

MARKETING PLAN FOR EXCLUSIVE LISTING

SIERRA BLANCA VILLA

PREPARED BY
Marbella Living



OVERVIEW

We are delighted to present our bespoke marketing strategy for your exceptional villa in Sierra Blanca. Positioned within Marbella's most prestigious gated community along the Golden Mile, this remarkable home requires a tailored, high-impact approach designed to attract qualified, high-net-worth buyers from around the world.

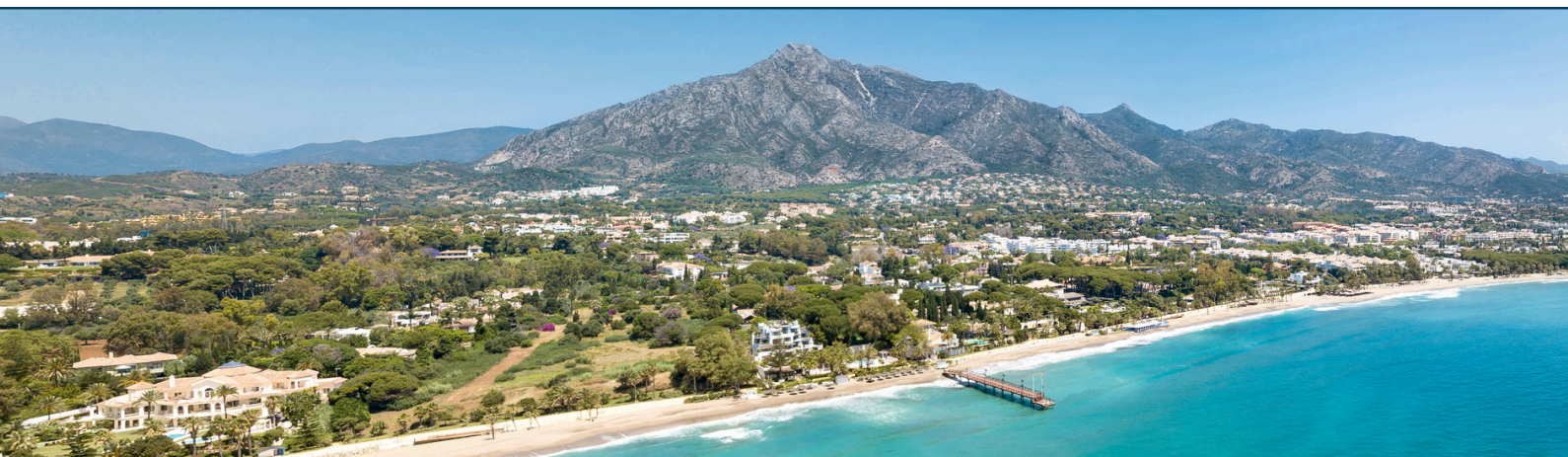
As a boutique agency with a carefully selected and highly experienced team, we offer a uniquely personalised service. Our size allows us to give this property the focused attention it deserves. With such a standout listing, it will become a central priority for our entire company, and we will pride ourselves on knowing it intimately—from layout and finishes to key features and lifestyle benefits. This hands-on approach allows us to showcase the home with genuine enthusiasm and detailed knowledge.

COMMISSION STRUCTURE

We offer a competitive and transparent commission structure designed to maximise exposure and incentivise results:

- **4% commission** if the property is sold to one of our **direct clients**.
- **6.5% commission** for **shared deals** involving collaborating agents or international introducers.

The 6.5% commission reflects the resources and partnerships required to reach a global audience of potential buyers. This includes remuneration for trusted overseas introducers and a generous incentive for collaborating agents—ensuring your villa receives maximum visibility and priority across all networks.



EXCLUSIVE LISTING

By listing the property exclusively with us, you will benefit from a powerful, multi-channel marketing campaign crafted to highlight the unique character, elegance, and lifestyle offered by your home:

1. Premium Visual Content

- Professional **photography**, including architectural angles and twilight shots
- High-definition **video tour** with cinematic editing
- Aerial **drone footage** capturing views, grounds, and surrounding landscape
- Lifestyle imagery to evoke aspiration and emotion

2. Global Online Presence

- Featured on **our website** with a fully SEO-optimised property landing page
- Shared across leading international portals with proven results, including premium National and International Highlighting on Idealista.
 - Portals include: GreenAcres, PropertyTop, CostadelHome, PropExtra and Idealista
- Boosted via targeted **social media posts** and **Google Ads**, filtered to reach ultra-high-net-worth individuals

3. Events & On-the-Ground Visibility

- Installation of a large, elegant **“For Sale” board** on the property
- A curated **cocktail evening open house** for select buyers and top agents
- A dedicated **property website** featuring immersive content and enquiry forms

4. Agent & Client Network Engagement

- Monthly features in our **email newsletters** to both buyers and agents
- Direct outreach via **bespoke email campaigns** to over 5000 collaborating agents and brokers
- Priority promotion among key contacts in our **private client list**

5. Team Familiarisation & Viewings

- A full **team viewing** will be arranged next week to ensure each agent and all office staff have a comprehensive understanding of the villa, its layout, features, and key selling points
- All **viewings** will be conducted with discretion, professionalism, and pre-qualification of prospective buyers
- Detailed follow-up with every enquiry to ensure no opportunity is missed
- We will also provide detailed feedback to the owner after each viewing

CONCLUSION

This marketing strategy is designed to not only elevate the visibility of your home but to position it exactly where it deserves to be - among the most desirable properties on the global market. Our goal is to secure the right buyer at the right price, with the service and discretion you would expect at this level.

Our suggested Asking Price: €22,490,000

After careful evaluation of the property's unique features, market position, and current buyer trends, we recommend a listing price of **€22,490,000**. This figure has been strategically selected to support a successful sale while maintaining flexibility and competitiveness at this level of the market.

Key reasons for this pricing strategy:

- To allow room for **negotiation**, while maintaining the perceived value and prestige of the property
- To provide sufficient margin to **cover introducer fees or collaborative agent commissions** where applicable
- Based on **current market research and comparable listings** in Sierra Blanca and surrounding areas

This pricing approach positions the property strongly in the ultra-luxury segment while maximising the potential for serious interest and a successful transaction.

We look forward to representing your villa with the excellence it warrants.

