the start increases the chances of selling faster and under better conditions.



WHAT DETERMINES THE PRICE?

Location: The area, proximity to services, transport, schools and green areas is one of the factors that has the most weight in the price.

- Property characteristics: Surface area, layout, state of conservation, age, orientation and improvements made.
- Market prices: The value of similar properties in the same area serves as a reference for setting a competitive price.
- Current demand: If there is high demand in the sector, the price can be higher; if it is low, it is advisable to adjust it to attract buyers.
- Documentation and facilities: Having the paperwork in order and offering payment facilities can also increase the perceived value.



Prepare your HOME

HOME STAGING: MAKE YOUR HOME CAPTIVATING AT FIRST SIGHT

When you're selling a home, first impressions matter more than you might think. Home staging involves preparing and presenting the house in an attractive way so that buyers can imagine themselves living there from the very first moment.

It's not about making expensive renovations, but about making the most of what you already have: order, cleanliness, good lighting and small details can make a big difference.

Not interested in hiring a professional home stager? Consider these six suggestions to help improve the appearance of your home:

- **Clean and tidy thoroughly:** A clean space conveys care and builds trust.
- **Depersonalize:** Remove family photos and highly personal items. The idea is for the buyer to visualize their own life there.
- **Maximize the light:** Open curtains, raise blinds, and turn on warm lights. Brightness makes spaces seem larger and more inviting.
- **Fix the basics:** Change burnt-out light bulbs, fix leaky faucets or squeaky doors.
- **Decorate with subtlety:** A few plants, neutral cushions or a well-placed blanket can add a cozy touch without overwhelming the space.
- **Fresh air:** Ventilate the house before each visit. A pleasant smell is a bonus.



REMEMBER

You're not just selling walls... you're selling the feeling of "home".

Finding
a **BUYER**



MARKETING *Plan*

Selling a house isn't just about putting up a sign and waiting... These days, those who know how to market their property effectively have a much better chance of selling quickly and for a better price. A good marketing plan helps you reach more people, stand out from the competition, and generate genuine interest.



MARKETING TIPS

1. Prepare your home for showings

Before posting anything, make sure your home is ready to shine. Apply home staging tips, clean thoroughly, and pay attention to every detail. Presentation is key.

2. Take quality photos and videos

- Use natural light whenever possible.
- Take horizontal and well-framed photos.
- Highlight the strengths (terrace, views, spacious kitchen, etc.).
- A short video or virtual tour can make the difference.

☛ Tip: Good photos are your best online sales tool.

3. Write a good advertisement

- Use an attractive (but realistic) title.
- Describe the property clearly and highlight its strengths.
- Include practical information: square meters, number of rooms, condition, location, and price.
- Use a friendly and natural tone.

4. Publish on the appropriate real estate portals.

These portals are your showcase to the world. You can also use social media such as Facebook Marketplace, Instagram, or even neighborhood groups to reach more people at no cost.

☛ A marketing plan is not something fixed: you can adjust it until you achieve more visibility and better opportunities.

5. Don't forget about "neighborhood" marketing

A well-made sign on the facade, talking to neighbors, or spreading the word among acquaintances also works. Many sales are closed through personal connections.

6. Organize effective visits

Coordinate schedules, have the house ready, and provide all the necessary information (basic documentation, approximate costs, etc.). The more reassurance you convey, the better.

7. Monitor and adjust your strategy

If you don't receive any contacts after a few weeks, check:

- Is the price competitive?
- Are the photos attractive enough?
- Is the ad posted on enough sites?



Once you have the house ready, the photos taken and the paperwork in order, it's time to put it on the market.

This stage is key: if you do good marketing from the beginning, you can sell faster and under better conditions.



Congratulations! You've put your house up for sale.

Take advantage of your surroundings

Don't underestimate word of mouth. Many sales are closed thanks to neighbors, family, or friends. Put up a visible sign on your storefront, share the information in local Facebook groups and in community or neighborhood chats.

Consistency is your ally

Posting once isn't enough. Keep your listings updated, respond to messages promptly, and repost your listing to ensure it remains visible in the listings.

Flexibility and a good attitude

Buyers greatly value availability for viewings and clear communication. The easier you make things for them, the more likely you are to close the sale.

👉 In short: good marketing is not about having your home "for sale"... it's about showcasing it strategically to attract the right buyer.

Plan the VISITS

#6



During the first few weeks or weekends, be sure to have a flexible schedule for showings. This will give potential buyers more options for viewing.

