

A SELLER'S GUIDE

YOUR PROPERTY. THE RIGHT BUYER. THE RIGHT NETWORK.

Everything you need to know about selling your property in Marbella, Sotogrande and Alcaidesa, and why the right representation makes all the difference.

5,162€

PER SQM

RECORD HIGH 2025

9.8%

YEAR ON YEAR PRICE GROWTH

20%

DROP

IN AVAILABLE STOCK

DEBORAH BYRNE ELVES

LUXURY PROPERTY SPECIALIST · 25 YEARS



THE MARKET HAS NEVER FAVOURLED SELLERS MORE.

Prices in Marbella, Sotogrande and Alcaidesa are at their highest levels ever recorded. The number of properties available to purchase has fallen by 20 percent, the steepest drop Spain has ever seen.

International buyers from the United States, the United Kingdom, Scandinavia and the Middle East are actively searching with serious budgets and nowhere near enough quality stock to choose from. If you are considering selling, this is the moment to act.

The Marbella Golden Triangle recorded €3.2 billion in residential investment in 2024 alone. One in three residents in this area is a foreign national. Demand is structural, not seasonal, and it is not going to slow down.

In Sotogrande and Alcaidesa, something even more significant is happening. The Gibraltar border fence is coming down. Over 15,000 workers cross that border every day and for the first time, they can seriously consider living in Spain. Sotogrande and Alcaidesa are the natural destination. This is a once in a generation shift in demand and it is happening right now.



A ONCE IN A GENERATION OPPORTUNITY

THE GIBRALTAR BORDER IS COMING DOWN.

IN JUNE 2025, SPAIN, THE UNITED KINGDOM, GIBRALTAR AND THE EU
REACHED A LANDMARK AGREEMENT TO ELIMINATE PHYSICAL BORDER
CONTROLS. THE FENCE KNOWN AS LA VERJA IS BEING DISMANTLED. THIS
CHANGES EVERYTHING FOR SOTOGRANDE AND ALCAIDESA.

WHAT THIS MEANS

Over 15,000 workers cross the Gibraltar border every single day. Until now, daily delays and complications meant that living in Spain and working in Gibraltar was difficult. That limitation is dissolving. These workers — professionals in fintech, gaming, maritime industries and financial services — can now seriously consider relocating to the Spanish side of the border.

Sotogrande and Alcaidesa are their first and most obvious destination. Championship golf, international polo, a private marina, uncrowded beaches and some of the most competitive property prices on the Costa del Sol. La Linea property prices already surged 18 percent in the six months leading up to the agreement. Alcaidesa, at €3,980 per square metre, offers a premium alternative that remains significantly undervalued compared to Marbella.

WHY SELLERS SHOULD ACT NOW

The buyers this border change is creating are exactly the profile that Sotogrande and Alcaidesa attract. Professionals, families seeking space and privacy, international residents who want easy access to Gibraltar's financial infrastructure while living in a genuine lifestyle environment.

We have been operating in this market for 25 years. We know Sotogrande and Alcaidesa in detail and we already have the international buyer contacts, the eXp Luxury global network and the direct outreach capability to reach Gibraltar-based professionals the moment they start looking.

"ITS POSITION AS ONE OF THE FIRST RESORT COMMUNITIES BEYOND THE GIBRALTAR BORDER MAKES ALCAIDESA UNIQUELY PLACED TO BENEFIT FROM INCREASED TRAFFIC, TOURISM AND INVESTMENT."

ONE EDEN — MARCH 2026

5,162€

MARBELLA AVERAGE PER SQM

9.8%

PRICE GROWTH, GOLDEN TRIANGLE

20%

DROP IN AVAILABLE STOCK



WHAT WE BRING THAT OTHERS CANNOT.

Most agents list and wait. We work differently. We identify the right buyers before your property reaches the open market, and we have the network to reach them globally from day one.

25

YEARS OF SPECIALIST KNOWLEDGE

Deborah Byrne Elvès has specialised exclusively in Marbella, Sotogrande and Alcaidesa for 25 years. That depth of local knowledge — including the emerging Gibraltar border opportunity — protects your price and your interests at every stage.

89K

AGENT REFERRAL NETWORK

Through eXp Luxury, your property reaches over 89,000 agents across 29 countries — each with their own qualified buyer clients looking for exactly what you have.

90+

INTERNATIONAL PORTALS

From the Wall Street Journal and Robb Report to Rightmove, Idealista and Kyero, your property is placed in front of serious buyers across 70 countries from the moment we go live.

THE PRIVATE ADVANTAGE

WE DON'T WAIT FOR BUYERS TO FIND YOU.

Through our private representation channel, we approach qualified buyers directly before your property is publicly available. This means fewer viewings, qualified buyers only, and often a better result for you.

