

BLANCAINTERNATIONAL
THE AGENCY



OUR UNIQUE
MARKETING
STRATEGY



PERFECT PRESENTATION



PHOTOGRAPHY AND VIDEOGRAPHY

Our content creator will make sure your property stands out to potential buyers with high-quality photos and videos. These professional visuals will showcase your property maximising its reach to potential clients across our social media platforms.



PROPERTY DETAILS

Our team will design a digital property brochure highlighting the key features of your property to enhance its appeal. This brochure will be sent via email, Whatsapp and text to prospective buyers, maximising its impact and driving as many inquiries as possible.



FLOOR PLAN

A floor plan helps buyers visualise the space, understand the layout, and assess if the property meets their needs. Not all agents in Spain provide floor plans even though they, increases engagement, and ensures clear communication, making it easier for buyers to make informed decisions, especially if they are doing research from abroad.



PRESENTATION ADVICE

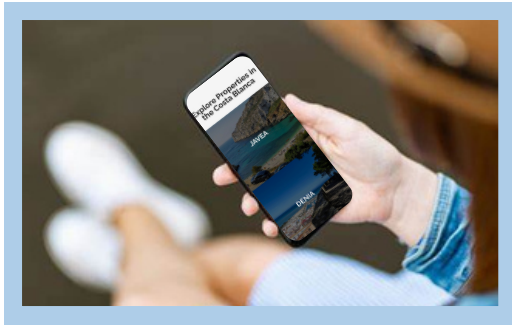
Making a strong first impression is key to securing a quick sale. We offer expert presentation advice and can connect you with our trusted trades people for any minor repairs or improvements needed before listing your property.

OUR MARKETING STRATEGY

Our team is dedicated to delivering excellent results with top-notch customer service. We ensure your property is presented in the best possible way to attract the largest number of potential buyers.

“ Our marketing strategy combines innovation and expertise to ensure your property gets the attention it deserves.”

MARKETING STRATEGY



DIGITAL

Your property will feature on our website and across our social media platforms, where we'll run a targeted paid campaign. Using data-driven audience profiling, we'll ensure your property is seen by the right potential buyers.



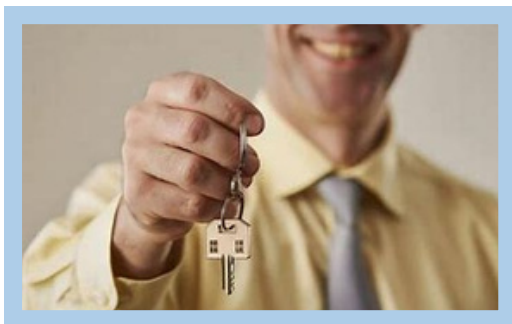
TELEPHONE

Our team will personally reach out to potential buyers that are on our database, offering them exclusive early-bird viewings and detailed information about your property. Additionally, we use text and WhatsApp to keep buyers informed about new listings as soon as they hit the market.



LOCATION

Our prime location in the Arenal ensures maximum visibility and attracts walk-in traffic from potential buyers. Situated in popular area, your property benefits from increased exposure to passersby, giving it an edge in reaching a wider audience and generating more interest.



COMMUNICATION AND FEEDBACK

We prioritise clear and consistent communication, keeping you updated at every stage of your journey. From the initial valuation to the listing and final sale, we ensure you're always in the loop, removing any unnecessary stress and providing you with peace of mind throughout the entire process.

DONT JUST TAKE IT FROM US



We bought our dream villa in Spain through Vera. Vera spent the week with us, and showed us around the area and had my our dream come true. Unlike most estate agents, Blanca International go above and beyond that they don't just try to sell you the house, they Care! Vera has personally made us feel settle in Spain. This is an estate agent with Heart!



We have had an exceptionally good experience with Blanca International during our search for property in Spain. Thanks to the professionalism and human approach, everything worked out so well and we now live in our dream house in Costa Blanca. We have also rented several cars from them over an extended period of time and also this is handled with the utmost service and professionalism. They fully deserve all 5 stars and we highly recommend their services.



MEET YOUR LOCAL PROPERTY EXPERT



Vera Gafarova, Director

Vera has experience in the property industry. She established Blanca International in 2016 and has built a strong successful team.

Vera has a deep understanding of Javea and its surrounding areas. Combining her experience and local knowledge, Vera is confident she can help to gain the best possible results for sellers and help buyers find their dream home.

PREPARING YOUR HOME FOR SALE

There are a number of steps you can take to ensure your property makes a lasting impression during your market appraisal and viewings.

Boosting your home's kerb appeal is crucial, especially in Spain's sunny climate where outdoor spaces play a big role in attracting buyers. There are plenty of easy and affordable ways to make a great first impression and increase your property's value.

Clean pathways and driveways

In Spain, where outdoor living is a key feature, ensuring your walkways and driveway are spotless is vital. A quick power wash will remove dirt and stains, giving the approach to your home a fresh, inviting look.

Tidy up the garden

A well-maintained front garden reflects a well-cared-for home. Trim any overgrown plants, mow the lawn, and keep the area neat. In Spain, where outdoor spaces are highly valued, this can significantly enhance your home's appeal and value.

Other features to consider

Clean, well-maintained windows and ensuring there are no loose tiles, gutters, or fences that could detract from your home's appeal. In Spain's sunny climate, a fresh exterior and functional outdoor spaces are particularly important.

Top tips

Remember to move any cars off the driveway before photographing your property. Also, inquire about the benefits of having an estate agent board for additional visibility.

Inside your home

- Ensure your property is clean, tidy, and free of clutter to create an inviting atmosphere.
- Temporarily remove any excess furniture to give your home a sense of spaciousness.
- Open windows to air out your home and eliminate any unwanted odors before viewings.
- If a room feels tired, consider adding a fresh coat of paint, especially in light, neutral tones that appeal to a wide range of buyers.
- If your home needs some updates, it's worth asking for our opinion on whether additional improvements will provide good value for money.
- Clear surfaces and windowsills to enhance the appearance of your space. Keep personal items like keys and documents out of sight.
- De-personalise rooms where possible, allowing potential buyers to imagine themselves living in the space.

To start your moving journey contact our friendly team