Viewings are one of the most important steps in the sales process. It's the moment when the buyer imagines themselves living in the property, so it's worth preparing them well.

Before each visit:

- Make sure the house is clean, tidy, and well ventilated.
- Open curtains and blinds to make the most of the natural light.
- Remove personal items so the buyer can visualize the space as their own.
- Check small details: pleasant smell, comfortable temperature and good lighting.

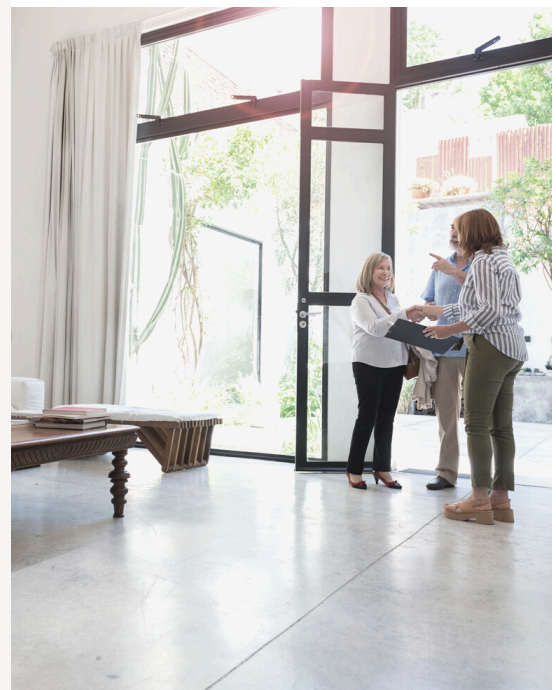
During the visit:

- Be punctual and project calmness.
- Highlight the property's strengths (orientation, location, terraces, improvements...).
- Let the buyer tour the house at their own pace.
- Answer questions clearly and honestly.

After the visit:

- Take note of their comments and impressions.
- If they show interest, have the documentation ready to facilitate the next step.
- Do a brief follow-up after one or two days.

👉 **Tip:** A good experience during the visit can be the key to closing the sale.



The final
STEPS

Offers and NEGOTIATION

When offers start coming in, the most important thing is to stay calm and think strategically. **Don't rush into anything: listen, analyze, and compare** each proposal with the price and terms that truly interest you. Sometimes, a slightly lower offer can be more advantageous if the buyer has financing ready or can close the deal quickly.

Negotiating doesn't mean "losing" money, but rather finding a middle ground that works for both parties. Be flexible, respond clearly, and always put everything in writing to avoid misunderstandings. Good communication and an open attitude can make the difference between missing an opportunity and closing a sale successfully.

Once you accept an offer, the usual practice in Spain is to formalize the agreement with an **earnest money contract**.

This step provides security to both parties and marks the formal beginning of the process of closing the transaction.

CRITERIA FOR EVALUATING OFFERS AND NEGOTIATING

Price offered: Is it close to the selling price you expect? How much room for negotiation do you have?

Purchase deadlines: Can the buyer close the deal within a reasonable timeframe?

Financing: Do you have an approved mortgage, your own funds, or do you need more time to arrange it?

Additional conditions: Does it include any special requests (furniture, renovations, extended deadlines, etc.)?

Transaction security: Does it seem like a solid and serious offer? Are there signs of commitment from the buyer?

☛ Make sure any agreement or condition is clearly documented in writing.



Search for FINANCING



Check the buyer's financing!

It is essential to know if the buyer has the necessary financing to close the deal. This avoids delays and gives you the assurance that the sale can be completed without surprises.



What should you keep in mind?

Always ask about financing: Before accepting any offer, confirm if the buyer has sufficient savings or a pre-approved mortgage.

Request basic documentation: Bank pre-approval letters, statements, or proof of funds can help verify your ability to pay.