For vendors who value discretion, this off market approach means complete control over who sees your property and when. Your home is never broadcast to the world before the right buyers have been approached privately.

We also have a dedicated Sports and Entertainment advisory channel, giving us direct access to a demographic that actively seeks premium property on the Costa del Sol.

INTERNATIONAL BUYERS

SIX KEY BUYER NATIONALITIES.

Our international buyer database holds qualified contacts from the United States, the United Kingdom, Germany, Scandinavia, the Middle East and Northern Europe. These are buyers who are actively searching, financially prepared, and culturally motivated by the Costa del Sol lifestyle.

For Sotogrande and Alcaidesa specifically, we are also actively building a pipeline of Gibraltar-based professionals — the over 15,000 workers who cross that border daily and who can now, for the first time, realistically consider living on the Spanish side. This is a new buyer profile that most agents are not yet addressing. We are.

YOUR DEDICATED CAMPAIGN

EVERYTHING YOUR PROPERTY DESERVES.

■ Cinematic video and aerial drone

Professional production capturing the property at its finest, showcasing views, architecture and lifestyle.

■ 90+ international portals

WSJ, Robb Report, Mansion Global, Rightmove, Idealista, Kyero and 85+ more, distributed across 70 countries.

■ Daily social media distribution

Active presence across Instagram, Facebook and YouTube with a combined audience built over years of consistent content.

■ eXp Luxury global network

Immediate activation across 89,000 agents in 29 countries, each with their own buyer client lists.

■ Private off market channel

Where discretion is required, your property is presented confidentially to a curated list of qualified buyers.

■ Qualified viewings only

Every prospective buyer is pre-qualified before they step through your door. Your time and privacy are respected throughout.

■ Weekly written updates

You hear from us every week. No chasing, no silence, no uncertainty about where your sale stands.

■ Full negotiation management

We handle every approach and every offer, protecting your position at every stage to achieve the best possible outcome.

■ Legal and professional referrals

We introduce you to trusted legal professionals and stay involved throughout the process until keys are exchanged.

■ Sports and Entertainment pipeline

Direct access to a high net worth demographic actively seeking premium Costa del Sol property.



WHERE YOUR PROPERTY WILL APPEAR.

Your property is syndicated immediately to the world's most prestigious property and lifestyle platforms.

WALL STREET JOURNAL	ROBB REPORT	MANSION GLOBAL	BARRONS
RIGHTMOVE	IDEALISTA	KYERO	JAMES EDITION
LUXURY ESTATE	EXP LUXURY.COM	PRIME LOCATION	FOTOCASA
ZOOPLA	A PLACE IN THE SUN	ON THE MARKET	+ 75 MORE PORTALS

89,000

eXp Luxury agents across 29 countries, each with their own qualified buyer clients

70+

Countries your property reaches from day one of campaign going live

90+

INTERNATIONAL PORTALS AND
PUBLICATIONS CARRYING YOUR
PROPERTY LISTING

25

YEARS OF LOCAL RELATIONSHIPS, CONTACTS AND
KNOWLEDGE EXCLUSIVELY ON THE COSTA DEL
SOL

YOUR PROPERTY JOURNEY, STEP BY STEP.

Selling a home is one of the most significant decisions you will make. This is how we handle it on your behalf.

01

CONFIDENTIAL VALUATION

We carry out a thorough market analysis using current comparable data and present you with honest, evidence based pricing. No obligation and complete discretion throughout. You will understand exactly where your property sits in today's market and why.

02

TAILORED SALES STRATEGY

We build your campaign around your property, your timeline and your ideal buyers. Cinematic content, targeted portal distribution, private network activation and direct outreach to our international buyer database. Every campaign is bespoke.

03

PROFESSIONAL PHOTOGRAPHY AND VIDEO

We commission professional cinematic video, aerial drone imagery and still photography. For luxury properties, the quality of the visual content is not a nice-to-have, it is the difference between interest and a viewing, and a viewing and an offer.

04

CAMPAIGN LAUNCH

Your property goes live across 90+ portals simultaneously. The eXp Luxury global network is activated. Our private buyer database is contacted directly. Social media content goes out that day. From day one, your property has maximum exposure.

05

QUALIFIED VIEWINGS ONLY

We pre-qualify every prospective buyer before they step through your door. Their financial position is understood, their motivations are clear and their timeline is genuine. Your time and your privacy are respected from first contact through to offer stage.

06

NEGOTIATION AND OFFER MANAGEMENT

We handle every approach, every offer and every negotiation on your behalf. Our role is to protect your position, your price and your interests. You are kept fully informed at every stage with weekly written updates as standard.

07

LEGAL SUPPORT THROUGH TO COMPLETION

WE INTRODUCE YOU TO TRUSTED LEGAL PROFESSIONALS AND REMAIN INVOLVED UNTIL KEYS ARE EXCHANGED.
IN A CROSS-BORDER TRANSACTION, THIS SUPPORT IS NOT OPTIONAL, IT IS ESSENTIAL.



YOUR SPECIALIST

DEBORAH BYRNE ELVES

25 years of specialised knowledge, exclusively on the Costa del Sol. This is not a portfolio built across multiple markets. Every relationship, every sale and every client conversation has happened here.

As a Certified eXp Luxury Mentor, Deborah has direct access to the full global network infrastructure that sets eXp Luxury apart. Your property is not handled by a junior negotiator or passed between teams. You deal directly with Deborah from the first conversation to the signing of contracts.

CERTIFIED EXP LUXURY MENTOR

25 YEARS, COSTA DEL SOL

MARBELLA · SOTOGRANDE · ALCAIDESA

EXP REALTY LUXURY DIVISION

"DEBORAH DIDN'T GIVE UP ON FINDING US OUR DREAM HOME. WITH DOGGED DETERMINATION AND TRUE PROFESSIONALISM SHE GOT US THE DREAM HOUSE IN THE EXACT SPOT, AT A BRILLIANT PRICE, BEFORE IT HAD REACHED THE MARKET BECAUSE OF HER AMAZING CONTACTS. THE BEST REALTOR I HAVE EVER WORKED WITH."

YVONNE ESKENZI — CO-FOUNDER ESKENZI PR, WINNER OF THE QUEENS AWARD

IN THEIR OWN WORDS.

"WE BOUGHT OUR LOVELY APARTMENT IN MARBELLA THROUGH DEBORAH, WHO WAS INCREDIBLY HELPFUL THROUGHOUT THE SALE AND IN PROVIDING ADVICE WHEN WE MOVED IN. WE COULD NOT RECOMMEND DEBORAH HIGHLY ENOUGH."

MARTIN WALLER

Interim CFO and Finance Director

"I FLEW OUT TO SPAIN TO MEET SOMEONE I HAD ONLY JUST CONNECTED WITH ON TIKTOK. FROM THE VERY FIRST MINUTE WE MET HER WE HIT IT OFF. I HAVE GENUINELY NEVER MET ANYONE AS HONEST AND STRAIGHT TALKING AS DEBORAH. SHE NEVER OVERSOLD ANYTHING. HER ADVICE WAS CONSISTENTLY SOUND AND IN OUR BEST INTEREST. ONE YEAR ON I AM PROUD TO CALL DEBORAH NOT JUST OUR AGENT BUT A FRIEND AND A MENTOR."

M TAGHI

Google Review

"DEBORAH WAS PROFESSIONAL, KIND, PATIENT AND NEVER PUSHY. SHE MADE WHAT COULD HAVE BEEN A STRESSFUL PROCESS FEEL EASY AND SUPPORTED EVERY STEP OF THE WAY. HER KNOWLEDGE, CARE AND GENUINE UNDERSTANDING OF WHAT WE WANTED MADE ALL THE DIFFERENCE."

JULIE CLARK

Google Review

"I WOULD HIGHLY RECOMMEND BYRNE OVERSEAS. DEBORAH WAS THE UTMOST PROFESSIONAL DEALING WITH ALL ASPECTS OF WHAT CAN BE AN EXTREMELY STRESSFUL PROCESS, ESPECIALLY IN ANOTHER COUNTRY. BYRNE OVERSEAS PROPERTIES IS THE GO-TO ESTATE AGENT."

MARTIN HOLLAND

LinkedIn

WHAT TO HAVE PREPARED.

To move quickly in today's market, having the right documentation ready can make a significant difference. Here is what we will need from you

PROPERTY DOCUMENTS

Escritura de compraventa (title deed)
Nota simple from the Land Registry
IBI receipts for the last two years
Community fees and community statutes
Energy performance certificate (required by law)
Any licences of first occupation or building permits
Floor plans if available

HELPFUL TO HAVE READY

Details of any recent improvements or renovations
Average utility costs
Any rental income history if applicable
Your legal representative's contact details
Your NIE number
Details of any outstanding mortgage
Your timeline and preferred sale terms

Not sure what you have? Do not worry. We will walk you through everything at our initial consultation. No obligation and complete discretion from the very first conversation.

READY TO FIND OUT WHAT YOUR PROPERTY IS WORTH TODAY?

Receive a complimentary property valuation and personalised marketing strategy with no obligation.

DEBORAH BYRNE ELVES

Luxury Property Specialist

Marbella · Sotogrande · Estepona · Benahavís

THINKING OF SELLING YOUR PROPERTY?

Whether you are considering a sale today or simply exploring your options, we provide expert local knowledge, international exposure, professional marketing and access to qualified buyers.

www.byrneoverseasgroup.com

WHATSAPP DEBORAH DIRECTLY

QR CODE



SCAN FOR YOUR
COMPLIMENTARY VALUATION