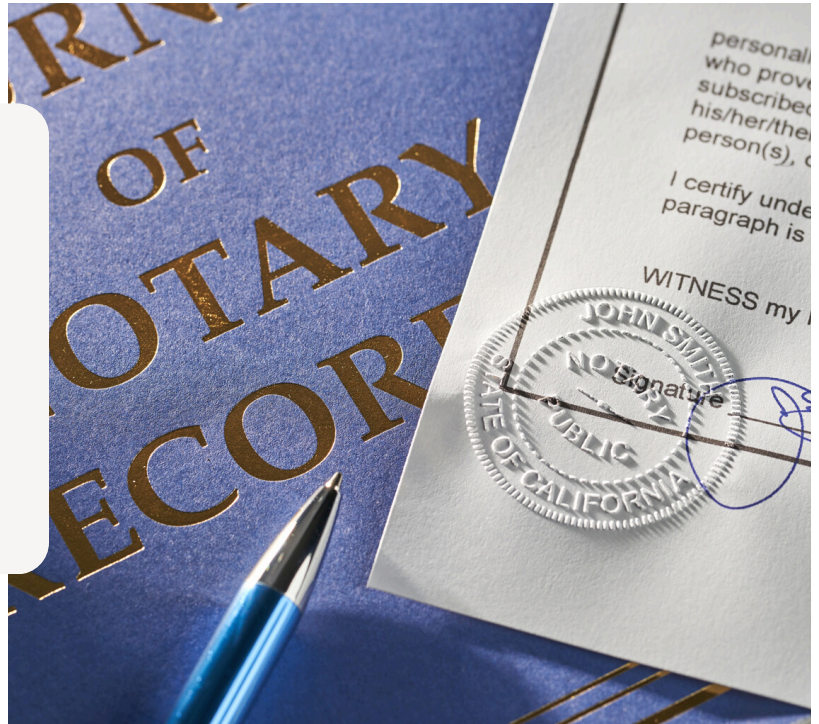
It provides clear information about the process: It explains deadlines, necessary documentation and how the sale will be carried out, so that the buyer can manage the mortgage without problems.

Avoid taking financial risks: Do not hand over the property or sign anything final until the financing is confirmed.

👉 **Practical tip:** A buyer with confirmed financing allows you to better plan the sale, negotiate with confidence, and reduce the possibility of the deal falling through at the last minute.

Closure and NOTARY OFFICE

Closing the sale is the moment all your hard work comes to fruition: the property changes hands and you receive payment. In Spain, this is done before a notary, who guarantees that the transaction is legal and secure for both parties.



HOW TO FINALIZE THE SALE?

With the OFFER accepted, the EARNEST MONEY agreement signed, and the buyer's FINANCING confirmed, it's time to CLOSE at the NOTARY'S OFFICE. The notary reviews all the documentation, drafts the deed of sale, and ensures the transaction is legal. At the signing, the buyer makes the final payment, and you hand over the property, thus closing the sale securely.

WHAT YOU SHOULD KNOW

Choosing a notary: This is the buyer's right, but if they don't have one they trust, you can suggest your own. The notary is responsible for reviewing the documentation, drafting the deed of sale, and ensuring everything is in order.

Required documents: Property deed, ID/NIE, updated property registry extract, energy performance certificate, occupancy certificate, community certificate, and up-to-date tax receipts. It is also advisable to have mortgage information if you are going to cancel or transfer the mortgage.

Signing the deed: At the notary's office, the seller and buyer sign the deed of sale. The buyer makes the agreed payment, and you hand over the keys.

👉 Have everything organized and review the documentation before going to the notary's office. This speeds up the signing and avoids last-minute surprises.

Expenses and taxes: As the seller, you must pay the municipal capital gains tax on the increase in the land's value; the buyer is responsible for the Property Transfer Tax (ITP) on resale properties. It is important to clarify this before signing.

👉 Practical tip: Always consult with a tax advisor, real estate professional, or the local authorities before finalizing the sale to confirm if you qualify for any reductions or exemptions. This can save you significant costs and prevent surprises.

AFTER-SALES SERVICE: WHAT TO DO AFTER CLOSING THE DEAL

Selling a home doesn't end with signing the deed at the notary's office. The after-sales phase is key to closing the process securely and avoiding future problems.

IMPORTANT STEPS AFTER THE SALE:

Handover of keys and documentation: Make sure the buyer receives all keys, remotes, manuals and documents related to the property.

Communication with utilities and community: Notify the water, electricity, and gas companies, as well as the homeowners' association, about the change of ownership. This will prevent future charges and legal issues.

Payment confirmation: Check that the final payment has been completed correctly and that there are no outstanding balances from the transaction.

Tax declaration: Declare the sale on your income tax return and pay the corresponding taxes (municipal capital gains tax and any applicable capital gains tax). Keep all receipts and documentation in case you need to provide proof later.

Friendly follow-up: Maintaining friendly communication with the buyer during the first few days can be helpful in case of questions about services or additional documentation.



REMEMBER

An orderly and responsible closure not only avoids legal problems, but also provides peace of mind and enhances your reputation as a seller.

Notes

